

GUNBEN (GERRY) CEREN AKSU

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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

Branding, Culture, Social Media

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, “Tradition Brand Concepts and Social Media,” *data collection in progress*.
- Aksu, Gunben Ceren**, Gabriela Tonietto, and Alokparna (Sonia) Basu Monga, “Brand Concepts and Scarcity Appeals,” *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 Alokparna (Sonia) Basu Monga (2019), “Tradition Brand Concepts and Social Media: A Brand Dilution View,” Poster to be presented at the Association for Consumer Research (ACR) conference, Atlanta, Georgia.

Aksu, Gunben Ceren, and Sevincgul Ulu (2019), “Brand Activism: The Effect of Consumers’ Personal Values on Their Reactions to Brands’ Activism Behaviors,” Poster 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

Instructor

- Consumer Behavior (undergraduate), Rutgers Business School Summer 2019

Teaching Assistant

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

AWARDS

Dean’s Scholarship Award (\$1,000), Rutgers Graduate School	Fall 2019
Dean’s Summer Research Award (\$4,200), Rutgers Business School	Summer 2019
Merit Graduate Scholars Award (\$1,000), Rutgers Graduate School	Fall 2018
Dean’s Summer Research Award (\$4,200), Rutgers Business School	Summer 2018
Dean’s Summer Research Award (\$4,200), Rutgers Business School	Summer 2017
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

Ad-hoc Conference Reviewer

Society of Consumer Psychology 2018

PHD COURSEWORK

Behavioral

- Seminar in Consumer Behavior Ashwani Monga
- Seminar in Human Memory and Learning Elizabeth Tricomi
- Seminar in Social Psychology: Intergroup Relations Lee Jussim
- Seminar in Social Cognition Luis Rivera
- Independent Study Alokparna (Sonia) Basu Monga
- Early Research Seminar Alokparna (Sonia) Basu Monga

Quantitative

- Special Topics in Marketing: Strategy Can Uslay
- Marketing Models S. Chan Choi

Methodology

- Research Methods in Social Sciences Sengun (Shen) Yenyurt
- Introduction to Statistical Linear Models Mert Gurbuzbalaban
- Behavioral Science Research Design Kent Harber
- Experimental Methods Kristina Durante
- Multivariate Methods Ellen Halpern