

IPEK NIBAT CAYROL (ABD)

EDUCATION

Ph.D., Business Administration

2023 (Expected)

Grenoble École de Management & USMB IREGE

M.Sc., Marketing Management

2019

Bocconi University

RESEARCH INTERESTS

Consumer behavior, resistance to persuasion, misinformation, consumer animosity.

MANUSCRIPTS IN PREPARATION (*Dissertation Chapters*)

Nibat-Cayrol I., Mai R., Trendel O., Krüger T., Lasarov W., & Hoffmann S. Vaccine or remedy: Can patently “false” labels cancel the harmful effects of corporate fake news?

Nibat-Cayrol I., Trendel O., & Mai R. The paradox of misinformation fall victims: Third person effect and consequences for brands.

Krüger T., Niemand T., **Nibat-Cayrol I.**, Klein J., Mai R., Trendel O., Lasarov W. & Hoffmann S. The relationship between consumer animosity and product judgement: A meta-analysis.

WORK IN PROGRESS

Nibat-Cayrol I., Krüger T., Mai R., Trendel O., Lasarov W., & Hoffmann S. Enemy of my friend is not my enemy: Cost of vicarious animosity for consumers.

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.

RESEARCH GRANTS

Project Title	Me, We, and Them. A context-sensitive model of social and vicarious consumer animosity.
Funding	German Research Foundation (DFG) & France National Research Agency (ANR)
Project Partners	Ipek Nibat-Cayrol (GEM & IREGE), Robert Mai (GEM), Olivier Trendel (GEM), Stefan Hoffmann (Kiel University), Tinka Krüger (Kiel University), Wassili Lasarov (Audencia Business School)

External Advisors	Holger Görg (Kiel World Economy Institute), Petra Riefler (BOKU Vienna), Michael Lee (University of Auckland), Jill Klein (Melbourne Business School)
Grant Amount	438,397 €
Individual Contribution	Project operation since 2019

CONFERENCES

Nibat-Cayrol I., Mai R., Trendel O. (2023). Fighting Fake News by Boosting Third-Person Perception.

La Londe Conference, Porquerolles Island, France (2023 May).

Nibat I., Mai R., Trendel O., Krüger T., Lasarov W., & Hoffmann S. (2022). Vaccine or remedy: Can patently “false” labels cancel the harmful effects of fake corporate news?

ACR Conference, Denver, US (2022 October).

Krüger T., Niemand T., **Nibat I.**, Klein J., Mai R., Trendel O., Lasarov W., & Hoffmann S. (2022). The relationship between consumer animosity and product judgement - A meta-analysis. *AMA Winter Conference, Las Vegas, Nevada, US (2022 February).*

Nibat I., Krüger T., Lasarov W., Hoffmann S., Mai R., & Trendel O. (2021). When authenticity does not matter: The indirect influence of news tagged as fake on the brand image.

EMAC Conference, Madrid, Spain (2021 May).

Krüger T., Lasarov W., **Nibat I.**, Mai R., Trendel O., & Hoffmann S. (2021). Extending the animosity model in times of the COVID-19 pandemic.

AMA Winter Conference, St. Pete Beach, Florida, US (2021 February).

Krüger T., **Nibat I.**, Mai R., Trendel O., Lasarov W., & Hoffmann S. (2021). The era of fake news: How truthfulness and animosity interact.

AMA Winter Conference, St. Pete Beach, Florida, US (2021 February).

ACADEMIC HONORS AND AWARDS

Best Paper Awards

Best Paper in "Global and International Marketing" Track

AMA Winter 2022 Conference

Best Paper in “Digital and Social Media Marketing” Track

AMA Winter 2021 Conference

Scholarships

Bocconi University Merit Scholarship

2017-2018

MAECI Italian Government Scholarship

2016

Bilkent University Merit Scholarship

2010-2015

PEDAGOGICAL ACTIVITIES

Teaching

<u>Semester</u>	<u>Courses</u>	<u>Group</u>
2023 Spring	Marketing Psychology & Consumer Behavior	MSc. Marketing Management
2023 Spring	Market Research	BSc. International Management

DOCTORAL COURSEWORK

Experimental Design and Analysis	Olivier Trendel & Carolina Werle
Regression Analysis	Christophe Haon
Advanced Econometrics	Joachim Sleich
Multivariate Statistics	Daniel Ray
Questionnaire and Scale Development	Corrine Faure
Research Design	Tao Wang
Perspectives on Consumer Behavior	Charis Li
Publishing and Reviewing Successfully	Taran Patel
Pedagogy	Amanda Peticca-Harris

SERVICE TO THE COMMUNITY

Reviewing

Journal of Business Ethics (3)
AMA 2023 Winter Academic Conference (2)

GEM Behavioral Lab

	<u>Academic Year</u>
Managing eye-tracking data for the faculty	2021-current
Developing standardized behavioral lab procedure for the research assistants	2021-2022
Lab's supermarket section organization for the launch	2020-2021

OTHER COMPETENCIES

<u>Software</u>	<u>Languages</u>
SPSS, STATA	Native: Turkish
Tobii Pro Eye-Tracking Analysis	Professional Proficiency: English
Implicit Association Test	Pre-Intermediate: French, Italian, Spanish

PROFESSIONAL EXPERIENCE

Assistant Specialist of Horizon Europe Program	2015-2016 (9 months)
TUBITAK Horizon 2020 National Coordination Office, Ankara	

References available upon request