

ZEYNEP GÜRHAN-CANLI

University of Michigan Business School
701 Tappan Street, Ann Arbor, MI 48109-1234

Phone: (734) 647 6435

Fax: (734) 936 8715

E-mail: zgurhan@umich.edu

EDUCATION

1997 Ph.D., Marketing, New York University, Stern School of Business.
1992 M.B.A., Bogazici University.
1989 B.B.A., Bogazici University.

APPOINTMENTS

University of Michigan Business School

Associate Professor of Marketing (with tenure), 2003-present

Sanford R. Robertson Assistant Professor of Business Administration, 2000-2001

Assistant Professor of Marketing, 1997-2003

Lecturer, 1996-1997

New York University

Instructor (Spring) and Teaching Assistant (Fall), 1995-96

Research Assistant, 1992-95

Bogazici University

Research Assistant, 1990-92

Sanipak (Procter & Gamble)

Assistant Brand Manager, 1989-90

SCHOLARLY HONORS AND AWARDS

Participant in 2003 MSI Young Scholars Program

Sanford R. Robertson Assistant Professorship of Business Administration, 2000-2001.

Consortium Faculty, ACR Doctoral Consortium, 2001

Consortium Faculty, AMA Doctoral Consortium, 2000.

Research Grant, CIBE, University of Michigan, 2000

Nominated by BBA students for BBA Teaching Award, 1999, 2002

Herman E. Kroos Award, 1997, for the best doctoral dissertation at Stern School of Business.

Outstanding Teaching Award, New York University, 1996

AMA Doctoral Consortium Fellow, 1994

Doctoral Fellowship, New York University, 1992-95

CURRENT RESEARCH INTERESTS

Consumer information processing in relation to brand, corporate, and country image.

PUBLICATIONS

Refereed Articles

Gürhan-Canli, Zeynep and Rajeev Batra (2004), "When Corporate Image Affects Product Evaluations: The Moderating Role of Perceived Risk," Journal of Marketing Research, forthcoming.

Gürhan-Canli, Zeynep (2003) "The Effect of Expected Variability of Product Quality and Attribute Uniqueness on Family Brand Evaluations," Journal of Consumer Research, 30 (June), 105-114.

Jacoby, Jacob, Maureen Morrin, James Jaccard, Zeynep Gürhan, Alfred Kuss, and Durairaj Maheswaran (2002), "Mapping Attitude Formation as a Function of Information Input: On-line Processing Models of Attitude Formation," Journal of Consumer Psychology, 12 (1), 21-34.

Sen, Sankar, Zeynep Gürhan-Canli, and Vicki Morwitz (2001), "Withholding Consumption: A Social Dilemma Perspective on Consumer Boycotts," Journal of Consumer Research, 28 (December), 399-417.

Jacoby, Jacob, Maureen Morrin, Gita Johar, Zeynep Gürhan, Alfred Kuss, and David Mazursky (2001), "Training Novice Investors to Become More Expert: The Role of Information Accessing Strategy," Journal of Psychology and Financial Markets, 2 (2), 69-79.

Gürhan-Canli, Zeynep and Durairaj Maheswaran (2000), "Cultural Variations in Country-of-Origin Effects," Journal of Marketing Research, 37 (August), 309-317.

Ahluwalia, Rohini and Zeynep Gürhan-Canli (2000), "The Effects of Extensions on the Family Brand Name: An Accessibility-Diagnosticity Perspective," Journal of Consumer Research, 27 (December), 371-381.

Gürhan-Canli, Zeynep and Durairaj Maheswaran (2000), "Determinants of Country-of-Origin Evaluations" Journal of Consumer Research, 27 (June), 96-108.

Gürhan-Canli, Zeynep and Durairaj Maheswaran (1998), "The Effects of Extensions on Brand Name Dilution and Enhancement," Journal of Marketing Research, 35 (November), 464-473.

Creyer, Elizabeth H., and Zeynep Gürhan (1997), "Who's to Blame? Counterfactual Reasoning and the Assignment of Blame," Psychology and Marketing, 14 (3), 209-222.

La Barbera, Priscilla A., and Zeynep Gürhan (1997), "The Role of Materialism, Religiosity, and Demographics in Subjective Well-Being," Psychology and Marketing, 14 (1), 71-97.

Maheswaran, Durairaj, Brian Sternthal, and Zeynep Gürhan (1996), "Acquisition and Impact of Consumer Expertise," Journal of Consumer Psychology, 5 (2), 115-133.

Book

Richard P. Bagozzi, Zeynep Gürhan-Canli, and Joseph R. Priester (2002) "*The Social Psychology of Consumer Behaviour*," in *Applying Social Psychology*, series ed. Stephen Sutton, Buckingham: Open University Press.

Manuscripts Under Review

Dawar, Niraj and Zeynep Gürhan-Canli "Guilty until Proven Innocent: Consumers' Use of Available Information in Attributions about a Product-Harm Crisis," in preparation for a second review, Journal of Consumer Research.

Yoon, Yeosun, Zeynep Gürhan-Canli, and Norbert Schwarz "When Doing Good is Bad for You: Backfire Effects of Corporate Social Responsibility (CSR) Activities," under review Journal of Marketing Research.

Research in Progress

Yoon, Yeosun and Zeynep Gürhan-Canli "Cross-Cultural Differences in Brand Extension Evaluations: The Effect of Holistic and Analytical Processing," under revision for Journal of Consumer Research.

"Cross-Cultural Differences in Brand Dilution Effects," with Yeosun Yoon, data analysis in progress.

"The Effect of Visual Processing Fluency on Consumer Choice," with Hyejeung Cho and Norbert Schwarz, data collection in progress.

Other Refereed Articles, Refereed Conference Proceedings and Special Session Summary

Gürhan-Canli, Zeynep (2004), "Expected Variability of Product Quality, Attribute Specificity, and Brand Name Dilution," Bogazici Journal, 17 (2), forthcoming.

Yoon, Yeosun and Zeynep Gürhan-Canli (2003), "The Effects of Partnering with Good Cause on Corporate and Organization Image," Vol. 30. eds. Punam Anand Keller and Dennis Rook, Provo, UT: Association for Consumer Research 322-324.

Gürhan-Canli, Zeynep and Rohini Ahluwalia (2002), "Understanding Processes Underlying Consumer Inferences," in Advances in Consumer Research, Vol. 29, eds. Susan Broniarczyk and Kent Nakamoto, Provo, UT: Association for Consumer Research, 489.

Ahluwalia, Rohini and Zeynep Gürhan-Canli (1999), "Cognitive and Relational Perspectives on Brand Equity," in Advances in Consumer Research, Vol. 26, eds. Eric Arnould and Linda Scott, Provo, UT: Association for Consumer Research, 343.

Ahluwalia, Rohini and Zeynep Gürhan (1998), "For Better or For Worse: The Effects of Positive and Negative Disconfirmatory Information in the Marketplace," in Advances in Consumer Research, Vol. 25, eds. Joseph W. Alba and J. Wesley Hutchinson, Provo, UT: Association for Consumer Research, 13.

Klein, Jill and Zeynep Gürhan (1998), "Cross-Cultural Differences in Perceptions of Self and Others: The Effects of Cultural Orientation and Shared History on Consumer Responses," in Advances in Consumer Research, Vol. 25, eds. Joseph W. Alba and J. Wesley Hutchinson, Provo, UT: Association for Consumer Research, 114.

Gürhan, Zeynep and Elizabeth H. Creyer (1995), "Exploring Consumers' Interpretations of a Product Related Illness" in Advances in Consumer Research, Vol. 22, eds. Frank Kardes and Mita Sujan, Provo, UT: Association for Consumer Research, 526-31.

PRESENTATIONS

Conference Presentations

"Consumers' Use of Available Information in Attributions About a Product-Harm Crisis: Guilty Until Proven Innocent," October 2002, ACR Conference, Atlanta.

"Negative Consequences of Doing Good: The Effect of Perceived Motives Underlying Corporate Social Responsibility," October 2002, ACR Conference, Atlanta.

"When Does Corporate Image Affect Evaluations of Individual Products?" Conference on Exploring Corporate Associations: Developing a Research Agenda, April 2002, Oklahoma State University, Stillwater.

"Cross-cultural Differences in Brand Extension Evaluations: The Effect of Holistic and Analytical Processing," February 2002, SCP Conference, Austin.

"Inferences Regarding the Family Brand Name: The Effect of Perceived Variability," October 2001, ACR Conference, Austin.

"Comparative Advertising in the Global Marketplace: The Effects of Cultural Orientation on Communication," February 2001, SCP Conference, Scottsdale.

"Withholding Consumption: A Social Dilemma Perspective on Consumer Boycotts," November 1999, Informs Conference, Philadelphia.

“Choosing Not to Consume: The Effects of Message Framing and Consumer Expectations on Boycott Intentions,” October 1999, ACR Conference, Columbus.

“Withholding Consumption: A Social Dilemma Perspective on Consumer Boycotts,” June 1999, ACR European Conference, Paris.

“The Impact of Positive and Negative Extension Information on Brand Perceptions: An Accessibility-Diagnosticity Perspective,” October 1998, ACR Conference, Montreal.

“How Does Disconfirmation Affect Brand Perceptions? The Effects of Motivation and Typicality on Evaluations,” October 1997, ACR Conference, Denver.

“The Effects of Country-of-Origin and Cultural Orientation on Product Evaluations,” October 1997, ACR Conference, Denver.

“The Effects of Motivation and Information Type on Corporate Brand Evaluations,” August 1997, AMA Conference, Chicago.

“Exploring Consumers’ Interpretations of a Product Related Illness,” October 1994, ACR Conference, Boston.

Other Presentations

“Consumers and Marketers,” Decision Consortium, May 2003, University of Michigan Business School.

“Guilty Until Proven Innocent: Consumers’ Use of Available Information in Attributions About a Product-Harm Crisis,” March 2003, MSI Young Scholars Program, Park City.

“Changing Company and Country Stereotypes,” The Yaffe Center Brown Bag Series, UMBS, January 2003.

“Cross-cultural Differences in Brand Extension Evaluations: The Effect of Holistic and Analytical Processing,” Research Seminar, Michigan State University, East Lansing.

“Corporate Social Responsibility Research” as part of “Exploring Corporate Associations: Developing a Research Agenda,” August 2002, AMA Summer Educator’s Conference, San Diego.

“Cross-Cultural Differences in Brand Extension Evaluations: The Effect of Holistic and Analytic Processing,” March 2002, Brown Bag Seminar, University of Michigan Business School

“When Does Corporate Image Affect Brand Preference?” March 2001, Brown Bag Seminar, University of Michigan Business School.

“Withholding Consumption: A Social Dilemma Perspective on Consumer Boycotts,” June 2000, Midwest Marketing Camp, University of Wisconsin, Madison.

“Cultural Variations in Country of Origin Effects,” May 1999, NYU-Yale-Wharton-Columbia Colloquium.

“Cultural Variations in Country of Origin Effects,” April 1999, Research Seminar, UCLA Anderson Graduate School of Management.

“The Effects of Brand Extensions on Family Brand Name,” October 1998, Hosmer Series, University of Michigan Business School.

PROFESSIONAL ACTIVITIES

Editorial Review Board

Journal of Consumer Research

Ad-hoc Reviewer

Journal of Marketing Research, Journal of Marketing

Journal of Consumer Psychology, International Journal of Research in Marketing Psychology & Marketing, Psychological Reports Perceptual and Motor Skills

Journal of Interactive Marketing, Association for Consumer Research,

Society for Consumer Psychology

California Management Review

Ph.D. Committees

Yeosun Yoon (co-chair)

Elania Hudson (co-chair)

Kiwan Park

Eric DeRosia

Dhanajay Nayakankuppam

Hyeong-Min Kim

Member

Association for Consumer Research, American Marketing Association

Society for Consumer Psychology, American Psychological Association

Conference Program Committee/Chair

ACR Conference, 2001, Austin.

Co-Chair, Midwest Marketing Camp, 2001, Ann Arbor.

Discussant

ACR Doctoral Consortium, 2001, Austin.

AMA Doctoral Consortium, 2000, University of Western Ontario.

ACR Conference, 2000, Salt Lake City.

European Business Conference, 2000, UMBS.

Departmental Committees

1998-present: Member, Ph.D. Committee (Marketing Area)

2002: Co-Chair, Recruiting Committee (Marketing Area)

1999-2000 Organizer, DuPont Speaker Series

1997-99: Marketing Core Course Coordinator, Subject Pool Coordinator

TEACHING EXPERIENCE & RATINGS

MBA

Consumer Behavior

W03 (7-week) (46 students): 4.82; (56 students): 4.45

W02 (7-week) (51 students): 4.69; (42 students): 4.33

W01 (54 students): 4.18

W00 (52 students): 4.37

BBA

Consumer Behavior:

W03 (40 students): 4.87; (37 students): 4.77

W02 (41 students): 4.97; (39 students): 5.00

W01 (44 students): 4.97; (41 students): 4.94

W00 (39 students): 4.91; (39 students): 4.89

Marketing Management

W99 (47 students): 4.95

F97 (52 students): 4.95; (60 students): 4.82; (57 students): 4.88

W97 (32 students): 4.83; (45 students): 4.88; (42 students): 4.92

Ph.D.

Behavioral Seminar (7-week)

F02 (5 students): 5.00

F00 (3 students): 5.00

F98 (8 students): 4.50