

# **S. CEM BAHADIR**

August 2007

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## **EDUCATION**

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- 2007      Ph.D. in Business Administration, Marketing  
            Emory University, Atlanta
- 2002      M.S. in Engineering Management  
            Marmara University, Istanbul, Turkey
- 1999      B.S. in Industrial Engineering  
            Istanbul Technical University, Istanbul, Turkey

## **ACADEMIC EMPLOYMENT**

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- Aug 2007 - Assistant Professor of Marketing  
            Moore School of Business, University of South Carolina
- 2003-07 - Graduate Assistant  
            Goizueta Business School, Emory University

## **RESEARCH INTERESTS**

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- Determinants of financial value of market-based assets (e.g., brands and customer relationships)  
Post acquisition performance impact of market-based assets

## **WORKING PAPERS**

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- Bahadir, S.Cem, Sundar G. Bharadwaj, and Rajendra K.Srivastava “Financial Value of Brands in Mergers and Acquisitions: Is Value in the Eye of the Beholder?”  
*(Invited for revision at Journal of Marketing)*
- Bahadir, S. Cem, Sundar G. Bharadwaj, and Michael Parzen, “Empirical Generalizations on the Determinants of Firm Sales Growth Performance: A Hierarchical Bayes Approach”  
*(Draft available upon request )*

## **WORK IN PROGRESS**

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- “Marketing Mix and Country-Market Characteristics: A Cross-Country Dynamic Panel Data Analysis” (with Sundar G. Bharadwaj, Rajendra K. Srivastava)
- “New Empirical Generalizations on Advertising Elasticities” (with Sundar G. Bharadwaj)

## CONFERENCE PRESENTATIONS AND OTHER PUBLICATIONS

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Bahadir, S.Cem, Sundar G. Bharadwaj, and Rajendra K. Srivastava (2006): "Value of Brands: Is the Value in the Eye of the Beholder?" *Special Session: Financial Value of Marketing, XXVIII Marketing Science Conference*, INFORMS, University of Pittsburgh, Pittsburgh, PA

Bahadir, S.Cem, Sundar G. Bharadwaj, and Michael Parzen (2006): "Empirical Generalizations on the Determinants of Firm Sales Growth Performance: A Hierarchical Bayes Approach," *36<sup>th</sup> Annual Haring Symposium*, Indiana University, Bloomington, IN

Bahadir, S.Cem, Sundar G. Bharadwaj, and Michael Parzen (2005): "Empirical Generalizations on the Determinants of Firm Sales Growth Performance: A Hierarchical Bayes Approach," *XXVII Marketing Science Conference*, INFORMS, Emory University, Atlanta, GA

Bahadir, S.Cem and Kapil R. Tuli (2002), "Measuring Marketing Productivity: Linking Marketing to Financial Returns," *MSI Report No.02-119*.

## HONORS and FELLOWSHIPS

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Goizueta Fellow, Scholarship of \$1,000 (2007)

INFORMS Marketing Science Doctoral Consortium Fellow, 2005 and 2006

Presenter, HARING Symposium, Indiana University, 2006

Scholarship for International Participants, Bayesian Workshop, Goethe University, Germany, 2004

Goizueta Foundation Doctoral Fellowship, Goizueta Business School (2002-2006)

## TEACHING INTERESTS

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Marketing Strategy, Marketing Management, Brand Management

## TEACHING EXPERIENCE & TRAINING

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Fall 2005 Co-instructor, Marketing Management

Spring 2005 Teaching Assistant, Marketing Management

Spring 2005 Georgia Masters Teaching Workshop, Goizueta Business School

Fall 2004 Case-based teaching workshop, Goizueta Business School

Fall 2004 *Teaching in Business Schools* Course, Goizueta Business School

Fall 2004 TATTO teaching workshop, Emory University

**SERVICE**

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Reviewer, Marketing Management, Strategy, and Channels Track, Winter AMA 2008

Reviewer, Interfirm Issues Track, Winter AMA 2006

**PROFESSIONAL AFFILIATIONS**

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American Marketing Association

INFORMS Society for Marketing Science (ISMS)

**INDUSTRY EXPERIENCE**

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2000-2002      Internal Management Consultant – ISO Project Supervisor  
Anadolu Endustri Holding (Anadolu Group), Istanbul, Turkey

1999-2000      Industry Analyst  
Kapsay Consulting, Istanbul, Turkey

**PERSONAL INFORMATION**

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Country of Citizenship : Turkey

Languages: English and Turkish