

## G. CEREN (GERRY) AKSU

Rutgers Business School, Rutgers University  
1 Washington Park, Room 1025B  
Newark, NJ 07102

Email: [gunben.aksu@rutgers.edu](mailto:gunben.aksu@rutgers.edu)  
Mobile: (607) 768-4560  
Personal website: [www.gcaksu.com](http://www.gcaksu.com)

### ACADEMIC POSITION

---

Postdoctoral Research Fellow  
Carroll School of Management, Boston College

Starting June 2021

### EDUCATION

---

Ph.D. in Marketing	2021 (Expected)
Rutgers Business School, Rutgers University	
MBA in Marketing Management	2016
Lubin School of Business, Pace University	
B.S. in Management (with Honors)	2013
Dual degree – Binghamton University, SUNY and Middle East Technical University, Turkey	

### RESEARCH INTERESTS

---

Consumer Behavior, Branding, Social Media, Advertising, Culture

### WORKING PAPERS

---

1. **Aksu, G. Ceren (Gerry)**, Alokparna (Sonia) Monga, and Carlos J. Torelli, “When an Old Dog Learns New Tricks: Engaging in Social Media Dilutes Heritage Brands,” first essay of dissertation, *in preparation for submission to Journal of Marketing*.
2. **Aksu, G. Ceren (Gerry)**, Yeni Zhou, and Alokparna (Sonia) Monga, “How Does the Pronunciation Difficulty of Brand Names Influence Consumer Responses? The Role of Self-Construal,” *in preparation for submission to Journal of Consumer Psychology*.
3. Monga, Alokparna (Sonia), Zeynep Gürhan-Canli, Vanitha Swaminathan, and **G. Ceren (Gerry) Aksu**, “Do Inconsistent CSR Communications Always Alter Brand Perceptions? The Effects of Dialectical Thinking,” *in preparation for submission to Marketing Letters*.

### RESEARCH IN PROGRESS

---

4. **Aksu, G. Ceren (Gerry)**, Gabriela N. Tonietto, and Alokparna (Sonia) Monga, “How Does Brand Warmth Influence Consumer Responses to Scarcity Appeals? The Role of Perceived Good Intentions,” second essay of dissertation, *four studies completed*.
5. **Aksu, G. Ceren (Gerry)** and Sevincgul Ulu, “Consumer Responses to Brand Activism: The Role of Human Values,” *two studies completed*.

## CONFERENCE PROCEEDINGS AND PRESENTATIONS (presenter in bold)

---

**Aksu, G. Ceren (Gerry)**, Gabriela N. Tonietto, and Alokparna (Sonia) Monga (2020), “How Do Scarcity Appeals Affect Consumer Intentions Toward the Brand? The Role of Brand Warmth,” Poster presented at the Society for Consumer Psychology (SCP) conference, Huntington Beach, California.

**Aksu, G. Ceren (Gerry)**, Alokparna (Sonia) Monga, and Carlos J. Torelli (2019), “Tradition Brand Concepts and Social Media: A Brand Dilution View,” Paper presented at the Journal of Consumer Research (JCR) Special Issue Conference on the Future of Brands, New York City, New York.

**Aksu, G. Ceren (Gerry)**, Alokparna (Sonia) Monga, and Carlos J. Torelli (2019), “Tradition Brand Concepts and Social Media: A Brand Dilution View,” Poster presented at the Association for Consumer Research (ACR) conference, Atlanta, Georgia.

**Aksu, G. Ceren (Gerry)** 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.

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

## TEACHING EXPERIENCE

---

Instructor, Rutgers Business School

- Consumer Behavior (undergraduate, in-person), teaching effectiveness: 4.86/5.00 Summer 2019

Teaching Assistant, Rutgers Business School

- Marketing Management (MBA, in-person and online) 2018-2019 & 2020-2021
- Marketing Strategy (MBA and undergraduate, online) 2020-2021
- Marketing Research (undergraduate, in person) Fall 2016

## TEACHING INTERESTS

---

Consumer Behavior, Digital/Social Media Marketing, Brand Management, Advertising, Introduction to Marketing

## HONORS AND AWARDS

---

Teaching Assistantship, Rutgers Business School	2020-2021
Dean’s Summer Research Award (\$4,200), Rutgers Business School	2017-2020
AMA-Sheth Foundation Doctoral Consortium Fellow	2020
Dean’s Scholarship Award (\$1,000), Rutgers Graduate School	Fall 2019
Merit Graduate Scholars Award (\$1,000), Rutgers Graduate School	Fall 2018
Graduate Assistant Scholarship, Lubin School of Business	2014-2016
Merit Scholarship, Binghamton University	2010-2013

## PROFESSIONAL MEMBERSHIP

---

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

American Marketing Association (AMA)

## PROFESSIONAL SERVICE

---

### Ad-Hoc Reviewer

Journal of the Association for Consumer Research

2020 – Present

Psychology & Marketing

2020 – Present

Journal of Consumer Research (trainee reviewer)

2019 – Present

Society for Consumer Psychology

2018 and 2020

### Behavioral Lab Coordinator

Rutgers Business School (RBS) Behavioral Lab

2017 – 2020