

ELIF ISIKMAN

Curriculum Vitae, July 2013

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EDUCATION

Ph.D., Business Administration (Marketing), *May 2014 (Expected)*
Marshall School of Business
University of Southern California

B.A., Business Administration & Economics, *2006 (Double Major with Honors)*
Koç University, Istanbul, Turkey

RESEARCH INTERESTS

Curiosity, mixed emotions, emotional granularity, consumption experiences.

DISSERTATION

“The Effects of Curiosity-Evoking Events on Consumption Enjoyment”
Proposed on October 17th, 2012

Co-Chairs: Deborah J. MacInnis and Gülden Ülkümen

Committee Members: Lisa A. Cavanaugh, Wendy Wood and Mara Mather

Consumption enjoyment is an important marketing and consumer behavior phenomenon. Whereas some consumer behavior involves acquisition, others involve the process of experiencing products through usage. Though it is an extensive part of consumer behavior, research on usage experiences is limited. Consumption environments are often subject to interruption. Some of these interruptions can be mere disruptions that temporarily break the flow of the consumption episode. Others, more than merely interrupting, are curiosity evoking. One’s ringing cell phone, notification of an email message, or a text can create curiosity about who is calling, for what purpose, and what they have to say. I examine whether such curiosity-evoking events enhance, reduce, or have no effect on enjoyment of a focal consumption experience. Curiosity has always been associated with positive outcomes. In addition, constructs similar to curiosity such as interruptions or distractions have positive effects on consumption enjoyment. Contrary to this evidence, I investigate why curiosity-evoking events have negative impact on consumption enjoyment. In six experiments and a field study, I find that curiosity-evoking events can decrease consumption enjoyment, and that the effects of such events are different from those of distractions, and interruptions. I explore mechanisms that drive this effect and provide evidence that conflict and tension are key drivers of curiosity effects.

MANUSCRIPT IN PROGRESS

“The Effects of Curiosity-Evoking Events on Consumption Enjoyment”
Manuscript under preparation for submission. Target Journal: Journal of Consumer Research

RESEARCH IN PROGRESS

“The Effects of Mixed Emotions on Cognitive Complexity and Consumer Attitudes,”
with Deborah J. MacInnis and Gülden Ülkümen, and Lisa A. Cavanaugh (*Two studies completed*).

Extant research has shown that affective states can influence cognitive processes and judgments. Considerable emotion literature has focused on the impact of pure emotions on decision-making. Notably though, consumer experiences may often lead them to feel mixed emotions. Although mixed emotions are an important part of our daily lives, research on mixed emotions is limited. We examine the influence of mixed (versus pure) emotions on consumers’ thought processes and attitudes. We propose that feeling mixed (vs. pure) emotions can increase cognitive complexity and lead to less (vs. more) extreme evaluations.

“The Effects of Exposure to Narrow versus Broad Categorizations on the Perception of Emotion Dimensions,” with Gülden Ülkümen, Deborah J. MacInnis and Lisa A. Cavanaugh (*Two studies completed*).

Individuals vary in the way they define their emotional experiences. Some individuals express their emotional experiences in a very precise and distinguished fashion, whereas some individuals define their feelings in an undifferentiated manner by using global terms. Researchers have suggested that there are individual differences in the way people categorize concepts. We argue that the way people classify categories may also affect the way they categorize their emotions. We suggest that people who use more (versus less) dimensions to categorize concepts can describe their emotions in a more (less) specific way.

“The Effects of Self-Construal and Moral Identity on Company Evaluations: The Moderating Roles of Social and Personal Relevance of Corporate Social Responsibility Activities,” with Zeynep Gürhan Canli and Vanitha Swaminathan (*Three studies completed*).

An important objective of corporate social responsibility (CSR) activities is to improve consumers’ evaluations of a company or its brands. While previous research examined personal relevance of CSR activities on company evaluations, relatively limited research investigated the extent to which consumers perceive social benefits from CSR activities and how such perceptions influence company evaluations. In this research, we distinguish between perceived social and personal relevance of CSR activities and investigate their effects on brand evaluations as a function of self-construal and moral identity.

CONFERENCE PRESENTATIONS

Isikman, Elif *, Deborah J. MacInnis, Lisa Cavanaugh, and Gulden Ulkumen, (2012),

“The Effects of Curiosity-Evoking Events on Consumption Enjoyment,” *Association for Consumer Research Annual Conference*, Vancouver, Canada.

Isikman, Elif *, Zeynep Gurhan-Canli, and Vanitha Swaminathan, (2009), “The Effects of Self-Construal and Moral Identity on Company Evaluations: The Moderating Roles of Social and Personal Relevance of Corporate Social Responsibility Activities,” *Association for Consumer Research Annual Conference*, Pittsburgh, Pennsylvania, October 2009.

TEACHING AND RESEARCH EXPERIENCE

Instructor

Consumer Behavior and Marketing, USC, Summer 2011

Instructor Evaluation: 5.0 out of 5.0

Course evaluation: 4.8 out of 5.0

Recipient of the Doctoral Student Excellence in Teaching Award

Teaching Assistant

Consumer Behavior and Marketing (Undergraduate), USC, Spring 2011, 2012

Marketing Strategy, Koç University (Undergraduate, MBA & EMBA), 2007-2008

Introduction to Finance (Undergraduate), Koç University, 2004-2005

Research Assistant

Gülden Ülkümen, USC, 2008-

Esra Gençtürk and Zeynep Gürhan Canli, Koç University, 2005-2006 & 2007-2008

TEACHING INTERESTS

- Consumer Behavior
- Marketing Management
- Market Research
- Advertising
- Marketing Strategy
- Internet Marketing

HONORS AND AWARDS

- Doctoral Student Excellence in Teaching Award, USC, 2012
- Fellow, University of Houston, Annual Doctoral Symposium, 2012, 2013
- PhD Fellowship, USC, 2008-
- Scientific and Technological Research Council of Turkey (TUBITAK), Research Award for two research projects held with Zeynep Gürhan Canli and Esra Gençtürk, 2007
- Full Merit Scholarship and Stipend, Koc University, 2001-2006
- Fiat Scholarship for Summer School in Italy, 2004

ACADEMIC SERVICE

Trainee Reviewer, Journal of Consumer Research, 2013
Behavioral Lab Coordinator, USC, 2012

PROFESSIONAL EXPERIENCE

The Nielsen Company, Turkey, Istanbul, 2006-2007,
Business Analyst at the Retail Measurement Services

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Society for Consumer Psychology

REFERENCES

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