

GUNBEN (GERRY) CEREN AKSU

Rutgers Business School, Rutgers University
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EDUCATION

- Ph.D. in Marketing** May 2021 (Expected)
Rutgers Business School, Rutgers University
Minor: Psychology
Advisor: Alokparna (Sonia) Basu Monga
- MBA in Marketing Management** May 2016
Lubin School of Business, Pace University
- B.S. in Management** June 2013
Binghamton University, SUNY
Minor: Marketing
- B.S. in Business Administration** (with Honors) May 2013
Middle East Technical University, Turkey
Minor: Marketing

RESEARCH INTERESTS

Culture, Branding, Social Media, Time Perception

RESEARCH IN PROGRESS

- Aksu, Gunben Ceren**, Yeni Zhou, and Alokparna (Sonia) Basu Monga, “How Does Pronunciation Difficulty of Brand Names Influence Consumer Responses? The Role of Self-Construal,” *preparing manuscript for submission*.
- Monga, Alokparna (Sonia) Basu, Zeynep Gürhan-Canli, Vanitha Swaminathan, and **Gunben Ceren Aksu**, “Do Inconsistent CSR Communication Always Alter Brand Perceptions? The Effects of Dialectical Thinking,” *preparing manuscript for submission*.
- Aksu, Gunben Ceren**, and Alokparna (Sonia) Basu Monga, “Do Old-Dogs Need to Learn New Tricks? Tradition Brands and Social Media,” *data collection in progress*.
- Aksu, Gunben Ceren**, Gabriela Tonietto, and Alokparna (Sonia) Basu Monga, “Thinking Styles and Time Perception,” *conceptualization in progress*.
- Aksu, Gunben Ceren**, and Sevincgul Ulu, “Consumers’ Reactions to Brand Activism: The Role of Human Values,” *data collection in progress*.

CONFERENCE PROCEEDINGS AND PRESENTATIONS (Presenter in bold)

Aksu, Gunben Ceren, and Sevincgul Ulu (2019), “Brand Activism: The Effect of Consumers’ Personal Values on Their Reactions to Brands’ Activism Behaviors,” Poster to be presented at the American Marketing Association (AMA) - Marketing and Public Policy conference, Washington, DC.

Gunben Ceren Aksu, Yeni Zhou, Alokparna (Sonia) Basu Monga (2018) “How Does Pronunciation Difficulty of Brand Names Influence Consumer Responses? The Role of Self-Construal,” Poster presented at the Association for Consumer Research (ACR) conference, Dallas, Texas.

Alokparna (Sonia) Basu Monga, Zeynep Gürhan-Canli, Vanitha Swaminathan, **Gunben Ceren Aksu** (2018) “Do Inconsistent CSR Communication Always Alter Brand Perceptions? The Effects of Dialectical Thinking,” Poster presented at the Society for Consumer Psychology (SCP) conference, Dallas, Texas.

TEACHING EXPERIENCE

Teaching Assistant

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| • Marketing Management (MBA), Rutgers Business School | 2018 - 2019 |
| • Marketing Research (undergraduate), Rutgers Business School | Fall 2016 |

AWARDS

Merit Graduate Scholars Award (\$1,000), Rutgers Graduate School	2018
Dean’s Summer Research Scholarship (\$4,200), Rutgers Business School	2017 – 2018
Graduate Assistant Scholarship, Lubin School of Business	2014 – 2016
Merit Scholarship, Binghamton University	2010 – 2013

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)
Society for Consumer Psychology (SCP)
American Marketing Association (AMA)

PROFESSIONAL SERVICE

Behavioral Lab Coordinator

Rutgers Business School (RBS) Behavioral Lab	2017 – Present
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Trainee Reviewer

Journal of Consumer Research	2019
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Ad-hoc Conference Reviewer

Society of Consumer Psychology	2018
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PHD COURSEWORK

Marketing

- Seminar in Consumer Behavior
- Special Topics in Marketing: Strategy
- Marketing Models
- Independent study with Alokparna (Sonia) Basu Monga

- Early Research Seminar 1 & 2

Psychology

- Seminar in Human Memory and Learning
- Seminar in Social Psychology: Intergroup Relations
- Current Research in Social Psychology: Social Cognition

Methodology

- Research Methods
- Introduction to Statistical Linear Models
- Behavioral Science Research Design
- Experimental Methods
- Multivariate Methods

Others

- Professional Development
- Marketing Research Forum
- Teacher Training