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Formation

PhD in Marketing (2007), Michigan State University
MBA (2003), Sabanci University, Istanbul, Turkey

Thèmes de recherche

Thèmes

Customer-driven innovation, Interorganizational Marketing, Contracting

Zone géographique

Emerging Markets

Publications

Publications académiques

Articles

"The entrepreneurial university and academic discourses: The meta-synthesis of Higher Education articles" (B. Uslu, A. Calikoglu, F. Seggie, S. Seggie), *Higher Education Quarterly*, Numéro 000

"Combining Big Data and Lean Startup Methods for Business Model Evolution" (S. Seggie, E. Soyer, K. Pauwels), *AMS Review*, déc. 2017, Vol. 7, Numéro 3-4, p. 154-169

"Passive and Active Opportunism in Interorganizational Exchange" (S. Seggie, D. Griffith, S. Jap), *Journal of Marketing*, nov. 2013, Vol. 77, Numéro 6, p. 73-90

"Transaction Cost Economics in International Marketing: A Review and Suggestions for the Future" (S. Seggie), *Journal of International Marketing*, mars 2012, Vol. 20, Numéro 2, p. 49-71

"Exploring Correlates of Product Launch in Collaborative Ventures: An Empirical Investigation of Pharmaceutical Alliances" (B. Talay, S. Seggie, E. Cavusgil), *Journal of Product Innovation Management*, avr. 2009, Vol. 26, Numéro 4, p. 360-370

"What Does it Take to Get Promoted in Marketing Academia? Understanding Exceptional Publication Productivity in the Leading Marketing Journals" (S. Seggie, D. Griffith), *Journal of Marketing*, janv. 2009, Vol. 73, Numéro 1, p. 122-132

"The Resource Matching Foundations of Competitive Advantage: An Alternative Perspective on the Globalization of Service Firms" (S. Seggie, D. Griffith), *International Marketing Review*, août 2008, Vol. 25, Numéro 3, p. 262-275

"Are Decisions Arbitrary in our International Business Ranking Study" (S. Xu, G. Yalcinkaya, S. Seggie), *Asia Pacific Journal of Management*, avr. 2008, Vol. 25, Numéro 4, p. 691-695

"Prolific Authors and Institutions in Leading International Business Journals" (S. Xu, G. Yalcinkaya, S. Seggie), *Asia Pacific Journal of Management*, févr. 2008, Vol. 25, Numéro 2, p. 189-207

"Measurement of Return on Marketing Investment: Evolution of Approaches and Directions for Future" (S. Seggie, E. Cavusgil, S. Phelan), *Industrial Marketing Management*, déc. 2007, Vol. 36, Numéro 6, p. 834-841

"Dynamic Capabilities View: Foundations and Research Agenda" (E. Cavusgil, S. Seggie, B. Talay), *Journal of Marketing Theory and Practice*, févr. 2007, Vol. 15, Numéro 2, p. 159-166

"Do Supply Chain IT Alignment and Supply Chain Interfirm System Integration Impact upon Brand Equity and Firm Performance?" (S. Seggie, D. Kim, T. Cavusgil), *Journal of Business Research*, août 2006, Vol. 59, Numéro 8, p. 887-895

Chapitres

Big and lean is beautiful: A conceptual framework for data-based learning in marketing management. In: *Marketing in a Digital World (Review of Marketing Research, Vol. 16)* (avec E. Soyer, K. Pauwels). : Emerald Publishing Limited, Aric Rindfleisch, Alan Malter. 2019, p. 63-84