

# IPEK DEMIRDAG

PhD Candidate

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## EDUCATION

### UCLA ANDERSON SCHOOL OF MANAGEMENT

June 2022

*Doctor of Philosophy in Management (Marketing)*

*Dissertation Committee: Suzanne Shu (Chair), Stephen Spiller, Keith Chen, Franklin Shaddy*

### UNIVERSITY OF MICHIGAN

April 2017

*Master of Science in Psychology (Cognition and Cognitive Neuroscience Concentration)*

### UNIVERSITY OF MICHIGAN

April 2016

*Bachelor of Science in Biopsychology, Cognition, and Neuroscience (with Distinction and Honors)*

*Minor in Applied Statistics*

## RESEARCH INTERESTS

- Consumer behavior
- Judgment and decision-making
- Consumer technology interaction
- Digital marketing

## MANUSCRIPTS UNDER REVIEW

**Demirdag, Ipek** and Suzanne B. Shu, “Insights into the Black Box: Input Explainability Drives Consumer Satisfaction in the Digital World,” under review at the *Journal of Consumer Research*.

## WORKING PAPERS

**Demirdag, Ipek** and Suzanne B. Shu, “Bias Neglect: When Consumers Neglect Human Bias, but not Algorithmic Bias,” in preparation for the *Journal of Consumer Research*.

**Demirdag, Ipek** and Suzanne B. Shu, “The Effects of Consumer-Algorithm Goal Alignment,” in preparation for the *Journal of Consumer Research*.

**Demirdag, Ipek** and Suzanne B. Shu, “Ownership Where Ownership Does Not Exist: Psychological Ownership in Sharing Economies,” in preparation for the *Journal of Consumer Psychology*.

## CONFERENCE PRESENTATIONS

### Talks and Posters

**Demirdag, Ipek** and Suzanne B. Shu (2020). "Insights into the Black Box: Input Explainability Drives Consumer Satisfaction in the Digital World." Talk presented at the *Association for Consumer Research Conference*, Virtual.

**Demirdag, Ipek** and Suzanne B. Shu (2020). "Ownership Where Ownership Does Not Exist: Psychological Ownership in Sharing Economies." Talk presented at the *Association for Consumer Research Conference*, Virtual.

**Demirdag, Ipek** and Suzanne B. Shu (2020). "A Look Inside the Black Box: Explainability of Algorithms Drives Satisfaction in the Digital World." Talk presented at the *Society for Consumer Psychology Conference*, Huntington Beach, CA.

**Demirdag, Ipek** and Suzanne B. Shu (2020). "Ownership Where Ownership Does Not Exist: Psychological Ownership in Sharing Economies." Talk presented at the *Society for Consumer Psychology Conference*, Huntington Beach, CA.

**Demirdag, Ipek** and Suzanne B. Shu (2019). "A Look Inside the Black Box: Explainability of Algorithms Drives Satisfaction in the Digital World." Talk presented at the *Society for Judgment and Decision Making Conference*, Montréal, Québec, Canada.

**Demirdag, Ipek**, Suzanne B. Shu, and Keith M. Chen (2018). "Choice in the Digital Age." Poster presented at the *Society for Judgment and Decision Making Conference*, Chicago, IL.

**Demirdag, Ipek**, Haoyang Yan, Stephanie de Oliviera Chen, and J. Frank Yates (2016). "Power, Gratitude, and Temporal Discounting." Poster presented at the *Psychology Research Forum*, Ann Arbor, MI.

**Demirdag, Ipek**, Haoyang Yan, Stephanie de Oliviera Chen, and J. Frank Yates (2015). "Power, Gratitude, and Temporal Discounting." Poster presented at the *Society for Judgment and Decision Making Conference*, Chicago, IL.

**Demirdag, Ipek**, Jessica Nicosia, Ziyong Lin, and Cindy Lustig (2015). "Paradoxical Effects of Monetary Incentive on Attentional Performance in Older Adults." Poster presented at the *Fifteenth Annual Stanford Undergraduate Psychology Conference*, Stanford, CA.

**Demirdag, Ipek**, Jessica Nicosia, Ziyong Lin, and Cindy Lustig (2015). "Paradoxical Effects of Monetary Incentive on Attentional Performance in Older Adults." Poster presented at the *Twenty-Fourth Annual UCLA Psychology Undergraduate Research Conference*, Los Angeles, CA.

**Demirdag, Ipek**, Gabriella Sterne, and Bing Ye (2014). "The Effect of the Drosophila Homologue of the APP Gene on Axon Development." Poster presented at the *Undergraduate Research Opportunity Program's Annual Spring Research Symposium*, Ann Arbor, MI.

## Organized Symposia

Symposium chair, The Sense of “MINENESS”: Exploring the Role of Ownership in New Consumer Domains (2020). Symposium organized for the *Association for Consumer Research Conference*, Virtual.

Symposium chair, Experiencing “MINENESS”: Extensions of Psychological Ownership in New Consumer Contexts (2020). Symposium organized for the *Society for Consumer Psychology Conference*, Huntington Beach, CA.

## TEACHING AND MENTORSHIP EXPERIENCE

<b>Teaching Assistant</b> , MGMTEX 411: Marketing Management (Executive MBA) Professor Suzanne Shu UCLA Anderson School of Management	<b>Spring 2020</b>
<b>Teaching Assistant</b> , MGMT 411: Marketing Management (Full-time MBA) Professor Franklin Shaddy UCLA Anderson School of Management	<b>Fall 2019</b>
<b>Teaching Assistant</b> , MGMT 411: Marketing Management (Full-time MBA) Professor Hal Hershfield UCLA Anderson School of Management	<b>Fall 2018</b>
<b>Research Team Leader</b> <i>In a laboratory environment, supervise and teach undergraduate students various aspects of psychological research, such as literature review, collecting and analyzing data, and producing written reports.</i> Judgment and Decision Lab, University of Michigan	<b>Fall 2016-Spring 2017</b>

## HONORS, AWARDS, AND GRANTS

AMA Sheth Foundation Doctoral Consortium Fellow	<b>2020</b>
Morrison Center Research Funding, UCLA Anderson School of Management	<b>2020</b>
UCLA Anderson Summer Doctoral Fellowship	<b>2018-Present</b>
UCLA Anderson Doctoral Fellowship	<b>2017-Present</b>
Rackham Graduate Student Research Grant	<b>2016</b>
Tanner Memorial Award (top research project), University of Michigan	<b>2016</b>
James B. Angell Scholar Award, University of Michigan	<b>2015-2016</b>
LSA Honors Program, University of Michigan	<b>2015-2016</b>
Conference Travel Award, University of Michigan	<b>2015</b>
LSA Honors Grant for Research and Travel, University of Michigan	<b>2015</b>
University Honors, University of Michigan	<b>2013-2015</b>

## SERVICE

- Society for Consumer Psychology, Paper Reviewer

## **PROFESSIONAL AFFILIATIONS**

- Society for Judgment and Decision Making
- Association for Consumer Research
- Society for Consumer Psychology