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ACADEMIC AND RESEARCH POSITIONS

2017 - Present Researcher, Food and Brand Lab, Cornell University
2011 - Present Assistant Professor of Marketing, Özyeğin University, Istanbul, Turkey
2005 - 2011 Research Assistant, Lecturer (2008), University of Michigan, Ross School

EDUCATION

Ph.D. University of Michigan, Ross School of Business, 2011, Field: Marketing
M.B.A. Koç University, Graduate School of Business, 2005
B.B.A. Boğaziçi University, 2001

RESEARCH

INTERESTS:

Food consumption

Self-made products & self-production: identity, involvement, emotions, health outcomes

Cross-cultural differences: Self-construal, regulatory focus

JOURNAL PUBLICATIONS:

Koz, Zeynep and Sinem **Atakan** (2018), "Online versus Traditional: A Comparison of Consumers' Perceptions of YouTube and TV Ads," *Journal of Marketing and Market Research / Pazarlama ve Pazarlama Araştırmaları Dergisi*, 11(21), 29-50.

Atakan, Sinem (2016), "A Conceptual and Empirical Investigation of Regulatory Focus Scales / Düzenleyici Odaklar Ölçeklerinin Kavramsal ve Ampirik Olarak İncelenmesi," *Journal of Consumer and Consumption Research / Tüketici ve Tüketim Araştırmaları Dergisi*, 8(1), 1-27.

Atakan, Sinem and Mina Seraj (2016), "An Investigation of Home-Cooking From a Consumer Motivation Perspective / Evde Yemek Hazırlama Davranışının Tüketici Motivasyonu Yönünden İncelenmesi," *Journal of Marketing and Market Research / Pazarlama ve Pazarlama Araştırmaları Dergisi*, 9(18), 105-133.

Atakan, Sinem, Richard P. Bagozzi, and Carolyn Yoon (2014), "Consumer Participation in the Design and Realization Stages of Production: How Self-Production Shapes Consumer Evaluations and Relationship to Products," *International Journal of Research in Marketing*, 31(4), 395-408.

Atakan, Sinem, Richard P. Bagozzi, and Carolyn Yoon (2014), "Make it Your Own: How Process Valence and Self-Construal Affect Evaluation of Self-Made Products," *Psychology & Marketing*, 31(6), 451-468.

Atakan, Sinem (2014), "Consumer Response to Product Construction: The Role of Haptic Stimulation," *International Journal of Consumer Studies*, 38(6), 586-592.

Kandemir, Destan, Sinem **Atakan**, and Ceren Demirci (2013), "The Involvement Construct and Validity of Three Involvement Scales in Turkish: Consumer Involvement, Enduring Involvement, and Purchase Decision Involvement / İlgilenim Kavramı ve Türkçe İlgilenim Ölçeklerinin Değerlendirilmesi: Tüketici İlgilenimi, Sürekli İlgilenim ve Satın Alma Kararı İlgilenimi," *Journal of Economy, Business and Finance / İktisat İşletme ve Finans (SSCI)*, 28(331), 21-48.

PAPERS UNDER REVIEW:

Xiaohan, Wen and Sinem **Atakan**. "To Participate, or Not to Participate? New Product Development versus Advertising-Related Crowdsourcing Campaigns," under review at *International Journal of Consumer Studies*.

BOOK MANUSCRIPT IN PROGRESS:

Atakan, Sinem, and Brian Wansink, "Handbook of Eating Behavior Scales."

WORKING PAPERS:

Atakan, Sinem, Mina Seraj, and David Wooten "Self-Producer's Journey: Identity Construction and Transformation in Self-Production", targeted for *Journal of Consumer Research*, to be submitted by July 2018.

Xiaohan, Wen and Sinem **Atakan**. "Creating Products versus Slogans: How do Consumers Respond to Different Types of Crowdsourcing Ads?," targeted for *Journal of Interactive Marketing*, to be submitted by July 2018.

Atakan, Sinem, and Meltem Ture, "Catching the Health Wagon: Consumers' Strategies of Control in Healthy Food Consumption" writing in progress, targeted for *Journal of Consumer Research*, to be submitted in 2018.

Atakan, Sinem, and Richard P. Bagozzi, "A New Multi-Dimension Regulatory Focus Measure" targeted for *Journal of Marketing Research*, to be submitted in 2018.

RESEARCH IN PROGRESS:

Atakan, Sinem, Alison Shields, and Fatima Hajjat, "Comparison of Food Delivery Programs," three studies completed.

Atakan, Sinem, Richard P. Bagozzi, "An Investigation of Healthy Eating Behavior using the Theory of Planned Behavior model," data analysis in progress.

Atakan, Sinem, and Brian Wansink, "Exploring Perception and Acceptance of Edible Insects as a Protein Source," one study completed.

Atakan, Sinem, "A review of self-production, co-creation, and co-production literatures," literature review in progress.

Atakan, Sinem, "Meaning of Self-Made Gifts Depending on Attachment Styles," one study completed.

PUBLICATIONS IN PEER-REVIEWED CONFERENCE PROCEEDINGS:

Atakan, Sinem and Meltem Ture (2017), "Catching the Health Wagon: Consumers' Strategies of Control in Healthy Food Consumption", in *Advances in Consumer Research*, Volume 45, eds. Ayelet Gneezy, Vladas Griskevicius, and Patti Williams, Duluth, MN : Association for Consumer Research.

Ture, Meltem and Sinem Atakan (2017), "Catching the health wagon: Consumers' strategies of control in healthy food consumption," *Proceedings of the 11th CCT Conference*, July 9-12, CA, USA.

Atakan, Sinem and Mina Seraj (2016), "A Theoretical Framework for Maker Culture: Negotiation of Prosumption at the Individual and Cultural Spheres within the Context of Food," *Proceedings of the 45th EMAC Conference*, May 24-27, Oslo, Norway.

Atakan, Sinem and Xiaohan Wen (2015), "Consumer Response to Different Types of Empowerment Campaign Announcements," in *Asia-Pacific Advances in Consumer Research*, Vol. 11, eds. Echo Wen Wan and Meng Zhang, Duluth, MN: Association for Consumer Research.

Wen, Xiaohan and Sinem Atakan (2014), "When Does Customer Empowerment Make a Difference? An Exploration of Consumer Response to Different Types of Empowerment Campaign Announcements," *Proceedings of the 43rd EMAC Conference*, July 3-6, Valencia, Spain.

- Ari, Ela, Koen Pauwels, and Sinem Atakan (2013), "The Dynamics of Groupon: Repeat Purchase and Word-of-Mouth After the Deep Discount," *Proceedings of the 42nd EMAC Conference*, June 4-7, Istanbul, Turkey.
- Atakan, Sinem, Richard P. Bagozzi, and Carolyn Yoon (2013), "How Participation in Different Stages of Self-Production Differentially Influence Consumers' Evaluation of, and Relationship with, Self-Made Products," *European Advances in Consumer Research*, 10.
- Atakan, Sinem, Richard P. Bagozzi, and Carolyn Yoon (2011), "Investment of Self through Process Involvement," in *Advances in Consumer Research*, Volume 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN : Association for Consumer Research.
- Atakan, Sinem, Richard P. Bagozzi, and Carolyn Yoon (2011), "Investment of Self Into Products," in *European Advances in Consumer Research*, Volume 9, eds. Alan Bradshaw, Chris Hackley, and Pauline Maclaran, Duluth, MN : Association for Consumer Research, Pages: 571-572.
- Atakan, Sinem, Katherine Burson, and Richard Bagozzi (2009), "How I Feel is More Important than How You Feel: The Role of Process and Outcome Emotions on Object Evaluation," in *Advances in Consumer Research*, Volume 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN : Association for Consumer Research, page 943.

CONFERENCE PRESENTATIONS:

- "Exploring Perception and Acceptance of Edible Insects as a Protein Source," Summer AMA Conference, Boston, 2018
- "A Conceptual Framework for Prosumer Culture: Investigation of Food Prosumption at the Individual and Cultural Levels," UPK, Trabzon, Turkey, 2017
- "An Investigation of Home-Cooking From a Consumer Motivation Perspective," UPK, Kutahya, Turkey, 2016
- "A Theoretical Framework for Maker Culture: Negotiation of Prosumption at the Individual and Cultural Spheres within the Context of Food," EMAC Conference, Oslo, Norway, 2016
- "Consumer response to different types of empowerment campaign announcements," AP-ACR Conference, Hong Kong, 2015
- "When Does Customer Empowerment Make a Difference? An Exploration of Consumer Response to Different Types of Empowerment Campaign Announcements," EMAC Conference, Valencia, Spain, 2014
- "How and why participation of consumers in the production process affects product evaluation and relationship with products," EACR Conference, Barcelona, Spain, 2013
- "How and why participation of consumers in the production process affects product evaluation and relationship with products," Marketing Science, Istanbul, Turkey, 2013
- "Investment of self into products through process involvement," Culture, Mind, and the Brain (CCMB) Conference, 2010
- "Make it Your Own: How Process Valence Affects Evaluation of Self-Made Products," Marketing Brown Bag, University of Michigan, 2010
- "Comments on "The Measurement of Face Pressure and its Role in Consumer Behavior,"" Discussant, Haring Symposium, Kelley School of Business, Indiana University, 2009

INVITED TALKS:

- SKEMA Business School, France, 2017
- Beijing University, China, 2015
- University of Cambridge, England, 2010
- University of Pompeu Fabra, Spain, 2010

Bilkent University, Turkey, 2010

Sabancı University, Turkey, 2010

TOBB Economy and Technology University, Turkey, 2010

TEACHING

INTERESTS:

Brand Management, Consumer Behavior, Marketing Management, Marketing Research, Advertising

EXPERIENCE:

- Cornell University (2017 – 2018)
 - Co-teaching with Brian Wansink:
 - Food and Brand Lab Workshop (Undergraduate course), Spring 2017, Fall 2017, Spring 2018
 - Food and Brand Lab Summer Internship Program 2017
- Özyeğin University (2011 – 2016)
 - PhD seminar in Information Processing and Experimental Methodology, Fall 2011, Spring 2014, Spring 2016
 - Strategic Brand Management (MBA), Fall 2014, Summer 2015, Summer 2016
 - Strategic Brand Management (E-MBA), Summer 2014, Summer 2015, Summer 2016
 - Brand Management (BBA), Spring 2014, Spring 2016
 - Consumer Behavior (MBA), Spring 2012, Spring 2013, Summer 2014, Spring 2016
 - Consumer Behavior (BBA), Fall 2011, Spring 2013, Spring 2015
- University of Michigan
 - Marketing Management (BBA), Winter 2008
- Company Training Program
 - Vestel Management Trainee (MT) Program, 2011, 2012, 2013
- PhD Mentoring Activities
 - Co-chair (with Koen Pauwels) on the dissertation committee of Ela Arı, Özyeğin University, 2012-2015
 - Dissertation Committee of Xiohan Wen, Koç University, 2012-2016
 - Mentoring, Begum Kalyoncu, Hacettepe University, 2015-2016
- Graduate and Undergraduate Advising
 - MBA Program Capstone Projects, Zeynep Köz (2016)
 - Senior Students' Sectoral Solutions (Graduation) Projects: Oyun Stüdyosu (Fall 2012), Eczacıbaşı (Fall 2013), Yargıcı (Fall 2014)
 - Undergraduate Research Opportunity Program (UROP), University of Michigan, 2009-2011, Advisor/Mentor (Ashley White, Ruby Liu, Caitlin Lackey, Alison Lunau, Ali Khalifa, Sean Ji)

CERTIFICATES & TRAINING:

- Teaching Conference, Cornell University Center for Teaching Innovation (October 2017, March 2018)
- Theater Techniques for Enhancing Teaching and Public Speaking Course, Cornell University Center for Teaching Innovation (Fall 2017)
- Building Mentoring Skills for an Academic Career Program, Cornell University (Spring 2018)
- Leadership Program, Cornell University (2017-2018)

ACADEMIC SERVICE

PROFESSIONAL LEVEL:

- European Marketing Association (EMAC) Executive Committee (2016 - Present)
 - National Representative of Turkey
- Ad-hoc reviewer for:
 - *Journal of Business Research*
 - *Journal of Consumer Behavior*
 - *International Journal of Consumer Studies*
 - *Creativity and Innovation Management*
 - *Journal of Marketing and Market Research / Pazarlama ve Pazarlama Araştırmaları Dergisi*
 - *Journal of Consumer and Consumption Research / Tüketici ve Tüketim Araştırmaları Dergisi*
 - *The Journal of Economy, Business and Finance / İktisat İşletme ve Finans*
 - North American Association for Consumer Research, European Association for Consumer Research, Asia-Pacific Association for Consumer Research, Society for Consumer Psychology

SCHOOL/UNIVERSITY LEVEL:

- Committee Assignments at Özyeğin University
 - Advisory Board Member of Center of Learning and Teaching Excellence – CLTE (2014-2016)
Part of a faculty team of five to establish and develop CLTE, a university-wide faculty and graduate student development program. The center designs and implements teaching and learning focused programs such as faculty workshops, discussion series, incoming faculty teaching orientation, and Graduate Student Teaching Excellence Program.
 - Marketing Doctoral Committee (2012-2016)
 - PhD student admissions
 - Marketing Department Rookie Hiring Committee (2012-2014)
 - Business School, Website Re-design Committee (2016)
- Conference Organizations
 - Organizing Committee, INFORMS Marketing Science Conference, 2013
 - Conference Organizer, Koç-Özyeğin-Sabancı (KOS) Marketing Research Camp, 2011
- Other
 - Undergraduate Recruitment, Summer School for High School Students, Summer 2016
 - Undergraduate Recruitment, Brand Management Camp for High School Students, Summer 2014

HONORS, AWARDS, AND GRANTS

TUBITAK 3501 Career Development Grant, 2016-2018

TUBITAK European Union Horizon 2020 Above Threshold Grant, 2015

Leo Burnett Award, University of Michigan, 2010

Dissertation Research Grant, University of Michigan, 2010

Doctoral Program Research Grant, University of Michigan, 2009

Undergraduate Research Opportunity Program Grant, University of Michigan, 2009-2011

Close Scholarship, University of Michigan, 2008

Converse Consortium Fellow, University of Michigan, 2008

International Student Fellowship, University of Michigan, 2006
Doctorial Fellowship, University of Michigan, 2005-2011
Graduate School of Business Full Scholarship, Koc University, 2003-2005

PROFESSIONAL EXPERIENCE

- 2009-2011 Assistant Organizer, Rackham Graduate School, University of Michigan
Worked on projects that facilitate the academic success of all graduate students and improve the recruitment efforts of all departments
Organized and executed SROP (Summer Research Opportunity Program)
- 2004 Marketing Intern, Citibank, Istanbul
Worked with branch managers on marketing and sales promotions
- 2004 Marketing Intern, Garanti Leasing
Prepared case study with Koc University on marketing strategy
- 2001-2002 Product Manager, Banvit A.Ş, 2001-2002
Participated in the development of a new marketing department
Planned and implemented monthly marketing plans
Organized new product development and launch
Daily involvement with sales, operations, and finance departments as well as outside agencies

REFERENCES

Richard P. Bagozzi (Dissertation Chair)

Professor of Marketing; Professor of Social and Administrative Sciences, College of Pharmacy

Stephen M. Ross School of Business
University of Michigan
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APPENDIX: Summary of Selected Published and Working Papers

Food Consumption

Atakan, Sinem, Mina Seraj, and David Wooten “Self-Producer’s Journey: Identity Construction and Transformation in Self-Production”, targeted for *Journal of Consumer Research*, to be submitted by July 2018.

Self-production, the participation of consumers in the production process of products that they consume, has developed into a conventional act in various domains. Through netnographic analysis of six online cooking communities, this study investigates the self-production process, how it impacts the identities of self-producers, and the communal engagements around self-production. The findings reveal bi-directional relationships among the act of self-production, individual’s identities, and the community around the act. The self-producer identity is reflexively transformed through the act, its outputs, as well as the interactions within the communal sphere. Furthermore, the negotiations around what is authentic self-production and how ownership can be claimed over outputs point out to the legitimization efforts of the process and its outputs. The distinctive communal interactions that surround the legitimization efforts as well as several layers of reflexive identity transformation processes render the need to define and highlight the unique properties (e.g., practice and learning orientations) of self-production communities.

Atakan, Sinem, and Meltem Ture, “Catching the Health Wagon: Consumers’ Strategies of Control in Healthy Food Consumption” writing in progress, targeted for *Journal of Consumer Research*, to be submitted in 2018.

Debates about healthy food have once again come to the fore as obesity rates increase in most parts of the world and more people suffer from diet-related illnesses (e.g., diabetes, cancer). This study focuses on consumers’ (mundane and special) practices of cooking and eating to understand how they – with the help of or despite other actors – adopt what they perceive as healthy eating behaviors. A two-step methodology consisting of a netnography on blogs and websites on food and cooking, and in-depth interviews with consumers and dietitians provides the data set. We find that while some aspects of healthy food consumption are clearly defined, consumers still feel overwhelmed by the amount and variety of information. We discuss four strategies through which consumers try to establish control over their food consumption as well as their general well-being and life in the long-term. Our findings have various implications for policy-makers and consumer researchers.

Atakan, Sinem and Mina Seraj (2016), “An Investigation of Home-Cooking From a Consumer Motivation Perspective / Evde Yemek Hazırlama Davranışının Tüketici Motivasyonu Yönünden İncelenmesi,” *Journal of Marketing and Market Research / Pazarlama ve Pazarlama Araştırmaları Dergisi*, 9(18), 105-133.

Motivations that direct consumers to prepare food at home were investigated using the netnography methodology. Approximately 2000 consumer testimonials, collected from 4 different forums (2 in Turkish, 2 in English), were analyzed by two different researchers. The testimonials from both the Turkish and the English sites indicate that even a mundane production activity such as food preparation may result from several different motivations (physiological need, safety need, autonomy and control need, belongingness and love need, need to rest and relax, sensory stimulation, cognitive simulation, self-expression and creativity). Moreover, the findings reveal how the economic and sociocultural background of consumers affects the motivations. Cultural differences affect which motivations stand out, the focus of the production process (self versus others), the valence of the language (positive versus negative), whether the production process is perceived as a learned task or an internal ability, how the production process is categorized, and finally the significance of the gender role on the production process. The findings may be of benefit to the marketing managers in the food industry as well as the agencies and institutions that prepare programs promoting food preparation at home.

Self-Made Products and Self-Production

Atakan, Sinem, Richard P. Bagozzi, and Carolyn Yoon (2014), “Consumer Participation in the Design and Realization Stages of Production: How Self-Production Shapes Consumer Evaluations and Relationship to Products,” *International Journal of Research in Marketing*, 31(4), 395-408.

Psychological responses of consumers to specific stages of self-production activities are investigated in four studies. Findings reveal that consumer participation in the realization stage (physical production) enhances affective commitment to the product. However, physical production without opportunity to express choice or creativity during the production process does not change the symbolic meaning of the product (how self-expressive it is) and, therefore, does not result in identification with the product. Participation during the design stage (input-specification) enhances identification, leading to affective commitment, which in turn enhances evaluation of the self-made product. Finally, engaging consumers in both the realization and design stages of the production process does not create value for consumers over and above the main effects created by a high level of participation in either stage.

Atakan, Sinem, Richard P. Bagozzi, and Carolyn Yoon (2014), “Make it Your Own: How Process Valence and Self-Construal Affect Evaluation of Self-Made Products,” *Psychology & Marketing*, 31(6), 451-468.

Self-production, participation of consumers in the production process of products for their own consumption, leads to consumers’ enhanced evaluations of the self-made products. Three experimental studies investigate how and why self-production affects consumers’ product evaluations and reveal that not all production experiences create additional value for all consumers. In particular, Studies 1 and 2, using hypothetical stories and real experiences, show that only positive (vs. negative) production experiences enhance evaluations of self-made products over products made by others. Positive (but not negative) experiences decrease the psychological distance between the self and the product and strengthen identification with it. Study 3 manipulates self-construal (independent vs. interdependent) to investigate its role on evaluation of self-made products and products made with close others as a group (i.e., group-made). Consumers with independent self-construal evaluate self-made (vs. other-made) products more favorably only if the process is positive. However, consumers with interdependent self-construal evaluate self-made products more favorably even if the process is negative. Additionally, consumers with interdependent (vs. independent) self-construal exhibit more favorable evaluation of group-made products. Finally, even if consumers know how another person feels while making a product, other people’s process emotions do not affect consumers’ product judgments as strongly as their own experienced process emotions.

Atakan, Sinem (2014), “Consumer Response to Product Construction: The Role of Haptic Stimulation,” *International Journal of Consumer Studies*, 38(6), 586-592.

This study investigates how consumers are affected by haptic information, that is, the information acquired through the sense of touch, when they take part in the construction or assembly of a product. In order to create value for consumers, marketers must understand how and why haptic information affects the evaluative processes of consumers and whether there are specific segments that are affected differentially by the process. An experimental design with two between-subjects factors was used to examine consumers’ responses to haptic stimulation during the physical construction of a picture frame. The results demonstrate that positive haptic stimulation evoked by the materials used in the product’s construction results in an affective response and creates emotional attachment to the finished product. However, the effect is not generalizable to the general population. It depends on the level of autotelic (not functional) need for touch (NFT) that the consumer has. Consumers who have high autotelic NFT are more likely to become attached to and, consequently, enhance their evaluation of the finished product when the product materials used during the construction evoke a positive haptic stimulation.

Cross-Cultural Differences

Atakan, Sinem (2016), “A Conceptual and Empirical Investigation of Regulatory Focus Scales / Düzenleyici Odaklar Ölçeklerinin Kavramsal ve Ampirik Olarak İncelenmesi,” *Journal of Consumer and Consumption Research / Tüketici ve Tüketim Araştırmaları Dergisi*, 8(1), 1-27.

Studies in literature point out to the widespread impact of regulatory focus on consumer behavior. There are several scales that may be used to measure regulatory focus and researchers have to make a choice among them. This study compares the 4 scales (RFQ – Higgins et al., 2001; Lockwood et al., 2002; Cunningham et al., 2005; BAS/BIS - Carver and White, 1994) that have been widely used in the literature through a survey study with 299 participants. The validity and reliability of the scales have been tested. In addition, all the scales have been combined for an exploratory factor analysis to test whether the scales in fact measure the same dimensions. The findings indicate that there are significant differences among the scales in terms of validity, reliability, and conceptual dimensions. Furthermore, the findings indicate the possibility of several sub-dimensions that measure regulatory focus. This study provides a vision for the construction of a new regulatory focus scale.

Atakan, Sinem, and Richard P. Bagozzi, “A New Multi-Dimension Regulatory Focus Measure” targeted for *Journal of Marketing Research*, to be submitted in 2018.

Given the role of regulatory focus on attention, emotion, motivation, and consumption behavior of individuals, several researchers have proposed different scales to measure regulatory focus. These scales in literature tend to have two sub-dimensions (promotion and prevention measures). However, a review of regulatory focus theory and a conceptual comparison of the regulatory focus scales suggest that regulatory orientation should be measured on more than two dimensions. An empirical analysis of the scales confirms the conceptual analysis and also suggests other nuances. We empirically show that promotion and prevention orientations affect what type of information one uses to evaluate past success, how one plans for the future, and affective responses to positive or negative events in one’s life. Given these different dimensions through which regulatory focus affects consumers, we propose a multi-factor structure (evaluative – past oriented, planning – future oriented, emotions) to measure regulatory focus. In order to measure the proposed multi-factor structure, a new scale is proposed and tested in five studies.