

GUNBEN (GERRY) CEREN AKSU

Rutgers University
Rutgers Business School
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EDUCATION

Ph.D., Marketing

Expected May 2021

Rutgers Business School, Rutgers University
Minor: Psychology
Advisor: Alokparna (Sonia) Basu Monga

MBA, Marketing Management

May 2016

Lubin School of Business, Pace University

B.S., Management

June 2013

Binghamton University, SUNY
Minor: Marketing

B.S., Business Administration

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*.

“Do Old-Dogs Need to Learn New Tricks? Tradition Brands and Social Media,” with Alokparna (Sonia) Basu Monga, *data collection in progress*.

“Culture and Time,” with Gabriela Tonietto and Alokparna (Sonia) Basu Monga, *conceptualization in progress*.

“Brand Activism: The Effect of Consumers’ Personal Values on Their Reactions to Brands’ Activism Behaviors,” with Sevincgul Ulu, *data collection in progress*.

PRESENTATIONS AND PUBLISHED ABSTRACTS (Presenter in bold)

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

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

AWARDS

Rutgers Business School, Dean’s Summer Research Scholarship	2018
Rutgers Graduate School, Merit Graduate Scholars Award	2018
Rutgers Business School, Dean’s Summer Research Scholarship	2017
Lubin School of Business, Graduate Assistant Scholarship	2014 - 2016

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)
Society for Consumer Psychology (SCP)

PROFESSIONAL SERVICE

Behavioral Lab Coordinator

Rutgers Business School (RBS) Behavioral Lab 2017 – Present

Ad-hoc Conference Reviewer

Society of Consumer Psychology 2018

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
- Early Research Seminar 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