

NAZLI GÜRDAMAR-OKUTUR

Koç University
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ACADEMIC EMPLOYMENT

Koç University, Istanbul, Turkey
Assistant Professor of Marketing

September 2021 – present

EDUCATION

Ph.D., Marketing, London Business School, U.K.	2021
M.A., Economics, Duke University, U.S.A.	2015
B.A., Economics (High Honors), Boğaziçi University, Turkey	2011

RESEARCH INTEREST

Financial Decision-Making, Health Decision-Making, Well-Being, Judgment and Decision-Making

PEER-REVIEWED PUBLICATIONS (* denotes equal authorship)

Schanbacher, Anja D.*, Nazli Gurdamar-Okutur*, and David Faro (2021), "It's No Longer 'Me': Low Past-Self-Continuity Reduces the Sunk-Cost Bias," *Journal of Experimental Social Psychology*, 95, 104146. <https://doi.org/10.1016/j.jesp.2021.104146>

Gurdamar-Okutur, Nazli, Simona Botti, and Vicki Morwitz (2022), "Advance Care Plans: Planning for Critical Healthcare Decisions", *Journal of the Association for Consumer Research*, 7(2), 210–221. <https://doi.org/10.1086/718453>

MANUSCRIPTS UNDER REVIEW (* denotes equal authorship)

Gurdamar-Okutur, Nazli and Jonathan Berman, "Start with the Cause: How Decision Order Affects the Pain of Paying When Donating to Charity", *R&R from Journal of Marketing*

Lefkeli, Deniz* and Nazli Gurdamar-Okutur*, "Mentally Paid, Psychologically Owned: The Connection Between Payment Option Salience and Purchase Likelihood", *Under 2nd Review at Journal of Consumer Psychology*

Armut, Hanife, Nazli Gurdamar-Okutur, and Zeynep Gurhan-Canli, "A 2 by 2 Conceptual Framework for Understanding Donor Motivations across Decision Stages", *Under Review at Academy of Marketing Science Review*

Botti, Simona, Selin Goksel, and Nazli Gurdamar-Okutur, "The Value of Advance Knowledge: Consequences and Preferences of Knowing an Undesirable, Unavoidable Future", *Revising for resubmission*

Gurdamar-Okutur, Nazli and Jonathan Berman, "Relative Resource Deprivation: Evidence for Insensitivity to the Budgetary Constraints of Others", *Revising for resubmission*

SELECT RESEARCH IN PROGRESS

- “Durability of Life Experiences” with Anja Schanbacher and Jacqueline Rifkin
- “The Cost of Saving Time: The Consequences of Saving Time for Low-Income People”, with Hanife Armut
- “The Impact of Donation Utilization Frequency on Recurring Giving”, with Hanife Armut and Zeynep Gurhan-Canli
- “Organizational Assessment Culture as a Determinant of Managerial Risk-taking”, with David Faro

INVITED PRESENTATIONS

Yale School of Management, Behavioral Decision Making Summer Conference	2023
Imperial College, Marketing Department	2021
Koç University, Marketing Department	2020
Bocconi University, Marketing Department	2020
Bilkent University, Marketing Department	2020
Sabancı University, Marketing Department	2019

CONFERENCE PRESENTATIONS (* denotes the presenter)

- Gurdamar-Okutur, Nazli*, and Hanife Armut (2024, May). “The Cost of Saving Time: The Unintended Consequences of Saving Time for Low-Income People”, *European Marketing Academy (EMAC)*, Bucharest, Romania.
- Rifkin, Jacqueline*, and Anja Schanbacher, Nazli Gurdamar-Okutur (2023, October). “The Perceived Durability of Past Experiences”, *Association for Consumer Research*, Seattle, WA.
- Lefkeli, Deniz* and Nazli Gurdamar-Okutur (2023, July). “How Shall I Pay? Having Multiple Payment Options Increases Purchase Likelihood”, *European Association for Consumer Research*, Amsterdam, Netherlands.
- Goksel, Selin*, Simona Botti, Nazli Gurdamar-Okutur (2023, July). “The Value of Advance Knowledge: Consequences and Preferences of Knowing an Undesirable, Unavoidable Future”, *European Association for Consumer Research*, Amsterdam, Netherlands.
- Faro, David* and Nazli Gurdamar-Okutur (2022, November). “Organizational Accountability Systems and Managerial Risk-Taking”, *Society for Judgment and Decision Making*, San Diego, CA.
- Schanbacher, Anja, Nazli Gurdamar Okutur* and David Faro (2021, March). “It’s No Longer “Me”: Low Past-Self-Continuity Reduces the Sunk-Cost Bias”, *Society for Consumer Psychology (Virtual)*.
- Gurdamar Okutur, Nazli* and Jonathan Berman (2020, October). “Doing More Good: On the Process of Constructing Donation Portfolios”, *Association for Consumer Research (Virtual)*.
- Gurdamar Okutur, Nazli* and Jonathan Berman (2020, September). “Doing More Good: On the Process of Constructing Donation Portfolios”, *European Marketing Academy (EMAC) Doctoral Colloquium – Advanced Track (Virtual)*.

- Gurdamar Okutur, Nazli* and Jonathan Berman (2020, cancelled due to Covid-19). "Doing More Good: On the Process of Constructing Donation Portfolios", *Whitebox Advisors Graduate Student Conference*, Yale University.
- Gurdamar Okutur, Nazli* and Jonathan Berman (2020, March). "Allocating Money to Multiple Charities Simultaneously", *Society for Consumer Psychology*, Huntington Beach, CA.
- Gurdamar Okutur, Nazli* and Jonathan Berman (2019, November). "Allocating Money to Multiple Charities Simultaneously", *Society for Judgment and Decision Making*, Montreal, QC.
- Schanbacher, Anja*, Nazli Gurdamar Okutur and David Faro (2019, November). "Improving Consumer Decisions by Reducing Connectedness with the Past Self: Low Past-Self-Continuity Can Attenuate Sunk Cost Bias", *Association for Consumer Research*, Atlanta, GA.
- Gurdamar Okutur, Nazli* and Jonathan Berman (2019, August). "Allocating Money to Multiple Charities Simultaneously", *The European Association for Decision Making (SPUDM)*, Amsterdam, Netherlands.
- Gurdamar Okutur, Nazli*, Anja Schanbacher and David Faro (2019, May). "Improving consumer decisions by reducing the sense of connectedness with the past self: Low past-self continuity attenuates sunk cost bias", *European Marketing Academy (EMAC)*, Hamburg, Germany.
- Gurdamar Okutur, Nazli*, Anja Schanbacher and David Faro (2019, May). "Improving consumer decisions by reducing the sense of connectedness with the past self: Low past-self continuity attenuates sunk cost bias", *Trans-Atlantic Doctoral Conference*, London Business School.
- Gurdamar Okutur, Nazli* and Jonathan Berman (2019, February). "Comparative Resource Deprivation: Evidence for Insensitivity to the Budgetary Constraints of Others", *Society for Consumer Psychology*, Savannah, GA.
- Gurdamar Okutur, Nazli* and Jonathan Berman (2018, October). "Constructed Preferences in Time-Money Tradeoffs: Time Elicitation leads to More Heuristic Thinking than Money Elicitation", *Association for Consumer Research* (Poster), Dallas, TX.
- Gurdamar Okutur, Nazli* and Jonathan Berman (2018, August). "Comparative Resource Deprivation: Evidence for Insensitivity to the Budgetary Constraints of Others", Student presentation at the summer PhD workshop, Norwegian School of Economics (NHH), Bergen.
- Gurdamar Okutur, Nazli* and Jonathan Berman (2018, May). "Comparative Resource Deprivation: Evidence for Insensitivity to the Budgetary Constraints of Others", *Trans-Atlantic Doctoral Conference*, London Business School.
- Berman, Jonathan* and Nazli Gurdamar (2017, November). "Comparative Resource Deprivation: Individuals Believe They Save Less and Spend Less Than Similar Others", *Society for Judgment and Decision Making*, Vancouver, BC.
- Berman, Jonathan* and Nazli Gurdamar (2017, October). "Subjective Resource Deprivation: Consumers Feel More Constrained for Spare Resources Than Similar Others", *Association for Consumer Research*, San Diego, CA.

AWARDS, HONORS AND GRANTS

Return-to-Research Grant, Koc University	2023
EMAC Doctoral Colloquium Fellow	2020

AMA-Sheth Doctoral Consortium Fellow	2019
LBS Institute of Innovation and Entrepreneurship Grant	2018
London Business School Doctoral Fellowship	2015 – 2020
Duke Department of Economics Award for Academic Excellence	2015
Duke Department of Economics Merit-Based Scholarship	2014
Feyyaz Berker Academic Success & Sportsmanship Award, Boğaziçi University	2011
State Funded Merit Scholarship, Turkey	2007 – 2011

TEACHING EXPERIENCE

Consumer Behavior, Koc University (Instructor Evaluation: 4.75/5 , Spring 2024)

SERVICE

Reviewing

Journal of Marketing, Journal of Consumer Research (Trainee Reviewer)

Conference Reviewing

Association for Consumer Research (ACR), Society for Consumer Psychology (SCP), European Marketing Academy (EMAC), European Association for Consumer Research (EACR), LBS Trans-Atlantic Doctoral Conference

University Committees

Marketing PhD Program Co-coordinator, Koç University	2024 – Present
Marketing Track Coordinator, Koç University	2023 – Present
Behavioral Lab Co-coordinator, Koç University	2021 – Present
Organizing Committee, Trans-Atlantic Doctoral Conference, LBS	2017 – 2018

PROFESSIONAL AFFILIATIONS

Association for Consumer Research, Society for Consumer Psychology, Society for Judgment and Decision Making

INDUSTRY EXPERIENCE

Procter & Gamble, Istanbul, Turkey, <i>Assistant Brand Manager</i>	2011 – 2013
The Coca-Cola Company, Istanbul, Turkey, <i>Marketing Intern</i>	2010 – 2011

ADDITIONAL INFORMATION

Maternity Leave: November 2022 – July 2023