

Caglar Irmak

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5250 University Drive
510 Kosar Epstein Bldg.
Coral Gables, FL 33146

Current Academic Rank: Associate Professor
Primary Department: Marketing
Citizenship: USA, Turkey

HIGER EDUCATION

Institutional:

Ph.D. in Business (specialization Marketing), 2007
Baruch College, City University of New York, NY

MBA, 1999
Bilkent University, Ankara, Turkey

B.S., Electrical and Electronics Engineering, 1997
Bilkent University, Ankara, Turkey

EXPERIENCE

Academic:

Associate Professor of Marketing
Miami Business School, University of Miami, 2014 – present
PhD Program Coordinator, Marketing Department, 2018 - present

Assistant Professor of Marketing
Terry College of Business, University of Georgia, 2013 - 2014

Assistant Professor of Marketing
Moore School of Business, University of South Carolina, 2007 - 2013

Non-Academic:

Marketing Specialist, Marketing, Aria (Cellular Phone Operator, a Joint Venture of Telecom Italia Mobile), Istanbul, Turkey, 2001-2002

Associate, Strategy and Business Development, Boyner Holding (Major Retailing Conglomerate), Istanbul, Turkey, 2000-2001

Sales Engineer, Basari Electronics (Distributor Company of Nokia), Ankara, Turkey, 1998-1999

Sales Engineer, Test Olcum Ltd (Reseller of Hewlett-Packard), Ankara, Turkey, 1997-1998

PUBLICATIONS

Juried or Refereed Journal Articles and Exhibitions:

Frank May and Caglar Irmak (2018), "The Effects of Rarity on Indulgent Consumption: Non-Impulsives Indulge When Low Frequency Is Salient," *Journal of Consumer Research*, 45 (August), 383-402.

Caglar Irmak, Thomas Kramer, and Sankar Sen (2017), "Choice under Incomplete Information on Incumbents: Why Consumers with Stronger Preferences Are More Likely to Abandon Their Prior Choices," *Journal of Consumer Psychology*, 27, 2, 264-269.

Caglar Irmak, Sankar Sen, and C.B. Bhattacharya (2015), "Consumer Reactions to Business-Nonprofit Alliances: Who Benefits and When?" *Marketing Letters*, 26, 1, 29-42.

Frank May and Caglar Irmak (2014), "Licensing Indulgence in the Present by Distorting Memories of Past Behavior," *Journal of Consumer Research*, 41 (October), 610-623.

Promothesh Chatterjee, Caglar Irmak, and Randall Rose (2013), "Selling as Self-Threat and the Endowment Effect as Self-Enhancement," *Journal of Consumer Research*, 40 (October), 460-76.

Caglar Irmak, Cheryl Waksak and Yaacov Trope (2013), "Selling the Forest, Buying the Trees: the Effect of Construal Level on Seller-Buyer Price Discrepancy," *Journal of Consumer Research*, 40 (August), 284-97.

Reprinted in JCR's Research Curations (Spring 2014)

Joseph Goodman and Caglar Irmak (2013), "Having versus Using: Failure to Estimate Usage Makes Consumers Prefer Multi-Feature Products," *Journal of Marketing Research*, 50, 1, 44-54.

Thomas Kramer, Caglar Irmak, Lauren Block, and Veronika Ilyuk (2012), "The Effect of a No Pain, No Gain Lay Theory on Product Efficacy Perceptions," *Marketing Letters*, 23, 3, 517-29.

Stefanie Rosen Robinson, Caglar Irmak, and Satish Jayachandran (2012), "Choice of Cause in Cause-Related Marketing," *Journal of Marketing*, 76, 4, 126-139.

Caglar Irmak, Beth Vallen, and Stefanie Rosen Robinson (2011), "The Impact of Food Names on Dieters' and Non-Dieters' Food Evaluations and Consumption," *Journal of Consumer Research*, 38 (August), 390-405.

Reprinted in JCR's Research Curations (Spring 2012)

Caglar Irmak, Rebecca Walker Naylor and William O. Bearden (2011), "The Out-Of-Region Bias: Distance Estimations Based-on Geographic Categorization," *Marketing Letters*, 22, 2, 181-196.

Caglar Irmak, Beth Vallen, and Sankar Sen (2010), "You Like What I Like but I Don't Like What You Like: The Role of Uniqueness Motivations in Product Preferences," *Journal of Consumer Research*, 37 (October), 443-455.

Steven P. Schnaars, Gloria J. Thomas, and Caglar Irmak (2008), "Predicting the Emergence of Innovations from Technological Convergence: Lessons from the 20th Century," *Journal of Macromarketing*, 28, 2, 157-168.

Caglar Irmak, Lauren G. Block, and Gavan J. Fitzsimons (2005), "The Placebo Effect in Marketing: Sometimes You Just Have to Want It to Work," *Journal of Marketing Research*, 42 (November), 406-409.

Book Chapter Published:

Ilyuk, Veronika, Caglar Irmak, Thomas Kramer, and Lauren Block (2014), "Efficacy Judgments and Adherence: Evidence of Consumer Biases and Heuristics in Pharmaceutical Marketing," Min Ding, Josh

Eliashberg, and Stefan Stremersch, eds., *Innovation and Marketing in Pharmaceutical Industry: Emerging Practices, Research, and Policies*, Springer

PROFESSIONAL

Editorial Boards:

Editorial Review Board: Journal of Consumer Research (2014 – present)
Journal of Consumer Psychology (2018-present)

Ad-hoc Reviewer: Journal of Marketing, Journal of Marketing Research, Organizational Behavior and Human Decision Processes, Journal of Business Ethics, Journal of Business Research, Journal of the Association for Consumer Research, Journal of Retailing, Journal of Economic Psychology, Journal of Public Policy and Marketing, International Journal of Research in Marketing, Appetite, Marketing Letters, Journal of Applied Social Psychology, Psychological Reports, Journal of Behavioral and Experimental Economics, American Marketing Association Conference Submissions, Association for Consumer Research Conference Submissions, European Association for Consumer Research Conference Submissions, Society for Consumer Psychology Conference Submissions
Judge for Veni Grant Proposals, Bi-National Science Foundation, SCP Dissertation Competition

Professional and Honorary Organizations:

- American Marketing Association
- Association for Consumer Research
- Society for Consumer Psychology

Honors and Awards:

Outstanding Reviewer Award, Journal of Consumer Research, 2016
Listed by the DocSig as one of the 50 most productive authors in the last five years in the premier marketing journals, 2013, 2014, 2015
Best Student Paper Award with a PhD student as the first author, Society of Consumer Psychology Conference, 2009
Moore School Competitive Research Grant, 2008, 2010, 2011, 2012
Graduate Center, CUNY-wide competitive Research Grant, 2005
AMA-Sheth Doctoral Consortium Fellow, 2005
Graduate Teaching Fellowship, CUNY, 2004-2005
Graduate Research Assistantship, CUNY, 2002-2006

Conference Presentations

Ben Borenstein and Caglar Irmak, “Return on Prosocial Behavior: How Beliefs in Karma Affect Financial Risk-Taking,” poster presented at Society for Consumer Psychology Conference, February 2018

Noah VanBergen and Caglar Irmak, “Personal Control and Perceived Product Efficacy,” paper presented at Association for Consumer Research Conference, October 2017

George Alba and Caglar Irmak, “The Purgatory of No Reply,” poster presented at Society for Consumer Psychology Conference, February 2016

Noah VanBergen, Caglar Irmak and Julio Sevilla, “Present but Not Consumed: The Interaction of Assortment Size and Product Familiarity on Expected and Actual Product Efficacy,” paper presented at Association for Consumer Research Conference, October 2015

Kunter Gunasti and Caglar Irmak, “Seller-to-Buyer Goal Contagion in Multi-Purpose Products,” paper presented at European Marketing Academy Conference, May 2015

Mitch Murdock, Caglar Irmak and James F. Thrasher “The Role of Political Ideology in Reactions to Warning Labels”, paper presented at Association for Consumer Research Conference, October 2014

Reetika Gupta, Caglar Irmak, Peter Gollwitzer and Gabriele Oettingen, “Management of Web site Complexity in Pre- and Post-Decisional Goal Orientations,” paper presented at Society for Consumer Psychology Conference, March 2014

David Faro, Monika Heller, and Caglar Irmak, “Merely Accessible: Products May be Effective without Consumption,” paper presented at Society for Consumer Psychology Conference, March 2014

Frank May and Caglar Irmak, “The Effects of Impulsivity on Perceptions of Prior Consumption”, paper presented at Society for Consumer Psychology Conference, March 2014

Stefanie Rosen Robinson, Caglar Irmak and William O. Bearden, “Happiness From Giving: When Consumers Misforecast Their Affective Responses to Pro-Social Behavior”, paper presented at Association for Consumer Research Conference, October 2013

Frank May and Caglar Irmak, “The Effects of Impulsivity on Perceptions of Prior Consumption”, paper presented at Association for Consumer Research Conference, October 2013

Thomas Kramer, Caglar Irmak and Cristobal Barra, “Scarab Beetles among the Sheep and Goats: Some Choices are Just Meant to be Made”, poster presented at Association for Consumer Research Conference, October 2013

Katina Kulow, Caglar Irmak and Stefanie Rosen Robinson “Is Doing Better Always Good? The Impact of Perceived Nonprofit Competence on Altruistic Donation Motivations?”, poster presented at Association for Consumer Research Conference, October 2013

Mitch Murdock, Caglar Irmak and James F. Thrasher, “When Do Warning Labels Backfire?” paper presented at Society for Consumer Psychology Conference, August 2013

Caglar Irmak, Cheryl Waksalak, and Yaacov Trope, “Selling the Forest, Buying the Trees: The Role of Construal Level in the Endowment Effect,” paper presented at Academy of Management Conference, August 2012

David Faro, Monika Heller, and Caglar Irmak, “Merely Accessible: Products May be Effective without Consumption,” paper presented at European Society of Consumer Psychology Conference, June 2012

Joseph Goodman and Caglar Irmak, “Having versus Consuming: Failure to Estimate Usage Frequency Makes Consumers Prefer Multi-Feature Products,” paper presented at Association for Consumer Research Conference, October 2011

David Norton, Caglar Irmak, and Randall Rose, “The Effect of Target Market Diversity on Product Evaluations,” paper presented at Association for Consumer Research Conference, October 2011

David Faro, Monika Heller, and Caglar Irmak, “Merely Accessible: Products May be Effective without Consumption,” paper presented at Association for Consumer Research Conference, October 2010

Caglar Irmak, Rebecca Walker Naylor, and William O. Bearden, “The Out-Of-Region Bias: Distance Estimations Based-on Geographic Categorization,” paper presented at Society for Consumer Psychology Conference, February 2010

Promothesh Chatterjee and Caglar Irmak, “The Impact of Temporal Focus on the Endowment Effect,” paper presented at Association for Consumer Research Conference, October 2009

Stefanie Rosen, Caglar Irmak and Satish Jayachandran, “A Personal Touch: How Customizing Cause-Related Marketing Can Benefit Everyone,” paper presented at the European Marketing Academy Conference, May 2009

Promothesh Chatterjee and Caglar Irmak, “The Impact of Temporal Focus on the Endowment Effect,” paper presented at the Society for Consumer Psychology Conference, February 2009
- *received the best student paper award*

Stefanie Rosen, Caglar Irmak and Satish Jayachandran, “A Personal Touch: How Customizing Cause-Related Marketing Can Benefit Everyone,” poster presented at the Society for Consumer Psychology Conference, February 2009

Caglar Irmak and Beth Vallen, “When is a Salad not a Salad: The Impact of Product Category on Perceived Nutritional Value,” paper presented at Association for Consumer Research Conference, October 2008

Reetika Gupta, Caglar Irmak, Peter Gollwitzer and Gabriele Oettingen, “Management of Web site Complexity in Pre- and Post-Decisional Goal Orientations,” paper presented at Behavioral Decision Research in Management conference, April 2008

Caglar Irmak, Beth Antonuk, and Sankar Sen, “The Role of Uniqueness Motivations in Social Comparisons,” paper presented at Association for Consumer Research Conference, October 2007

Thomas Kramer, Caglar Irmak and Lauren Block, “No Pain No Gain: The Use of Negative Cues as Indicators of Health Benefits,” paper presented at Association for Consumer Research Conference, October 2007

Caglar Irmak, Thomas Kramer, and Sankar Sen, “The Effect of Preference Strength on Inferences and Choice,” paper presented at Society for Consumer Psychology Conference, February 2006

Sankar Sen, C.B. Bhattacharya, and Caglar Irmak, “The Effect of Corporate Involvement on Consumer Reactions to Non-Profits,” paper presented at the Society for Consumer Psychology Conference, February 2006

Caglar Irmak, Beth Antonuk, and Sankar Sen, “You Can Be Like Me But I’m Nothing Like You: Self – Other Asymmetry in the Construction of Uniqueness,” paper presented at the Society for Consumer Psychology Conference, February 2006

TEACHING

Teaching Specialization (courses taught):

School of Business Administration, University of Miami:

Undergraduate Level:

- Consumer Behavior, Spring 2015, 2016, 2018, Fall 2018

Graduate Level:

- Consumer Behavior (for MBA students), Fall 2018
- Behavioral Decision Theory in Consumer Research Seminar (for PhD students), Spring 2015, 2017
- Information Processing for Consumer Behavior Seminar (for PhD students), Fall 2018

Terry College of Business, University of Georgia:

Undergraduate Level:

- Consumer Buyer Behavior, Spring 2014
- Global Marketing, Maymester 2014

Graduate Level:

- Consumer Behavior Seminar (for PhD students), Spring 2014

Moore School of Business, University of South Carolina:

Undergraduate Level:

- Consumer Behavior, Spring 2008 - 2013, Fall 2010
- Marketing Practicum (project-based class), Spring 2012, 2013

Baruch College, City University of New York:

Undergraduate Level:

Principles of Marketing, Marketing Strategy, Advertising and Promotions, 2003 – 2007

Graduate Level:

Executive Master of Science in Marketing:

New Product Design and Development

In Taiwan (Taipei and HsinChu), Hong Kong, 2004 – 2007

Thesis and Dissertation Advising:

Schools of Business Administration, University of Miami:

Dissertation Chair:

Noah VanBergen (University of Cincinnati)

Moore School of Business, University of South Carolina:

Dissertation Co-chair:

Promothesh Chatterjee (University of Kansas)

David Norton (University of Connecticut)

Stefanie Rosen Robinson (North Carolina State University)

Dissertation Committee Member:

Mitch Murdock (Utah Valley University)

Yuliya Komarova (Fordham University)

Katina Jordan (University of Louisville)

SERVICE

University Committees and Administrative Responsibilities:

Service to Miami Business School, University of Miami:

PhD Program Coordinator, Marketing Department, Summer 2018 - present

Member, Undergraduate Business Education Committee, Miami Business School, Fall 2017 - present

Service to Terry College of Business, University of Georgia:

Member, New Business School Building Committee, Terry College of Business

Service to Moore School of Business, University of South Carolina:

Director, Marketing Scholars Program, 2011-2013

Co-organizer of Marketing Department Brown-bag Seminars and Research Camps, 2010-2013

Qualtrics Brand Administrator for Moore School of Business, 2010-2013

Member, Undergraduate Program Faculty Committee, Moore School of Business

Member, Student Grievance Committee, Moore School of Business