

# EKIN OK

Smith School of Business | Queen's University  
[ekin.ok@queensu.ca](mailto:ekin.ok@queensu.ca) | [www.ekinok.com](http://www.ekinok.com)

## ACADEMIC POSITION

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Assistant Professor of Marketing  
Smith School of Business, Queen's University

July 2022 – present

## EDUCATION

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**Ph.D., Marketing and Behavioural Science** 2023  
Sauder School of Business, University of British Columbia

*Dissertation:* "Satisfied Yet Disloyal: A Portrait of Fickle Consumers"  
(Committee: Darren Dahl, Dale Griffin, Joey Hoegg, Ron Cenfetelli)

**M.M., Master of Management** 2012  
Sauder School of Business, University of British Columbia

**M.A., Conflict Analysis and Resolution** 2011  
Sabanci University, Istanbul, Turkey

**B.A., Social and Political Sciences** 2009  
Sabanci University, Istanbul, Turkey

## RESEARCH INTERESTS

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Consumer Behavior, Identity, Interpersonal Relationships, Social Influence, Prediction Biases

## PUBLICATIONS

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Chen, Fan Xuan, **Ekin Ok** and Karl Aquino (2023), "Communal Narcissism and Sadism as Predictors of Everyday Acts of Vigilantism." *Personality Science*, 4, 1-26.

Chen, Fan Xuan<sup>†</sup>, **Ekin Ok**<sup>†</sup>, and Karl Aquino (2022), "Relationships between perceptions of interpersonal victimhood, the vigilante identity, and the monitoring and punishment of norm violators." *Personality and Individual Differences*, 197, 111794.  
*[<sup>†</sup>equal first authorship]*

**Ok Ekin**, Yi Qian, Brendan Strojcek, and Karl Aquino (2021), "Signaling Virtuous Victimhood as Indicators of Dark Triad Personalities." *Journal of Personality and Social Psychology*, 120 (6), 1634 – 1661.

Graso Maja, Karl Aquino, and **Ekin Ok** (2019), "Branding Virtuous Victimhood: How Activating the Salience of a Consumer's Moral Identity Motivates Resource Transfer to Victim Groups." In *Handbook of Research on Identity Theory in Marketing*, eds. Americus Reed II and Mark Forehand, Northampton, MA: Edward Elgar Publishing, 97-110.

## MANUSCRIPTS UNDER REVIEW

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Habib, Rishad<sup>†</sup>, **Ekin Ok**<sup>†</sup>, Karl Aquino, Sid Mookerjee, and Yann Cornil, “The Role of White Guilt and Racial Identity in Consumer Preferences”. Revise and Resubmit (2<sup>nd</sup> round) [<sup>†</sup>equal first authorship]

Cakanlar, Aylin<sup>†</sup>, **Ekin Ok**<sup>†</sup> and Hristina Nikolova, “Breaking Up with Partners and Brands: The Impact of Relationship Dissolution on Switching Behavior”. Revise and Resubmit (2<sup>nd</sup> round) [<sup>†</sup>equal first authorship]

**Ok, Ekin**<sup>†</sup>, Rishad Habib<sup>†</sup> and Karl Aquino, “Don’t Take My Warm Glow: Unasked Prosocial Gifts Reduce Subsequent Donations”. Under Review (1<sup>st</sup> round) [<sup>†</sup>equal first authorship]

## SELECTED WORK IN PROGRESS

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**Ok Ekin**, Darren Dahl and Dale Griffin, “Satisfied Yet Disloyal: A Portrait of Fickle Consumers”. Manuscript in preparation.

Mookerjee, Sid, Yann Cornil, **Ekin Ok**, Rishad Habib, and Karl Aquino, “Do Minority-Owned Labels Help or Hurt Minority Businesses?”. Manuscript in preparation.

Chen, Fan Xuan, **Ekin Ok**, Joey Cheng, Simon Lloyd Restubog and Karl Aquino, “Dominance and Prestige Perceptions Explain the Status Acquisition of Workplace Vigilantes”. Manuscript in preparation.

**Ok, Ekin** and Dale Griffin, “Time and Money Prediction Biases in Online Gambling and Sports Betting”. Data collection in progress.

Mutluoglu, Aybike, **Ekin Ok**, Nicole Robitaille, and Laurence Ashworth, “The Female Sustainability Advantage: Feminine Brands are Perceived as More Sustainable”. Data collection in progress.

Ashworth, Laurence, Aybike Mutluoglu, **Ekin Ok**, and Nicole Robitaille, “Poor perspective takers = Bad decision-makers? Exploring the Link Between Perspective-Taking and Choice Satisfaction”. Data collection in progress.

**Ok, Ekin**, “Beyond Pampering: How Investment in Self-Care Shapes Social Perceptions”. Data collection in progress.

## CONFERENCE PRESENTATIONS (\*presenter)

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[1] Ashworth, Laurence\*, Aybike Mutluoglu, **Ekin Ok**, and Nicole Robitaille (accepted – 2024), “Poor perspective takers = Bad decision-makers? Exploring the Link Between Perspective-Taking and Choice Satisfaction”. Poster accepted at *Association for Consumer Research (ACR) Conference*, Paris, France.

[2] **Ok, E.\***, Griffin, D., & Dahl, D. W. (2023). Satisfied Yet Disloyal: A Portrait of Fickle Consumers. Paper presented at *Association for Consumer Research (ACR) Conference*, Seattle, WA.

- [3] Habib, R., **Ok, E.\***, Karl Aquino, K., Mookerjee S., & Cornil, Y. (2023). The Role of White Guilt and Racial Identity in Consumer Preferences. Paper presented at *Association for Consumer Research (ACR) Conference*, Seattle, WA.
- [4] Mutluoglu, A\*., **Ok, E.**, Robitaille, N., Vanlerberghe, E., & Ashworth, L. (2023). The Female Sustainability Advantage: Feminine Brands are Perceived as More Sustainable. Poster presented at *Association for Consumer Research (ACR) Conference*, Seattle, WA.
- [5] **Ok, E.\***, Griffin, D., & Dahl, D. W. (2023). Satisfied Yet Disloyal: A Portrait of Fickle Consumers. Paper presented at *European Association for Consumer Research (EACR) Conference*, Amsterdam, Netherlands.
- [6] Mutluoglu, A\*., **Ok, E.**, Robitaille, N., Vanlerberghe, E., & Ashworth, L. (2023). The Female Sustainability Advantage: Feminine Brands are Perceived as More Sustainable. Flash Talk at *Southern Ontario Behavioural Decision Research (SOBDR) Conference*, Toronto, ON.
- [7] Mookerjee, S.\*., Cornil, Y., **Ok, E.**, Habib, R., & Aquino, K. (2023). Do Minority-Owned Labels Help or Hurt Minority Businesses? Paper presented at *Society for Consumer Psychology (SCP) Conference*, San Juan, Puerto Rico.
- [8] Cakanlar, A.\*., **Ok, E.**, & Nikolova, H. (2022). When I Lose You, I Lose Me: The Impact of Relationship Dissolution on Switching Behavior. Paper presented at *Society for Consumer Psychology (SCP) Conference*, virtual.
- [9] Habib, R.\*., **Ok, E.**, & Aquino, K. (2022). How Political Identity Reverses Ingroup Favoritism in Consumer Evaluations. Paper presented at *Society for Consumer Psychology (SCP) Conference*, virtual.
- [10] **Ok, E.\***, Griffin, D., & Dahl, D. W. (2022). Satisfied Yet Disloyal: A Portrait of Fickle Consumers. Paper presented at *Society for Consumer Psychology (SCP) Conference*, virtual.
- [11] **Ok, E.\***, Griffin, D., & Dahl, D. W. (2021). Satisfied Yet Disloyal: A Portrait of Fickle Consumers. Paper presented at *UBC – UW Annual Marketing Conference*, virtual.
- [12] Chen, F. X., **Ok, E.\***, Cheng, J., Restubog, S. L., & Aquino, K. (2021). Dominance and Prestige Perceptions Explain the Status Acquisition of Workplace Vigilantes. Paper presented at *Academy of Management (AOM) Conference*, virtual.
- [13] **Ok, E.\***, Cakanlar, A. & Nikolova, H. (2021). When I Lose You, I Lose Me: The Impact of Relationship Dissolution on Switching Behavior. Paper presented at *Association for Consumer Research (ACR) Conference*, virtual.
- [14] **Ok, E.\***, Habib, R., & Aquino, K. (2021). Don't Take My Warm Glow: Unasked Prosocial Gifts Reduce Subsequent Donations. Paper presented at *Society of Consumer Psychology (SCP) Conference*, virtual.

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- [15] **Ok, E.\***, Habib, R., & Aquino, K. (2020). Don't Take My Warm Glow: Unmasked Prosocial Gifts Reduce Subsequent Donations. Paper presented at *Association for Consumer Research (ACR) Conference*, virtual.
- [16] **Ok, E.\***, Habib, R., & Aquino, K. (2019). Don't Take My Warm Glow: Unmasked Prosocial Gifts Reduce Subsequent Donations. Flash talk presented at Behavioural Insights into Business for Social Good, Vancouver, BC.
- [17] **Ok, E.\***, Qian, Y., Strojcek, B., & Aquino, K., (2019). Signaling Virtuous Victimhood as Indicators of Dark Triad Personalities. Paper presented at Association for Moral Education (AME) Conference, Seattle, WA.
- [18] **Ok, E.\***, Qian, Y., Strojcek, B., & Aquino, K., (2019). Signaling Virtuous Victimhood as Indicators of Dark Triad Personalities. Paper presented at Academy of Management (AOM) Conference, Boston, MA.

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### CHAired SYMPOSIA

- Ok, E., & Cakanlar, A. (2021). Symposium Co-Chairs. What Makes Us "Us": Finding and Expressing the Self Through Identity Driven Consumption in Uncertain Times. *Association for Consumer Research Conference*, virtual.

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### GRANTS AND AWARDS

- SSHRC Insight Development Grant, SSHRC Canada (2024-2026)
- Monieson Research Grant, Smith School of Business, Queen's University (2023, 2024)
- USSRF Summer Research Fellowship, Queen's University (2023, 2024)
- CBSIG Small Research Grant Award, American Marketing Association (2022)
- AMA Sheth Doctoral Consortium Fellow, Indiana University (2021)
- President's Academic Excellence Initiative Award, University of British Columbia (2020)
- Business for Social Good Research Grant, Dhillon Centre for Business Ethics (2020)
- Sauder Exploratory Research Grant, University of British Columbia (2019)
- Dean Earle D. MacPhee Memorial Fellowship, University of British Columbia (2016-2020)
- Sauder School of Business Graduate Award, University of British Columbia (2016-2020)

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### TEACHING

#### Instructor

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| Introduction to Marketing (COMM 131)<br>Queen's University, Smith School of Business       | 2022, 2023 |
| Marketing Research (COMM 365)<br>University of British Columbia, Sauder School of Business | 2019       |

#### MSc Student Supervision

- |   |         |
|---|---------|
| Tara Rezvan, Queen's University, Smith School of Business         | current |
| Zeyuan (Mickey) Liu, Queen's University, Smith School of Business | current |

**PhD University Examiner**

Daniel Hargadon, Queen’s University, Department of Psychology, 2023 2023

**MSc / PhD Committee Member**

Committee member (PhD student):

Aybike Mutluoglu, Queen’s University, Smith School of Business current

Second reader (MSc students):

Hasti Javid, Queen’s University, Smith School of Business current

Daniel Zebian, Queen’s University, Smith School of Business current

Emma Vanlerberghe, Queen’s University, Smith School of Business 2023

**Lab Coordinator**

Sauder School of Business, University of British Columbia, 2017 - 2020 2017-2020

**SERVICE**

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**Faculty Service:**

PhD / MSc Awards Adjudication Committee, 2022-present  
Queen’s University Major Admission Award Reader, 2023  
Speaker Series Organizer, Marketing, 2023-present  
Pathways to Research Symposium Presenter, 2023, 2024  
PhD – MSc Consortium, Panel member, 2022, 2023  
Inter-Collegiate Business Case Competition (ICBC), Judge, 2022

**Ad-hoc Reviewer:**

*Proceedings of the National Academy of Science (PNAS)*  
*Journal of the Association of Consumer Research (JACR)*  
*Journal of Personality*  
*Plos One*  
*Society for Consumer Psychology (SCP) Conference*  
*Association for Consumer Research (ACR) Conference*  
*Academy of Management (AOM) Conference*  
*European Association for Consumer Research (EACR) Conference*

**PROFESSIONAL AFFILIATIONS**

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Association for Consumer Research (ACR)  
Society for Consumer Psychology (SCP)  
Academy of Management (AOM)

**NON-ACADEMIC WORK EXPERIENCE**

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**Reichert & Associates Research and Program Evaluation**, Vancouver, BC 2013 - 2015

**Research Associate**

Research and evaluation lead for 15+ projects in healthcare, immigration and sustainability.

**Statistics Canada, Field Supervisor** for Census 2016, Vancouver, BC 2016