

KUNTER GUNASTI

Washington State University, Carson College of Business, Todd 386, Pullman WA, 991164
email: kunter @gmail.com

EDUCATION

Ph.D., Marketing, 2009, The Pennsylvania State University, Smeal College of Business, State College, PA
Dissertation committee: Hans Baumgartner (chair), William T. Ross, Meg Meloy, Frank Dardis

MBA in Financial Management, 2002, Pace University, Lubin School of Business, New York, NY

BSc., Textile Engineering, 1999, Istanbul Technical University (ITU), Istanbul, Turkey

ACADEMIC EXPERIENCE

Associate Professor of Marketing (tenured), 2023-current, *Washington State University*
Assistant Professor of Marketing, 2016-2023, Carson College of Business, *Washington State University*

*Courses: Consumer Judgment and Decision Making (newly developed course);
Public Policy and Marketing, Average Ratings: 4.7/5.0, Highest Rating: 5.0/5.0*
- ***WSU Outstanding Faculty Teaching Award (2019)***

Assistant Professor of Marketing, 2009-2016, School of Business, *University of Connecticut*, Storrs, CT

Courses: Consumer Behavior; Marketing Strategy, Average Rating: 4.7/5.0, Highest Rating: 5.0/5.0,
- ***UConn Undergraduate Teaching Award (2015) for excellence 2009-15***
- ***UConn Provost Recognition for Excellence (2013, 2014)***

Instructor, 2004-2009, *Pennsylvania State University*, Smeal College of Business, State College, PA

Courses: Integrated Marketing Communications; Evaluations: Average - 6.7/7.0

Director of Operations Management Program, 2002-2004, *St. Francis College*, Brooklyn, NY

Courses: Quantitative Methods for Business; Operations and Production Management; Organizational Behavior; Empirical Methods for Business Research; Evaluations: Average - 3.6/4.0

Adjunct Lecturer, 2002-2003, *St. John's University*, New York, NY

Courses: Computer Systems for Business Applications

Adjunct Lecturer, 2002-2003, Mary Mount Manhattan College & General Services Administration, NY

Courses: Insurance and Risk Management

Kaplan Test Preparation Center, 2002-2003, Brooklyn, New York, *Courses: GMAT preparation*

PEER REVIEWED PUBLICATIONS (*equal contribution, ^ former/current PhD student)

Baskin, E.*, Gunasti K.*, Weinberger M.*, *Expanding Research on Relational Gifting*, Journal of Consumer Research (conditionally accepted)

Shankar R., Wang L.^, Gunasti K., Li H., *Nonverbal Peer Feedback and User Contribution in Online Forums: Experimental Evidence of the Role of Attribution and Emotions*, Journal of the Association for Information Systems (conditionally accepted)

Gunasti K., Ozcan T., Howlett, E. *The Crucial Role of References Numbers on Consumers' Product Preferences*, Journal of Business Research (accepted)

Gunasti K., Chen, A. H., *Consumer Misestimations of Small Recurring Changes vs. A Large Single Lump sum*, Marketing Letters (forthcoming), doi.org/10.1007/s11002-023-09669-4

Gunasti, K., Chen A. H., *Cumulative Impact Neglect in Processing Sequential Changes*, Journal of Consumer Psychology, 2022, 33 (1), 133-142, doi.org/10.1002/jcpy.1294

Palmeira, M., Gunasti K., *The Conflict Between Partnership and Fairness in the Decision of Whom to Help*, Journal of Business Ethics, 2022, doi.org/10.1007/s10551-022-05068-3

Gunasti K., Kara S.^, Ross W., Duclos R., *How Language Affects Consumers' Processing of Numerical Cues*, Journal of Consumer Behavior, 2021, 20 (2), 460-473. doi.org/10.1002/cb.1876

Wang, L.^, Gunasti, K., et al. *Impact of Gamification on Perceptions of Word-of-Mouth Contributors and Actions of Word-of-Mouth Consumers*, MIS Quarterly, 2020, December, 44(4), 1987-2011. doi.org/10.25300/MISQ/2020/13726

- *Game On! Digital Badges Convey Merit and Influence Consumer Behavior*
<https://business.wsu.edu/dividend/2020/08/01/kunter-gunasti-research-aug-2020/>

Gunasti, K., Kara S.^, Ross, W., *Effects of Search, Experience, and Credence Attributes versus Suggestive Brand names on Product Evaluations*”, European Journal of Marketing, 2020, 54(12). doi.org/10.1108/EJM-12-2017-0972

Kara S.^, Gunasti K., Ross W., *My Brand Identity Lies in the Brand Name: Personified Suggestive Brand Names*, Journal of Brand Management, 2020, June, 27 607-621. doi.org/10.1057/s41262-020-00201-x

Gunasti, K., Ozcan, T., *The Role of Scale-Induced Round Numbers and Goal Specificity on Goal Accomplishment Perceptions*, Marketing Letters, 2019, 30, June, 207–217. doi.org/10.1007/s11002-019-09492-w

- **2017 AMA Best Paper Award** for the Food, Health, and Nutrition Track
- *Something Powerful About a Goal That Ends With a "0"*:
<https://www.inverse.com/article/58946-how-to-track-goals-better>
- *Making it count, power of round numbers*: <https://phys.org/news/2019-08-power.html>
- *We irrationally love round numbers*:
<https://www.sapling.com/13721365/why-we-irrationally-love-round-numbers>
- *Making it count*: <https://news.wsu.edu/2019/08/21/making-it-count/>
- *Something Powerful about a Goal that ends in zero*:

<https://business.wsu.edu/dividend/2019/12/01/research-popular-press-dec-2019/>

Ozcan T., Gunasti K.,* *How Associations Between Products and Numbers in Brand Names Affect Consumer Attitudes*, *Journal of Brand Management*, 2019, 26, 179-194.

doi.org/10.1057/s41262-018-0125-1

Gunasti, K., Baskin, E. *Is a \$200 Nordstrom Gift Card Worth More or Less than a \$200 GAP Gift Card? The Asymmetric Valuations of Luxury Gift Cards*, *Journal of Retailing*, 2018, Dec, 94(4), 380-392.

doi.org/10.1016/j.jretai.2018.07.002

Nguyen, H.^, Gunasti, K.* *Original Brands in Competition Against High Quality Copycats*, *European Journal of Marketing*, 2018, 52 (7/8), 1574-97. doi.org/10.1108/EJM-08-2017-0536

- **2012 AMA Best Paper Award** for Marketing Communications & Branding Track
- **2019 Emerald Literati Award** for Highly Commended Article
- Featured in [WSU Office of Research Annual Report 2020](#), p.25

Gunasti, K., Ozcan, T. *Consumer Reactions to Round Numbers in Brand Names*, *Marketing Letters*, 2016, 27(2), 309–322. doi.org/10.1007/s11002-014-9337-7

Gunasti, K., Devezer, B., *How Competitor Brands Affect Within-Brand Choice*, *Marketing Letters*, 2016, December, 27(4), 715-727. doi.org/10.1007/s11002-015-9374-x

Gunasti K., Baumgartner, H. *The Asymmetric Effects of Positive or Negative Experiences with an Extension on Attitudes Toward Low- vs. High-Equity Parent Brands: A Microtheoretical Notion*, *Customer Needs and Solutions*, 2016, December, 3(3), 126-43. doi.org/10.1007/s40547-016-0068-1

Gunasti, K., Ross, W. *The Effects of Compensatory Inferences for Attributes On the Choice of Incomplete Product Options*, *Journal of Business Research*, 2015, May, 68(5), 1136-44. dx.doi.org/10.1016/j.jbusres.2014.11.003

Kara, S.^, Gunasti, K., Ross, W. *Is it the ‘alpha’ or the ‘numeric’?: Consumers’ evaluation of letter versus number changes alphanumeric brand names*, *Journal of Brand Management*, 2015, 22(6): 515–533. doi.org/10.1057/bm.2015.28

Bilgin, B., Gunasti, K. *The Direction of Product Attribute Correlations and Consumer Inferences*, *Journal of Economics, Business, and Finance*, 2013, 28(323), 33-54.

Gunasti, K., Ross W. *How and When Alpha-numeric Brands Affect Consumer Preferences*, *Journal of Marketing Research*, 2010, December, 47 (6), 1177-92. doi.org/10.1509/jmkr.47.6.1177

Gunasti, K., Ross, W. *How Inferences about Missing Attributes Decrease the Tendency to Defer Choice and Increase Purchase Probability*, *Journal of Consumer Research*, 2009, 35, 823-39. doi.org/10.1086/593684 (FT50 journal)

Goldberg, M., Gunasti, K. *Creating an Environment in Which Children and Youths are Encouraged to Eat a Healthier Diet*, *Journal of Public Policy & Marketing*, 2007, 162-181. doi.org/10.1509/jppm.26.2.162

- **2009 Thomas Kinnear Award** for Best Article published in *JPPM*

MANUSCRIPTS UNDER REVIEW

(Titles are masked to maintain the integrity of the double-blind review process)

Gunasti, K., Bilgin B., _____, Journal of Marketing Research, (under 1st round)

Ozcan T., Michael Hair, Gunasti K., _____, Journal of Business Research (under 2nd round)

van Bergen, N., Gunasti, K., Irmak, C., _____, Psychological Science (under 1st round)

Ahmmad, K. ^, Howlett, E., Gunasti, K., _____, Food and Quality Preference (under 1st round)

Cicek M., Yayla S., Kutlubay O., Gunasti K. _____, Journal of Interactive Marketing, (under 1st round)

WORKING PAPERS *(truncated titles, ^ former or current PhD student)*

Bi, S., Gunasti, K., Deng, X. *Product Weight Perceptions*, finalizing for: Journal of Marketing

Gunasti K., Aybat O., *Schadenfreude when others get sick*, repositioning for: Journal of Consumer Research

Ahmmad, K. ^, Howlett, E., Gunasti, K., *Ontological Insecurity*, target: TBD

RESEARCH IN PROGRESS

Double Relatives (with A. Chen)

Goals and Arbitrary Benchmarks (with M. Isaac and T. Ozcan)

Rounding Up and Down (with M. Isaac and T. Ozcan)

Visual cues and Mere Categorization

Pain (with J. Groves, J. Joireman)

Number ranges

CONFERENCE PAPERS / PRESENTATIONS *(*equal contribution)*

Ahmmad, K., Howlett, E., Gunasti K., (2022). *Lab-to-table? The influence of Ontological Insecurity on Consumer Acceptance of Novel Foods of Animal Origin*, AMA, Marketing and Public Policy Conference.

Baskin, E.*, Gunasti K.*, Weinberger, M.*, (2022). *The Recipient Experience of the Gift and the Long-Term Impact of Relational Gifting*, Chicago Consumer Culture Community (C4) and Southern California Consumer Culture Community (S4)

Gunasti K., Ozcan T., Howlett, E. (2022). *The Effects of Reference Numbers on Product Preferences*, American Marketing Association, Las Vegas. NV

Baskin, E.*, Gunasti K.*, Weinberger, M.*, (2021). *The Extended Model of Gift Giving*, Association of Consumer Research, as part of the special session: *The Multifaceted Nature of Gift-Giving: Spanning Multiple Perspectives, Motives, Orientations, and Stages*

Bi, S., Gunasti, K., (2019). *The Unbearable Heaviness of Information: More Product Information = Higher Product Weight*, Association of Consumer Research, Atlanta, GA

Gunasti K., Ozcan T., Howlett, E. (2019). *How Numerical Benchmarks Affect Consumer Responses to Product Size Changes*, Association of Consumer Research, Atlanta, GA

Gunasti, K., Van Bergen N., Irmak C. (2018). *This Session is Essential: Antecedents and Consequences of Product Essence*, Association of Consumer Research, Dallas, TX

Gunasti, K., Ozcan, T., (2017). *The Role of Scales on Evaluations of Identical Progress*. Association of Consumer Research, San Diego, CA.

Ozcan, T., Gunasti, K. (2017). *What is in a Scale? How Different Measurement Scales Lead to Different Progress?* American Marketing Association, FL.

- **AMA Best Paper Award for the Food, Health, and Nutrition Track**

Wang, L., Gunasti, K., et al. (2017). *The impact of gamification on word-of-mouth effectiveness: Evidence from Foursquare*. Hawaii International Conference on System Sciences (HICSS), Big Island, January 2017

Gunasti, K., Ozcan, T., (2015). *The Effects of Multi-context numbers on Consumer Attitudes*. American Marketing Association, (AMA Summer Conference), Chicago, August

Gunasti, K., Irmak, C. (2015). *Seller-to-Buyer Goal Contagion in Multi-Use Products*. European Marketing Association Conference, (EMAC), Belgium

Gunasti, K. (2015). “*Gift Cards, The Unfinished Gifts*”. Washington State University

Gunasti, K. (2015), “*The Effects of Numeracy and Numbers in Brand names on consumer decisions*”, **Honorary Guest Speaker** at the Strategic Business & Management Economic Research Conference, Boston, MA

Gunasti, K. (2015). “*Gift Cards, The Unfinished Gifts*”. Indiana University

Gunasti, K., Devezer, B. (2014). *The Effects of Exposure to Numbers Included in Competitor Brand Names*. American Marketing Association (Summer Conference).

Wang, L., Gunasti K., Gopal, R., Shanker, R., and Pancras, J. (2014). *Game of Drones: Impact of Gamification on Word-of-Mouth Effectiveness for Retailers*. Workshop on Information Systems and Economics. Auckland, New Zealand. December

Gunasti, K., Kara, S., Duclos, R., Ross, W. (2014). *An Exploration of the Effect of Language on Processing of Numbers in Alphanumeric Brand Names*. Society of Consumer Psychology.

Kara, S., Gunasti, K., Ross, W. (2014). *The Effect of Number versus Letter Cognition on Consumers' Evaluations of Alphanumeric Brand Names*. Society of Consumer Psychology.

Gunasti, K., Devezer, B. (2013). *Mere-alignability of Alphanumeric Brand Names: When Exposure to Mercedes Affects Choice between BMWs*. INFORMS-Marketing Science Conference, Istanbul

Gunasti, K., Weinberger, M. (2012). *Gift Cards and the Social Relationship*. Association of Consumer Research.

Nguyen, H., Gunasti K., Coulter C. (2012). *Brand Signals of Authenticity: From Conscious to Non-Conscious Effects*, (vol. 23), In John Stuart Hulland and Sundar Bharadwaj (Ed.) Proceedings of the American Marketing Association, (Winter Educator's Conference)

- **AMA Best Paper Award for the Marketing Comm. & Branding Track**

Kara, S., Gunasti, K. (2012). *The Magic of Numbers and Letters in Alphanumeric Brand Names*. Association of Consumer Research.

Gunasti, K., Devezer, B. (2012). *Mere-Alignability of Alphanumeric Brand Names: How exposure to Mercedes C350 Affects the Choice between BMW 335i and BMW 330i*. Association of Consumer Research.

Gunasti, K., Ross, W. T. (2010). *How and When Alpha-numeric Brand Names Affect Consumer Preferences* (vol. 36). In Ann L. McGill and Sharon Shavitt (Ed.) Advances in Consumer Research. 678-678 (Association of Consumer Research Conference 2009)

Nguyen, H., Gunasti K., (2011). *Authenticity is in the Eye of the Beholder: From Changes in Attitudes and Preferences to Placebo Effects*, (vol. 38), In Rohini Ahluwalia, Tanya L. Chartrand and Rebecca K. Ratner (Ed.) Advances in Consumer Research, (presented at Association of Consumer Research Conference 2011)

Gunasti, K., Ross, W. T. (2010). *How Consumers' Inferences & Product Choices Are Affected by Alpha-numeric Brands* (vol. 2, pp. 164). Advances in Consumer Psychology. (presented at the Society of Consumer Psychology)

Gunasti, K. (2009), "Asymmetric Effects of Positive and Negative New Product Experiences on Attitudes Toward the Brand, Country of Origin and Competitive Brands". Temple University

Gunasti, K. (2009) "Asymmetric Effects of Positive and Negative New Product Experiences on Attitudes Toward the Brand, Country of Origin and Competitive Brands". Rutgers University

Gunasti, K. (2009) "Asymmetric Effects of Positive and Negative New Product Experiences on Attitudes Toward the Brand, Country of Origin and Competitive Brands". UConn

Gunasti, K., Ross, W. T. (2008). *Achieving the Compromise Effect with Missing Attribute Information: Introducing Shadow Options* (vol. 35, pp. 748-749). In Angela Y. Lee and Dilip Soman (Ed.), Advances in Consumer Research. (Assoc. of Consumer Research)

Gunasti, K. (2008). *Asymmetric Effects of Positive and Negative New Product Experiences on Attitudes Toward the Brand, Country of Origin and Competitive Brands* (pp. 197-199). In Maria L. Cronley and Dhananjay Nayakankuppam (Ed.) Advances in Consumer Psychology, (presented at the Society of Consumer Psychology)

Gunasti, K., Ross, W. T. (2008). *Choice with Inference is Different From Choice without Inference* (vol. 35, pp. 814-815). In Angela Y. Lee and Dilip Soman (Ed.) Advances in Consumer Research. (presented at the Association of Consumer Research)

Gunasti, K., Baumgartner, H., Ding, M. (2008). *A Reexamination of Post-experience Advertising Effects: The Moderating Role of Accuracy Motivation* (vol. 35, pp. 864-864). In Angela Y. Lee and Dilip Soman (Ed.) *Adv. in Consumer Research*. (ACR 2008)

Gunasti, K. (2007). *Asymmetric Effects of Positive and Negative New Product Experiences on Attitudes Toward the Brand and Country of Origin*. The Haring Symposium, Indiana Univ.

Gunasti, K., Baumgartner, H., Ding, M. (2007) "A Reexamination of Post-experience Advertising Effects", Smeal College of Business Working Paper Series, PennState

Gunasti, K. (2007). "Asymmetric Effects of Positive and Negative Product Experiences on Attitudes Toward the Brand, COO, Competitive Brands". Haring Symposium, Indiana Univ.

Goldberg, M., Gunasti, K. (2006). "Creating an Environment in Which Children and Youths are Encouraged to Eat a Healthier Diet", Marketing and Public Policy Conference, AMA

Goldberg, M., Gunasti, K. (2006). "Creating an Environment in Which Children and Youths are Encouraged to Eat a Healthier Diet", Pollay Prize Lecture.

HONORS & AWARDS

Washington State University Outstanding Faculty Teaching Award (2019)

Emerald Literati Award for Highly Commended Article (2019)

American Marketing Association Best Paper Award (2017) Food, Health, and Nutrition Track

University of Connecticut Undergraduate Teaching Award (2015) for 2009-2015 teaching

Advena World Most Outstanding Speakers, (2015) Numerical Processing, Boston, MA

American Marketing Association Best Paper Award (2012) Marketing Comm & Branding Track

Thomas C. Kinnear Award for Best Article, (2009) Journal of Public Policy and Marketing

University of Connecticut Provost Recognition for Excellence in Teaching, (2013, 2014)

American Marketing Association Sheth Doctoral Consortium Fellow, Univ. of Missouri, (2008)

Jeanne and Charles Rider Graduate Fellow, Academic Excellence, Penn State (2008, 2009)

Competitive Dissertation Award, Penn State University, (2008)

Smeal Dissertation Research Award, Penn State University, (2007)

Haring Symposium Fellow, Indiana University, IN, (2007)

CIBER Doctoral Internationalization Consortium Fellow UT Austin, (2006)

Research Award for Best Candidacy Exam, Penn State University, (2006)

Dean's List, Smeal College of Business, Penn State University, (2005)

Beta Gamma Sigma Honor Society Fellow, (since 2002)

Omicron Delta Epsilon Honor Society Fellow, (since 2002)

GRANTS & SCHOLARSHIPS & CERTIFICATES

Distance Delivery Mastery Certificate, Washington State University (2021)

Competitive Summer Research Grant - Dean's Funds, University of Connecticut, (2013, 2015)

Competitive Summer Research Grant - Globalization Fund, University of Connecticut, (2012)

UConn Competitive Research Travel Award (2009, 2010, 2011, 2012, 2013, 2014, 2015)

UCRF Competitive Research Travel Award (2009, 2010, 2011, 2012, 2013, 2014, 2015)

Paul F. Anderson Scholarship, Smeal College of Business, Penn State University (2008)

Peter E. Liberti and Judy D. Olian Scholarship, Smeal College of Business (2007, 2008)

Jerome Scott Scholarship, Smeal College of Business, Penn State University, (2007)

PhD. Graduate Assistantship, Smeal College of Business, Penn State University, (2004-2009)

MBA Graduate Assistantship/Scholarship, Lubin School of Business, Pace Univ. (2001-2002)

Certificate in Management Techniques, Marmara Institute & La Salle University (1999)

SERVICE

Editorial Review Boards

Journal of Retailing, ERB member, 2021-current

Journal Reviewer (2008-current)

Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Journal of Retailing, Journal of Consumer Psychology, Journal of International Marketing, International Journal of Research in Marketing, Marketing Letters, Journal of Public Policy and Marketing, European Journal of Marketing, Journal of Brand Management, and others

Most Recent Journal Reviews

Journal of Consumer Psychology (2018 x2, 2022 x3, 2023 x1)
Journal of Marketing (2018, 2020)
Journal of Marketing Research (2017, 2018, 2019, 2020)
Journal of Retailing (2017, 2018, 2019, 2021 x2)
Journal of International Marketing (2020, 2021)
International Journal of Research in Marketing (2018, 2020)

Conference Reviewer (2008-current)

Society of Consumer Psychology, American Marketing Association, Association of Consumer Research Conference, European Association of Consumer Research Conference

Most Recent Conference Reviews

American Marketing Association (2019, 2020)
Society of Consumer Psychology (2019)

Book Reviewer

-Introduction to Management Science with Spreadsheets, Stevenson & Ozgur, 2006, MGH
-Essentials of Business Statistics, Bowerman, O'Connell, Orris, 2004, McGraw-Hill

Media Contributions

MoneyGeek, *What Is Behavioral Finance?*, 2023,
<https://www.moneygeek.com/behavioral-finance/#expert=kunter-gunasti>

MoneyGeek, *Understanding Financial Therapy: 2023*, <https://www.moneygeek.com/financial-planning/what-is-financial-therapy/#expert=kunter-gunasti>

MoneyGeek, *Budgeting For The Holidays: 2023*, <https://www.moneygeek.com/financial-planning/resources/budgeting-for-the-holidays/#expert=kunter-gunasti>

Wallethub, *Ask the Experts: Metal Credit Cards*, 2021

MoneyGeek, *Comparing Car Insurance Quotes and Rates*, 2021
<https://www.moneygeek.com/insurance/auto/compare-quotes/#expert=kunter-gunasti>

MoneyGeek, *First Time or Newer Cash Back Credit Cardholders*, 2021
<https://www.moneygeek.com/credit-cards/cash-back/#expert=kunter-gunasti>

MoneyGeek, *Understanding Liability Only Insurance*, 2021
<https://www.moneygeek.com/insurance/auto/cheapest-liability-only-car-insurance/#expert=kunter-gunasti>

WSU eDividend, *Game on! Digital Badges Convey Merit and Influence Consumer Behavior*

<https://business.wsu.edu/dividend/2020/08/01/kunter-gunasti-research-aug-2020/>

WalletHub.com, *Ask the Experts: Grocery Rewards Credit Cards 2020*

WalletHub.com, *Ask the Experts: Cashing in on Credit Card Rewards, 2020*

“Something Powerful About a Goal That Ends With a “0”

<https://www.inverse.com/article/58946-how-to-track-goals-better>

“Making it count, power of round numbers” <https://phys.org/news/2019-08-power.html>

“We irrationally love round numbers”

<https://www.sapling.com/13721365/why-we-irrationally-love-round-numbers>

“Making it count” <https://news.wsu.edu/2019/08/21/making-it-count/>

“Something Powerful about a Goal that ends with a zero”

<https://business.wsu.edu/dividend/2019/12/01/research-popular-press-dec-2019/>

Ask Dr. Universe, *How do people know things and how they stay there, 2018*

<https://askdruniverse.wsu.edu/2018/09/15/3359/>

WalletHub.com, *Ask the Experts: Rewards Credit Cards, 2018*

Nerdwallet.com, *Credit Cards, 2017*

WalletHub.com, *Ask the Experts: Cool Credit Cards, 2017*

WSU Services

Marketing Club, Faculty Advisor, 2021-present

Coordinated the First Annual *Marketing Symposium* in 2022, Received *Funding for Excellence Award*

Dissertation Co-chair, *Joshua Groves*, 2021-present

Ind. Interdisciplinary Doctoral Prog., Dissertation Committee Member, *Yini Chen*, 2019-2022

Dissertation Committee Member, *Sheng Bi*, 2018-2021

Dissertation Committee Member, *Kamal Ahmmad*, 2020-present

Crimson Pathway Tier IV projects, Undergraduate Research Supervisor, *Jessi Connoly*, 2021

Clinical Professor Faculty Search Committee, 2019

PhD Student Recruitment Committee, 2019

Comprehensive Paper, Committee Member, *Syednasir Haghbardineh*, 2018-2020

Honor Thesis Committee Member, *Miwa Leick*, 2019

Beta Gamma Sigma Selection Committee Member, 2017-present

Dissertation Committee Member, *Ismail Karabas*, 2016-2018

Comprehensive Paper, Committee Member, *Amir Sepheri*, 2017

Presenter, WSU Inside the Academic Job Application Seminar, 2017

UConn Services

Dissertation Co-chair, *Selcan Kara*, University of Connecticut, 2016

Dissertation Committee Member, *Wei Chen*, University of Connecticut, 2015

Comprehensive Paper, Committee Member, *Selcan Kara*, University of Connecticut 2014

Comprehensive Paper, Committee Member, *Zahra Tohinida*, University of Connecticut 2015

Comprehensive Paper, Committee Member, *Wei Chen*, University of Connecticut 2013

PhD Committee, Member, University of Connecticut (2010 - 2016).

Subject Pool Coordinator, University of Connecticut (2014 - 2016)

New Faculty Recruiting Committee, Member. University of Connecticut (2012).

Business School Open House, Marketing Track - Faculty Presenter (2013)

Teaching Evaluation Task Force, Member. University of Connecticut (2011 - 2012).

Undergraduate Scholarship Committee, Member. University of Connecticut (2012 - 2016).

Faculty Advisor for Marketing Society and Consumer Behavior Majors (2012 - 2016).

Individualized Majors Committee. Member. University of Connecticut (2012 - 2016).

PSU & SFC Services

PhD Students Association, Penn State University, *Representative* 2006-2008

PhD Students-Faculty Liaison, Penn State University, 2007-2008

Faculty Interests Committee, St. Francis College, 2002-2003

Conference Services

Universitat 21, Moderator for Track 3: Advertising and Branding, *International Doctoral Research Conference in Business*, UConn. (April 2012). *Represented Host School UConn*

Universitat 21, Discussant for - Seo, Yuri "Deriving Marketing Insights from the Uses and Gratifications of Luxury Brands", *International Doctoral Research Conference in Business*, UConn. (April 2012)

Universitat 21, Discussant for - Pagiasslis, Anastasios, "Sexual Imagery in Advertising: Issues in Consumer Motivational Processes", *International Doctoral Research in Business*, UConn. (April 2012)

Association of Consumer Research, *North America Conference, 2010* – Session Chair
“Session 4.9: A Consumer Science Perspective on Choice”

American Marketing Association *Summer Educators Conference, 2010, Boston* – Session Chair “Session 034: Judgment and Decision Making”

Global Brand Management Conference, *June 2010, Istanbul, Turkey* – Session Chair

“Session 4B: COO, Authenticity & Global/Local Brands”

Society of Consumer Psychology *Winter Conference, 2010, FL* - Program Committee Member

American Marketing Association *Summer Educators Conference, 2008* – Conference Program

Society of Consumer Psychology *Winter Conference, 2007, Las Vegas* – Session Chair
“Special Session 5.5: New Insights into Post-Experience Memory Distortion”

Community Services

Manchester Rotary Club of Connecticut, Member, 2009-2010

Leo Club of Bebek, The Lions International, Istanbul, *Vice President* (1999-2000)

TRAINING & WORKSHOPS

Distance Delivery Mastery Certificate, WSU 2021

Canvas Training Modules, WSU 2021: (i) Course Setup, (ii) Rubrics, (iii) Assignments, (iii) Tests and Quizzes, (iv) Gradebook

Cohort for Distance Learning Weekly Training Modules, WSU, Summer 2020

Blackboard Learn Training Modules, WSU 2020: (i) Tests and Quizzes, (ii) Grade center, (iii) Rubrics and Assignments

Teaching from a Distance Modules, WSU 2020: (i) Community Building and Connection, (ii) Strategies and Best Practices, (iii) Assessing Students

PROFESSIONAL (NON-ACADEMIC) EXPERIENCE

Marketing Research Analyst, 2001-2002, *Warren Keegan Associates Inc., Consulting, NY*

Assistant Marketing Manager, 1999-2000, *Dr. Petry Textile Auxiliaries Ltd., Istanbul, Turkey*

Customer Services Specialist, 1998-1999, *Turk Nokta Net Internet Services, Istanbul, Turkey*

Marketing and Sales Specialist, 1994-1998, *SmG International Ltd, Istanbul, Turkey*