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EDUCATION

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

RESEARCH INTERESTS

Consumer Behavior, Branding, Social Media, Culture, Scarcity Appeals

PAPERS UNDER REVIEW

1. **Aksu, G. Ceren (Gerry)**, Alokparna (Sonia) Monga, and Carlos J. Torelli, "When an Old Dog Learns New Tricks: Engaging in Social Media Dilutes Tradition Brands," dissertation essay 1, under review at *Journal of Consumer Research: Special Issue on the Future of Brands in a Changing Consumer Marketplace*

WORKING PAPERS

1. **Aksu, G. Ceren (Gerry)**, Yeni Zhou, and Alokparna (Sonia) Monga, "How Does Pronunciation Difficulty of Brand Names Influence Consumer Responses? The Role of Self-Construal," *preparing manuscript for submission*
2. Monga, Alokparna (Sonia), Zeynep Gürhan-Canli, Vanitha Swaminathan, and **G. Ceren (Gerry) Aksu**, "Do Inconsistent CSR Communication Always Alter Brand Perceptions? The Effects of Dialectical Thinking," *preparing manuscript for submission*

RESEARCH IN PROGRESS

1. **Aksu, G. Ceren (Gerry)**, Gabriela Tonietto, and Alokparna (Sonia) Monga, "How Does Brand Warmth Influence Consumer Responses to Scarcity Appeals? The Role of Perceived Good Intentions," dissertation essay 2, *three studies completed*
2. **Aksu, G. Ceren (Gerry)** and Sevincgul Ulu, "Consumer Responses to Brand Activism: The Role of Human Values," *one study completed*

DISSERTATION

TWO ESSAYS ON CONSUMER RESPONSES TO BRAND CONCEPTS

Co-chairs: Alokparna (Sonia) Monga and Gabriela Tonietto

Committee Members: Ashwani Monga and Carlos J. Torelli

In this dissertation, I assess the effect of different brand concepts, namely *tradition* and *warmth*, on consumer behaviors in the contexts of social media and advertising. In doing so, I identify unique potential drawbacks and benefits of the perceived (in)consistency between brand concepts and marketing communications. In my first essay, I examine the effect of brands' social media use on consumers' evaluations of *tradition* brands, finding that due to the low perceived consistency between social media use and tradition brands, such brands can be harmed by using social media. In my second essay, I examine consumers' response to scarcity appeals (e.g., "only 10 coffee mugs available!") as a function of brand *warmth*, finding that despite the low perceived fit between scarcity appeals and warm brands, such brands can actually benefit from using scarcity in advertising. Combined, my dissertation poses important implications for tradition and warm brands, while also extending the literatures on social media presence and advertising in consumer psychology.

CONFERENCE PROCEEDINGS AND PRESENTATIONS (presenter in bold)

Aksu, G. Ceren (Gerry), Gabriela Tonietto, and Alokparna (Sonia) Monga (2020), "How Do Scarcity Appeals Affect Consumer Intentions Toward the Brand? The Role of Brand Warmth," Poster to be 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 Pronunciation Difficulty of Brand Names Influence Consumer Responses? The Role of Self-Construct," 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 Communication Always Alter Brand Perceptions? The Effects of Dialectical Thinking," Poster presented at the Society for Consumer Psychology (SCP) conference, Dallas, Texas.

AWARDS

AMA-Sheth Doctoral Consortium Fellow	2020
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

TEACHING EXPERIENCE

Instructor, Rutgers Business School	
• Consumer Behavior (undergraduate), teaching effectiveness: <u>4.86/5.00</u>	Summer 2019
Teaching Assistant, Rutgers Business School	
• Marketing Management (MBA)	2018 - 2019
• Marketing Research (undergraduate)	Fall 2016

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
JCR Trainee Reviewer	2019 – Present
Ad-hoc Conference Reviewer	
Society of Consumer Psychology	2018 and 2020