

Ceren Hayran Şanlı

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ACADEMIC EXPERIENCE

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| Ozyegin University Assistant Professor of Marketing | 2017-present |
| Koc University PhD, Marketing | 2012-2017 |
| Duke University, The Fuqua School of Business Visiting PhD Candidate | Spring 2015 |
| IAE, Université Aix-Marseille Master's in Management, Graduation with 'Honors Degree' | 2006-2007 |
| Bogazici University Tourism Management, Graduation with 'High Honors Degree' | 2001-2006 |

RESEARCH INTERESTS

- Consumer Behavior
- Consumer-Brand Relationships, Brand Management
- Consumer Well-being and Social Media Marketing
- Emotions

PUBLICATIONS

Journal Articles

- Hayran, Ceren, Lalin Anik and Zeynep Gurhan-Canli (2020), " A Threat to Loyalty: Fear of Missing Out (FOMO) Leads to Reluctance to Repeat Current Experiences ", *PLoS ONE*, 15(4): e0232318.
- Gürhan-Canli, Zeynep, Gülen Sarial-Abi and Ceren Hayran (2018), "Consumers and Brands across the Globe: Research Synthesis and New Directions," *Journal of International Marketing*, 26(1), 96-117.
- Hayran, Ceren, Lalin Anik and Zeynep Gurhan-Canli (2016), "Feeling of Missing Out (FOMO) and Its Marketing Implications", *Marketing Science Institute Working Paper Series*, 16-131.
- Gürhan-Canli, Zeynep, Ceren Hayran and Gülen Sarial-Abi (2016), "Customer-based Brand Equity in a Technologically Fast-paced, Connected, and Constrained Environment," *Academy of Marketing Science Review*, 6(1), 23-32.
- Swaminathan, Vanitha, Zeynep Gürhan-Canli, Umut Kubat and Ceren Hayran (2015), "How, When, and Why Do Attribute-Complementary versus Attribute-Similar Cobrands Affect Brand Evaluations: A Concept Combination Perspective", *Journal of Consumer Research*, 42(1), 45-58.

Book Chapters

- Gürhan-Canli, Zeynep, Ceren Hayran, and Gülen Sarial-Abi (2017), "Culture and Branding," in *Cross-Cultural Issues in Consumer Science and International Business*, edited by Hester van Herk and Carlos J. Torelli, Springer.
- Gürhan-Canli, Zeynep, Gülen Sarial-Abi, and Ceren Hayran (2017), "Multiple Shades of Culture: Insights from Experimental Consumer Research," in *The Routledge Companion to Consumer Behavior*, edited by Tina M. Lowrey and Michael R. Solomon, Routledge Publisher.
- Hayran, Ceren and Zeynep Gürhan-Canli (2016), "Brand Extensions", in *The Routledge Companion to Contemporary Brand Management*, Eds. Francesca Dall'Olmo Riley, Jaywant Singh and Charles Blankson, Routledge Publisher.

RESEARCH GRANTS AND AWARDS

- National Representative-Turkey of the European Marketing Academy (EMAC), 2019-2022
- AMA Sheth Foundation Doctoral Consortium Fellow, Indiana 2016
- ACR Doctoral Colloquium Student Fellow, Berlin 2016
- 1st EMAC Junior Faculty and Doctoral Student Research Camp Student Fellow, Vienna 2016
- 2nd Academy of Marketing Science Doctoral Colloquium Student Fellow, Orlando 2016
- ACR Sheth Foundation Best Dissertation Award Co-winner, New Orleans 2015 (**\$2500**)
- MSI Research Grant, "FOMO (Feeling of Missing Out)", with Zeynep Gürhan-Canli, 2015 (**\$4800**)
- Turkcell Academy Graduate Research Grant, "Determinants of Co-branding Success", 2013 (**\$6500**)
- Koc University PhD Scholarship, 2012-2017
- IAE Université Aix-Marseille, "Honors Degree", 2007
- Bogazici University, "High Honors Degree", 2006

INVITED TALKS & CONFERENCE PARTICIPATION

- Hayran, Ceren and Melis Ceylan (May 2020), "Consumer Reactions to Social Media Brand Blunders", European Marketing Academy Conference.
- Hayran, Ceren and Melis Ceylan (March 2020), "Consumer Reactions to Social Media Brand Blunders", Society for Consumer Psychology, California.
- Hayran, Ceren and Xiaohan Wen (July 2019), "Entrepreneurship and the Fear of Missing Out (FOMO): Evidence from Emerging Markets", China Marketing International Conference, Guangzhou.
- Hayran, Ceren and Xiaohan Wen (May 2019), "Entrepreneurship and the Fear of Missing Out (FOMO): Evidence from Emerging Markets", PPAD Pazarlama Kongresi, Kusadasi.
- Hayran, Ceren and Xiaohan Wen (May 2019), "Entrepreneurship in Emerging Markets", European Marketing Academy Conference, Hamburg.
- Hayran, Ceren and Zeynep Gurhan-Canli (May 2018), "Understanding FOMO form an Affect Perspective", European Marketing Academy Conference, Glasgow.
- Hayran, Ceren (October 2017), "Feeling of Missing Out (FOMO): Implications for Marketing", Ozyegin University, Istanbul.
- Hayran, Ceren, Lalin Anik and Zeynep Gurhan-Canli (October 2016), "Exploring the Antecedents and Consumer Behavioral Consequences of Feeling of Missing Out (FOMO)", Association for Consumer Research Conference, Berlin.
- Hayran, Ceren, Dan Ariely and Lalin Anik (October 2016), "Is Ignorance Truly a Bliss for Today's Consumers?", Association for Consumer Research Doctoral Colloquium, Berlin.

- Hayran, Ceren (October 2016), “Feeling of Missing Out (FOMO): Antecedents and Consequences for Consumer Behavior”, Sabanci University, Istanbul.
- Hayran, Ceren (October 2016), “Feeling of Missing Out (FOMO): Implications for Marketing”, Koç University, Istanbul.
- Hayran, Ceren (September 2016), “Feeling of Missing Out (FOMO): Implications for Consumer Behavior”, 1st EMAC Junior Faculty and Doctoral Student Research Camp, Vienna.
- Hayran, Ceren, Lalin Anik and Zeynep Gurhan-Canli (May 2016), "Feeling of Missing Out: Antecedents and Consequences for Consumer Behavior", European Marketing Academy Conference, Oslo.
- Hayran, Ceren, Lalin Anik and Zeynep Gurhan-Canli (May 2016), "Exploring the Antecedents and Consumer Behavioral Consequences of Feeling of Missing Out (FOMO)", Academy of Marketing Science Conference, Orlando, FL.
- Hayran, Ceren (May 2016), "Exploring the Antecedents and Consumer Behavioral Consequences of Feeling of Missing Out (FOMO)", 2nd Academy of Marketing Science Doctoral Colloquium, Orlando, FL.
- Hayran, Ceren (October 2015), “FOMO (Feeling of Missing Out)”, award received for best dissertation proposal, Association for Consumer Research Conference, New Orleans, LA.
- Hayran, Ceren and Lalin Anik (April 2015), “Exploring FOMO (Feeling of Missing Out)”, talk presented at Center for Advanced Hindsight, Duke University, NC.
- Hayran, Ceren (September 2013), “Determinants of Successful Co-branding Campaigns”, talk presented at Turkcell Academy, Istanbul.
- Hayran, Ceren (November 2013), “Story Behind the Awarded Best Youth Campaign in Turkcell”, invited speaker at Principles of Marketing course taught by Prof. Perran Akan, Bogazici University, Istanbul.
- Hayran, Ceren (July 2012), “Best Brand Loyalty Practices in Youth Segment”, talk presented at IIR Telecoms Loyalty & Churn Conference, Cannes.

INDUSTRY EXPERIENCE

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| Turkcell Telecommunications, Turkey Product and Brand Management, Marketing Department, Youth Segment | 2010-2012 |
| PepsiCo, Turkey Product and Brand Management, Marketing Department, Salty Snacks | 2009-2010 |
| Ulker Food, Turkey Product and Brand Management, Marketing Department, Chocolate Covered Confectionery | 2007-2009 |

TEACHING EXPERIENCE

2017-2020

Introduction to Marketing, Undergraduate Course, Ozyegin University
 Integrated Marketing Communications, Undergraduate Course, Ozyegin University
 Integrated Marketing Communications, Graduate Course, Ozyegin University

2016-2017

Marketing Management, Graduate Course, Koc University

INSTITUTIONAL SERVICE

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| Research Ethics Committee Board Member, Ozyegin University | 2017-present |
| Research Marketing Lab Assistant, Koc University | 2014 - 2016 |

PROFESSIONAL SERVICE

Reviewer for Association of Consumer Research Conference
Reviewer for European Marketing Academy Conference
Reviewer for Summer American Marketing Association Conference
Reviewer for Society for Consumer Psychology Conference
Reviewer for AMA Global Marketing SIG Conference
Reviewer for Turkish National Marketing Congress
Reviewer for Journal of Product & Brand Management