

KIVILCIM DOGERLIOGLU-DEMIR

Sabancı 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-
Sabancı 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

Behavioral Pricing
Brands, Brand Meanings

Sustainable Consumption
Advertising

Journal Publications

Bhardwaj, Pradeep, Prabirendra Chatterjee, Kivilcim Dogerlioglu Demir, and Ozge Turut (2018) "When and how is corporate social responsibility profitable?." *Journal of Business Research* vol. 84, 84 206-219. **SSCI**

Dögerlioğlu Demir, Kivilcim and Tansuhaj, Patriya and Cote, Joseph and Akpınar, Ezgi (2017) "Value integration effects on evaluations of retro brands", *Journal of Business Research*, vol. 77, 124-130. **SSCI**

Dogerlioglu Demir, Kivilcim and Koçaş, Cenk (2015) "Seemingly Incidental Anchoring: The effect of incidental environmental anchors on consumers' willingness to pay," *Marketing Letters*. 26 (4), 607-618. **SSCI**

Koçaş, Cenk and Dogerlioglu Demir, Kivilcim, (2014)"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*, 25 (2), 139-52. **SSCI**

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.

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. SSCI

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. SSCI

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. SSCI

Manuscripts Appeared in Conference Proceedings

Dogerlioglu Demir, Kivilcim and Mehmet Okan (2016) "Consumer Attachment Styles and Preference for Participating in Sharing Systems" The European Marketing Academy (EMAC), BI Norwegian Business School, Oslo, Norway (May).

Dogerlioglu Demir, Kivilcim and Koçaş, Cenk (2014) " A context-dependent view of anchoring: The Effect of Consumer Adaptation of Incidental Environmental Anchors on Willingness to Pay" *Advances in Consumer Research*, North America ACR, Baltimore, USA (October)

Devezer Buzbas, Berna and Dogerlioglu Demir, Kivilcim (2014) "Role of Self-Schema Activation in Goal Pursuit via Sequential Choice", Pre-AMA Conference on Social Values, San Francisco, USA (August)

Mariadoss, Babu John, Tansuhaj, Patriya, Dögerliöglü 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*.

Work in progress

“When should firms go green?” with Ozge Turut and Tony Haitao Cui (under review at *Marketing Science*)

“The digit chunking effect: Would repetition outweigh left digit effects in pricing?” with Zeynep Gurhan Canli and Cenk Kocas (targeting *Journal of Marketing Research*)

“Consumer Attachment Styles and Preference for Participating in Sharing Systems” with Mehmet Okan and Ezgi Akpınar (targeting *Journal of Consumer Research*)

“The 1 in a 1,000,000: Multi-Faceted Incidental Anchoring Effects of Numbers in Marketing Communications” with Cenk Kocas (targeting *Journal of Marketing Research*)

TEACHING EXPERIENCE

Teaching Interests

Consumer Behavior
Brand Management
Advertising

Principles of Marketing

Courses Taught at Sabanci University

Consumer Behavior

Spring 2011-

Principles of Marketing

Fall 2010-

Marketing Management (Young Professional MBA)

Fall 2016-

Consumer Behavior (Young Professional PMBA)

Spring 2017-

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

The Scientific and Technological Research Council of Turkey (TUBITAK) Early Career Grant , *2014*

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

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