Steven SEGGIE

Professor
Department: Marketing
ESSEC Business School
3 avenue Bernard Hirsch
95021 Cergy-Pontoise
France

Email: seggie@essec.edu
Phone number: +33 (0) 1 34 43 31 03
Country of origin: Royaume-Uni

RESEARCH INTERESTS

Marketing Strategy, Entrepreneurship, Inter-organizational marketing, new product development

EDUCATION

2007	Ph.D. in Marketing &International Business, Michigan State University, United States of America
2003	MBA, Sabanci University, Turkey
1995	Bachelor, Political science, Glasgow University, United Kingdom

EMPLOYMENT

Full-time academic positions

2025 - Present	Professor, ESSEC Business School, France
2018 - 2025	Associate Professor, ESSEC Business School, France
2015 - 2018	Associate Professor of Marketing, Ozyegin University, Turkey
2008 - 2014	Assistant Professor of Marketing, Ozyegin University, Turkey

Other affiliations and appointments

2024 - 2027	Academic director Hybrid Executive MBA, ESSEC Business School, France
2020 - 2021	Co-Academic Director Goldman Sachs 10000 Small Businesses France, ESSEC Business School, France
2019 - 2027	Academic director of the Executive MBA Weekend, ESSEC Business School, France
2015 - 2018	Directeur du Département Entrepreneuriat, Ozyegin University, Turkey
2014 - 2015	Directeur du Département Business Administration (Gestion), Ozyegin University, Turkey

PUBLICATIONS

Journal Articles

SEGGIE, S., TALAY, M.B. and PAUWELS, K. (2025). When Launching a Product During a Recession Pays Off. *MIT Sloan Management Review*, 66(4), pp. 15-16.

TALAY, M.B., PAUWELS, K. and SEGGIE, S. (2024). Why and when to launch new products during a recession: An empirical investigation of the U.K. FMCG industry and the U.S. automobile industry. *Journal of the Academy of Marketing Science*, 2024(2).

MOOI, E., WANG, Q., SEGGIE, S. and JAP, S.D. (2024). The show must go on: The role of contract frames in safeguarding relationship continuity. *Journal of the Academy of Marketing Science*, 52, pp. 1842-1858.

KÜBLER, R. and SEGGIE, S. (2024). The impact of Covid-19 on how core and peripheral service satisfaction impacts customer satisfaction. *Journal of Business Research*, 182, pp. 114784.

SEGGIE, S. and GRIFFITH, D. (2021). The Moderating Effects of Economic and Strategic Relationship Value in Tolerating Active and Passive Opportunism. *Journal of Business Research*, 128(May), pp. 233-244.

USLU, B., CALIKOGLU, A., SEGGIE, F.N. and SEGGIE, S. (2020). Evaluating the Criteria of TÜBİTAK Entrepreneurial and Innovative University Index in Terms of the Prominent Operations of the Entrepreneurial University. *Journal of Higher Education*, 10(1), pp. 1-11.

USLU, B., CALIKOGLU, A., SEGGIE, N. and SEGGIE, S. (2019). The entrepreneurial university and academic discourses: The metasynthesis of Higher Education articles. *Higher Education Quarterly*, 73(3), pp. 285-311.

SEGGIE, S., SOYER, E. and PAUWELS, K.H. (2017). Combining Big Data and Lean Startup Methods for Business Model Evolution. *AMS Review*, 7(3-4), pp. 154-169.

SEGGIE, S., GRIFFITH, D. and JAP, S. (2013). Passive and Active Opportunism in Interorganizational Exchange. *Journal of Marketing*, 77(6), pp. 73-90.

SEGGIE, S. (2012). Transaction Cost Economics in International Marketing: A Review and Suggestions for the Future. *Journal of International Marketing*, 20(2), pp. 49-71.

BERK, T., SEGGIE, S. and CAVUSGIL, E. (2009). Exploring Correlates of Product Launch in Collaborative Ventures: An Empirical Investigation of Pharmaceutical Alliances. *Journal of Product Innovation Management*, 26(4), pp. 360-370.

SEGGIE, S. and GRIFFITH, D. (2009). What Does it Take to Get Promoted in Marketing Academia? Understanding Exceptional Publication Productivity in the Leading Marketing Journals. *Journal of Marketing*, 73(1), pp. 122-132.

XU, S., YALCINKAYA, G. and SEGGIE, S. (2008). Are Decisions Arbitrary in our International Business Ranking Study. *Asia Pacific Journal of Management*, 25(4), pp. 691-695.

XU, S., YALCINKAYA, G. and SEGGIE, S. (2008). Prolific Authors and Institutions in Leading International Business Journals. *Asia Pacific Journal of Management*, 25(2), pp. 189-207.

SEGGIE, S. and GRIFFITH, D. (2008). The Resource Matching Foundations of Competitive Advantage: An Alternative Perspective on the Globalization of Service Firms. *International Marketing Review*, 25(3), pp. 262-275.

CAVUSGIL, E., SEGGIE, S. and TALAY, B. (2007). Dynamic Capabilities View: Foundations and Research Agenda. *Journal of Marketing Theory and Practice*, 15(2), pp. 159-166.

SEGGIE, S., CAVUSGIL, E. and PHELAN, S. (2007). Measurement of Return on Marketing Investment: Evolution of Approaches and Directions for Future. *Industrial Marketing Management*, 36(6), pp. 834-841.

SEGGIE, S., KIM, D. and CAVUSGIL, T. (2006). Do Supply Chain IT Alignment and Supply Chain Interfirm System Integration Impact upon Brand Equity and Firm Performance? *Journal of Business Research*, 59(8), pp. 887-895.

Book chapters

SEGGIE, S. (2024). The limits of soft power when football, politics, religion, secularism, and geopolitics collide: The case of the "Unplayed" 2023 Turkish Super Cup Final in Saudi Arabia. In: Simon Chadwick, Paul Widdop, Michael M. Goldman eds. *Continental Perspectives on the Geopolitical Economy of Football*. 1st ed. London: Routledge, pp. 235-240.

SEGGIE, S. (2023). The Attempted Reshaping of the Turkish Football Landscape under the AK Party. In: Simon Chadwick, Paul Widdop, Michael M. Goldman eds. *The Geopolitical Economy of Sport*. 1st ed. London: Routledge, pp. 203-209.

SOYER, E., PAUWELS, K. and SEGGIE, S. (2019). Big and Lean Is Beautiful: A Conceptual Framework for Data-Based Learning in Marketing Management. In: Rindfleisch, A. &Malter, A.J. eds. *Marketing In a Digital World*. 1st ed. Bingley: Emerald, pp. 63-84.

Conferences

MCFARLAND, R. and SEGGIE, S. (2018). The Logic of Failure vs. Supply Chain Agility. In: 2018 Institute for the Study of Business Markets (ISBM) Academic Conference.

Press

TALAY, B., PAUWELS, K. and SEGGIE, S. 2023. *Should You Launch Products During a Recession?* September.

SEGGIE, S. 2021. *Interview on Managing an EMBA During a Pandemic*. September.

SEGGIE, S. 2021. *The Business of Football*. March.

SEGGIE, S. 2021. *The Future of Marketing After the Pandemic*. May.

OTHER RESEARCH ACTIVITIES

Associate Editor

Since 2025 Journal of Business Research

PROFESSIONAL ACTIVITIES

Other professional activities

2021 - Present Member of the Advisory Board of The Cosmopolitan Globalist