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CONTACT INFORMATION	Graduate School of Business, Koc University Rumeli Feneri Yolu 34450 Sariyer, Istanbul	dlefkeli17@ku.edu.tr denizlefkeli@gmail.com
EDUCATION	Ph.D, Marketing, Koc University M.A., Marketing and Production Management, Marmara University, Turkey B.A., Western Languages and Literatures, Bogazici University, Turkey	2017- 2022 2017 2015
ADDITIONAL TRAINING	Using Social Media Data for Research, Social ComQuant Workshops Social Sciences and Computing, Koc University, Turkey	2020 2020
EMPLOYMENT	Research and Teaching Assistant, Koc University Undergraduate Assistant, Bogazici University	2017- Present 2013-2014
FIELDS OF INTEREST	Consumer-technology interaction, judgment and decision making	
PUBLICATIONS	<i>Peer-Reviewed Journal Articles</i> Competing with or Against Cozmo, the Robot: Influence of Interaction Context and Outcome on Mind Perception (with Yagmur Ozbay, Zeynep Gürhan-Canli and Terry Eskenazi), <i>International Journal of Social Robotics</i> (2020)  <i>Other Publications</i> Mind in the Machine: Perceived Minds Induce Decision Change(with Baris Akgun, Sahibzada Omar, Aansa Malik, Zeynep Gürhan-Canli and Terry Eskenazi ) <i>arXiv</i> (2018)	
WORKING PAPERS	1. The Perception of Being Observed: Conceptualization and Scale Development (with Dilan Tulan and Zeynep Gürhan-Canli), under review. 2. To Neglect or To Consider? The Consideration of Opportunity Costs Can Accelerate Satiation (with Baler Bilgin), under review.	
WORK IN PROGRESS	1. An Outcome of Human- Technology Interaction: The Perception of Being Observed on Twitter (with Ali Hürriyetoğlu and Zeynep Gürhan-Canli) 2. The Influence of Context on the Perception of Being Observed (with Zeynep Gürhan-Canli and David Faro) 3. The Influence of Disclosure of Information to an Artificial Agent on Brand Evaluations (with Begüm Yilmaz and Zeynep Gürhan-Canli) 4. Preference for Algorithms in Joint Consumption (with Mustafa Karataş)	
HONORS AND AWARDS	AMA-Sheth Doctoral Consortium Fellow, Indiana University Full Merit Scholarship, Graduate School of Business, Koc University Government Scholarship for Academic Achievements Honors Degree, Boğaziçi University Ranked 10th among 2 million students in the University Entrance Exam	2021 2017-2022 2015-2022 2015 2010

TEACHING EXPERIENCE	<i>Instructor</i>	
	Selected Topics in Marketing: Strategic Brand Management (MKTG 451)	Summer 2020
	Student Evaluation: 2.78/3.00	
	<i>Guest Lecturer</i>	
	Marketing Management (MKTG 201)	Fall 2020
	<i>Teaching Assistant</i>	2017-2021
	Consumer Behavior, Retail Management	
	Strategic Brand Management, Marketing Communications Strategy	
	Theoretical Foundations in Consumer Behavior	
	Experimental Research in Consumer Behavior	
REFERENCES	<i>Zeynep Gürhan-Canli</i>	<i>Baler Bilgin</i>
	Dean of CASE, Director of GSB, Professor	Associate Professor of Marketing
	Koc University	Koc University
	zcanli@ku.edu.tr	babelgin@ku.edu.tr
	<i>David Faro</i>	<i>Terry Eskenazi</i>
	Associate Professor of Marketing	Assistant Professor of Psychology
	London Business School	Koc University
	dfaro@london.edu	teskenazi@ku.edu.tr