

SELIN GÖKSEL

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EDUCATION

Ph.D., Marketing (Consumer Behavior) London Business School, London, United Kingdom	2022 (expected)
M.Rs., Marketing London Business School, London, United Kingdom	2019
M.Sc., Economics, Summa Cum Lade Toulouse School of Economics, Toulouse, France	2017
B.A., Economics, High Honors Boğaziçi University, Istanbul, Turkey	2013

RESEARCH INTERESTS

Judgment and Decision Making
Medical Decision Making
Impression Management
Self-Conscious Emotions

PEER-REVIEWED PUBLICATIONS

Goksel, Selin, David Faro, and Stefano Puntoni, "Psychological Causes of Medical Signs Decrease Perceived Severity, Support for Care, and Donations," *Journal of the Association for Consumer Research*, 2022.

WORKING PAPERS

Goksel, Selin, Sydney E. Scott, and Jonathan Z. Berman, "Communication Preferences in Medical Advice Seeking: Embarrassment Decreases Preferences for Sociable Interactions with Healthcare Providers," manuscript in preparation for submission to *Journal of Marketing Research*.

Botti, Simona, Selin Goksel, and Nazli Gurdamar-Okutur, "Control and Information: What is the Value of Knowing an Undesirable, Unavoidable Future?," manuscript in preparation for submission to *Journal of Consumer Research*.

Goksel, Selin, Ovul Sezer, and Jonathan Z. Berman, "Transcending Embarrassment: On the Many Social Benefits of Laughing at Yourself," manuscript in preparation for submission to *Journal of Personality and Social Psychology*.

Goksel, Selin, and Paul Seabright, "The Effect of Religiosity and Narrative Framing on Learning from Experience," manuscript in preparation for submission to *Psychological Science*.

SELECTED RESEARCH IN PROGRESS (*denotes equal authorship)

Goksel, Selin, Dafna Goor, and Jonathan Z. Berman, "The Social Value in Discovery," data collection in progress.

Goksel, Selin, Jonathan Z. Berman, and Leslie K. John, "Being Taught versus Learning on Your Own: On the Pleasure of Exploration," data collection in progress.

Goksel, Selin and Nazli Gurdamar-Okutur*, "Surprising Promotions," data collection in progress.

PRESENTATIONS (* denotes the presenter)

- Goksel, Selin*, David Faro, and Stefano Puntoni (May, 2022), "Psychological Causes of Medical Signs Decrease Perceived Severity, Support for Care, and Donations," *European Marketing Academy Conference, Budapest, Hungary*.
- Goksel, Selin* and Paul Seabright* (February, 2022), "Narrative Influences on Statistical Inference Making," *Consciousness Club, University College London*.
- Botti, Simona, Selin Goksel*, and Nazli Gurdamar-Okutur (October, 2021), "Control and Information: What is the Value of Knowing an Undesirable, Unavoidable Future?," *Association of Consumer Research (Virtual)*.
- Goksel, Selin*, David Faro, and Stefano Puntoni (May, 2021), "Psychological Causes of Medical Signs Decrease Perceived Severity, Support for Care, and Donations," *Transatlantic-Doctoral Conference (Virtual)*.
- Goksel, Selin*, Sydney E. Scott, and Jonathan Z. Berman (October, 2020), "Communication Preferences in Medical Advice Seeking," *Association of Consumer Research (Virtual)*.
- Goksel, Selin, David Faro*, and Stefano Puntoni (May, 2021), "Psychological Causes of Medical Signs Decrease Perceived Severity, Support for Care, and Donations," *Association of Consumer Research (Virtual)*.
- Goksel, Selin*, Sydney E. Scott, and Jonathan Z. Berman (October, 2020), "Communication Preferences in Medical Advice Seeking," *Autumn Doctoral Consortium on Behavioral Decision Making, IE Business School (Virtual)*.
- Goksel, Selin*, Sydney E. Scott, and Jonathan Z. Berman (September, 2020), "Communication Preferences in Medical Advice Seeking," *European Marketing Association Conference Doctoral Consortium, Advanced Track, (Virtual)*.
- Goksel, Selin*, Sydney E. Scott, and Jonathan Z. Berman (November, 2019), "Communication Preferences in Medical Advice Seeking," *Brown Bag Research Seminar, Rotterdam School of Management, Rotterdam, The Netherlands*.
- Goksel, Selin*, Sydney E. Scott, and Jonathan Z. Berman (August, 2019), "Communication Preferences in Medical Advice Seeking," *Subjective Probability, Utility, and Decision Making Conference, Amsterdam, The Netherlands*.
- Goksel, Selin*, Sydney E. Scott, and Jonathan Z. Berman (May, 2019), "Communication Preferences in Medical Advice Seeking," *Transatlantic-Doctoral Conference, London, UK*.

HONORS, AWARDS, & GRANTS

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| ▪ AMA-Sheth Foundation Doctoral Consortium Fellow | 2020 |
| ▪ EMAC Doctoral Colloquium Fellow | 2020 |
| ▪ Best Paper Award, Runner Up, | 2020 |
| Autumn Doctoral Consortium on Behavioral Decision Making, IE Business School | |
| ▪ London Business School Doctoral Fellowship | 2017 – 2022 |
| ▪ The Eiffel Excellence Scholarship, | 2015 – 2017 |
| French Ministry of Foreign Affairs and International Development | |

- Erasmus Scholarship 2011 – 2012
- Rotary Youth Exchange Fellow 2006 – 2007

RESEARCH ASSISTANTSHIP

- Freek Vermeulen and Luisa Alemany, London Business School April – May, 2022
Literature review and data collection on competitive advantages of hiring disabled employees
- The Competition and Markets Authority, London, United Kingdom December, 2021
Academic Review of the Online Choice Architecture Report

TEACHING ASSISTANTSHIP

- Social Media and Internet Marketing (Lil Mohan), London Business School 2022
- Brand Management (Simona Botti), London Business School 2018 – 2022
- Marketing Planning in Action (Jonathan Berman), London Business School 2020 – 2021
- MBA Core Marketing (Stephanie Chen), London Business School 2020 – 2021
- Marketing 1 (Xu Zhang), London Business School 2018 – 2020
- Marketing 2 (Xu Zhang), London Business School 2018 – 2020
- Introduction to Microeconomics (Ayse Mumcu), Boğaziçi University 2010 – 2011

DOCTORAL COURSEWORK

Marketing Seminars

	Instructor(s)
Judgment and Decision Making	Jonathan Berman, Simona Botti, David Faro (LBS)
Consumer Behavior	Jonathan Berman, Simona Botti, David Faro (LBS)
Marketing Pro-seminar	Anja Lambrecht, Nader Tavassoli (LBS)
Marketing Strategy and Development	Rajesh Chandy (LBS), Om Narasimhan (LSE)
Analytical and Empirical Marketing Models	Oded Koenigsberg (LBS), Puneet Manchanda (Michigan)
Probability Models in Marketing	Bruce Hardie (LBS)

Statistical and Research Methods

	Instructor(s)
Econometrics 1	Vikrant Vig (LBS)
Statistical Research Methods 2	Jonathan Berman, Simona Botti, David Faro, Kamalini Ramdas (LBS)
Foundations of Business Research	Jean-Pierre Benoit, Daniel Effron, Randall S. Peterson (LBS)
Research Design	Olenka Kacperczyk, Niro Sivanathan (LBS)

Other Research Seminars

	Instructor(s)
Micro Organizational Behavior	Selin Kesebir, Pier Vittorio Mannucci (LBS)
Organizational Behavior Seminar 2019	Thomas Mussweiler & Eliot Sherman (LBS)
Organizational Behavior Seminar 2018 (audit)	Daniel Effron & Aneeta Rattan (LBS)
Applied Decision Making (audit)	Nigel Harvey (University College London)
Health and Wellbeing (audit)	Leslie Gutman (University College London)
Behavioral Economics (audit)	George Loewenstein (Norwegian School of Economics)

SERVICE TO THE FIELD

- Journal of Consumer Research, Trainee Reviewer 2022

- Association for Consumer Research, Conference Reviewer 2022
- Society for Consumer Psychology, Conference Reviewer 2020 – 2021
- Transatlantic Doctoral Conference, Conference Reviewer 2017 – 2022
- Transatlantic Doctoral Conference, Organization Committee, Department Head 2019

PROFESSIONAL AFFILIATIONS

- Association of Consumer Research
- Society for Consumer Psychology
- Society of Judgment and Decision Making
- European Association of Decision Making
- The European Marketing Academy

INDUSTRY EXPERIENCE

Accenture, Istanbul, Turkey 2013 – 2014
 Analyst, Management Consulting

REFERENCES (available upon request)

Jonathan Berman

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