

KIVILCIM DOGERLIOGLU-DEMIR

Sabanci University
Orhanli-Tuzla, 34956
Istanbul, TURKEY

Phone: (+90) 216-483-9677
Fax: (+90) 216-483-9699
E-mail:kivilcimdd@sabanciuniv.edu

ACADEMIC APPOINTMENTS

Assistant Professor of Marketing, 2010-
Sabanci University, Istanbul, Turkey

EDUCATION

Ph.D. in Business Administration, Marketing, 2010

Washington State University, Pullman, WA, USA

Committee: Patriya Tansuhaj (chair), Joseph Cote, Jeffrey Joireman

Dissertation Title: "The Effect of Value Network Integration on Evaluations of Modern, Classic and Retro Brands"

Master of Business Administration (MBA), 2005

California State University, Sacramento, CA, USA

Major: Finance

B.S. in Political Science and Public Administration, 2000

Middle East Technical University, Ankara, Turkey

Major: Political Science

RESEARCH

Research Interests

Consumer Values
Behavioral Pricing
Brands, Brand Meanings

Cross-cultural Consumer Behavior
Sustainable Consumption
Advertising

Journal Publications

Dogerlioglu Demir, Kivilcim and Koçaş, Cenk "Seemingly Incidental Anchoring: The effect of incidental environmental anchors on consumers' willingness to pay," *Marketing Letters* (forthcoming)

Sarker, Suprateek, Charaborty, Suranjan, Tansuhaj, Patriya, Mulder, Mark and Dogerlioglu-Demir, Kivilcim, "The mail-order-bride (MOB) phenomenon in the cyberworld: an interpretive investigation," (2013) *ACM Transactions in Management Information Systems* Vol. 4, No. 3,10.

Koçaş, Cenk and Dogerlioglu Demir, Kivilcim, (2013)"An empirical investigation of consumers' willingness-to-pay and the demand function: the cumulative effect of individual differences in anchored willingness-to-pay responses," *Marketing Letters*, April, 1-14.

Dogerlioglu Demir, Kivilcim and Patriya Tansuhaj (2011), "Global and local brand perceptions among Thais

and Turks,” *Asia Pacific Journal of Marketing and Logistics*, 23(5),667-683.

Tom, Gail, Stephanie Lopez and Kivilcim Dogerlioglu-Demir (2006)“A comparison of the effect of retail purchase and direct marketing on the endowment effect,” *Psychology and Marketing*, 23(1), 1-10.

Tom, Gail, Elena Zapanta Ila Ramil, Kivilcim Dogerlioglu-Demir and Stephanie Lopez (2006) "The Role of Overt Head Movement & Attention in Persuasion," *The Journal of Psychology*, 140 (3), 247-53.

Manuscripts Appeared in Conference Proceedings

Mariadoss, Babu John, Tansuhaj, Patriya, Dögerlioglu Demir, Kivilcim and Yim, Sean, (2011) "Customer environmental advocacy: the construct, research propositions and managerial implications", *18th Annual International Business Ethics Conference*, New York, USA: St. John's University

Dogerlioglu-Demir, Kivilcim, Jeffrey Radighieri, Patriya Tansuhaj (2008), “Potential Contributions from Contemporary Social Science Literature: Expanding Cultural Understanding in Consumer Research,” *Advances in Consumer Research, North American Conference Proceedings*.

Dogerlioglu-Demir, Kivilcim, Darrel Muehling, Kristine Ehrich and Jeff Joireman (2008) “Tolerance of Negativity (TON): Scale Development and an Application in an Advertising Context,” *Society for Consumer Psychology Proceedings*.

Dogerlioglu-Demir, Kivilcim, Asli Basoglu and Jeffrey Radighieri (2008) “When does Personalization Fail? An Analysis of Recommendation Agents,” *Advances in Consumer Research, Latin American Conference Proceedings*, 2, 195-6.

Dogerlioglu-Demir, Kivilcim, Kristine Ehrich, and Darrel Muehling (2008) “Under the Cover of Alcohol: The Impact of Binge Drinking and Warning Ads on Dangerous Behavioral Intentions,” *Advances in Consumer Research, North American Conference Proceedings*.

Dogerlioglu-Demir, Kivilcim and Patriya Tansuhaj (2008) “The Commodification of Marriage: “Mail-Order Brides” in the Electronic Age,” *Advances in Consumer Research, North American Conference Proceedings*.

Pope, Ralph and Kivilcim Dogerlioglu-Demir, (2005) “The Eurozone and Fiscal Policy: An Ongoing Problem Seeking a Solution,” *Academy of Finance*, Chicago, Illinois (March).

Other Presentations

Dogerlioglu-Demir, Kivilcim, Darrel Muehling, Kristine Ehrich, Jeff Joireman (2007) “Tolerance of Negativity in Consumer Behavior,” California State University Sacramento College of Business Academic Talk Series, Sacramento, CA (December).

Dogerlioglu-Demir, Kivilcim, Asli Basoglu and Jeffrey Radighieri (2008) “An Analysis of Recommendation Agents,” Poster presentation at the WSU Academic Showcase Juried Poster Session, Pullman, WA (March).

Work in progress

“Exploring Customer Environmental Advocacy: The Role of the Pro-environmental Attitudes and Behaviors”-with Babu John Mariadoss and Patriya Tansuhaj (in final manuscript preparation stage, to target *Journal of Business Ethics*)

“Do two sided ads always work?” –with Ozge Turut and Ezgi Akpinar (data collection stage, to target *Journal of Marketing Research*)

“An analysis of comparative ads”-with Ozge Turut and Prabirendra Chatterjee (initial stages, to target *Journal of Marketing Research*)

TEACHING EXPERIENCE

Teaching Interests

Consumer Behavior
Public Policy
Advertising

Principles of Marketing
International Marketing

Courses Taught at Sabanci University

Consumer Behavior

Spring 2011-

Principles of Marketing

Fall 2010-

Courses Taught at Washington State University

International Business

Summer 2010, 2011, 2013

Principles of Marketing

Summer 2007, 2008, 2009

Consumer Behavior

Fall 2008, Spring 2009

Assistantships

Teaching Assistant

Washington State University, Pullman, WA

2006-2010

Graduate Assistant

California State University, Sacramento, CA

2003-2005

ACADEMIC SERVICES

Reviewer, *Association for Consumer Research Conferences (2007-present)*.

Reviewer, *Society for Consumer Psychology Conferences (2007-present)*.

Brown Bag Coordinator, Department of Marketing, Washington State University, 2007-2008.

Ad Hoc Reviewer, *AMA Summer Marketing Educators' Conference, Services Track, 2007*.

ACADEMIC HONORS AND GRANTS

Chi Omega Washington State University Chapter Outstanding Teacher Recognition, 2009

Dissertation Support Fund (\$2500), Department of Marketing, Washington State University, 2009

ACR North America Doctoral Consortium Fellow, San Francisco, CA, 2008

ACR North America Doctoral Consortium Fellow, Memphis, TN, 2007

ACR North America Doctoral Consortium Fellow, Orlando, FL, 2006

Travel Grant (\$1500), Department of Marketing , Washington State University, *Fall 2006*

Department of Marketing Scholarship and Research Assistantship, Washington State University, *Fall 2006*

PROFESSIONAL AFFILIATIONS

American Marketing Association, 2006 – *present*

Association for Consumer Research, 2006 – *present*

COMPUTER SKILLS

SPSS, Mplus, Medialab research software, Qualtrics online survey software.

CONSULTANCY AND EXECUTIVE EDUCATION EXPERIENCE

Academic Advisor to BriSA, 2011-

Executive Education: Integrated Marketing Communications and Consumer Behavior

INDUSTRY EXPERIENCE

Public Relations Specialist and Team Manager, 1/2001-11/2001

İŞ NET Internet Service Provider, Ankara, Turkey

Conducting industry trend, competitor and market share analyses

Supervision of the PR team.

REFERENCES

Patriya Tansuhaj

Professor of Marketing & IBUS Fellow
Department of Marketing
Washington State University
Pullman, WA 99164-4750
Phone: 509-335-0940
E-mail: tansuhaj@wsu.edu

Suprateek Sarker

Professor of Information Technology
McIntire School of Commerce
University of Virginia, Charlottesville, VA
Phone: [\(434\)924-3227](tel:(434)924-3227)
Email: sarkers@virginia.edu

Joseph Cote

Professor of Marketing
Washington State University
Vancouver, WA 98686
Phone: 360-546-9753
E-mail: cote@vancouver.wsu.edu