

# Yasemin Demir Kaymaz

PhD Candidate in Marketing

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## Education

<b>2016 – Present</b>	<b>Koç University</b> , PhD. in Marketing, Istanbul
<b>2018 – 2019</b>	<b>ETH Zürich</b> , Guest Researcher, Zürich
<b>2012 – 2014</b>	<b>Koç University &amp; Stockholm School of Economics</b> , CEMS – Master of Science in International Management, Istanbul and Sweden
<b>2008 – 2012</b>	<b>Koç University</b> , Computer Engineering, Istanbul
<b>2007 – 2008</b>	<b>Koç University</b> , English Language School, Istanbul
<b>2004 – 2007</b>	<b>Şişli Terakki High School</b> , Istanbul

## Research Interests

Virtual Reality in consumer behavior, sustainability, future self-continuity

## Publications

Xu, C., Demir-Kaymaz, Y., Hartmann, C., Menozzi, M., & Siegrist, M. (2021). The comparability of consumers' behavior in virtual reality and real life: A validation study of virtual reality based on a ranking task. *Food quality and preference*, 87, 104071.

## Work in Progress

Sustainability, future self-continuity and control in consumer behaviour  
– with Zeynep Gürhan-Canlı

## Teaching Assistantships

<b>Spring 2021</b>	PROJ 502, Applied Business Project
<b>Fall 2020</b>	CMGM 501, Strategic Management
<b>Fall 2020</b>	MKTG 301, Marketing Research
<b>Spring 2019</b>	MKTG201, Marketing Management
<b>Fall 2017</b>	MKTG201, Marketing Management
<b>Fall 2015</b>	QMBU 501, Introduction to Management Science

## Scholarly Work

<b>Spring 2021, Spring 2020, Fall 2019</b>	Research Lab Coordination
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## Experience

<b>Jul 2015 – Jul 2016</b>	<b>Koç University,</b> Research Assistant in GSB (Graduate School of Business)
<b>Jul 2014 – Sep 2014</b>	<b>Arkas Italia s.r.l,</b> Accounting-Documentation, Intern
<b>Feb 2013 –Jun 2013</b>	<b>Arla Foods,</b> Human Resources, CEMS business project
<b>Aug 2011</b>	<b>Garanti Bank,</b> Payment Systems, Intern
<b>Aug 2010</b>	<b>ING Bank,</b> Software Development, Intern

## Additional Training

<b>Fall 2012</b>	<b>Koç University,</b> Business Communication Skills, Customer Relationship Management
<b>Summer 2009</b>	<b>London School of Economics,</b> Marketing

## Languages

<b>Turkish</b>	Native / Mother tongue
<b>English</b>	Fluent
<b>Italian</b>	Proficient
<b>Spanish</b>	Proficient
<b>German</b>	Intermediate
<b>French</b>	Elementary

## References

### **Zeynep Gürhan-Canlı**

PhD. Committee Chair  
Dean of CASE, Director of GSB, Professor  
Koç University  
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