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**Sujet(s) de recherche :**

Marketing  
Analyse des Données

## Burçin GÜÇLÜ ÜLGEN

Professeur permanent

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MARKETING

Dr. Burçin Güçlü is Assistant Professor of Marketing at ICN Business School Berlin and Visiting Faculty at ESMT Berlin. Her teaching portfolio comprises of Marketing- and Business Analytics-related subjects. Regarding her research, she is working on the applications of Big Data in sports industry and sharing economies. Her main skills are quantitative research methodology and social listening. Her research outputs have been published in prestigious journals, such as European Management Journal and Journal of Marketing Communications, as well as in several book chapters in IGI Global Publishing. Previously, she earned BA degrees in Business Administration and Economics from Koç University, and Master of Research in Management (MRM) and PhD in Management from IESE Business School, University of Navarra. She held research and teaching positions in BES La Salle (Universitat Ramon Llull), Toulouse Business School, and Universitat Internacional de Catalunya, and also delivered consulting services to Tarkett, Euroleague Basketball, and NIR-VANA (H2020 Project) in the domain of market research.

### Fonctions

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## Publications académiques

0 documents

Documents récupérés de l'archive ouverte HAL

