

NİLÜFER Z. AYDINOĞLU

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EDUCATION

2007	Ph.D., Marketing	University of Michigan
	Dissertation: "Effects of Consumers' Self-Esteem and Self-Related Mental Imagery on the Persuasiveness of Marketing Communications"	
	Co-Chairs: Aradhna Krishna, Zeynep Gürhan Canlı	
2003	M.B.A.	Sabancı University
2001	B.A., International Trade	Boğaziçi University

FIELDS OF INTERESTS

- Sensory marketing (food consumption, mental imagery, size labels)
- Branding (brand attachment, brands as social surrogates, global-local brand preference)
- Consumer self-perceptions, self-esteem
- Social exclusion, embarrassment, identity threat
- Advertising effects (advertising appeals, use of pictures, comparative advertising)

ACADEMIC EXPERIENCE

2016-Present	Associate Professor of Marketing, Koç University
2007-2016	Assistant Professor of Marketing, Koç University
2011 Winter	Visiting Scholar, University of Michigan
2006 Winter	Instructor, University of Michigan

PUBLICATIONS

Refereed Journal Articles

1. Rajeev Batra, Y. Charles Zhang, Nilüfer Z. Aydinoglu, and Fred M. Feinberg (in-press), "Positioning Multi-Country Brands: The Impact of Variation in Cultural Values and Competitive Set," *Journal of Marketing Research*.
2. Krishna, Aradhna, Luca Cian, and Nilüfer Z. Aydinoglu* (2017), "Sensory Aspects of Package Design," *Journal of Retailing*, 93 (1), 43-54.
3. Krishna, Aradhna, Kelly B. Herd, and Nilüfer Z. Aydinoglu* (2015), "Wetting the Bed at Twenty-one: Embarrassment as a Private Emotion," *Journal of Consumer Psychology*, 25 (July), 476-86.
4. Aydinoglu, Nilüfer Z. and Luca Cian* (2014), "Show Me the Product, Show Me the Model: Effect of Picture Type on Attitudes toward Advertising," *Journal of Consumer Psychology*, 24 (October), 506-19.
5. Aydinoglu, Nilüfer Z. and Aradhna Krishna* (2012), "Imagining Thin: Why Vanity Sizing Works," *Journal of Consumer Psychology*, 22 (October), 565-72.
6. Aydinoglu, Nilüfer Z. and Aradhna Krishna (2011), "Guiltless Gluttony: The Asymmetric Effect of Size Labels on Size Perceptions and Consumption," *Journal of Consumer Research*, 37 (April), 1095-112.

Book Chapters

1. Aydınoğlu, Nilüfer Z. and Eda Sayın* (2016), “Sensory and Neuro-Marketing: About and Beyond Customer Sensation” in *Flavor: From Food to Behaviors, Wellbeing and Health*, Patrick Etievant, Elisabeth Guichard, Christian Salles, and Andree Voilley, Eds., Woodhead Publishing, Cambridge, 397-408.
2. Elder, Ryan S., Nilüfer Z. Aydınoğlu, Victor Barger, Cindy Caldara, Hae Eun Chun, Chan Jean Lee, Gina Mohr, and Antonios Stamatogiannakis (2010), “A Sense of Things to Come: Future Research Directions in Sensory Marketing” in *Sensory Marketing*, Aradhna Krishna, Ed., Psychology Press/Routledge, New York, 361-76.
3. Aydınoğlu, Nilüfer Z., Aradhna Krishna, and Brian Wansink (2010), “Do Size Labels Have a Common Meaning Among Consumers?” in *Sensory Marketing*, Aradhna Krishna, Ed., Psychology Press/Routledge, New York, 343-57.

Other Publications – University and Applied Journals

1. Aydınoğlu, Nilüfer Z. (2016), “Color in Marketing: Consumption under the Palette’s Influence,” *Frontier, Koç University Research Magazine*, 10 (January), 38-9.
2. Aydınoğlu, Nilüfer Z. (2012), “Ne Kadar Yiyeceğimize Etiketler Karar Veriyor,” *Harvard Business Review Turkey*, December, 34-5 (in Turkish).
3. Aydınoğlu, Nilüfer Z. (2011), “Guiltless Gluttony: Do We Eat More Without Noticing?” *Frontier, Koç University Research Magazine*, 6, 19-21.

(* Denotes equal contribution by co-authors)

WORKING PAPERS

1. “Embarrassed While Ordering Food? Role of Calorie Posting and Social Context,” with Melis Ceylan and Vicki Morwitz.
2. “Understanding and Mitigating Consumer Embarrassment,” with Aradhna Krishna and Kelly Herd.
3. “Superior vis-à-vis Whom? Achievement Mindsets and Effectiveness of Direct versus Indirect Comparative Claims,” with Efe Çamurdan and Zeynep Gürhan Canlı.
4. “Betraying the Symbolic Brand Meaning: Consumer Brand Evaluations Following Incongruent Brand Extensions,” with Eda Sayın and Zeynep Gürhan Canlı.
5. “I can Picture that Consumption Experience: The Subtle Evocation of Experiential Imagery through Suggestive Associations in Message Cues,” with Aradhna Krishna.
6. “Shifting Standards in Consumer Evaluations of Global and Local Brands” with Eda Sayın, Ayşegül Özsoyer, and Zeynep Gürhan Canlı.
7. “Consumer Perceptions of Brand Localness and Brand Globalness and Understanding the Situational Appeal of Local Brands” with Rajeev Batra and Ayşegül Özsoyer.
8. “Effectiveness of Different Self-Esteem Appeals in Advertising: Boosting or Acknowledging Consumers’ Self-Esteem” with Zeynep Gürhan-Canlı.
9. “Branding and Social Exclusion” with Selin Atalay and Melis Ceylan.

HONORS & AWARDS

- 2015 Degree of Associate Professorship, Turkish Higher Education Institute,
2006 AMA-Sheth Doctoral Consortium Fellow, University of Maryland
2006 Leo Burnett Scholarship, University of Michigan, for outstanding research in the area of communications and advertising

- 2006 Charles H. Gessner Fellowship, University of Michigan, for academic achievements and success in the doctoral program
- 2003-7 Phelps Fellowship, Doctoral Fellowship, University of Michigan

PRESENTATIONS

Conference Presentations

1. “Embarrassed While Ordering Food? Role of Calorie Posting and Social Context,” May 2017, *European Marketing Academy Conference*, Groningen, Netherlands* / February 2017, *Society for Consumer Psychology Conference*, San Francisco, USA*.
2. “Betraying the Symbolic Brand Meaning: Adapting Brand Evaluations Following Incongruent Brand Extensions,” May 2016, *European Marketing Academy Conference*, Oslo*.
3. “Competent Consumer: Achievement Mindsets and Effectiveness of Direct versus Indirect Comparative Advertising Formats,” May 2015, *European Marketing Academy Conference*, Leuven*.
4. “Role of Calorie Labeling and Social Influence on Food Purchase,” February 2015, *Society for Consumer Psychology Conference*, Phoenix*.
5. “When “My” Brand Extends to Incongruent Categories: Effect of Lack of Fidelity on Consumers Attitudes,” October 2014, *Association for Consumer Research Conference*, Baltimore*.
6. “Achievement Goals and Comparative Advertising,” October 2014, *Association for Consumer Research Conference*, Baltimore*.
7. “Relationship between Consumer Addressing Style and Advertising Effectiveness and Brand Personality,” June 2014, *Turkish National Marketing Congress*, Gaziantep.
8. “I Can Picture that Consumption Experience: Experiential Imagery through Suggestive Associations in Message Cues,” March 2014, *Society for Consumer Psychology Conference*, Miami.
9. “On What Image Attributes Should Global Brands Be Consistently Positioned?” May 2013, *Theory and Practice in Marketing*, London Business School, England*.
10. “When Your Brand Changes the Terms of the Relationship: Vicarious Dissonance in the Context of Brand Attachment,” October 2012, *Association for Consumer Research Conference*, Vancouver.
11. “When Your Brand Changes the Terms of the Relationship: Vicarious Dissonance in the Context of Brand Attachment,” February 2012, *Society for Consumer Psychology Conference*, Las Vegas*.
12. “Appreciating the Local versus Trusting the Global: Shifting Standards in the Evaluation of Product Failures,” October 2011, *Association for Consumer Research Conference*, St. Louis*.
13. “Do Size Labels Have a Common Meaning Among Consumers?” June 2010, *European Marketing Academy Conference*, Copenhagen.
14. “Consumers and Their Local (Global) Brands: A Look at the Situational Appeals in Developing Countries,” June 2010, *Global Brand Management Conference*, Istanbul.
15. “Understanding the Situational Appeal of Local Brands in Emerging Economies: The Case of Turkey,” October 2009, *Association for Consumer Research Conference*, Pittsburg.
16. “The Subtle Evocation of Self-Related Mental Imagery,” February 2009, *Society for Consumer Psychology Conference*, San Diego.

17. "Understanding the Situational Appeal of Local Brands in Emerging Economies: The Case of Turkey," January 2009, *IIMA Conference on Marketing Paradigms for Emerging Economies*, India*.
18. "Guiltless Gluttony: The Asymmetric Effect of Size Labels on Size Perceptions and Consumption," October 2007, *Association for Consumer Research Conference*, Memphis.
19. "Effectiveness of Different Self-Esteem Appeals in Advertising: Boosting or Acknowledging Consumers' Self-Esteem," February 2006, *Society for Consumer Psychology Conference*, Florida.

(* Denotes presentation by a co-author)

Invited Lectures

1. "Experimental Design and Analysis," May 2016, Alternative Methods in Marketing Research Symposium, Pamukkale University, Denizli.
2. "Doctoral Pro-Seminar on Sensory Marketing," December 2012, Koç University.
3. "Effective Presentations," March 2011, University of Michigan.

Other Invited Presentations

1. "Masum Oburluk: Porsiyon Etiketlerinin Miktar Algısı ve Tüketim Üzerindeki Etkileri," March 2014, Koç University Seminar Series.
2. "Reklam Kampanyalarında Etkinlik," May 2012, Koç University.
3. "Self-Related Mental Imagery Through Vanity Sizing and Price Promotions," January 2011, University of Michigan.
4. "Masum Oburluk: Porsiyon Etiketlerinin Miktar Algısı ve Tüketim Üzerindeki Etkileri," October 2011, Koç University Board of Trustees Meeting.
5. "Guiltless Gluttony: The Asymmetric Effect of Size Labels on Size Perceptions and Consumption," April 2009, Marketing Workshop, Sabancı University.
6. "The Subtle Evocation of Self-Related Mental Imagery," April 2007, Marketing Department Research Camp, Ross School of Business, University of Michigan.
7. "Effectiveness of Different Self-Esteem Appeals in Advertising: Boosting or Acknowledging Consumers' Self-Esteem," March 2007, Brown Bag Seminar, Ross School of Business, University of Michigan.
8. "Effectiveness of Different Self-Esteem Appeals in Advertising: Boosting or Acknowledging Consumers' Self-Esteem," November 2006, Koç University.
9. "Consumer Preferences between Local and Global Brands: Social Identity Theory as a Basis," 2005, Ph.D. Seminar in Consumption Theory, Bilkent University.

TEACHING EXPERIENCE

Koç University

Consumer Behavior III – (Ph.D. Seminar)
 Marketing Management (Undergraduate, MBA, Modular MBA, and CEMS MIM)
 Advertising and Promotion (Undergraduate and MBA)
 Sensory Marketing (Ph.D. Pro-seminar)

Ross School of Business, University of Michigan

Marketing Management (Undergraduate)

GRADUATE STUDENT SUPERVISION

Doctoral Dissertation Advising:

Melis Ceylan (Chair, expected graduation: 2018), “Impact of Social Influence on Consumer Product and Food Choices”

Eda Sayın (Co-Chair, 2015), “Essays on Brand Symbolism and Consumer Perceptions/Reactions,” (Currently Assistant Professor of Marketing at IE Business School, Madrid, Spain)

Doctoral Dissertation Committees:

Efe Çamurdan “Achievement Motivation and Marketing Implications”

Emine Mavi “Essays on Corporate Social Responsibility”

Ceren Hayran, “Fear of Missing Out”

Selin Germirli, “Sensory Marketing and Haptic Perception,” Boğaziçi University

Selin Öngel, “Role of Gamification in Consumer Decision Processes,” Anadolu University

Bariş Pektezol, “Understanding the Global Consumption Motives of Recent Global Movie Audience Strategies in the Internationalization of Movie Series,” Istanbul Technical University

KOÇ UNIVERSITY SERVICE

Marketing Group Recruitment Committee Member (Summer 2016-Present)

CASE-GSB EQUIS Accreditation Committee Member (Spring 2016-Present)

Marketing Doctoral Program Co-Coordinator (Summer 2014-Present)

KUSAM (Koç University Center for Survey Research) Board Member (Spring 2014-Present)

University Promotional Program: 24-Hours at Koç University Program, Marketing Sessions Instructor & Promotion Days Faculty Participant (Summer 2008-Present)

Coordination of Marketing & Management Subject Pool (Fall 2007-Present)

Committee Member for Master of Science in Business Theory Program (Fall 2014-Spring 2016)

Curriculum Committee Member (Fall 2014-Spring 2015)

New Comer Advising / UNIV 101 Instructor (Fall 2009-Spring 2015)

Koç University Perception Survey Committee Member (Spring 2012-Fall 2013)

KOLT (Koç Office of Learning and Teaching) Committee Member (Fall 2010-Spring 2012)

OMAK (Student Satisfaction Survey Committee) Member (Spring 2010-Spring 2012)

Faculty Advisor for Marketing Club (Summer 2009-Fall 2010)

Faculty Advisor for Exchange Students (Fall 2009-Spring 2010)

Organization of External Speaker Seminars (Fall 2008-Fall 2010)

EXTERNAL SERVICE

Journal of Consumer Marketing, Editorial Board, 2014-Present

Journal of Consumer Research, Reviewer

Journal of Consumer Psychology, Reviewer

International Journal of Research in Marketing, Reviewer

Journal of Retailing, Reviewer