**Ceren Hayran Şanlı**

Ceren.hayran@ozyegin.edu.tr

Ozyegin University, School of Business

Nişantepe Mah, Orman Sok. 34794

# Çekmeköy, Istanbul, TURKEY

# ACADEMIC EXPERIENCE

Ozyegin University 2017-present

Assistant Professor of Marketing

Koc University 2012-2017 PhD, Marketing

Duke University, The Fuqua School of Business Spring 2015

Visiting PhD Candidate

IAE, Université Aix-Marseille 2006-2007

Master’s in Management, Honors Degree

Bogazici University 2001-2006

Tourism Management, Honors Degree

**RESEARCH INTERESTS**

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

**PUBLICATIONS**

**Journal Articles**

* Ceylan, Melis and Ceren Hayran (equal authorship), (2021), “Message Framing Effects on Individuals’ Social Distancing and Helping Behavior during the COVID-19 Pandemic”, *Frontiers in Psychology,* 12, 663.
* Hayran, Ceren and Lalin Anik (2021), “Well-Being and Fear of Missing Out (FOMO) on Digital Content in the Time of COVID-19: A Correlational Analysis among University Students*”, International Journal of Environmental Research and Public Health,* 18 (4), 1974.
* 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.

**SELECTED MEDIA COVERAGE**

“Prosocial messages found more convincing in promoting social distancing”, May 4, 2021, Bilkent Newspaper

<https://w3.bilkent.edu.tr/web/bilkentnews/vol27number26.pdf>

“Dijital bağımlılık ve kaçırma korkusu”, March 7, 2021, TGRT Ana Haber, live interview

“Gündemi değil anı kaçırıyoruz”, March 6, 2021, Milliyet Gazetesi, main page news

<https://www.milliyet.com.tr/gundem/ani-kacirma-hissimiz-artti-6474493>

“Gündemi değil anı kaçırıyoruz”, March 6, 2021, CNN Türk Haber

“Gündemi değil anı kaçırıyoruz”, March 6, 2021, ATV Haber

“‘Anı’ kaçırma hissimiz arttı”, March 6, 2021,

<https://solcugazete.com/ani-kacirma-hissimiz-artti>

“‘Anı’ kaçırma hissimiz arttı”, March 6, 2021,

<https://magazinturkiyehaber.com/ani-kacirma-hissimiz-artti/>

MediaCat Clubhouse Buluşmaları: “Fazla Yükleri Boşaltmak: FOMO Çağında Dijital Esenlik”, March 23, 2021, (Clubhouse Interview)

“2021 Trendleri”, Mediacat, February 18, 2021(Live interview about 2021 Marketing Trends)

<https://mediacat.com/mediacat-liveda-gundem-2021-trendleri/>

“MediaCat Live: 2021 Trendleri”, February 18, 2021

<https://digitalage.com.tr/mediacat-live-2021-trendleri/>

“How FOMO Changed Shape During Quarantine”, UVA Today, June 23, 2020 <https://news.virginia.edu/content/qa-how-fomo-changed-shape-during-quarantine>

“How FOMO Changed Shape During Quarantine”, Medicalxpress, June 24, 2020 https://medicalxpress.com/news/2020-06-qa-fomo-quarantine.html

# 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-Canlı, 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**

* Bayer, Rabia, Zeynep Gurhan-Canli and Ceren Hayran (2021), “Dimensions of Frugality”, European Marketing Academy Conference, virtual.
* Ceylan, Melis and Ceren Hayran (2021), “Finding the Right Influencer to Promote a Product”, European Marketing Academy Conference, virtual.
* Hayran, Ceren and Melis Ceylan (2020), "Consumer Reactions to Social Media Brand Blunders", European Marketing Academy Conference, virtual.
* Hayran, Ceren and Melis Ceylan (2020), "Consumer Reactions to Social Media Brand Blunders", Association for Consumer Research Conference, virtual.
* Hayran, Ceren and Melis Ceylan (March 2020), "Consumer Reactions to Social Media Brand Blunders", Society for Consumer Psychology Conference, 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), "Are Entrepreneurs Suffering from FOMO (Fear of Missing Out)? Qualitative Evidence from the 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 (February 2016), “Feeling of Missing Out (FOMO): Antecedents and Consequences for Consumer Behavior”, Bogazici 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**

Turkcell Telecomunications, Turkey 2010-2012

Product and Brand Management, Marketing Department, Youth Segment

PepsiCo, Turkey 2009-2010

Product and Brand Management, Marketing Department, Salty Snacks

Ulker Food, Turkey 2007-2009

Product and Brand Management, Marketing Department, Chocolate Covered Confectionery

**INSTITUTIONAL SERVICE**

* Discipline Committee, Ozyegin University 2020-present
* Sectoral Education and Professional Development Committee 2020-present
* Academic Advisor for Digital Marketing Club, Ozyegin University 2019-present
* Research Ethics Committee, Ozyegin University 2017-present
* Research Marketing Lab Assistant, Koc University 2014-2016

**GRADUATE STUDENT ADVISING**

* Ceyda Sinag (2020 Marketing, Bogazici University, PhD Thesis Committee)
* Mustafa Karataş (2020 Marketing, Koc University, PhD Thesis Committee)
* Volkan Güney Kuru (2019 Psychology, Koc University, Master’s Thesis Committee)
* Yasemin Demir (2019 Marketing, Koc University, PhD Qualifying Exam Committee)
* Tam Dinh (2019 Marketing, Koc University, PhD Qualifying Exam Committee)

**PROFESSIONAL SERVICE**

Reviewer for Association of Consumer Research Conference

Reviewer for European Marketing Academy Conference

Reviewer for Society for Consumer Psychology Conference

Reviewer for AMA Global Marketing SIG Conference

Reviewer for Turkish National Marketing Congress

Reviewer for Pazarlama ve Pazarlama Araştırmaları Dergisi

Reviewer for Journal of Product & Brand Management

Reviewer for Journal of Interactive Marketing