

IPEK NUR NIBAT

Grenoble Ecole de Management
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EDUCATION

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|---|------------------------|
| Grenoble Ecole de Management, Grenoble, FRANCE Ph.D., Business Administration (Specialization: Consumer Behavior) | 2024 (Expected) |
| Bocconi University, Milano, ITALY M.Sc., Marketing Management | 2019 |
| Bilkent University, Ankara, TURKEY B.Sc., Business Administration (Major degree: Marketing & Innovation Management) | 2015 |

PERSONAL INFORMATION

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|---------------------------|-------------------------------|----------------------|
| Date of Birth: 01.01.1992 | Place of Birth: Samsun/Turkey | Citizenship: Turkish |
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RESEARCH INTERESTS

My research focuses on the drivers and consequences of consumers' hostile feelings towards certain target groups, such as consumer animosity. Particularly, I investigate how such hostile feelings influence individuals' misinformation (i.e. fake news) processing mechanisms, directly and indirectly.

RESEARCH PROJECTS

Me, We, and Them. A Context-sensitive model of social and vicarious consumer animosity.
Funded by DFG & ANR (2019-2022)

PUBLICATIONS

Krüger, T., Lasarov, W., Nibat, I., Mai, R., Trendel, O., & Hoffmann, S. (2020). Extending the animosity model in times of the COVID-19 pandemic: A cross-national validation of the health animosity scale. Faculty of Business, Economics and Social Sciences, MACAU.

CONFERENCE PRESENTATIONS

Nibat, I., Krüger, T., Lasarov, W., Hoffmann, S., Mai, R., and Trendel, O. (2021, May). *When authenticity does not matter: The indirect influence of news tagged as fake on the brand image*. Paper will be presented at the EMAC 2021 Conference, Madrid, Spain.

Krüger, T., Nibat, I., Mai, R., Trendel, O., Lasarov, W., and Hoffmann, S. (2021, May). *How Consumer Animosity Amplifies the Negative Effects of Fake News in Social Media*. Paper will be presented at the EMAC 2021 Conference, Madrid, Spain.

Krüger, T., Lasarov, W., Nibat, I., Mai, R., Trendel, O., & Hoffmann, S. (2021, February). *Extending the animosity model in times of the COVID-19 pandemic: A cross-national validation of the health animosity scale*. Paper presented at the AMA Winter Conference, St. Pete Beach, Florida, US.

Krüger, T., Nibat, I., Mai, R., Trendel, O., Lasarov, W., & Hoffmann, S. (2021, February). *The era of fake news: How truthfulness and animosity interact*. Paper presented at the AMA Winter Conference, St. Pete Beach, Florida, US.

COURSEWORK

Grenoble Ecole de Management

| | |
|---------------------------------------|---------------------------------------|
| Experimental Design and Analysis | Carolina Werle & Olivier Trendel |
| Regression analysis | Christophe Haon |
| Advanced Econometrics | Joachim Schleich |
| Questionnaire and Scale Development | Corinne Faure |
| Perspectives on Consumer Behavior | Charis Li |
| Research Design | Tao Wang |
| Qualitative Analysis | Marcos Barros & Amanda Peticca-Harris |
| Introduction to Qualitative Research | Gazi Islam |
| Publishing and Reviewing Successfully | Taran Patel |
| Pedagogy | Amanda Peticca-Harris |

Bocconi University

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| Consumer Behavior I | Andrea Rurale |
| Consumer Behavior II | Gülen Sarial Abi |
| Market Research | Alberto Saccardi |
| Strategic Marketing and Marketing Plan | Deborah Raccagni |
| Product Innovation and Market Creation | Boris Durisin |
| Sales Management | Paolo Guenzi |
| Brand Management | Luca Visconti |

PROFESSIONAL EXPERIENCE

Horizon 2020 National Coordination Office, Ankara, TURKEY
Assistant Specialist

2015-2016 (9 months)

LANGUAGE SKILLS

Turkish (Native)
Italian (Intermediate)

English (Full professional proficiency)
French (Beginner)

SOFTWARE SKILLS

SPSS

STATA

Qualtrics survey platform

ACADEMIC HONORS AND AWARDS

Bocconi University Merit Scholarship, 2017-2018
Henkel Italy Innovation Challenge Finalist, 2017
MAECI Scholarship, 2016
Bilkent University Honor and High Honor Awards, 2010-2015
Bilkent University Merit Scholarship, 2010-2015

REFERENCES

Olivier TRENDEL

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Robert MAI

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