

NİLÜFER Z. AYDINOĞLU

Curriculum Vitae

(Last updated, October 2014)

Koç University
Rumelifeneri Yolu
Sarıyer, İstanbul, TURKEY

Phone: (+90212) 338 1629
Fax: (+90212) 338 1642
Email: naydinoglu@ku.edu.tr

EDUCATION

2007 Ph.D., Marketing, Ross School of Business, University of Michigan
2003 M.B.A., Business Strategy, Sabancı University
2001 B.A., International Trade, Boğaziçi University

ACADEMIC APPOINTMENTS

Fall 2007-Present Assistant Professor of Marketing, Koç University
Winter 2011 Visiting Scholar, University of Michigan
Winter 2006 Instructor, University of Michigan
2005-2007 Teaching Assistant, University of Michigan
2003-2007 Research Assistant, University of Michigan
2000-2001 Research Assistant, Boğaziçi University

RESEARCH INTERESTS

Sensory marketing (food consumption, size labels, mental imagery)
Branding (preference for global and local brands, brand attachment, brands as social surrogates)
Consumer self-perceptions, self-esteem
Social exclusion, embarrassment, identity threat

TEACHING INTERESTS

BA / MBA: Marketing Management, Advertising & Promotion, Branding

SCHOLARLY HONORS AND AWARDS

AMA-Sheth Doctoral Consortium Fellow, University of Maryland, 2006
Leo Burnett Scholarship, University of Michigan, 2006, for outstanding research in the area of communications and advertising
Charles H. Gessner Fellowship, University of Michigan, 2006, for academic achievements and success in the doctoral program
Haring Symposium Fellow, Indiana University, 2005
Phelps Fellowship, University of Michigan, 2003-2007
Doctoral Fellowship, University of Michigan, 2003-2007

PUBLICATIONS

Refereed Journal Articles

- Aydinođlu, 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.
- Aydinođlu, Nilüfer Z. and Aradhna Krishna (2012), “Imagining Thin: Why Vanity Sizing Works,” *Journal of Consumer Psychology*, 22 (October), 565-72.
- Aydinođlu, 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

- Elder, Ryan S., Nilüfer Z. Aydınođlu, 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.
- Aydinođlu, 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.

Conference Proceedings

- Aydinođlu, Nilüfer Z. (2014), “Müşteri Hitap Tarzı ile Reklam Etkinliđi ve Marka Kişiliđi Arasındaki İlişki,” *19. Ulusal Pazarlama Kongresi Bildiri Kitabı, Haziran*, 186-95.
- Sayın, Eda, Nilüfer Z. Aydınođlu, and Zeynep Gürhan-Canlı (2013), “When Your Brand Changes the Terms of the Relationship: Vicarious Dissonance in the Context of Brand Attachment,” *Advances in Consumer Research*.
- Sayın, Eda, Nilüfer Z. Aydınođlu, Ayşegül Özsoyer, and Zeynep Gürhan-Canlı (2011), “Appreciating the Local versus Trusting the Global: Shifting Standards in the Evaluation of Product Failures,” *Advances in Consumer Research*, 39, 581-2.

CURRENT RESEARCH ACTIVITY

Research Under Review:

(Not included to protect the double-blind nature of the review process.)

Research in Progress:

- “Competent Consumer: Achievement Goal Theory and Effectiveness of Direct versus Indirect Comparative Advertising Formats” *with Efe Çamurdan and Zeynep Gürhan-Canlı.*
- “Role of Calorie Labeling and Social Influence on Amount of Food Purchased” *with Melis Ceylan and Vicki Morwitz.*
- “I can Picture that Consumption Experience: The Subtle Evocation of Experiential Imagery through Suggestive Associations in Message Cues,” *with Aradhna Krishna.*
- “Consumer Perceptions of Brand Localness and Brand Globalness and Understanding the Situational Appeal of Local Brands” *with Rajeev Batra and Aysegül Özşomer.*
- “Shifting Standards in Consumer Evaluations of Global and Local Brands” *with Eda Sayın, Aysegül Özşomer, and Zeynep Gürhan-Canlı.*
- “Effectiveness of Different Self-Esteem Appeals in Advertising: Boosting or Acknowledging Consumers’ Self-Esteem” *with Zeynep Gürhan-Canlı.*
- “Branding and Social Exclusion” *with Selin Atalay and Melis Ceylan.*

PRESENTATIONS

Conference Presentations:

- “When “My” Brand Extends to Incongruent Categories: Effect of Lack of Fidelity on Consumers Attitudes,” (forthcoming) October 2014, ACR Conference, Baltimore*.
- “Achievement Goals and Comparative Advertising,” (forthcoming) October 2014, ACR Conference, Baltimore*.
- “Müşteri Hitap Tarzı ile Reklam Etkinliği ve Marka Kişiliği Arasındaki İlişki,” June 2014, Ulusal Pazarlama Kongresi.
- “I Can Picture that Consumption Experience: Experiential Imagery through Suggestive Associations in Message Cues,” March 2014, SCP Conference, Miami.
- “On What Image Attributes Should Global Brands Be Consistently Positioned?” May 2013, Theory and Practice in Marketing, London Business School, England*.
- “When Your Brand Changes the Terms of the Relationship: Vicarious Dissonance in the Context of Brand Attachment,” October 2012, ACR Conference, Vancouver.
- “When Your Brand Changes the Terms of the Relationship: Vicarious Dissonance in the Context of Brand Attachment,” February 2012, SCP Conference, Las Vegas*.
- “Appreciating the Local versus Trusting the Global: Shifting Standards in the Evaluation of Product Failures,” October 2011, ACR Conference, St. Louis*.
- “Do Size Labels Have a Common Meaning Among Consumers?” June 2010, EMAC (European Marketing Academy Conference), Copenhagen.
- “Consumers and Their Local (Global) Brands: A Look at the Situational Appeals in Developing Countries,” June 2010, Global Brand Management Conference, Istanbul.
- “Understanding the Situational Appeal of Local Brands in Emerging Economies: The Case of Turkey,” October 2009, ACR Conference, Pittsburg.

- “The Subtle Evocation of Self-Related Mental Imagery,” February 2009, SCP Conference, San Diego.
- “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*.
- “Guiltless Gluttony: The Asymmetric Effect of Size Labels on Size Perceptions and Consumption,” October 2007, ACR Conference, Memphis.
- “Effectiveness of Different Self-Esteem Appeals in Advertising: Boosting or Acknowledging Consumers’ Self-Esteem,” February 2006, SCP Conference, Florida.

(* Presented by a co-author)

Other Presentations:

- “Masum Oburluk: Porsiyon Etiketlerinin Miktar Algısı ve Tüketim Üzerindeki Etkileri,” March 2014, Koç University Seminar Series.
- “Reklam Kampanyalarında Etkinlik,” May 2012, Koç University.
- “Effective Presentations,” March 2011, University of Michigan.
- “Self-Related Mental Imagery Through Vanity Sizing and Price Promotions,” January 2011, University of Michigan.
- “Masum Oburluk: Porsiyon Etiketlerinin Miktar Algısı ve Tüketim Üzerindeki Etkileri,” October 2011, Koç University Board of Trustees Meeting.
- “Guiltless Gluttony: The Asymmetric Effect of Size Labels on Size Perceptions and Consumption,” April 2009, Marketing Camp, Sabancı University.
- “The Subtle Evocation of Self-Related Mental Imagery,” April 2007, Marketing Department Research Camp, Ross School of Business, University of Michigan.
- “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.
- “Effectiveness of Different Self-Esteem Appeals in Advertising: Boosting or Acknowledging Consumers’ Self-Esteem,” November 2006, Koç University.
- “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:

Marketing Management (Undergraduate, MBA, Modular MBA, and CEMS MIM)
Advertising and Promotion (Undergraduate and MBA)

Ross School of Business, University of Michigan:

Marketing Management (Undergraduate)

GRADUATE STUDENT ADVISING

Co-Chair, Eda Sayın, “Essays on Brand Symbolism and Consumer Perceptions/Reactions”
Supervisor, Melis Ceylan, “Impact of Embarrassment on Food Consumption”
Committee Member, Efe Çamurdan “Achievement Motivation and Marketing Implications”
Committee Member, Ceren Hayran, “Fear of Missing Out”
Committee Member, Selen Küçükarslan “Luxury Consumption by People with a Clear-Cut Notion of the Self: Wait Until They Start Comparing Themselves with Others”

EXTERNAL SERVICE

Conferences:

Consumer Behavior Track Co-Chair, EMAC (European Marketing Academy Conference), 2013, Istanbul.
Organization Committee, Interorganizational Marketing Research Camp, Özyeğin University, 2009, Istanbul.
Program Coordinator, Bilkent University Marketing Research Camp, 2008, Ankara.
Organization Support, Group Discussion Facilitator, Sensory Marketing Conference, 2008, Michigan.
Discussant, Haring Symposium, 2005, Indiana.
Group Discussion Facilitator, Decision Behavior Teaching Conference, 2005, Michigan.

Reviewing / Editorial Positions:

Journal of Consumer Marketing, Editorial Board
Journal of Consumer Psychology, ad hoc reviewer
Journal of Consumer Research, ad hoc reviewer
Asian Journal of Social Psychology, ad hoc reviewer
European Marketing Academy Conference
Association for Consumer Research Conference
Society for Consumer Psychology Conference

KOÇ UNIVERSITY SERVICE

Marketing Program Doctoral Committee (Summer 2014-Present)
Committee Member for Master of Science in Business Theory Program (Fall 2014-Present)
KUSAM Board Member (Spring 2014-Present)
Coordination of Marketing & Management Subject Pool (Fall 2007-Present)
New Comer Advising / UNIV 101 (Fall 2009-Present)
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)

MEMBER

Association for Consumer Research
Society for Consumer Psychology