

Özlem TETİK
Regent's Park, London, NW1 4SA, UK
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EDUCATION

London Business School, UK Ph.D. in Marketing (Advisor: David Faro)	2020-present
University of California, Los Angeles (UCLA), USA Visiting Graduate Researcher (Advisor: Hal Hershfield)	2024
Koç University, Turkey B.S. in Industrial Engineering (Magna Cum Laude) B.A. in Psychology (Magna Cum Laude)	2014-2020
KU Leuven, Belgium University of Cologne, Germany	Fall 2018 Summer 2017

RESEARCH INTERESTS

Judgement and Decision-making, Consumer Response to Threats, Time Perception, Health and Longevity, Environmental Behavior, Multi-method Research

HONORS & AWARDS

Nicosia Best Paper Award, Association for Consumer Research, Paris <i>Paper: Temporal Frames of Environmental Threats</i>	2024
Best Dissertation Award, Society of Consumer Psychology, Nashville <i>Paper: Perceived Illness Seriousness and Evaluations of Side-Effect Severity</i>	2024
Sir James Ball Award (£10.000), London Business School	2024
Doctoral Consortium Fellow, AMA-Sheth Foundation	2024
PhD Student Travel Grant, Asia-Pacific ACR	2024
First Prize, Turkish Economy Bank Innovation Challenge	2021
Second Prize, UCSD Ocean Plastic Pollution Challenge	2021
Ph.D. Grant, Fulbright	2019
Best Digital Marketing Project Award, Google Belgium	2019
Second Prize, Akbank Innovation Challenge	2018
Dean's Honor Roll, Koç University	2015-2020
Vehbi Koç Honor Award, Koç University	2015-2020
High Honor Scholarship, Koç University	2014-2020

RESEARCH UNDER REVIEW

Tetik, Ozlem and David Faro, “Temporal Frames of Environmental Threats”, **1st round Revise and Resubmit** at *Journal of Consumer Research*
Nicosia Best Paper Award, ACR 2024

Tetik, Ozlem, David Faro, Monika Heller, and Simona Botti, “Perceived Illness Seriousness and Evaluations of Side-Effect Severity”, under review at *PNAS*
Best Dissertation Award, SCP 2024

RESEARCH IN PROGRESS

“Temporal Frames of Life Expectancy” (with David Faro, Hal Hershfield, Steven Shu, and Shlomo Benartzi), in preparation for submission to *Journal of Consumer Research*

“Attributing Success to Luck versus Hard Work” (with Nicole Kim, Dafna Goor, and Jonathan Berman), in preparation for submission to *Psychological Science*

“Break Free from Plastic: A Mega-Study” (with Szu-Chi Huang et al.), re-submitted to *JEP:General*

“Effect of Feeling Subjectively Younger on Health-Related Risk-Taking Behaviors” (with Selin Malkoç and Hal Hershfield)

“Does Thin Equal Healthy? Attribute Substitution in Health Risk Assessments” (with Ayelet Gneezy)

“Grace Periods and Perceived Policy Fairness” (with Meiying Wang, Amanda Geiser, and Jonathan Berman)

“Building the Field We Want: The SOAR Framework” (with Lawrance Williams et al.)

PRESENTATIONS (*denotes presenter)

Perceived Illness Seriousness and Evaluations of Side-Effect Severity

2025 *Society of Consumer Psychology (SCP)*, Las Vegas, USA.*

2024 *University of California, San Diego (UCSD) Brownbag*, San Diego, USA.*

2024 *Asia-Pacific Association for Consumer Research (AP-ACR)*, Bali, Indonesia.*

2024 *Behavioral Decision Research in Management (BDRM)*, Chicago, USA.*

2024 *London Research Day*, London, UK.*

2023 *Society for Judgment and Decision Making (SJDM)*, San Francisco, USA.*

2023 *Association for Consumer Research (ACR)*, Seattle, USA.*

2023 *European Decision Sciences Day*, Lisbon, Portugal.*

2023 *European Association for Consumer Research (EACR)*, Amsterdam, Netherlands.*

2023 *European Marketing Academy (EMAC)*, Odense, Denmark.*

Temporal Frames of Environmental Threats

2024 *University of California, Los Angeles (UCLA) Brownbag*, Los Angeles, USA.*

2024 *Association for Consumer Research (ACR)*, Paris, France.*

2024 *Society of Consumer Psychology (SCP)*, Nashville, USA.*

2023 *SCP Boutique Conference on Climate Change*, San Juan, Puerto Rico.*

2023 *Society for Judgment and Decision Making (SJDM)*, San Francisco, USA.

Temporal Frames of Life Expectancy

- 2024 *Society for Judgment and Decision Making (SJDM)*, New York, USA.
- 2023 *Society of Consumer Psychology (SCP)*, San Juan, Puerto Rico.*
- 2022 *Society for Judgment and Decision Making (SJDM)*, San Diego, USA.*
- 2022 *European Marketing Academy (EMAC)*, Budapest, Hungary*
- 2022 *Transatlantic Doctoral Conference (TADC)*, London Business School, London, UK.*

Attributing Success to Luck versus Hard Work

- 2024 *Asia-Pacific Association for Consumer Research (AP-ACR)*, Bali, Indonesia.*
- 2023 *European Association for Consumer Research (EACR)*, Amsterdam, Netherlands.*
- 2023 *Society of Consumer Psychology (SCP)*, San Juan, Puerto Rico.*

WORK EXPERIENCE

Product Manager, Vertigo Games	January-April 2020
Research Assistant, KU Eichstätt-Ingolstadt	July-September 2019
Learning & Development Intern, Akbank	March-June 2019
Sales & Marketing Intern, Udentify	June 2018-February 2019
Market Insights & Analytics Intern, PepsiCo	November 2017-January 2018
Finance Intern, Siemens	June-July 2017
RA & Tutor, Koç University	2015-2020

DOCTORAL COURSEWORK

Consumer Behavior, **Stephanie Chen & Jonathan Berman**
Judgement and Decision Making, **Stephanie Chen**
Research Design, **Niro Sivanathan**
Probability Models in Marketing, **Bruce Hardie**
Marketing Management and Development, **Rajesh Chandy**
Marketing Pro-Seminar, **Anja Lambrecht**
Organizational Behavior, **Madan Pillutla & Selin Kesebir**
Micro Organizational Behavior, **Pier Vittorio Mannucci**
Foundations of Business Research, **Jean-Pierre Benoît & Selin Kesebir**
Microeconomics, **Emre Ozdeneren**
Analytical and Empirical Marketing Models, **Xu Zhang & Puneet Manchanda (Michigan)**
Statistical Research Methods I, **Nicos Savva**
Statistical Research Methods II, **Kamalini Ramdas**
Applied Regression Analysis, **Daniele Fanelli (LSE)**
Machine Learning for Social Scientists, **Bart Vanneste (UCL) & Mike Yeomans (Imperial)**
Quantitative Text Analysis, **Blake Miller (LSE)**

AFFILIATIONS

Association for Consumer Research
Society for Consumer Psychology
Society for Judgment and Decision Making
European Marketing Association