

GÜLDEN ÜLKÜMEN
Curriculum Vitae – January 2022

University of Southern California
Marshall School of Business
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EDUCATION

Ph.D., Marketing, May 2007
Leonard N. Stern School of Business, New York University

Master of Business Administration, 2001
Koç University, Istanbul, Turkey (*Full merit scholarship*)

Bachelor of Science in Naval Architecture and Ocean Engineering, 1998
Istanbul Technical University, Istanbul, Turkey (*First in graduation ranking*)

ACADEMIC POSITIONS

2016—Present Associate Professor of Marketing, University of Southern California
2018 Visiting Scholar, UCLA Anderson School of Business (Spring 2018)
2007—2016 Assistant Professor of Marketing, University of Southern California

RESEARCH INTERESTS

- Consumer uncertainty
- Consumer financial decision making
- Mental accounting
- Framing and presentation of information
- Categorization and grouping

HONORS AND AWARDS

2020 USC Research Collaboration Fund Award, *Behavioral Science and Well-being Policy*, Co-PI, \$30,000
2020 UCLA Price Center research grant in the amount of \$9,930
2018 Winner, Decision Analysis Society Best Publication Award
2017 Doctoral Symposium Faculty, Society for Consumer Psychology
2016 Doctoral Symposium Faculty, Society for Consumer Psychology
2015 Marketing Science Institute (MSI) Young Scholars Program
2014-17 National Science Foundation Grant, Co-Investigator, Award Budget: \$558,000
2014 Doctoral Symposium Faculty, Association for Consumer Research
2009 Google and WPP Marketing Research Grant, Award Budget: \$50,000
2008 Winner, Best Paper Award, American Marketing Association's Advanced Research Techniques (ART) Forum Conference
2006 Milton Reynolds Fellowship, Stern Competitive Funding, New York University
2005 Robert W. Shoemaker Fellowship, New York University
2004 Research Scholarship, Hamburg University, Center for Research on Motivation
2002-2007 Doctoral Fellowship in Marketing, New York University

Walters, Dan, Gülden Ülkümen, David Tannenbaum, Carsten Erner, and Craig R. Fox (in press), "Investor Behavior Under Epistemic versus Aleatory Uncertainty," *Management Science*.

Krijnen, Job, Gülden Ülkümen, Jonathan Bogard, and Craig Fox (in press) "Lay Theories of Financial Well-being Predict Political and Policy Message Preferences," *Journal of Personality and Social Psychology*.

Fox, Craig R. and Gülden Ülkümen (2017). "Comment on Løhre & Teigen: There is a 60% Probability, but I am 70% Certain: Communicative Consequences of External and Internal Expressions of Uncertainty," *Thinking & Reasoning*, 23(4), 483-491.

Tannenbaum, David, Craig R. Fox, and Gülden Ülkümen (2017), "Judgment Extremity and Accuracy under Epistemic versus Aleatory Uncertainty," *Management Science*, 63(2) (February), 497-518.

Isikman, Elif, Deborah MacInnis, Gülden Ülkümen and Lisa Cavanaugh (2016) "The Effects of Curiosity-Evoking Events on Activity Enjoyment," *Journal of Experimental Psychology: Applied*, 22(3), 319-330.

Ülkümen, Gülden, Craig R. Fox, and Bertram F. Malle (2016), "Two Dimensions of Subjective Uncertainty: Clues from Natural Language," *Journal of Experimental Psychology: General*, 145(10), 1280-1297.

- Winner, Decision Analysis Society Best Publication Award

Ülkümen, Gülden and Manoj Thomas (2013) "Personal Relevance and Mental Simulation Amplify the Duration Framing Effect," *Journal of Marketing Research*, 50 (April), 194-206.

Chakravarti, Amitav, Andrew Grenville, Vicki G. Morwitz, Jane Tang, and Gülden Ülkümen (2013), "Malleable Conjoint Partworths: How the Breadth of Response Scales Alters Price Sensitivity," *Journal of Consumer Psychology*, 23 (October), 515-25.*

Ülkümen, Gülden and Amar Cheema (2011), "Framing Goals to Influence Personal Savings: The Role of Specificity and Construal Level," *Journal of Marketing Research*, 48 (December), 958-69.*

- Featured in Yahoo Finance (June 2010), The Wall Street Journal Market Watch (December 2011), and Money Magazine (May 2015).

Ülkümen, Gülden, Amitav Chakravarti, and Vicki G. Morwitz (2010), "Categories Create Mindsets: The Effect of Exposure to Broad versus Narrow Categorizations on Subsequent, Unrelated Decisions," *Journal of Marketing Research*, 47 (August), 659-71.*

- Winner, Best Paper Award, American Marketing Association's Advanced Research Techniques (ART) Forum Conference, 2008.

Ülkümen, Gülden, Manoj Thomas, and Vicki G. Morwitz (2008), "Will I Spend More in 12 Months or a Year? The Effect of Ease of Estimation and Confidence on Budget Estimates," *Journal of Consumer Research*, 35 (August), 245-56.

- Featured in the New York Times (March 2008), and U.S. News (August 2010, January 2011, April 2011).

Chakravarti, Amitav, Chris Janiszewski, and Gülden Ülkümen (2006), "The Neglect of Prescreening Information," *Journal of Marketing Research*, 43 (November), 642-53.*

- Winner, Google and WPP Marketing Research Award, 2009 (unrestricted grant of \$50,000 for investigating offline and online media interactions).

* Equal authorship

BOOK CHAPTER

Fox, Craig R. and Gülden Ülkümen (2011), "Distinguishing Two Dimensions of Uncertainty," in *Essays in Judgment and Decision Making*, Brun, W., Kirkebøen, G. and Montgomery, H., eds. Oslo: Universitetsforlaget.

WORKING PAPERS & SELECTED RESEARCH IN PROGRESS

West, Colin, Gülden Ülkümen, Patrycja Arundel, and Craig R. Fox, "Partition Dependence and Consumer Budgeting"

- UCLA Price Center research grant in the amount of \$9,930.

Fox, Craig R., David Tannenbaum, Gülden Ülkümen, Dan Walters, and Carsten Erner, "Attributions of Credit, Blame, and Luck Depend on Perceived Nature of Uncertainty"

INVITED PRESENTATIONS

- Discussant for Roundtable Session on Financial Decision Making, Association for Consumer Research Conference, 2021
- Behavioral Approaches to Financial Decision Making Conference, Chicago Booth, September 2020
- Winter Judgment and Decision Making Symposium, Snowbird, UT, January 2020.
- Washington University in Saint Louis, Marketing Seminar Series, September, 2019
- 11th Triennial Invitational Choice Symposium, Chesapeake Bay, MD, May 2019
- Cornell University, Marketing Seminar Series, May 2019.
- Winter Judgment and Decision Making Symposium, Snowbird, UT, January 2019.
- INFORMS Conference Decision Analysis Society Best Publication Award Session, Phoenix, AZ, November 2018.
- IDC Herzliya, Marketing Seminar Series, June 2018
- Maastricht University, Marketing & Finance Department Seminar Series, April 2018.
- University of California, Riverside, Management and Marketing Seminar Series, November 2017.
- RMIT University, Melbourne, School of Economics, Finance and Marketing, March 2017.
- Maastricht University, Finance Department Seminar Series, May 2016.
- University of Chicago Booth School of Business, Marketing Workshop, February 2015.
- 2015 MSI Young Scholars Program, Park City, UT, January 2015.
- Koç University, Marketing Area Seminar Series, December 2014.
- Stanford GSB, Marketing Seminar, November 2014.
- University of Toronto, Marketing Seminar, November 2014.
- Duke University, Marketing Area Seminar Series, March 2014.
- INSEAD, Marketing Area Seminar Series, June 2013.
- University of California at San Diego, May 2012.
- University of Arizona, 7th Annual Lisle and Roslyn Payne Research Symposium, October 2011.
- Washington University in St. Louis, Marketing Area Seminar Series, May 2011.
- Koç University, Marketing Area Seminar Series, August 2010.
- University of Southern California, Social Psychology Speaker Series, October 2009.

- LA Regional Marketing Camp, Irvine, California, April 2008.
- Trope Lab, New York University, March 2006.
- Gollwitzer-Oettingen Lab, Hamburg University, Germany, June 2004.
- The University of Illinois Pricing Camp IV, May 2007
- Koç University, November 2006
- Hong Kong University of Science and Technology, November 2006
- University of Chicago, October 2006
- University of Southern California, October 2006
- Harvard Business School, October 2006
- Washington University, October 2006
- Emory University, September 2006
- Rice University, September 2006
- Hamburg University, Psychology Department, Germany, June 2004

REFEREED CONFERENCE PRESENTATIONS

Fox, Craig R., David Tannenbaum, Gülден Ülkümen, Dan Walters, and Carsten Erner (2021), "Attributions of Credit, Blame, and Luck Depend on Perceived Nature of Uncertainty," Association for Consumer Research Conference.

Krijnen, Job, Gülден Ülkümen, Jonathan Bogard, and Craig Fox (2020), "Lay Beliefs about Changes in Financial Well-being Predict Political and Policy Message Preferences," Association for Consumer Research Conference.

Walters, Dan, Gülден Ülkümen, Carsten Erner, David Tannenbaum and Craig Fox (2020), "Perceived Nature of Uncertainty Predicts Investment Behavior," Society for Consumer Psychology Conference.

Walters, Dan, Gülден Ülkümen, Carsten Erner, David Tannenbaum and Craig Fox (2018), "Perceived Nature of Uncertainty Predicts Investment Behavior," Association for Consumer Research Conference, Dallas, TX.

Ülkümen, Gülден, Dan Walters, Carsten Erner, David Tannenbaum and Craig Fox (2017), "Perceived Nature of Uncertainty Predicts Investment Behavior," Society for Judgment and Decision Making Conference, Vancouver, Canada.

Walters, Dan, Gülден Ülkümen, Carsten Erner, David Tannenbaum and Craig Fox (2017), "Perceived Nature of Uncertainty Predicts Investment Behavior," Marketing Science Conference, Los Angeles, CA.

Fox, Craig R., David Tannenbaum, Gulden Ülkümen, Dan Walters, and Carsten Erner (2016), "Credit, Blame, Luck, and Variants of Uncertainty," Behavioral Decision Research in Management Conference, Toronto, CA.

Fox, Craig R., David Tannenbaum, Gulden Ülkümen, Dan Walters, and Carsten Erner (2015), "Credit, Blame, Luck, and Variants of Uncertainty," Society for Judgment and Decision Making Conference, Chicago, IL.

Ülkümen, Gülден, Dan Walters, Carsten Erner, David Tannenbaum and Craig Fox (2014), "Perceived Nature of Uncertainty Predicts Investment Behavior and Market Outcomes," Society for Judgment and Decision Making Conference, Long Beach, CA.

Min, Bora, and Gülден Ülkümen (2014), "The Effect of Default Units on Budget Estimation," Association for Consumer Research Conference, Baltimore, MD.

Cavanaugh, Lisa, Elif Isikman, Deborah MacInnis, and Gülden Ülkümen (2014), "Does Curiosity Kill the Cat? Incidental Curiosity Can Have Negative Consequences," Association for Consumer Research Conference, Baltimore, MD.

Ülkümen, Gülden, Dan Walters, Carsten Erner, David Tannenbaum and Craig Fox (2014), "Perceived Nature of Uncertainty Predicts Investment Behavior and Market Outcomes," BDRM Conference, London, UK.

Ülkümen, Gülden, Dan Walters, Carsten Erner, David Tannenbaum and Craig Fox (2014) "Perceived Nature of Uncertainty Predicts Investment Behavior and Market Outcomes," Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO.

Min, Bora, and Gülden Ülkümen (2014), "The Effect of Default Frames on Budget Estimates," Society for Consumer Psychology Conference, Miami, FL.

Malkoc, Selin and Gülden Ülkümen (2013), "Impact of Comparison Frames and Category Width on Strength of Preferences," Society for Judgment and Decision Making Conference, Toronto, Canada.

Ülkümen, Gülden, Dan Walters, Carsten Erner, David Tannenbaum and Craig Fox (2013), "Two Faces of Subjective Uncertainty in Investment Decisions," Association for Consumer Research Conference, Chicago, IL.

Tannenbaum, David, Craig Fox & Gülden Ülkümen (2012), "Bold and timid forecasts: Variants of uncertainty and judged probability," Behavioral Decision Research in Management, Boulder, CO.

Tannenbaum, David, Craig Fox & Gülden Ülkümen (2012), "Variants of Uncertainty and Judged Probability," Society for Judgment and Decision Making, Minneapolis, MN.

Malkoc, Selin and Gülden Ülkümen (2012), "Blurring Similarities and Differences: How Category Width Changes Comparison Focus," Association for Consumer Research, Vancouver, Canada.

Ülkümen, Gülden, and Selin Malkoc (2012), "Blurring Similarities and Differences: How Category Width Changes Comparison Orientation," Society for Consumer Psychology, Las Vegas, NV.

Ülkümen, Gülden, and Selin Malkoc (2011), "Blurring Similarities and Differences: How Category Width Changes Comparison Orientation," Association for Consumer Research, St. Louis, MO.

Ülkümen, Gülden and Manoj Thomas (2011), "Saving and Dieting for 12 Months versus 1 Year: Personal Relevance and Mental Simulation Amplify Duration Framing Effects," The European Association for Decision Making (SPUDM) Conference, Kingston, UK.

Ülkümen, Gülden (2011), "Saving by the Financially Pressed and the Comfortable," Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO (discussant).

Ülkümen, Gülden and Amar Cheema (2011), "Framing Goals to Influence Personal Savings: The Role of Specificity and Construal Level," Society for Consumer Psychology, Atlanta, GA.

Ülkümen, Gülden and Amar Cheema (2010), "Framing Goals to Influence Personal Savings: The Role of Specificity and Construal Level," Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO.

Thomas, Manoj and Gülden Ülkümen (2010), "When a Year Feels Different from 12 Months: On Intuitive Confidence," Society for Consumer Psychology, St. Pete's Beach.

Ülkümen, Gülden and Amar Cheema (2009), "Framing Goals to Influence Personal Savings: The Role of

Specificity and Construal Level,” Association for Consumer Research, Pittsburgh, Pennsylvania.

Ülkümen, Gülden and Manoj Thomas (2009), “When 12 Months is Not the Same as One Year: Antecedents of Confidence in Consumers’ Estimates,” Association for Consumer Research, Pittsburgh, Pennsylvania.

Fox, Craig, Gülden Ülkümen and Bertram Malle (2009), “Communicating Internal versus External Uncertainty,” Society for Judgment and Decision Making, Boston.

Fox, Craig, Gülden Ülkümen and Bertram Malle (2009), “Communicating Internal versus External Uncertainty,” European Association of Decision Making, Tirano, Italy.

Amar Cheema and Gülden Ülkümen (2009), “Helping Consumers Save More: Construal Level Moderates Benefits of Goal Specificity,” Society for Consumer Psychology, New Orleans.

Morwitz, Vicki, Gülden Ülkümen, and Amitav Chakravarti (2008), “The Effect of Exposure to Narrow versus Broad Categorizations on Subsequent Decision Making,” Advanced Research Techniques Forum, Asheville.

Chakravarti, Amitav, Gülden Ülkümen and Vicki Morwitz (2007), “The Effect of Exposure to Narrow versus Broad Categorizations on Subsequent Decision Making,” Society for Judgment and Decision Making, Long Beach, California.

Chakravarti, Amitav, Gülden Ülkümen and Vicki Morwitz (2007), “The Effect of Exposure to Narrow versus Broad Categorizations on Subsequent Decision Making,” Association for Consumer Research, Memphis, Tennessee.

Chakravarti, Amitav and Gülden Ülkümen (2007) “The Licensing Effect of Two-Stage Decisions on Choices Between Virtues and Vices,” Society for Consumer Psychology, Las Vegas.

Ülkümen, Gülden, Amitav Chakravarti, and Vicki Morwitz (2006), “Broad Mind-Sets to Broad Baskets: The Effect of Manipulating Category Width on Preferences for New Products,” Society for Consumer Psychology, Miami, Florida (special session co-chair).

Chakravarti, Amitav, Chris Janiszewski, and Gülden Ülkümen (2005), “The Neglect of Prescreening Information in Two-Stage Decision Tasks,” Advertising Research Foundation.

Ülkümen, Gülden, Manoj Thomas and Vicki Morwitz (2005), “Biasing Effects of Temporal Framing on Budget Estimates,” Association for Consumer Research, San Antonio, Texas (special session co-chair).

Chakravarti, Amitav, Chris Janiszewski, and Gülden Ülkümen (2004) “Preference Reversals Induced by Screening: Biasing Effects of a Two-Stage Decision Task,” Association for Consumer Research, Portland.

Ülkümen, Gülden and Leif Nelson (2004), “Forgotten Rejections and the Rebuilding of Personal Preferences,” Association for Consumer Research, Portland, Oregon.

PROFESSIONAL SERVICE

Editorial Board Member:

- *Journal of Consumer Psychology* (2008 – 2020)
- *Journal of Consumer Research* (2014 – 2019)

Ad Hoc Reviewer:

- *Cognition, Journal of Marketing Research, Journal of Behavioral Decision Making, Journal of Experimental Social Psychology, Journal of Retailing, Organizational Behavior and Human Decision Processes, International Journal of Research in Marketing, European Journal of Social Psychology, Israel*

Science Foundation (ISF), National Science Foundation (NSF)

Reviewer/Program Committee Member:

- Association for Consumer Research Conference, 2006, 2007, 2008, 2009, 2011, 2012*, 2013*, 2014, 2016*, 2017
- Society for Consumer Psychology Conference, 2006, 2007, 2008, 2009, 2010*, 2011, 2012*, 2013, 2014, 2020**, 2022**
- Society for Consumer Psychology International Conference, 2012*
- Society for Judgment and Decision Making Conference, 2014
- European Marketing Academy Conference (EMAC), 2016

* Denotes service as program committee member

** Denotes service as AE

SERVICE AT USC

- Co-Organizer for Behavioral Science and Well-being Policy Speaker Series (2020—Present)
- Marshall Committee on Research and Faculty Recognition (2020—Present)
- APR Committee for Marketing Department, 2021
- Marketing Department Chair Search Committee, 2021
- Marketing Department PhD Program Steering committee, 2021
- Faculty Mentor, Stephanie Tully (2022)
- Marshall CFO Search Committee (2020)
- President, Marshall Faculty Council (2019 – 2020)
- Member, Marshall Faculty Council (2018—2021)
- PhD Handbook Committee, member (2020)
- Academic Senate, Senator Representing Marshall School of Business (2019-2020)
- Fourth Year Review Committee Member for Linda Hagen (Marketing)
- Fourth Year Review Committee Member for Eric Anicich (Management)
- Fourth Year Review Committee Member for Yaron Levi (FBE)
- Faculty Recruitment CB Sub-Committee, Marketing Department (2018, 2019, 2020)
- Marketing Area Electives Advisor to MBA students (2017—2019)
- Faculty Mentor, Maria Rodas (2019—2021)
- PhD Student Admissions Committee (2020, 2021)
- MOR/Marketing RA Pool Co-coordinator (2016)
- Marketing Area Speaker Series Organizer (2015-2016)
- Member of Marketing Undergraduate Curriculum Committee (2012-2017)
- Member of Selection Committee for Outstanding Undergraduate Student Award (2009-2017)
- Coordinator for the Marshall School Compensated Subject Pool (2009-2012)
- Member of Subcommittee on Ph.D. Student Mentoring (2013)

Ph.D. Students:

- Jennifer Kim (Qualifying Exam Committee Member)
- Bora Min (Qualifying Exam Committee Chair)
- Elif Isikman (Dissertation Committee Co-Chair with Deborah MacInnis)
- Young Jee Han (Dissertation Committee Member)
- Heather Wan (Dissertation Committee Member)

Independent Research:

- Seungyoun Yoo

Undergraduate Honors Thesis Supervisor/Faculty Advisor:

- Valerie Pitsch, University of Southern California 2014
- Isha Aswathi, University of Southern California 2011
- Mariana Aguilar, University of Southern California, 2011
- Jonathan A. Cipriani, New York University, 2004

TEACHING EXPERIENCE

Marketing Core (MBA), University of Southern California
Consumer Behavior (Undergraduate), University of Southern California
Consumer Behavior (Masters & MBA), University of Southern California

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Society for Consumer Psychology
Society for Judgment and Decision Making
Behavioral Science and Policy Association