

**ZEYNEP GÜRHAN-CANLI**  
Koç University  
Rumeli Feneri Yolu, Sariyer, Istanbul, Turkey  
Phone: +90 (212) 338 1784 E-mail: zcanli@ku.edu.tr

---

## **EDUCATION**

1997 Ph.D., Marketing, New York University, Stern School of Business  
1992 M.B.A., Boğaziçi University  
1989 B.B.A., Boğaziçi University

## **ACADEMIC APPOINTMENTS**

### **Koç University**

Dean, College of Administrative Sciences and Economics, 2017-present  
Migros Professor of Marketing, 2008-present  
Director, Graduate School of Business, 2010-2016  
Associate Professor of Marketing, 2005-2008

### **Ross School of Business, University of Michigan**

Associate Professor of Marketing (with tenure), 2003-2006 (on leave of absence, 2005-2006)  
Sanford R. Robertson Assistant Professor of Business Administration, 2000-2001  
Assistant Professor of Marketing, 1997-2003

### **New York University, Stern School of Business**

Teaching Assistant, Fall 1995 and Instructor, Spring 1996  
Research Assistant, 1992-1995

### **Boğaziçi University**

Research Assistant, 1990-1992

## RESEARCH

### ***RESEARCH INTERESTS***

Brand extensions, co-branding, brand dilution and enhancement  
Corporate image, corporate responsibility and charitable giving  
Brand relationships and consumers' reactions to product-harm/firm crisis  
Culture and country-of-origin effects  
Consumer mindsets, constraints, fears, and information processing  
Corporate responsibility strategy and inclusive business

### ***PUBLICATIONS***

#### ***Refereed Journal Publications***

Gürhan-Canli, Zeynep, Gülen Sarial-Abi, and Ceren Hayran, (forthcoming) "Consumers and Brands across the Globe: Research Synthesis and New Directions," *Journal of International Marketing*.

Sarial-Abi, Gülen, Zeynep Gürhan-Canli, Tarcan Kumkale, and Yeosun Yoon (2016), "The Effect of Self-Concept Clarity on Discretionary Spending Tendency," *International Journal of Research in Marketing*, 33 (3), 612-623.

Gürhan-Canli, Zeynep, Ceren Hayran, and Gülen Sarial-Abi (2016), "Customer-Based Brand Equity in a Technologically Fast-Paced, Connected, and Constrained Environment," *AMS Review*, 6 (1), 23-32.

Sarial-Abi, Gülen and Zeynep Gürhan-Canli (2016), "Whether One Looks for Means to Overcome the Regulatory Restrictions or Show Source Negativity Depends on the Type of Regulatory Restrictions," *Journal of the Association for Consumer Research*, 1 (3), 411-421.

Swaminathan, Vanitha, Zeynep Gürhan-Canli, Umut Kubat and Ceren Hayran (2015), "How, When, and Why Do Attribute-Complementary versus Attribute-Similar Cobrands Affect Brand Evaluations: A Concept Combination Perspective," *Journal of Consumer Research*, 42 (1), 45-58.

Jochen Wirtz, Anouk Den Ambtman, Josée Bloemer, Csilla Horváth, B. Ramaseshan, Joris Van De Klundert, Zeynep Gürhan-Canli, and Jay Kandampully (2013), "Managing Brands and Customer Engagement in Online Brand Communities," *Journal of Service Management*, 24(3), 223-244.

Lynch, Jr., John G., Joseph W. Alba, Aradhna Krishna, Vicki Morwitz, and Zeynep Gürhan-Canli (2012), "Knowledge Creation in Consumer Research: Multiple Routes, Multiple Criteria," *Journal of Consumer Psychology*, 22, 473-485.

Monga, Alokparna Basu and Zeynep Gürhan-Canli (2012), "The Influence of Mating Mindsets on Brand Extension Evaluations," *Journal of Marketing Research*, 49 (4), 581-593.

Yoon, Yeosun, Gülen Sarial Abi, and Zeynep Gürhan-Canli (2012), "Effect of Regulatory Focus on Selective Information Processing," *Journal of Consumer Research*, 39 (June), 93-110.

Lei, Jing, Niraj Dawar, and Zeynep Gürhan-Canli (2012), "Base-Rate Information in Consumer Attributions of Product Harm Crises," *Journal of Marketing Research*, 49 (3), 336-348.

Swaminathan, Vanitha, Karen L. Page, and Zeynep Gürhan-Canli (2007), "My Brand or Our Brand: The Effects of Brand Relationship Dimensions and Self-Construal on Brand Evaluations," *Journal of Consumer Research*, 34 (2), 248-259.

Yoon, Yeosun, Zeynep Gürhan-Canli, Norbert Schwarz (2006), "The Effect of Corporate Social Responsibility (CSR) Activities on Companies with Bad Reputations," *Journal of Consumer Psychology*, 16 (4), 377-390.

Yoon, Yeosun, Zeynep Gürhan-Canli, and Beyza Bozok (2006), "Drawing Inferences about Others Based on Corporate Social Responsibility Associations," *Journal of the Academy of Marketing Science*, 34 (2), 167-173

Gürhan-Canli, Zeynep and Rajeev Batra (2004), "When Corporate Image Affects Product Evaluations: The Moderating Role of Perceived Risk," *Journal of Marketing Research*, 41 (May), 197-205.

Gürhan-Canli, Zeynep (2003), "The Effect of Expected Variability of Product Quality and Attribute Uniqueness on Family Brand Evaluations," *Journal of Consumer Research*, 30 (June), 105-114.

Gürhan-Canli, Zeynep (2003), "Expected Variability of Product Quality, Attribute Specificity, and Brand Name Dilution," *Boğaziçi Journal*, 17 (1), 45-52

Jacoby, Jacob, Maureen Morrin, James Jaccard, Zeynep Gürhan, Alfred Kuss, and Durairaj Maheswaran (2002), "Mapping Attitude Formation as a Function of Information Input: On-line Processing Models of Attitude Formation," *Journal of Consumer Psychology*, 12 (1), 21-34.

Sen, Sankar, Zeynep Gürhan-Canli, and Vicki Morwitz (2001), "Withholding Consumption: A Social Dilemma Perspective on Consumer Boycotts," *Journal of Consumer Research*, 28 (December), 399-417.

Jacoby, Jacob, Maureen Morrin, Gita Johar, Zeynep Gürhan, Alfred Kuss, and David Mazursky (2001), "Training Novice Investors to Become More Expert: The Role of Information Accessing Strategy," *Journal of Psychology and Financial Markets*, 2 (2), 69-79.

Gürhan-Canli, Zeynep and Durairaj Maheswaran (2000), "Cultural Variations in Country-of-Origin Effects," *Journal of Marketing Research*, 37 (August), 309-317.

Ahluwalia, Rohini and Zeynep Gürhan-Canli (2000), "The Effects of Extensions on the Family Brand Name: An Accessibility-Diagnosticity Perspective," *Journal of Consumer Research*, 27 (December), 371-381.

Gürhan-Canli, Zeynep and Durairaj Maheswaran (2000), "Determinants of Country-of-Origin Evaluations" *Journal of Consumer Research*, 27 (June), 96-108.

Gürhan-Canli, Zeynep and Durairaj Maheswaran (1998), "The Effects of Extensions on Brand Name Dilution and Enhancement," *Journal of Marketing Research*, 35 (November), 464-473.

Creyer, Elizabeth H., and Zeynep Gürhan (1997), "Who's to Blame? Counterfactual Reasoning and the Assignment of Blame," *Psychology and Marketing*, 14 (3), 209-222.

La Barbera, Priscilla A., and Zeynep Gürhan (1997), "The Role of Materialism, Religiosity, and Demographics in Subjective Well-Being," *Psychology and Marketing*, 14 (1), 71-97.

Maheswaran, Durairaj, Brian Sternthal, and Zeynep Gürhan (1996), "Acquisition and Impact of Consumer Expertise," *Journal of Consumer Psychology*, 5 (2), 115-133.

### ***Books and Book Chapters***

Gürhan-Canli, Zeynep, Gülen Sarial-Abi, and Ceren Hayran, (2018) "Multiple Shades of Culture: Insights from Experimental Consumer Research" in *The Routledge Companion to Consumer Behavior*, eds. Tina Lowrey and Michael Solomon, Routledge, 473-488.

Yurdakul, Dicle, Seda Müftügil Yalçın and Zeynep Gürhan-Canli (2017), "Technology Adoption at the BOP Markets: Insights from Turk Telekom's Focus on Inclusive Business," in *Sustainability in a Digital World*, Eds. Thomas H. Osburg and Christiane Lohmann, Springer, 225-240.

Gürhan-Canli, Zeynep, Ceren Hayran, and Gülen Sarial-Abi, (2017) "Culture and Branding" in *Cross-Cultural Issues in Consumer Science and International Business*, eds. Hester van Herk and Carlos J. Torelli, Springer, New York, 129-148.

Hayran, Ceren and Zeynep Gürhan-Canli (2016), "Brand Extensions," in *The Routledge Companion to Brand Management*, Eds. Francesca Dall'Olmo Riley, Jaywant Singh and Charles Blankson, Routledge, 136-152.

Sayin, Eda and Zeynep Gürhan-Canli (2015), “Feeling Attached to Symbolic Brands within the Context of Brand Transgressions,” *Review of Marketing Research*, vol. eds. Deborah J. MacInnis and C. Whan Park, series ed. Naresh K. Malhotra, Vol. 12, 233-256.

Gürhan-Canli, Zeynep and Gülen Sarial Abi (2015) “Culture and Brand Relationships,” in *Handbook on Culture and Consumer Behavior*, eds. Angela Y. Lee and Sharon Ng, 254-273, Oxford University Press.

Gürhan-Canli, Zeynep, Cele Otnes, and Juliet Zhu (2012), “*Advances in Consumer Research*,” Association for Consumer Research, Duluth, MN.

Gürhan-Canli, Zeynep and Anne Fries (2010) “Branding and Corporate Social Responsibility (CSR)” in *Contemporary Perspectives in Branding Research*, eds., Barbara Loken, Rohini Ahluwalia, and Michael J. Houston, Taylor and Francis, 91-106.

Richard P. Bagozzi, Zeynep Gürhan-Canli, and Joseph R. Priester (2002) “*The Social Psychology of Consumer Behaviour*,” in *Applying Social Psychology*, series ed. Stephen Sutton, Buckingham: Open University Press.

### ***Research Reports and Other Journal Articles***

Gürhan-Canli, Zeynep, Dicle Yurdakul, and Ayşe Seda Müftügil Yalçın (2016), “Business +: A New Sustainable and Innovative Private Sector” United Nations Development Programme.

Gürhan-Canli, Zeynep, Dicle Yurdakul, and Ayşe Seda Müftügil Yalçın (2016), “Kapsayıcı İş Modelleri: Pazar Geliştirme ve Sürdürülebilir Kalkınma İçin İnovatif Bir Yaklaşım, *Harvard Business Review Türkiye*, Temmuz-Ağustos, 92-97.

Gürhan-Canli, Zeynep and Zeynep Hale Öner (2014) “Bursa Design and Technology Development Foundation (BUTGEM): Providing and Developing Specialized Employment on a Regional Basis” in *Private Sector’s Role in Vocational Training: Lessons Learned from Turkey*, UNDP IICPDS.

Gürhan-Canli, Zeynep, Zeynep Hale Öner, and Asuman Kemiksiz (2014), “Sütaş’s Contributions to Skills Acquisition: Vocational College (VC) Partnerships and Sütaş Dairy Farming Applied Education Centers” *Private Sector’s Role in Vocational Training: Lessons Learned from Turkey*, UNDP IICPDS.

### ***Refereed Conference Proceedings and Special Session Summaries***

Yoon, Yeosun and Zeynep Gürhan-Canli (2003), "The Effects of Partnering with Good Cause on Corporate and Organization Image," Vol. 30. eds. Punam Anand Keller and Dennis Rook, Provo, UT: Association for Consumer Research 322-324.

Gürhan-Canli, Zeynep and Rohini Ahluwalia (2002), "Understanding Processes Underlying Consumer Inferences," in *Advances in Consumer Research*, Vol. 29, eds. Susan Broniarczyk and Kent Nakamoto, Provo, UT: Association for Consumer Research, 489.

Ahluwalia, Rohini and Zeynep Gürhan-Canli (1999), "Cognitive and Relational Perspectives on Brand Equity," in *Advances in Consumer Research*, Vol. 26, eds. Eric Arnould and Linda Scott, Provo, UT: Association for Consumer Research, 343.

Ahluwalia, Rohini and Zeynep Gürhan (1998), "For Better or For Worse: The Effects of Positive and Negative Disconfirmatory Information in the Marketplace," in *Advances in Consumer Research*, Vol. 25, eds. Joseph W. Alba and J. Wesley Hutchinson, Provo, UT: Association for Consumer Research, 13.

Klein, Jill and Zeynep Gürhan (1998), "Cross-Cultural Differences in Perceptions of Self and Others: The Effects of Cultural Orientation and Shared History on Consumer Responses," in *Advances in Consumer Research*, Vol. 25, eds. Joseph W. Alba and J. Wesley Hutchinson, Provo, UT: Association for Consumer Research, 114.

Gürhan, Zeynep and Elizabeth H. Creyer (1995), "Exploring Consumers' Interpretations of a Product Related Illness" in *Advances in Consumer Research*, Vol. 22, eds. Frank Kardes and Mita Sujan, Provo, UT: Association for Consumer Research, 526-31.

### ***MANUSCRIPTS UNDER REVIEW & RESEARCH IN PROGRESS***

Merdin-Uygur, Ezgi, Sarial-Abi, Gülen, Zeynep Gürhan-Canli, and Ozlem Hesapci, "How Does Self-Concept Clarity Influence Happiness in Experiential Settings? The Role of Strangers versus Friends," under third review, *Self and Identity*.

Karatas, Mustafa and Zeynep Gürhan-Canli, "Consumers' Evaluation of Bundles with Related and Unrelated Items: A Construal-Level Account," under review, *Journal of Consumer Psychology*.

Karatas, Mustafa and Zeynep Gürhan-Canli, "Differential Impacts of God and Religion on Prosocial Behavior,"

Aloparna Monga, Zeynep Gürhan-Canli, and Vanitha Swaminathan, "Consumer Responses to a Brand's Socially Responsible Communication: The Role of Dialectical Thinking,"

Hayran, Ceren, Lalin Anik and Zeynep Gürhan-Canli, “Feeling of Missing Out (FOMO): Exploring the Antecedents and Consequences for Consumer Behavior.”

Camurdan, Efe, Zeynep Gurhan-Canli and Nilufer Aydinoglu, “Superior Vis-à-Vis Whom: The Achievement Mindsets and Effectiveness of Direct versus Indirect Comparative Claims.”

Sarial-Abi, Gülen, Ezgi Merdin, Zeynep Gürhan-Canli, and Kathleen D. Vohs, “Restrictions Increase Preference for Replica over Genuine: The Role of Transportation into the Experience.”

Sayin, Eda, Nilüfer Aydinoglu, and Zeynep Gürhan-Canli, “Betraying the Symbolic Brand Meaning: Consumer Brand Evaluations Following Incongruent Brand Extensions” manuscript in preparation.

Yoon, Yeosun, Deniz Oktem, Zeynep Gürhan-Canli, and Eunkyung Lee, “The Effect of Regulatory Focus Orientation on the Preferences for Investments Maturing in the Near Versus Distal Future”

Okyay Ata, Lale, Nicole Verrochi Coleman and Zeynep Gürhan-Canlı, “Are All Attachment Insecurities Created Equal? Relationship Attachment Styles and Fear of Failure in Gift Giving.”

Okyay Ata, Lale and Zeynep Gürhan-Canli, “Fear Not for You Can Help: The Effect of Fear of Failure and Self-Construal on Charitable Giving”

Sayin, Eda, Nilüfer Aydinoglu, Zeynep Gürhan-Canli, and Aysegül Ozsomer, “Does It Really Pay Off to be a Global Brand? Shifting Standards in the Evaluation of Global versus Local Brands after Product Failures”

## ***RESEARCH GRANTS***

- Marketing Science Institute, 2016, Feeling of Missing Out, (with Ceren Hayran), 4,800 USD
- UNDP IICPSD, 2015, The Role of Private Sector in Development, 70,000 USD
- TUBITAK (Grant 1001), 2014, Putting Environmental Awareness into Consumer Attitudes and Behavior, 45,000 TL
- TUBITAK (Grant 1002), 2010, Consumer Reactions to Advertising in a Foreign Language: Similarity, Inference and Reasons, 8,700 USD
- TUBITAK (Grant 1001), 2007, The Effects of Personal and Social Relevance of Corporate Social Responsibility Activities on Brand Evaluations: The Moderating Role of Self-Construal, 18,000 USD

- CIBER, University of Michigan, 2000

## ***RESEARCH PRESENTATIONS***

### ***Conference Presentations***

“Differential Impacts of God and Religion on Prosocial Intentions,” Mustafa Karatas and Zeynep Gürhan-Canli, Association for Consumer Research Annual Conference (Competitive Paper Session), San Diego, CA, October 2017.

“The Impact of Vice Magnitude on Evaluations of Vice-Virtue Bundles,” Mustafa Karatas and Zeynep Gürhan-Canli, Association for Consumer Research Annual Conference (Poster Session), San Diego, CA, October 2017.

“Those Who Have Financial Restrictions Cannot Buy but Can Save Time: I Have to Do Everything by Myself but with One Product Fits it All,” Gülen Sarial-Abi and Zeynep Gürhan-Canli, Association for Consumer Research Annual Conference (Competitive Paper Session), San Diego, CA, October 2017.

“Consumers’ Evaluation of Bundles with Related and Unrelated Items: A Construal-Level Account,” Mustafa Karatas and Zeynep Gürhan-Canli, KUMPEM Retailing Conference, Istanbul, May 2017.

“Differential Impacts of God and Religion on Prosocial Behavior,” Mustafa Karatas and Zeynep Gürhan-Canli, Society for Consumer Psychology Conference, San Francisco, February 2017.

“Consumers’ Evaluation of Bundles with Related and Unrelated Items: A Construal-Level Account,” Mustafa Karatas and Zeynep Gürhan-Canli, Association for Consumer Research Annual Conference (Competitive Paper Session), Berlin Germany, October 2016.

“Exploring the Antecedents and Consumer Behavioral Consequences of Feeling of Missing Out,” Ceren Hayran, Lalin Anik, and Zeynep Gürhan-Canli, Association for Consumer Research Annual Conference (Competitive Paper Session), Berlin, Germany, October 2016.

“Prosociality Lies in the Mind of the Believer”: Differential Impacts of God and Religion on Prosocial Intentions,” Mustafa Karatas and Zeynep Gürhan-Canli, Association for Consumer Research Annual Conference (Poster Session), Berlin Germany, October 2016.

“When Gift Giving is Stressful: The Role of Relationship Style,” Lale Okyay-Ata, Zeynep Gürhan-Canli, Nicole Verrochi Coleman, Association for Consumer Research Annual Conference (Poster Session), Berlin Germany, October 2016.



“Feeling of Missing Out: Antecedents and Consequences for Consumer Behavior,” Ceren Hayran, Lalin Anik and Zeynep Gürhan-Canli, European Marketing Academy Conference (Poster Session), Oslo, May 2016.

“Betraying the Symbolic Brand Meaning: Adapting Brand Evaluations Following Incongruent Brand Extensions” Eda Sayin, Nilüfer Aydinoglu, and Zeynep Gürhan-Canli, European Marketing Academy Conference (Competitive Paper Session), Oslo, May 2016.

“Exploring the Antecedents and Consumer Behavioral Consequences of Feeling of Missing Out (FOMO),” Ceren Hayran, Lalin Anik and Zeynep Gürhan-Canli, Academy of Marketing Science Conference, Orlando, FL, May 2016.

“Who Blames but Forgives When Brands Err? Applying Attachment Theory to Explain Consumer Responses to Brand Failures and Recovery Efforts,” Sarah Loughran Dommer, Vanitha Swaminathan, and Zeynep Gürhan-Canli, Association for Consumer Research North American Conference (Special Session), New Orleans, Louisiana, October 2015.

“When Strong Self-Brand Connections Don’t Protect Brands: Achievement Mindsets and Brand Dilution,” Efe Çamurdan, Zeynep Gürhan-Canli, and Alokparna B. Monga, Association for Consumer Research North American Conference (Special Session), New Orleans, Louisiana, October 2015.

“Are All Attachment Insecurities Created Equal? Relationship Attachment Styles and Fear of Failure in Gift Giving.” Lale Okyay Ata, Nicole Verrochi Coleman and Zeynep Gürhan-Canli, European Marketing Academy Conference, (Competitive Paper Session), Leuven: May 2015.

“Superior Vis-à-Vis Whom: The Achievement Mindsets and Effectiveness of Direct versus Indirect Comparative Claims” Efe Camurdan, Zeynep Gurhan-Canli and Nilufer Aydinoglu, European Marketing Academy Conference, (Competitive Paper Session), Leuven: May 2015.

“The Achievement Mindsets and Brand Dilution” Efe Camurdan, Zeynep Gurhan-Canli and Alokparna Basu Monga, (Working Paper Session). Society for Consumer Psychology, Phoenix, AZ, March 2015.

“Friend or Foe, Master or Apprentice? The Influence of Fear of Failure on Brand Evaluations,” Lale Okyay Ata, Lale, Zeynep Gürhan-Canlı, and Vanitha Swaminathan, (Working Paper Session). Society for Consumer Psychology, Phoenix, AZ, March 2015.

“Evaluations of Iconic versus Genuine Experiences Depend on Attitude Functions,” Gülen Sarial-Abi, Ezgi Merdin, Zeynep Gürhan-Canli, and Kathleen D. Vohs, Winter Marketing Educators Conference, (Competitive Paper Session), American Marketing Association, San Antonio, TX, February 2015.

“Are Inconsistent CSR Associations Always Detrimental? The Influence of Dialectic Thinking and the Brand’s CSR Strategy,” Alokparna Basu Monga, Zeynep Gürhan-Canli and Vanitha

Swaminathan, Winter Marketing Educators Conference, (Competitive Paper Session), American Marketing Association, San Antonio, TX, February 2015.

“Evaluations of Iconic versus Genuine Experiences Depend on Attitude Functions” Ezgi Merdin, Gülen Sarial-Abi, Zeynep Gürhan-Canli and Kathleen D. Vohs, Association for Consumer Research North American Conference (Competitive Paper Session), Baltimore, MD, October 2014.

“When “My” Brand Extends to Incongruent Categories: Effect of Lack of Fidelity on Consumers Attitudes,” Eda Sayin, Nilufer Aydinoglu and Zeynep Gurhan-Canli, Association for Consumer Research North American Conference (Special Session), Baltimore, MD, October 2014.

“Putting Environmental Awareness into Consumer Attitudes and Behavior” Umut Kubat and Zeynep Gürhan-Canli, Association for Consumer Research Conference (Working Paper Session), Baltimore, MD, October 2014.

“Achievement Mindsets and Comparative Advertising” Efe Camurdan, Zeynep Gurhan-Canli and Nilufer Aydinoglu, Association for Consumer Research Conference (Working Paper Session), Baltimore, MD, October 2014.

“Your Time or Your Money? How Fear of Failure Affects Charitable Contributions of Time versus Money” Lale Okyay-Ata and Zeynep Gurhan-Canli, Association for Consumer Research Conference (Working Paper Session), Baltimore, MD, October 2014.

“The Effect of Regulatory Focus Orientation on the Preferences for Investments Maturing in the Near Versus Distal Future” Yoon, Yeosun, Deniz Oktem, Zeynep Gürhan-Canli , and Eunkyung Lee, Society for Consumer Psychology Conference, Miami, FL, March 2014.

“Fear of Failure and Charitable Donations of Time versus Money” Lale Okyay-Ata and Zeynep Gürhan-Canli, Society for Consumer Psychology Conference (working paper session), Miami, FL, March 2014.

“Fear Not for You Can Help: The Effect of Fear of Failure and Self-Construal on Charitable Giving,” Lale Okyay-Ata and Zeynep Gürhan-Canli, ACR, Chicago, IL, October 2013.

“Are Inconsistent CSR Associations Always Detrimental? The Influence of Dialectical Thinking and the Brand’s CSR Strategy” Alokparna Basu Monga, Zeynep Gürhan-Canli and Vanitha Swaminathan September 2013, China-India Insights Conference, New York City.

“Fear Not for You Can Help: The Effect of Fear of Failure and Self-Construal on Charitable Giving,” Lale Okyay-Ata and Zeynep Gürhan-Canli, EMAC Conference, Istanbul, Turkey, June 2013.

“Fear Not for You Can Help: The Effect of Fear of Failure and Self-Construal on Charitable Giving,” Lale Okyay-Ata and Zeynep Gürhan-Canli, Society for Consumer Psychology Conference, San Antonio, TX, February 2013.

“The Effect of Fear of Failure and Self-Construal on Charitable Giving,” Lale Okyay-Ata and Zeynep Gürhan-Canli, Working Paper, ACR, Vancouver, BC, Canada, October 2012.

“Do Luxury-Brand Features Influence Consumption of Counterfeits? The Role of Consumer Self-Confidence,” Gülen Sarial-Abi and Zeynep Gürhan-Canli, ACR, Vancouver, BC, Canada, October 2012.

“Is It Really Advantageous to Have Highly Attached Consumers - The Case of Vicarious Dissonance?” Eda Sayin, Nilufer Aydinoglu and Zeynep Gurhan Canli, ACR, Vancouver, BC, Canada, October 2012.

“Discretionary Spending Under Financial Constraints – The Role of Self-Concept Clarity and Perceived Stress,” Gülen Sarial Abi, Zeynep Gürhan-Canli, Tarcan Kumkale, Yeosun Yoon Marketing Science Conference, Boston, June 2012.

“Discretionary Spending Under Financial Constraints – The Role of Self-Concept Clarity and Perceived Stress,” Gülen Sarial Abi, Zeynep Gürhan-Canli, Tarcan Kumkale, Yeosun Yoon SPSP Conference, San Diego, CA, February 2012.

“Is It Really Advantageous to Have Highly Attached Consumers - The Case of Vicarious Dissonance?” Eda Sayin, Nilufer Aydinoglu and Zeynep Gürhan-Canli, Poster presented at the Society for Consumer Psychology Conference, Las Vegas, 2012.

“Discretionary Spending Under Financial Constraints: The Role of Self-Concept Clarity,” Gülen Sarial Abi, Zeynep Gürhan-Canli, Tarcan Kumkale, Yeosun Yoon, SCP 2011, Atlanta, GA: February 2011.

“Does Self-Confidence Make You More Deceptive in Your Brand Relationships? The Role of Self-Confidence in Abstract versus Concrete Brand Relationships,” Gülen Sarial-Abi and Zeynep Gürhan-Canli, SCP 2011, Atlanta, GA: February 2011.

“Does Self-Confidence Make You More Deceptive in Your Brand Relationships? The Role of Self-Confidence in Abstract versus Concrete Brand Relationships,” Working Paper Poster Presentation, Gülen Sarial-Abi and Zeynep Gürhan-Canli, 2<sup>nd</sup> International Colloquium on the Consumer-Brand Relationship, Winter Park, Orlando: March 2011.

“Discretionary Spending Under Financial Constraints: The Role of Self-Concept Clarity,” Gülen Sarial Abi, Zeynep Gürhan-Canli, Tarcan Kumkale, Yeosun Yoon, 12<sup>th</sup> European Conference of Psychology 2011, Istanbul, Turkey: July 2011.

“Does Self-Confidence Make You More Deceptive in Your Brand Relationships? The Role of Self-Confidence in Abstract versus Concrete Brand Relationships,” Poster Presentation, Gülen Sarial-Abi and Zeynep Gürhan-Canli, 12<sup>th</sup> European Conference of Psychology 2011. Istanbul, Turkey: July 2011.

“Effect of Regulatory Focus on Selective Exposure to Negative News: The Moderating Role of Information Load,” Gülen Sarial-Abi and Zeynep Gürhan-Canli, 12<sup>th</sup> European Conference of Psychology 2011. Istanbul, Turkey: July 2011.

“Are Inconsistent CSR Associations Always Detrimental? The Influence of Dialectic Thinking on Brand Perceptions,” Monga, Alokparna Basu, Zeynep Gürhan-Canli and Vanitha Swaminathan, 2010 ACR Conference, Jacksonville.

“Lost in Translation: Responses to an Advertising Message in a Foreign Language,” Emine Mavi and Zeynep Gürhan-Canli, Global Branding Conference, 2010 Istanbul

“Overbooking! When Identified Customers don’t Recruit New Customers,” Longinos Marin, Salvador Ruiz, and Zeynep Gürhan-Canli, 2010 EMAC Conference, Copenhagen, Denmark

“The Influence of Romantic Mindsets on Brand Extension Evaluations,” Alokparna Basu Monga and Zeynep Gürhan-Canli, 2009 ACR Conference, Pittsburgh.

“The Effects of Personal and Social Relevance of Corporate Social Responsibility Activities on Brand Evaluations: The Moderating Role of Self-Construal,” Elif Isikman, Zeynep Gürhan-Canli, and Vanitha Swaminathan, Working Paper Poster Presentation, 2009 ACR Conference, Pittsburgh.

“My Brand or Our Brand? Consumer-Brand Relationships and Self-Construal and Their Impact on Brand Dilution,” Vanitha Swaminathan, Karen Page, and Zeynep Gürhan-Canli, 2006 CIMaR Conference, Istanbul.

“The Impact of Self-Concept, Self-Construal, and Country-of-Origin on Brand Dilution, Vanitha Swaminathan, Karen Page, and Zeynep Gürhan-Canli, October 2005, ACR Conference, San Antonio.

“The Impact of Brand Relationship Quality and Self-Construal on Brand Dilution,” Vanitha Swaminathan, Karen Page, and Zeynep Gürhan-Canli, February 2005, AMA Conference, Washington.

“Cross-cultural Differences in Brand Extension Evaluations: The Effect of Holistic and Analytical Processing,” Yeosun Yoon and Zeynep Gürhan-Canli, October 2003, ACR Conference, Toronto.

“The Effects of Corporate Social Responsibility (CSR) on Consumer Evaluations,” Yeosun Yoon, Zeynep Gürhan-Canli, and Norbert Schwarz, February 2003, SCP Conference, New Orleans.

“Consumers’ Use of Available Information in Attributions About a Product-Harm Crisis: Guilty Until Proven Innocent,” Niraj Dawar and Zeynep Gürhan-Canli, October 2002, ACR Conference, Atlanta.

“Negative Consequences of Doing Good: The Effect of Perceived Motives Underlying Corporate Social Responsibility,” Yeosun Yoon, Zeynep Gürhan-Canli and Norbert Schwarz, October 2002, ACR Conference, Atlanta.

“When Does Corporate Image Affect Evaluations of Individual Products?” Conference on Exploring Corporate Associations: Developing a Research Agenda, Zeynep Gürhan-Canli and Rajeev Batra, April 2002, Oklahoma State University, Stillwater.

“Cross-cultural Differences in Brand Extension Evaluations: The Effect of Holistic and Analytical Processing,” Yeosun Yoon and Zeynep Gürhan-Canli, February 2002, SCP Conference, Austin.

“Inferences Regarding the Family Brand Name: The Effect of Perceived Variability,” Zeynep Gürhan-Canli, October 2001, ACR Conference, Austin.

“Comparative Advertising in the Global Marketplace: The Effects of Cultural Orientation on Communication,” Zeynep Gürhan-Canli and Durairaj Maheswaran, February 2001, SCP Conference, Scottsdale.

“Withholding Consumption: A Social Dilemma Perspective on Consumer Boycotts,” Zeynep Gürhan-Canli, Sankar Sen, and Vicki Morwitz November 1999, Informs Conference, Philadelphia.

“Choosing Not to Consume: The Effects of Message Framing and Consumer Expectations on Boycott Intentions,” Zeynep Gürhan-Canli, Sankar Sen, and Vicki Morwitz October 1999, ACR Conference, Columbus.

“Withholding Consumption: A Social Dilemma Perspective on Consumer Boycotts,” Zeynep Gürhan-Canli, Sankar Sen, and Vicki Morwitz, June 1999, ACR European Conference, Paris.

“The Impact of Positive and Negative Extension Information on Brand Perceptions: An Accessibility-Diagnosticity Perspective,” Rohini Ahluwalia and Zeynep Gürhan-Canli, October 1998, ACR Conference, Montreal.

“How Does Disconfirmation Affect Brand Perceptions? The Effects of Motivation and Typicality on Evaluations,” Zeynep Gürhan-Canli and Durairaj Maheswaran, October 1997, ACR Conference, Denver.

“The Effects of Country-of-Origin and Cultural Orientation on Product Evaluations,” Zeynep Gürhan-Canli and Durairaj Maheswaran, October 1997, ACR Conference, Denver.

“The Effects of Motivation and Information Type on Corporate Brand Evaluations,” Zeynep Gürhan-Canli and Durairaj Maheswaran, August 1997, AMA Conference, Chicago.

“Exploring Consumers’ Interpretations of a Product Related Illness,” Zeynep Gürhan-Canli and Elizabeth Creyer, October 1994, ACR Conference, Boston.

### ***Other Research Presentations***

“Generating Ideas and Developing Conceptualization for Impactful Scholarship in Experimental (Consumer) Research,” University of Sydney, Australia, September 2017.

“Differential Impacts of God and Religion on Prosocial Behavior,” University of Sydney, Australia, September 2017.

Speaker on the panel on “Inclusive Business Models for ICT Companies in Achieving the Sustainable Development Goals (SDGs)” WSIS Forum, Geneva, June 2017.

“Differential Impacts of God and Religion on Prosocial Behavior,” Tel-Aviv University, Israel, May 2017.

“Inclusive Business” Social Value Conference, Keynote Speech, April 2017.

“Differential Impacts of God and Religion on Prosocial Behavior,” University of Leeds, UK, March 2017.

“Superior vis-à-vis Whom: Competence Construals and Effectiveness of Direct versus Indirect Comparative Claims,” Hong Kong University Science and Technology Marketing Research Camp, December 2016.

“Inclusive Business” Inclusive Business Summit, Bogazici University, Istanbul, November 2016.

“Inclusive Business,” Koç University Graduate School of Business Alumni Seminar, Istanbul, October 2016.

“İşletmeler Kapsayıcı Olabilir mi?” Social Good Summit, Istanbul, October 2016.

“Inclusive Business: A New, Sustainable and Innovative Private Sector,” Bogazici University, Istanbul, May 2016.

“Superior vis-à-vis Whom: Competence Construals and Effectiveness of Direct versus Indirect Comparative Claims,” University of Leeds, UK, April 2016.

“The Role of Private Sector in Development: Collaborative Growth and Inclusive Business Models,” G20-B20 Workshop on Inclusive Business, April 2015, Ankara; May 2015 Koç University RCAC.

“Evaluations of Iconic versus Genuine Experiences Depend on Attitude Functions” July 2014, Summer Research Camp, London Business School

“Evaluations of Iconic versus Genuine Experiences Depend on Attitude Functions” May 2014, Katz School of Business, University of Pittsburgh

“Complementary or Similar? The Impact of Concept Combination Styles on Evaluations of Co-Branded Partnerships” April 2014, Marketing Research Camp, Darla Moore School of Business, University of South Carolina.

“Complementary or Similar? The Impact of Concept Combination Styles on Evaluations of Co-Branded Partnerships” March 2014, John M. Jones Lecture Series, College of Business, University of Illinois, Urbana Champaign

“Bursa Tasarım ve Teknoloji Geliştirme Merkezi (BUTGEM): Vizyoner Liderlik, Kapsayıcı Çözümler, Ticaret ve Sanayi Odaları,” Conference on the Private Sector’s Role in Vocational Training: Lessons Learned from Turkey, Istanbul, June 2013. A summary of this research was presented at a roundtable at the International Development Cooperation: trends and Opportunities-Perspectives of the New Actors Conference, June 2014, Istanbul.

“SÜTAŞ ve Karacabey Meslek Yüksek Okulu: Süt ve Süt Hayvancılığı Araştırma ve Eğitim Merkezi,” Conference on the Private Sector’s Role in Vocational Training: Lessons Learned from Turkey, Istanbul, June 2013.

“Global Competition and Brand Creation for Creativity and Entrepreneurship,” April 2013, Baku Finance Summit.

“Are Inconsistent CSR Associations Always Detrimental? The Influence of Dialectical Thinking and the Brand’s CSR Strategy” August 2012, HEC Marketing Research Camp, France.

“Effect of Regulatory Focus on Selective Information Processing,” May 2011, ESMT, Berlin, Germany.

“The Role of Self-Concept Clarity in Overspending,” December 2009, Board of Trustees Meeting, Koç University, Istanbul.

“I Don’t Know Who I Am – So Charge My Credit Card: Effects of Self-Concept Clarity and Elaboration on Potential Outcomes on Overspending Tendency,” October 2009, Tilburg University, Netherlands.

“Marketing and Corporate Social Responsibility,” May 2009, Koç University, Istanbul.

“Complementary or Supplementary? The Impact of Co-Branding Strategies and Concept Combination Styles on Brand Evaluations,” April 2008, Bilkent University, Ankara.

“Complementary or Supplementary? The Impact of Co-Branding Strategies and Concept Combination Styles on Brand Evaluations,” January 2008, Hamburg-Cologne Marketing Camp, University of Cologne, Germany.

“Corporate Social Responsibility,” Social and Green Marketing, February 2005, Ross School of Business, University of Michigan.

“Cross-Cultural Differences in Brand Extension Evaluations: The Effect of Holistic and Analytical Processing,” April 2004, Koc University, Istanbul.

“Consumers and Marketers,” Decision Consortium, May 2003, University of Michigan Business School.

“Guilty Until Proven Innocent: Consumers’ Use of Available Information in Attributions about a Product-Harm Crisis,” March 2003, MSI Young Scholars Program, Park City.

“Changing Company and Country Stereotypes,” The Yaffe Center Brown Bag Series, UMBS, January 2003.

“Cross-cultural Differences in Brand Extension Evaluations: The Effect of Holistic and Analytical Processing,” Research Seminar, Michigan State University, East Lansing.

“Corporate Social Responsibility Research” as part of “Exploring Corporate Associations: Developing a Research Agenda,” August 2002, AMA Summer Educator’s Conference, San Diego.

“Cross-Cultural Differences in Brand Extension Evaluations: The Effect of Holistic and Analytic Processing,” March 2002, Brown Bag Seminar, University of Michigan Business School

“When Does Corporate Image Affect Brand Preference?” March 2001, Brown Bag Seminar, University of Michigan Business School.

“Withholding Consumption: A Social Dilemma Perspective on Consumer Boycotts,” June 2000, Midwest Marketing Camp, University of Wisconsin, Madison.



“Cultural Variations in Country of Origin Effects,” May 1999, NYU-Yale-Wharton-Columbia Colloquium.

“Cultural Variations in Country of Origin Effects,” April 1999, Research Seminar, UCLA Anderson Graduate School of Management.

“The Effects of Brand Extensions on Family Brand Name,” October 1998, Hosmer Series, University of Michigan Business School.

“Corporate Image as a Stereotype: The Effect of Motivation and Information Type on Evaluations” September-November 1995, Hong-Kong University of Science and Technology, University of Michigan, University of Chicago, University of Minnesota, London Business School.

## HONORS & AWARDS

- “Managing Brands and Customer Engagement in Online Brand Communities” (2013) in *Journal of Service Management* appeared in the most cited marketing articles in 2017. (Shugan’s Top 20 Marketing Meta Journal; <http://bear.warrington.ufl.edu/centers/MKS/> )
- Best Paper in Track, American Marketing Association Winter Educators Conference, February 2015
- Outstanding Reviewer Award, *Journal of International Marketing*, 2014
- Outstanding Faculty Award, College of Administrative Sciences and Economics, 2012
- *Journal of Consumer Psychology* (2006) article with Y. Yoon and N. Schwarz received the Young Contributor Award. This article is reprinted online in 2012 in a special issue featuring high impact articles during the past 20 years, one from each year.
- Outstanding Reviewer Award, *Journal of Consumer Research*, 2010
- Cited among the top 50 most prolific scholars worldwide in the leading marketing journals during 1982-2006 by adjusted publication rate (Source: Seggie and Griffith, *Journal of Marketing*, January 2009)
- Migros Chair in Marketing
- Outstanding Reviewer Award, *Journal of Consumer Research*, 2005
- Invitee, Marketing Science Institute Young Scholars Program, 2003 (for 20 scholars identified as the potential leaders of the next generation of marketing academics)

- Sanford R. Robertson Assistant Professorship of Business Administration, 2000-2001 (in recognition of the quality and early promise of research contributions).
- Nominated by BBA students for BBA Teaching Award, 1999, 2002
- Herman E. Kroos Award, 1997, for the best doctoral dissertation at Stern School of Business.
- Outstanding Teaching Award, New York University, 1996
- Fellow, American Marketing Association Doctoral Consortium, 1994
- Doctoral Fellowship, New York University, 1992-95

### ***Doctoral Consortia***

- Keynote Speaker, Temple University Mid-Atlantic Doctoral Symposium, March 2014  
Scholarship in Business Schools: Vision 2020
- Faculty Fellow, American Marketing Association Sheth Doctoral Consortium
  - 2000, 2006, 2011, 2013, 2015
- Faculty Fellow, Association for Consumer Research Doctoral Consortium
  - 2001, 2007, 2010, 2013, 2014
- Faculty Fellow, European Marketing Academy Doctoral Colloquium
  - 2007, 2008, 2009

## **TEACHING**

### ***DOCTORAL TRAINING & MENTORING***

#### ***Ph.D. Committee Chair***

Rabia Bayer (Chair), Koç University

Mustafa Karataş (Chair), Koç University

Emine Aslı Mavi (Chair), Koç University

Lale Okyay Ata (Chair), Koç University

Ceren Hayran (Chair), Koç University

Güldehen Kaya (Co-Chair), Işık University

Deniz Öktem (Chair), Koç University

Efe Çamurdan (Chair), Koç University (placement after graduation: UCD Smurfit, Dublin)

Eda Sayin (Co-Chair), Koç University (placement after graduation: IE University, Madrid)

Zehra Gülen Sarıal Abi (Chair), Koç University (placement after graduation: Bocconi University, Milan)

Nilüfer Aydinoglu (Co-Chair), University of Michigan (placement after graduation: Koç University)

Yeosun Yoon (Co-Chair), University of Michigan, (placement after graduation: Rice University)

Elania Hudson (Co-Chair), University of Michigan

### ***Ph.D. Committee Member***

Didem Gamze Isiksal, Istanbul Technical University

Burcu Sezen, Özyegin University

Ezgi Merdin, Boğaziçi University

Müge Çevik, Yeditepe University

Sarah Loughran Dommer, University of Pittsburgh

Kiwan Park, University of Michigan

Eric DeRosia, University of Michigan

Dhanajay Nayakankuppam, University of Michigan

Hyeong-Min Kim, University of Michigan

### ***Master's Thesis Committee Member***

Volkan Güney Kuru, Co-Chair, Psychology-Koç University

Asude Örüklü, Law School-Bilgi University

## ***TEACHING EXPERIENCE***

### ***Koç University***

**PhD:** Behavioral Seminar in Marketing

**EMBA:** Marketing Management

**MBA:** Brand Management, Advertising and Promotion

**Undergraduate:** Brand Management, Consumer Behavior, Advertising and Promotion, Corporate Responsibility

**Executive Education:** Corporate Social Responsibility, Social Psychology and Consumer Behavior, Generating Consumer Insights, Marketing Management

*University of Cologne*

**Graduate Seminar:** Generating Consumer Insights

*Helsinki School of Economics*

**International MBA Program:** Consumer Behavior

*Ross School of Business, University of Michigan*

**Ph.D.:** Behavioral Seminar (7-week)

**MBA:** Consumer Behavior, Marketing Management, MAP (Multidisciplinary Action Project)

**BBA:** Consumer Behavior, Marketing Management

*Presentations*

“Sürdürülebilir Kalkınma Hedefleri ve İş Dünyası,” UNIV 101 Seminar Series, Koç University, February 2017

“DeneySEL Tasarım (Experimental Design),” Gebze Teknik Üniversitesi, November 2016

“Inclusive Business: A New, Sustainable, and Innovative Private Sector” Guest Lecture, Koç University Graduate School of Business, November 2016

“DeneySEL Tasarım (Experimental Design),” İzmir Ekonomi Üniversitesi, Pazarlama Araştırmalarında Alternatif Yöntemler, April 2015

“Turkish Consumers,” April 2012, April 2013, Presentation to Fordham University students.

“Turkish Consumers,” April 2013, Presentation to Emory University students.

“Marketing Management,” 24 Hour at Koç University Program, 2010, 2011, 2012.

“Trends in Management Education,” Presentation to Association of African Business School Deans, June 2012.

“Teaching Methods at the Graduate School of Business,” Presentation to Association of African Business School Deans, June 2012.

“Consumer Perceptions and Corporate Social Responsibility,” March 2012, Koç University, UNIV 101 seminar series.

## **SERVICE**

### ***EDITORIAL POSITIONS***

- Senior Editor, *International Journal of Research in Marketing*, 2015-2017
- Associate Editor, *Journal of Consumer Research*, July 2014-2017
- Associate Editor, *Journal of Consumer Psychology*, 2005-2011
- Area Editor, *International Journal of Research in Marketing*, 2008-2015
- Editorial Review Board, *Journal of Consumer Research*, 2003-2014
- Editorial Review Board, *Journal of Consumer Psychology*, 2012-present
- Editorial Review Board, *Journal of Marketing*, 2007-2011
- Editorial Review Board, *International Journal of Research in Marketing*, 2007-2008; 2017-present
- Editorial Review Board, *Journal of International Marketing*, 2007-present
- Editorial Review Board, *Journal of the Academy of Marketing Science*, 2015-present
- Editorial Review Board, *Journal of Marketing Behavior*, 2015-present

### ***Ad-hoc Reviewing***

*Journal of the Association for Consumer Research, Journal of Marketing, Journal of Marketing Research, Journal of Retailing, Journal of Behavioral Decision Making, Marketing Letters, Journal of International Business Studies, Journal of Interactive Marketing, California Management Review, Journal of Brand Management, International Marketing Review, Journal of Service Management*

### ***Conference Reviewing***

Association for Consumer Research (ACR), Society for Consumer Psychology (SCP), European Marketing Academy (EMAC), Consortium for International Marketing Research (CIMaR), La Londe Conference

### ***Grants Reviewing***

ERC, Research Council of Canada, Fulbright, TUBITAK, Hong Kong Research Grants Council, US-Israel Binational Science Foundation

### ***Judge***

J. B. Steenkamp Award, *International Journal of Research in Marketing*, 2010, 2012, 2016  
Corporate Social Responsibility Awards, *Dünya Newspaper*, 2012, 2013  
Robert Ferber Dissertation Award: *Journal of Consumer Research*, 2004  
Dissertation Awards: Marketing Science Institute (MSI), EMAC McKinsey Dissertation Award

### ***CONFERENCE ORGANIZATION***

- Co-Chair, ACR Annual North American Conference, Vancouver, 2012
- Co-Chair, Working Papers, ACR Annual North American Conference, 2011
- Co-Chair, Competitive Papers, ACR Annual North American Conference, 2010
- Co-Chair, AMA Winter Marketing Educators' Conference, 2008
- Competitive Paper Committee, ACR Conference, 2007
- Co-Chair, Midwest Marketing Camp, Ann Arbor, 2001
- Conference Program Committee, ACR Conference, 2001

## ***CONTRIBUTIONS TO ASSOCIATIONS & ORGANIZATIONS***

- Jury Member, Effie Awards, Istanbul, 2017
- Member of the Advisory Board, UNDP Istanbul International Center for Private Sector in Development, 2015-present
- Member of the Executive Board, Kofi Annan Business Schools Foundation, 2015-2016
- Member, American Marketing Association (AMA) Academic Council, 2013-2016
- Member, Association for Consumer Research Board of Directors, 2015-present
  - Task Force Member, ACR Fellow Selection Procedures, 2015
  - Task Force Member, ACR Conference Planning Guidelines and Manual, 2013
- Country Representative, EMAC, 2007-2010

## ***PRESENTATIONS FOR JOURNALS***

“Journal of Consumer Research,” June 2013, EMAC Conference, Meet the Editors Session.

“Journal of Consumer Psychology,” February 2007, AMA Winter Educators’ Conference, Meet the Editors Session.

## ***UNIVERSITY COMMITTEES***

### ***Koç University***

2015-2016: College of Sciences Dean Search Committee

2013-present: KUSIF Executive Board Member

2012-2013: KUSIF (Koç University Social Impact Forum) Academic Director

2012-2013: CASE Dean Search Committee

2010-2016: Director, Graduate School of Business

2010-2016: Member, University Academic Council

2010-2016: CEMS Executive Committee Representative

2008-present: KÜMPER Administrative Council

2009-2013: Member, University Executive Council

2009-2010: CEMS PhD Committee Representative

2009-2010: Committee on Center for Teaching and Learning & Teaching Awards

2008-2010: Ph.D. Program Coordinator

2005-present: Promotion, Contract Renewal and Hiring Committees at CASE

2005-2010: Executive Council, Graduate School of Business

2005-2013: Academic Council, College of Administrative Sciences & Economics

2007-2008: Committee on Ph.D. in Business

2006-2007: Committee on Management & Strategy

2005, 2006, 2013, 2015: Faculty Recruitment Committee

2005-2007: Outside Speaker Series Coordinator

***Ross School of Business, University of Michigan***

2004-2005: Curriculum and Teaching Committee

1998-2005: Member, Ph.D. Committee (Marketing Area)

2002: Co-Chair, Recruiting Committee (Marketing Area)

1999-2000 Organizer, DuPont Speaker Series

1997-99: Marketing Core Course Coordinator, Subject Pool Coordinator