

CAGLAR IRMAK

Moore School of Business
University of South Carolina
1705 College Street
Columbia, SC 29208

Phone: 803-777-4924
Fax: 803-777-6876
E-mail: caglar.irmak@moore.sc.edu

ACADEMIC POSITIONS

Assistant Professor of Marketing, Moore School of Business, University of South Carolina, 2007 - present

EDUCATION

Ph.D. in Marketing, 2007
Baruch College, City University of New York, NY

M.B.A., 1999
Bilkent University, Ankara, Turkey

B.S. in Electrical and Electronics Engineering, 1997
Bilkent University, Ankara, Turkey

RESEARCH INTERESTS

- Motivation and Consumer Inference Making in relation to:
 - Product Effectiveness
 - New Product Evaluations
 - Corporate Social Responsibility
- New Product Development

PUBLICATIONS

Caglar Irmak, Lauren G. Block, and Gavan J. Fitzsimons (2005), "The Placebo Effect in Marketing: Sometimes You Just Have to Want It to Work," *Journal of Marketing Research*, 42 (November), 406-409.

Steven P. Schnaars, Gloria J. Thomas, and Caglar Irmak (2007), "Predicting the Emergence of Innovations from Technological Convergence: Lessons from the 20th Century", *Journal of Macromarketing*, forthcoming

RESEARCH IN PROGRESS

Caglar Irmak, Thomas Kramer, and Sankar Sen, "Affective Contrast in Choice under Incomplete Information", manuscript in preparation for resubmission to the *Journal of Marketing Research*

Caglar Irmak, Beth Antonuk, and Sankar Sen "You Are Like Me But I Am Not Like You: The Role of Uniqueness Motivations in Preference Formation for New Products," manuscript in preparation for submission to the *Journal of Consumer Research*

Sankar, Sen, C.B. Bhattacharya, and Caglar Irmak, "Cross-Sector Partnerships: The Effects of Corporate Reputation, Involvement and Fit", manuscript in preparation for submission to the *Journal of Marketing*

Reetika Gupta, Caglar Irmak, Peter Gollwitzer and Gabriele Oettingen, "Management of Complexity in Pre and Post Decision Goal Orientations," manuscript in preparation for submission to *Marketing Science*

"Possession as Psychological Distance," with Yaacov Trope and Cheryl Wakslak

"No Pain No Gain: The Use of Negative Cues as Indicators of Health Benefits" with Lauren Block and Thomas Kramer

"The Placebo Effect in Marketing: Further Evidence", with Lauren Block, Gavan Fitzsimons and Sankar Sen

"Illusion of Control within Real versus Virtual Media," with Steve Gould

"Lucky Feelings and Task Performance", with Ana Valenzuela

CONFERENCE PRESENTATIONS

Caglar Irmak, Thomas Kramer, and Sankar Sen, "The Effect of Preference Strength on Inferences and Choice," paper presented at the Society for Consumer Psychology, February 2006

Sankar Sen, C.B. Bhattacharya, and Caglar Irmak, "The Effect of Corporate Involvement on Consumer Reactions to Non-Profits" paper presented at the Society for Consumer Psychology, February 2006

Caglar Irmak, Beth Antonuk, and Sankar Sen, "You Can Be Like Me But I'm Nothing Like You: Self – Other Asymmetry in the Construction of Uniqueness," paper presented at the Society for Consumer Psychology, February 2006

TEACHING INTERESTS

- Consumer Behavior
- Marketing Management
- New Product Development

TEACHING EXPERIENCE

New Product Design and Development
Baruch College, Executive Master of Science in Marketing
Taiwan (Taipei and HsinChu), Hong Kong

Principles of Marketing, Marketing Strategy, Advertising and Marketing Communications
Baruch College, Undergraduate Level

SERVICE ACTIVITIES

Ad-hoc reviewer for:

- Journal of Marketing
- American Marketing Association Conferences

Special Session Chair: The Effect of Inferences on Decision-making under Attribute Uncertainty, the Society for Consumer Psychology Conference, February 2006

MEMBERSHIPS

- Association for Consumer Research
- Society for Consumer Psychology
- American Marketing Association
- Trope Lab, Psychology Department, New York University

INDUSTRY EXPERIENCE

Project Manager, Marketing, Aria (Cellular Phone Operator, a Joint Venture of Telecom Italia Mobile), Istanbul, Turkey, 2001-2002

Associate, Strategy and Business Development, Boyner Holding (Major Retailing Conglomerate), Istanbul, Turkey, 2000-2001

Sales Engineer, Basari Electronics (Distributor Company of Nokia), Ankara, Turkey, 1998-1999

Sales Engineer, Test Olcum Ltd (Reseller of Hewlett-Packard), Ankara, Turkey, 1997-1998

HONORS and AWARDS

Graduate Center CUNY-wide competitive Research Grant, 2005

AMA-Sheth Doctoral Consortium Fellow, 2005

Graduate Teaching Fellowship, CUNY, 2004-2005

Graduate Research Assistantship, CUNY, 2002-2006