

## KIVILCIM DOGERLIOGLU-DEMIR

### ACADEMIC APPOINTMENTS

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**Associate Professor of Marketing, 2023-**  
*Ozyegin University, Istanbul, Turkey*

**Assistant Professor of Marketing, 2010-2022**  
*Sabanci University, Istanbul, Turkey*

Phone: (+90) 530-2819609

Email: [kivilcim.dogerlioglu@ozyegin.edu.tr](mailto:kivilcim.dogerlioglu@ozyegin.edu.tr)

### EDUCATION

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**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

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#### Research Interests

Behavioral Pricing  
Brands, Brand Meanings

Sustainable Consumption  
Advertising

#### Journal Publications

**Dogerlioglu-Demir, K., Ng, A. H., & Koças, C. (2023).** Gracefully yours: Would snap judgments of one's subtle graceful movements lead to inferences about their emotional intelligence?. *Journal of Retailing and Consumer Services*, 75, 103484. **SSCI**

**Dogerlioglu-Demir, K., Ng, A. H., & Koças, C. (2023).** Fashionably late: Differentially costly signaling of sociometric status through a subtle act of being late. *Journal of Business Research*, 155, 113331. **SSCI**

**Dogerlioglu-Demir, K., Koças, C., & Cavdar Aksoy, N. (2022).** The role of presentation order in consumer choice: the abrupt disparity effect. *Marketing Letters*, 1-18. **SSCI**

Blazhenkova, O., **Dogerlioglu-Demir, K.**, & Booth, R. W. (2022). Masked emotions: Do face mask patterns and colors affect the recognition of emotions?. *Cognitive Research: Principles and Implications*, 7(1), 1-21. **SSCI**

**Dogerlioglu-Demir, K.**, Akpınar, E., Gurhan-Canli, Z., & Koçaş, C. (2022). Are 1-endings the new 9-endings? An alternative for generating price discount perceptions. *Journal of Retailing and Consumer Services*, 66, 102912 **SSCI**

**Dogerlioglu-Demir, K.**, Akpınar, E., & Ceylan, M. (2022). Combating the fear of COVID-19 through shared accommodations: Does perceived human presence create a sense of social connectedness?. *Journal of Consumer Behaviour*, 21(2), 400-413. **SSCI**

Blazhenkova O, **Dogerlioglu-Demir K** (2020). The shape of the pill: Perceived effects, evoked bodily sensations and emotions. *PLoS ONE* 15(9) **SSCI**

Koçaş, C., & **Dogerlioglu-Demir, K.** (2020). The 1 in 1,000,000: Context effects of how numbers cue different kinds of incidental environmental anchoring in marketing communications. *Journal of Business Research*, 109, 536-544. **SSCI**

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

**Dögerlioglu 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, Nilsah Cavdar Aksoy and Cenk Kocas (2024) Unpacking Bulk Consumption: Bulk Purchasing as a Status Symbol Status In C. Strong, C. Bosangit, N. Koenig-Lewis, Z. Lee, O. Moldes Andres & E. Rosier (Eds.), *Proceedings of Academy of Marketing 2024 Annual Conference and Doctoral*

*Colloquium: Marketing: Fusing resilience and power for public value – igniting marketing's social spirit*, Cardiff University.

Dogerlioglu Demir, Kivilcim, Melis Ceylan and Andy Ng (2024) I don't like it! Examining the Impact of Product Denigration on Perceived Status In C. Strong, C. Bosangit, N. Koenig-Lewis, Z. Lee, O. Moldes Andres & E. Rosier (Eds.), *Proceedings of Academy of Marketing 2024 Annual Conference and Doctoral Colloquium: Marketing: Fusing resilience and power for public value – igniting marketing's social spirit*, Cardiff University.

Dogerlioglu Demir, Kivilcim, Andy Ng and Cenk Kocas (2019) "Fashionably Late: Signaling Sociometric Status Through Conspicuous Consumption of Leisure Time" *Advances in Consumer Research*, North America ACR, Atlanta, USA (October)

Dogerlioglu Demir, Kivilcim, Andy Ng and Cenk Kocas (2019) "Fashionably Late: Signaling Sociometric Status Through Conspicuous Consumption of Leisure Time" *Society for Consumer Psychology*, Savannah, GA, USA (March)

Dogerlioglu Demir, Kivilcim and Ezgi Akpınar (2018) "Consumer Attachment Styles and Preference for Participating in Sharing Systems" *Advances in Consumer Research*, North America ACR, Dallas, USA (October)

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, Dögerlioğlu 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*.

## **TEACHING EXPERIENCE**

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### **Teaching Interests**

Consumer Behavior  
Principles of Marketing  
Marketing Management  
B2B Communications  
Brand Management  
Advertising

### **Courses Taught at Ozyegin University**

Consumption in the Digital Age (Executive MBA)	<i>Spring 2023</i>
Brand Management	<i>Fall 2023</i>

### **Courses Taught at Sabanci University**

Consumer Behavior	<i>Spring 2011-2022</i>
Principles of Marketing	<i>Fall 2010-2022</i>
Marketing Management (Professional MBA)	<i>Fall 2016-2022</i>
Consumer Behavior (Professional MBA)	<i>Spring 2017- 2022</i>
Consumption in the Digital Age (Professional MBA)	<i>Spring 2018-2022</i>

### **Courses Taught at Washington State University**

International Business	<i>Summer 2010, 2011, 2013</i>
Principles of Marketing	<i>Summer 2007, 2008, 2009</i>
Consumer Behavior	<i>Fall 2008, Spring 2009</i>

## **Assistantships**

### **Teaching Assistant**

2006-2010

*Washington State University, Pullman, WA*

### **Graduate Assistant**

2003-2005

*California State University, Sacramento, CA*

## **ACADEMIC SERVICES**

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Academic Director of the EMBA, MBA and Executive Education programs, Ozyegin University, 2023-

Director of the Professional MBA program, Sabanci University, 2018-2021

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**

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The Scientific and Technological Research Council of Turkey (TUBITAK) The Scientific and Technological Research Projects Funding Program (1001). 2023-2026

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 2006-2010*

## PROFESSIONAL AFFILIATIONS

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American Marketing Association, 2006 – *present*

Association for Consumer Research, 2006 – *present*

## COMPUTER SKILLS

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SPSS, Mplus, Qualtrics online survey software.

## CONSULTANCY AND EXECUTIVE EDUCATION EXPERIENCE

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**Academic Advisor to BriSA**, 2011-2019

**Executive Education:** Integrated Marketing Communications, Consumer Behavior in the Digital Age, B2B Communication Strategies

## INDUSTRY EXPERIENCE

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**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.