

# GIZEM YALCIN

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## EDUCATION

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### Rotterdam School of Management, Erasmus University, the Netherlands

- PhD in Marketing (consumer behavior), 2017 - 2022 (expected)
- Supervisory team: Stefano Puntoni, Anne-Kathrin Klesse
- Dissertation title: Consumers in the Age of AI: Understanding Reactions Towards Algorithms in Marketing Research

### SC Johnson College of Business, Cornell University, USA

- Visiting Scholar, 2019
- Supervisor: Stijn van Osselaer

### Sauder School of Business, University of British Columbia, Canada

- Visiting Scholar, 2018
- Supervisor: Darren Dahl

### Rotterdam School of Management, Erasmus University, the Netherlands

- MPhil (research master), Management (specialization: marketing), 2017, *cum laude* (GPA: 4.0/4)

### Bilkent University, Turkey

- BSc in Management, 2015, *summa cum laude* (GPA: 3.96/4)
- **Major:** Marketing and Innovation (GPA: 4.00/4), **minor:** Psychology (GPA: 4.00/4)

## RESEARCH OVERVIEW

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My research explores how consumers process and react to the information (e.g., recommendations, decision outcomes) provided by algorithms or humans. In addition to this line of inquiry, I study prosocial behavior, and work on how consumers decide where to donate to and how to motivate consumers to make more effective donations. I employ a mix of methods to address my research questions, including lab/online panel studies, field experiments, secondary data analysis, content analysis, and meta-analysis.

## PUBLICATION AND MANUSCRIPTS UNDER REVIEW (see Appendix for selected abstracts)

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Paolacci, Gabriele and **Gizem Yalcin** (2020), “Benevolent Partiality in Prosocial Preferences,” *Judgment and Decision Making*, 15 (2), 173–81.

**Yalcin, Gizem**, Sarah Lim, Stefano Puntoni, and Stijn van Osselaer, “Thumbs Up or Down: Consumer Reactions to Decisions by Algorithms versus Humans,” conditionally accepted at *Journal of Marketing Research*.

**Yalcin, Gizem**, Anne-Kathrin Klesse, and Darren Dahl, “The Algorithm versus the Expert: Customers’ Perceived Knowledge Impacts Their Valuation of Recommendations by Algorithms and Human Experts,” invited for second round revision at *Journal of Marketing*.

**Yalcin, Gizem**, Stefano Puntoni, Eris Themeli, Stefan Philipsen, and Evert Stamhuis, “Perceptions of Justice by Algorithms,” under review at *Artificial Intelligence & Law*.

## RESEARCH IN PROGRESS

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**Yalcin, Gizem**, Ravi Mehta, and Darren Dahl, “Cyber-Creativity: Unraveling the Role of Artificial Intelligence in Creative Processes,” *work in progress (targeted at Journal of Consumer Research)*.

**Yalcin, Gizem**, Chiara Longoni, Johannes Boegershausen, Rajkumar Venkatesan, Alix Barasch, Stefano Puntoni, and Luca Cian, “Looking into the Black Box: A Meta-Analytic Investigation of Consumer Responses to Artificial Intelligence,” *coding in progress (targeted at Journal of Marketing Research)*.

Schley, Dan, Evan Weingarten, and **Gizem Yalcin**, “A Meta-Analysis of Anchoring and Adjustment,” *data analysis in progress (targeted at Management Science)*.

**Yalcin, Gizem** and Gabriele Paolacci, “Placebic Rationales in Cause Marketing,” *data collection in progress*.

**Yalcin, Gizem** and Joshua Lewis, “Consumer Reactions Towards Existential Risk from Artificial Intelligence,” *data collection in progress*.

## SELECTED AWARDS, FELLOWSHIPS, GRANTS AND HONORS

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- Mathew Joseph Emerging Scholar Award, Academy of Marketing Association (AMA) DocSIG, 2021
- Honorable Mention, Psychology of Technology Dissertation Award, 2021
- AMA Sheth Doctoral Consortium Fellow, 2020
- Talent Placement Award (about €30,000), Erasmus Research Institute of Management (ERIM), 2020
- Beattie Award (\$750), Society for Judgment and Decision Making, 2019
- Research Visit Grant (€750), Erasmus TrustFonds Association, 2018
- Professor Bruins Prize for the best research student (€4,500), Erasmus TrustFonds Association, 2017
- High Honor student, Erasmus University Rotterdam, 2015-2017
- European Institute of Advanced Studies in Management Scholarship (€750), 2016
- Research Grant (€550), ERIM, 2016
- Erasmus University Scholarship (€30,500), 2015-2017
- Achievement Grant (€10,000), ERIM, 2015
- Bilkent Comprehensive Scholarship, Bilkent University, 2011-2015
- High Honor student, Bilkent University, 2011-2015

## CHAIRED SYMPOSIA AND KNOWLEDGE FORUMS

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**Yalcin, Gizem**, and Gil Appel (October 2021), “Let’s Get Digital: A Virtual Knowledge Forum on Marketing in the Age of Digitalization and Artificial Intelligence,” Association for Consumer Research (ACR), virtual conference.

**Yalcin, Gizem**, and Chiara Longoni (October 2021), “Artificial Intelligence in Marketing and Beyond: Interdisciplinary Perspectives on the Social Impact of AI,” Association for Consumer Research (ACR), virtual conference.

**Yalcin, Gizem**, and Joshua Lewis (October 2021), “Marketing Effective Altruism: A Virtual Roundtable on How to Motivate Consumers to Maximize Their Prosocial Impact,” Association for Consumer Research (ACR), virtual conference.

**Yalcin, Gizem**, and William Fritz (October 2020), “Back to the Future: A Virtual Roundtable of Senior Academics Sharing Insights from Consumer Research on Technology,” Association for Consumer Research (ACR), virtual conference.

**Yalcin, Gizem** and Evan Weingarten (October 2020), “Objective and Subjective Value of Humans and Algorithms,” Association for Consumer Research (ACR), virtual conference.

**Yalcin, Gizem** and Nofar Duani (October 2020), “Being a Human in the Age of Artificial Intelligence,” Association for Consumer Research (ACR), virtual conference.

**Yalcin, Gizem** and Evan Weingarten (March 2020), “Objective and Subjective Value of Humans and Algorithms,” Society for Consumer Psychology (SCP), Huntington Beach, CA.

**Yalcin, Gizem** and Nofar Duani (October 2019), “Perceptions of AI and Algorithmic Decision Making,”  
Association for Consumer Research (ACR), Atlanta, GA.

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### **CONFERENCE PRESENTATIONS (\* denotes presenter)**

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#### **Thumbs Up vs. Thumbs Down**

Society for Consumer Psychology (SCP), virtual conference (March 2021)\*  
Association for Consumer Research (ACR), virtual conference (October 2020)\*  
SCP Boutique Conference on Technology, Montreal (June 2019)

#### **The Expert vs. the Algorithm**

Society for Consumer Psychology (SCP), Huntington Beach, CA (March 2020)\*  
Association for Consumer Research (ACR), Atlanta, GA (October 2019)\*  
SCP Boutique Conference on Technology, Poster, Montreal (June 2019)\*  
Theory + Practice in Marketing (TPM), New York, NY (May 2019)\*

#### **Perceptions of Justice by Algorithms:**

Association for Consumer Research (ACR), virtual conference (October 2021)\*  
Society for Consumer Psychology (Huntington Beach, USA, 2020)\*

#### **Cyber-Creativity**

Association for Consumer Research (ACR), virtual conference (October 2020)

#### **Benevolent Partiality**

Society for Judgment and Decision Making (SJDJ), Montreal (November 2019)\*  
Subjective Probability, Utility, and Decision Making (SPUDM), Amsterdam (August 2019)\*  
La Londe Conference, La Londe Les Maures (June 2019)  
Society for Consumer Psychology (SCP), Savannah, GA (February 2019)\*  
Association for Consumer Research (ACR), Dallas, TX (October 2018)  
Tilburg Institute for Behavioral Economics Research (TIBER) Symposium, Tilburg (August 2019)\*

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### **INVITED KNOWLEDGE FORUMS & TALKS**

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“Consumer Reactions to Decisions by Algorithms versus Humans”, Stockholm School of Economics,  
August 2021 (scheduled).

“The Dark Side of Automation in Marketing and Consumption,” Association for Consumer Research (ACR),  
Atlanta, GA, October 2019.

“Artificial Intelligence in Judicial Decision Making”, Utrecht University, Montaigne Centre for Rule of Law  
and Administration of Justice, Utrecht, April 2019.

“Consumer Reactions to Decisions by Algorithms versus Humans”, Bold Minds Mixer, George Washington  
University, November 2020.

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### **INTERNAL DEPARTMENT SEMINARS**

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Internal Marketing Talk, Leeds School of Business, University of Colorado Boulder, USA, April 2021

Marketing Lab Meeting, Wharton School of the University of Pennsylvania, USA, June 2020

Internal Marketing Seminar, Bocconi School of Management, Bocconi University, Italy, May 2020

Marketing Lab Meeting, Stern School of Business, New York University, USA, May 2019

PhD Seminar Series, SC Johnson College of Business, Cornell University, USA, May 2019

PhD Seminar Series, Sauder School of Business, University of British Columbia, Canada, October 2018

## **TEACHING EXPERIENCE**

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**English Proficiency:** Cambridge Proficiency Examination (CPE) Certificate, C2 Proficiency

### **Instructor, Erasmus University, the Netherlands**

Research Training and Bachelor Thesis, undergraduate-level course, Spring 2020, Spring 2021

- Instructor evaluation (2020): 9.6/10
- Instructor evaluation (2021): 9.7/10

### **Guest Lecturer, Erasmus University, the Netherlands**

Customer Experience Management (with Christophe Lembregts), graduate-level course, Spring 2019

- Lecture on algorithms and their impact on customer experiences

Sensory Marketing (with Zachary Estes), graduate-level course, Spring 2018

- Lecture on the effect of technology on sensory experiences

### **Teaching Assistant, Erasmus University, the Netherlands**

- Marketing Management (Executive MBA course), Steven Sweldens, Spring 2015, Spring 2016

### **Teaching Assistant, Bilkent University, Turkey**

- Marketing Strategy and Innovation (Bachelor course), Olga Kravetz, Spring 2014, Spring 2015

## **SERVICE TO THE SCHOOL AND FIELD**

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- Journal of Consumer Research, Trainee Reviewer
- Judgment and Decision Making, Ad-hoc Reviewer
- Association for Consumer Research, Ad-hoc Reviewer
- Society for Consumer Psychology, Ad-hoc Reviewer
- European Association for Consumer Research, Ad-hoc Reviewer
- Fellow, Psychology of AI Lab, Erasmus Centre for Data Analytics, 2020
- Research Fellow, Erasmus Research Institute of Management, 2015-2020
- Behavioral Lab Coordinator, Erasmus University, 2018-2019
- First-year PhD Representative, Erasmus University, 2017-2018
- PhD Council Member & Project Manager, Erasmus University, 2017-2018
- Research Master (MPhil) Council Member, Erasmus University, 2016-2017

## **SELECTED GRADUATE LEVEL COURSES & WORKSHOPS**

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### **Marketing and Behavioral Research**

- Consumer Behavior (with Nicole Mead and Mirjam Tuk)
- Current Topics in Marketing Research (with Stefano Puntoni)
- Behavioral Decision Theory (with Peter Wakker)
- Doctoral Seminar on Consumer Research (with Luk Warlop and Simona Botti)
- Buyer Behavior (with Kate White, Joey Hoegg, and Darren Dahl)
- Research Clinic in Marketing (with Steven Sweldens and Bram van den Bergh)
- Creativity (with Darren Dahl)
- Advanced Marketing Decision Models (with Gui Liberali)

### **Research Methodology**

- Advanced Mediation, Moderation, and Conditional Process Analysis Workshop (with Andrew Hayes)
- Methods Stumblers: Pragmatic Solutions to Everyday Challenges in Behavioral Research (with Uri Simonsohn)

- Applied Econometrics (with Marno Verbeek)
- Statistical Methods (with Patrick Groenen)
- Research Methodology and Measurement (with Robert Rooderkerk)
- Multivariate Analysis (with Jeremy Dawson)
- Experimental Method
- Advanced Data Analysis in R

**Others:** Scientific Integrity, Presentation Skills, GDPR Privacy Awareness

## COMPUTER SKILLS

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R, SAS, SPSS, LIWC

## WORK EXPERIENCE

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### Internship at Procter and Gamble, Turkey, 2014

- Global Consumer Market Knowledge Intern

### Student Assistant at Bilkent University, Turkey, 2011 - 2014

#### Internship at Nestle Waters, Turkey, 2012

- Market Research Intern

## EXTRA-CURRICULAR ACTIVITIES & COMMUNITY WORK

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- Giving What We Can, Member, 2020
- Erasmus Tech Community (ECT) Member, 2020
- Psychology of Technology, Member, 2019 - Present
- Marketing Association Erasmus University Rotterdam (MAEUR) Member, 2015 – Present
- Finansup Career Club Member, 2013 - Present
- Science Upside Down Show, Stand-Up Comedy Performer (about consumer behavior), 2017
- Bilkent Social Responsibility Center, Volunteer, 2011-2015
- Bilkent Management and Economics Community (MEC), Member, 2011-2014

## DISSERTATION (see Appendix for abstracts)

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**Dissertation title:** Consumers in the Age of AI: Understanding Reactions Towards Algorithms in Marketing Research

- Dissertation Chair: Stefano Puntoni
- Proposal defended in October 2019

### Essay 1: Thumbs Up or Down: Consumer Reactions to Decisions by Algorithms versus Humans

- Job Market Paper
- Status: conditionally accepted at *Journal of Marketing Research*

### Essay 2: The Algorithm versus the Expert: Customers' Perceived Knowledge Impacts Their Valuation of Recommendations by Algorithms and Human Experts

- Status: invited for second round revision at *Journal of Marketing*

### Essay 3: Cyber-Creativity: Unraveling the Role of Artificial Intelligence in Creative Processes

- Status: work in progress, targeted at *Journal of Consumer Research*

## REFERENCES

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### **Stefano Puntoni**

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### **Darren Dahl**

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### **Stijn van Osselaer**

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### **Anne-Kathrin Klesse**

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## APPENDIX: SELECTED RESEARCH ABSTRACTS

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**Thumbs Up or Down: Consumer Reactions to Decisions by Algorithms versus Humans**, *conditionally accepted at Journal of Marketing Research*.

Although companies increasingly are adopting algorithms for consumer-facing tasks (e.g., application evaluations), little research has compared consumers' reactions to favorable decisions (e.g., acceptances) versus unfavorable decisions (e.g., rejections) about themselves that are made by algorithms versus humans. Eleven studies reveal that, in contrast to managers' predictions, consumers react less positively when a favorable decision is made by an algorithmic (vs. a human) decision maker, whereas this difference is mitigated for unfavorable decisions. The effect is driven by distinct attribution processes: It is easier for consumers to internalize a favorable decision outcome that is rendered by a human (vs. an algorithm), while it is easy to externalize an unfavorable decision outcome regardless of the decision maker type. The authors conclude by advising managers on how to limit the likelihood of less positive reactions toward algorithmic (vs. human) acceptances.

**The Algorithm versus the Expert: Customers' Perceived Knowledge Impacts Their Valuation of Recommendations by Algorithms and Human Experts**, *invited for second round revision at Journal of Marketing*.

To provide customers with recommendations, an increasing number of companies deploy algorithms, in addition to or instead of human experts. Although previous work has investigated the impact of recommendation source on the valuation of recommendations, it has neglected to explore the role of recommendation recipients' characteristics. Across eight studies and in various domains (e.g., road trip recommendations, coffee recommendations), we show that recipients' perceived knowledge in a focal domain moderates their valuation of recommendations generated by algorithms (vs. human experts): whereas recipients with high perceived knowledge value recommendations by algorithms (vs. human experts) more, recipients with low perceived knowledge value recommendations by human experts (vs. algorithms) more. This effect is mediated by differences in the extent to which recipients perceive that they can learn from the recommendation source: recipients with high perceived knowledge recognize greater learning opportunities from algorithms whereas recipients with low perceived knowledge recognize greater learning opportunities from human experts. These findings have actionable implications for how managers design services and communicate recommendation sources.

**Perceptions of Justice by Algorithms**, *under review at Artificial Intelligence & Law*.

Widespread adoption of digital technologies is changing the nature of social institutions, including the justice system. We investigate how interacting with algorithmic (vs. human) judges affects individuals' perceptions of trust and their intentions to submit their cases to a local court. Two experiments (N = 1,822) and an internal meta-analysis (N = 3,039) demonstrate that people trust a human (vs. algorithmic) judge more and have greater intentions to go to the court when a human (vs. an algorithmic) judge adjudicates. Additionally, people's perceptions depend on the nature of the case: trust for algorithmic judges are especially penalized when cases involve emotional complexities (vs. simple cases or technical complex ones). Our work also documents two advantages of utilizing algorithmic judges compared to human judges: perceived cost and speed. These findings provide policymakers with important insights into citizens' likely reactions to the introduction of algorithmic judges into the judicial system.

**Cyber-Creativity: Unraveling the Role of Artificial Intelligence in Creative Processes**, *manuscript in progress (targeted at Journal of Consumer Research)*.

Although creativity has been the forte of human cognition for centuries, artificial intelligence (AI) has been increasingly deployed in creative / innovative processes to generate and execute ideas by companies and consumers. In spite of AI's high adoption in practice, what is known in the existing research on creativity is predominantly based on human creativity and the extant work does not offer insights on how humans (i.e., marketing managers, creative professionals, consumers) could best team up with AI in innovative / creative processes. Current work aims to understand the future of the relationship between human intelligence and AI, with a specific focus on creative cognition. Specifically, we synthesize relevant extant work in several disciplines (e.g., psychology, business, design, engineering), and offer a novel conceptual framework ("Cyber-Creativity Framework") that explicates human-AI collaboration with specific focus on innovative processes and creative domains. This research contributes to the current academic work on creativity by bringing AI and its role into the equation as well as contributing to the stream of research on AI by studying how humans and AI can work together in high-order cognitive tasks. We provide valuable and timely insights for practitioners on how to integrate AI technologies into companies, how to design successful innovative / creative processes, and insights on various ways that humans can team up with AI technologies.

**Looking into the Black Box: A Meta-Analytic Investigation of Consumer Responses to Artificial Intelligence**, *coding in progress (targeted at Journal of Marketing Research)*.

With the recent technological advances, algorithms powered by artificial intelligence (AI) solutions have become increasingly prevalent in the private and public sector, automating tasks that have traditionally been the exclusive domain of humans. The increased interest in such commercial AI solutions is also reflected in an increasing number of articles that examine the psychological forces—holding the level of technology constant—shaping consumer reactions toward such solutions. Yet, the existing knowledge regarding how consumers react to AI remains fragmented, both conceptually and empirically. This work aims to conduct a systematic synthesis of consumer responses to applications of AI algorithms via a comprehensive meta-analysis. By doing so, we address several critical and unresolved questions, including “Do consumers respond to different instances of automated algorithmic solutions in the same way?”, “Do consumers respond to different instances of automated algorithmic solutions differently depending on the human benchmark?”, and “What contextual and methodological factors predict aversion versus appreciation towards automated algorithmic solutions?”. Our meta-analytical approach also provides valuable directions for studying AI solutions in multiple disciplines and produce timely, actionable insights for better marketing these solutions to customers.

**Fewer but Poorer: Benevolent Partiality in Prosocial Preferences**, *published in Judgment and Decision Making*.

A prosocial action typically provides a more sizable benefit when directed at those who have less as opposed to those who have more. However, not all prosocial acts have a direct bearing on socioeconomic disadvantage, nor does disadvantage necessarily imply a greater need for the prosocial outcome. Of interest here, welfare impact may depend on the number of beneficiaries but not on their socioeconomic status. Across four

preregistered studies of life-saving decisions, we demonstrate that when allocating resources, many people are benevolently partial. That is, they choose to help the disadvantaged even when this transparently implies sacrificing lives. We suggest that people construct prosocial aid as an opportunity to correct morally aversive inequalities, thus making relatively more disadvantaged recipients amore justifiable target of help. Benevolent partiality is reduced when people reflect beforehand on what aspects they will prioritize in their donation decision.