

Curriculum Vitae
CEREN KOLSARICI

Ian R. Friendly Fellow of Marketing & Scotiabank Scholar
Smith School of Business, Queen's University
Ceren.kolsarici@queensu.ca

ACADEMIC APPOINTMENTS

The Stephen J.R. Smith School of Business, Queen's University, Kingston, ON, Canada
Director, Scotiabank Center for Customer Analytics 01/2021-present
Associate Professor of Analytics 07/2019-present
Associate Professor of Marketing 07/2015-present
Assistant Professor of Marketing 07/2009-06/2015
Koc University
Visiting Associate Professor 01-07/2016, 06-09/2017
UC Davis, Graduate School of Management
Visiting Associate Professor 09/2015–01/2016

EDUCATION

Desautels Faculty of Management, McGill University, Montréal, QC, Canada
Ph.D., Marketing 05/2009
Minor: Economics
Bilkent University, Ankara, Turkey
University of Southern Denmark, Odense, Denmark
M.B.A., Marketing 06/2004
Middle East Technical University, Ankara, Turkey
B.S., Industrial Engineering 06/2002

RESEARCH INTERESTS

Substantive: Advertising Effectiveness, Consumer Purchase Funnel, Firm Financial Performance, Mobile Marketing, Pharmaceutical Marketing, Long-range Market Response Forecasting.

Methodological: Artificial Intelligence, Econometric Modeling, Non-parametric Estimation, Kalman Filters, Particle Filters, Bayesian Methods.

RESEARCH PAPERS

Articles in Scholarly Refereed Journals

The Impact of Discriminatory Pricing Based on Customer Risk: An Empirical Investigation using Indirect Lending through Retail Networks (2023), *European Journal of Marketing*, 57(13), p.56-86 (with Christopher Amaral and Mikhail Nediak)

Catalyzing Social Change: Does Concentration Encourage Action? (2022), *PLOS ONE*, 17 (12) (with Jonah Berger and Joshua Conrad Jackson)

Perfectionism Type Affects the Relationship between Risk and Choice (2022), 21(4), 880-895, *Journal of Consumer Behaviour*, forthcoming (with Gizem Ceylan and Debbie MacInnis)

The Anatomy of the Advertising Budgeting Decision: How Analytics and Heuristics Combine to Shape the Sales Response (2020) *Journal of Marketing Research*, 57(3), 468-488, (with Demetrios Vakratsas and Prasad Naik)
- Featured at American Marketing Association's Insight Blog (<https://www.ama.org/2020/06/12/dissecting-the-anatomy-of-the-advertising-budget-decision/>)

The Financial Advice Puzzle: The Role of Consumer Heterogeneity in Advisor Choice (2020), *Journal of Retailing and Consumer Services*, 54, 102014 (with Christopher Amaral)

Synergistic, Antagonistic and Asymmetric Media Interactions (2018), *Journal of Advertising*, 47(3), 282-300 (with Demetrios Vakratsas)

Correcting for Misspecification In Parameter Dynamics To Improve Forecast Accuracy With Adaptively Estimated Models (2015). *Management Science*, 61(10), 2495-2513 (with Demetrios Vakratsas).

Dynamic Effectiveness of Advertising and Word-of-Mouth in the Sequential Distribution of Short Life Cycle Products (2012). *Journal of Marketing Research*, 49(4), 469-86 (with Norris I. Bruce, Natasha Zhang Foutz)

Category Versus Brand-Level Advertising Messages in a Highly Regulated Environment (2010). *Journal of Marketing Research*, 47(6), 1078-1089 (with Demetrios Vakratsas).

A Dual-Market Diffusion Model for a New Prescription Pharmaceutical (2008). *International Journal of Research in Marketing*, 25(4), 282-93 (with Demetrios Vakratsas).

Book Chapter

How Direct-to-Consumer-Advertising Influences Prescription Pharmaceutical Markets (2014). In M. Ding, J. Eliashberg & S. Stremersch (Eds), *Innovation and Marketing in the Pharmaceutical Industry* (651-672), International Series in Quantitative Marketing, New York, NY: Springer. (with Demetrios Vakratsas).

Articles under Review

Optimizing Pricing Delegation (with Christopher Amaral and Mikhail Nediak), R&R at *Production and Operations Management*

Motivating Sustainable Energy Consumption (with Christopher Amaral, Iina Ikonen and Nicole Robitaille), under review by *Management Science*

Other Publications

Cultivating AI for Good (with Tina Dacin). *Smith Business Insight*, May 17, 2022. Edited by Alan Morantz

When Money Advice is Just so Right (with Christopher Amaral). *Smith Business Insight*, January 7, 2021. Edited by Jordan Whitehouse

Reverse Engineering the Ad Budget. *Smith Business Insight*, February 11, 2020. Edited by Alan Morantz.

In Search of Advertising's Multimedia Sweet Spot. *Smith Insight Series*, June 19, 2018. Edited by Alan Morantz

Dynamic Story: Torquing The Hollywood Promo Machine. *Smith Insight Series*, March 22, 2017. Edited by Alan Morantz

Weighing Big Pharma's Consumer Pitch. *Smith Insight Series*, March 31, 2015. Edited by Anna Sharratt

Do Multi-Media Campaigns Pay-off? *Insights from MSI, Fall 2011 issue*. Edited by Kim Alan Pederson. (with Demetrios Vakratsas).

Flexible Models of Integrated Marketing Communications Effects (2008). *Doctoral dissertation, McGill University, Montreal, QC, CA*

Performance Comparison of a Multi-Component System Based on Reliability, Availability and Maintainability and Life Cycle Costing Analysis (2002). *B.S. Thesis. Middle East Technical University, Ankara, Turkey. (with Isil Yildirim Salih O.Koksal., Ongun Saracbası and Erdem Yakut)*

CONFERENCE PRESENTATIONS (* indicates refereed)

The Role of Marketing Spending and Website Content on Digital Funnel Progression: A Deep Learning-based Attribution Model

- *Marketing Dynamics Conference* (September 2023), Boston, MA*

Catalyzing Social Change: Does Concentration Encourage Action?

- *Association for Consumer Research Conference*, (October 2023), Invited Presentation, Special Session on “Biting the Bullet: The Intersection of Gun Violence and Marketing” *

Motivating Sustainable Energy Consumption

- *AMA Marketing + Public Policy Conference* (June, 2023), Arlington, Virginia*
- *EMAC Conference* (May, 2023), Copenhagen, Denmark*
- *Marketing Dynamics Conference* (November 11-13, 2022), Atlanta, Georgia*

Dynamics of Firm-Consumer Interactions on Social Media Platforms

- *Marketing Science Conference* (June, 2023), Miami, Florida
- *ET Symposium* (May 2023), Kingston, Ontario*
- *Marketing Dynamics Conference* (November 11-13, 2022), Atlanta, Georgia*
- *EMAC Conference* (May 25-27, 2022), Budapest, Hungary*
- *INFORMS Conference*, October 2021

Leader of the Pack, or Left in the Dust? How Effectively You Use Data Analytics and AI Just Might Determine Where Your Company Ends Up!

- *Big Data and AI Conference*, Toronto, October 2021

Optimizing Pricing Delegation to External Sales Forces via Commissions: An Empirical Investigation,

- *EMAC Conference* (May 25-27, 2022), Budapest, Hungary*
- *Marketing Science*, Rochester, NY, June 2021 (Virtual Conference)

The Impact of Varying Consumer Credit Pricing by Consumer Risk: An Empirical Investigation using Indirect Lending

- *Marketing Dynamics Conference* (June 5-8, 2019), College Park, Maryland *
- *Marketing Science Conference* (June 22-24, 2019), Rome, Italy *
- *E&T Symposium* (May 16-17, 2019), Vancouver, Canada *

On the Other Side of Customer Loyalty: Dynamic Campaign Optimization in the Presence of Competition (with Jue Wang and Mikhail Nediak)

- *Marketing Science Conference* (June 14-16, 2018), Temple, PA

Dynamic Campaign Optimization (with Jue Wang and Mikhail Nediak)

- *EMAC Conference* (May 28-31, 2019), Hamburg, Germany, Invited Presentation, Special Session *
- *Winter AMA Conference* (Feb 22-24, 2019), Austin, TX, Invited Presentation, Special Session *
- *E&T Symposium* (May 17-18, 2018), Guelph, Canada *
- *Marketing Dynamics Conference* (July 9-11, 2018), Dallas, TX *
- *INFORMS Revenue Management and Pricing Conference* (June 20-21, 2018)

The Impact of Discriminatory Pricing Based on Customer Risk: An Empirical Investigation using Indirect Lending through Retail Networks. (with Christopher Amaral and Mikhail Nediak)

- ¶ *Marketing Dynamics Conference* (July 9-11, 2018), Dallas, TX *
- ¶ *Marketing Science Conference* (June 14-16, 2018), Temple, PA
- ¶ *E&T Symposium* (May 17-18, 2018), Guelph, Canada (Second place for the best poster)
- ¶ *INFORMS Revenue Management and Pricing Conference* (June 20-21, 2018)

Perfectionism and Risk Perception in the Market Place: How Perfectionism Affect Consumers' Risk Perceptions and Choice? (with Gizem Ceylan-Hopper, Deborah MacInnis)

- Marketing Science Conference (June 22-24, 2019), Rome, Italy * Invited Presentation, special Session
- *ACR European Conference* (June 21-23,2018), Ghent, Belgium*

The Investor Puzzle: The Role of Consumer Heterogeneity in Motivation to Seek Financial Advice (with Christopher Amaral) – under various titles

- *INFORMS* (October 22-25, 2017), Houston, TX
- *Marketing Science* (June 1-7, 2017), Los Angeles, CA

Understanding the Role of Synergy Dynamics in the Process of Hierarchy of Effects. (with Kay Peters, Prasad Naik and Johannes Wenzel)

- *Marketing Science* (June 1-7, 2017), Los Angeles, CA. Invited Presentation in the HOE Special Session.
- *EMAC* (May 24-27, 2016), Oslo, Norway*

When the Whole Can be Less Than Sum of Its Parts: The Complexity of Multi-Media Effects. (with Demetrios Vakratsas) – under various titles

- *Marketing Dynamics Conference* (July 6-9, 2016), Hamburg, Germany *
- *UTD-FORMS Conference* (February 18-20, 2016), Dallas, TX *
- *POMS Conference*, (May 8-11, 2015). Washington, DC
- *Marketing Science Conference* (June 12-14, 2008),, *Vancouver, BC, Canada.*

Uncovering Managers’ Black-Box: The Role of Analytics vs. Heuristics in Advertising Budgeting Decisions (with Demetrios Vakratsas) – under various titles

- *E&T Symposium* (July 5, 2015), Toronto, Canada. Invited Presentation
- *Marketing Science Conference* (July 11-13, 2013), Istanbul, Turkey
- *Marketing Dynamics Conference* (May 30 – June 1, 2013), Chapel Hill, NC.*

Correcting for Misspecification In Parameter Dynamics To Improve Forecast Accuracy With Adaptively Estimated Models, (with Demetrios Vakratsas) – under various titles

- *Marketing Dynamics Conference* (August 21-23, 2014), Las Vegas, NV *
- *EURO INFORMS* (July 1-4, 2013), *Rome, Italy.*
- *European Marketing Academy Conference* (June 1-4, 2010), *Copenhagen, Denmark.* Invited Presentation in the Pharmaceutical Marketing Special Session.
- *Marketing Science Conference* (June 17-19, 2010), *Cologne, Germany.* Invited Presentation in the Pharmaceutical Marketing Special Session
- *Marketing Dynamics Conference* (August 27-29, 2009),, *NYC, NY, USA.* *

A Dual-Market Diffusion Model for a New Prescription Pharmaceutical (with Demetrios Vakratsas)

- *European Marketing Academy (EMAC)* (May 27-30, 2008) *Invited Presentation, Brighton, UK.*

Dynamic Market-Level Effects of Highly Regulated Advertising Messages. (with Demetrios Vakratsas) – under various titles

- *Marketing Dynamics Conference* (August 22-24, 2007), *Groningen, Netherlands **
- *European Marketing Academy (EMAC)* (May 22-25, 2007),, *Reykjavik, Iceland **
- *UTD-FORMS Conference* (March 1-3, 2007), Dallas, TX *

HONORS AND AWARDS

2022	NSERC USR Award, \$7,500
2021	NSERC USR Award, \$7,500
2019-2022	Ian R. Friendly Fellow of Marketing (3 rd term), \$30,000
2018	OCE Talent Edge, The Impact of Discriminatory Pricing Based on Consumer Risk: An Empirical Investigation using Indirect Lending through Retail Networks, Principal Applicant, \$10,000
2018	OCE Talent Edge, Dynamic state-space model to investigate the role of multi-media advertising in consumers’ journey through the purchase funnel, Principal Applicant, \$10,000
2017-2021	NSERC-CRD, Large-scale Customer Analytics Methodologies in Financial Services, Co-investigator, \$900,000
2017-2019	Ian R. Friendly Fellow of Marketing (2 nd term), \$30,000

2016 Dean's Teaching Recognition, Koc University, Istanbul
2016-2020 SSHRC Insight Grant, Optimal Allocation of Advertising Resources in Multiproduct Firms, Principal Investigator, \$110,965
2016 General Research Grants Award, SSB, Queen's University, \$6,000
2016-2018 Scotiabank Scholar, \$30,000
2014 – 2017 CSIRG, Understanding and Communicating the Value of Financial Advice, \$40,000
2013-2016 Ian R. Friendly Fellow of Marketing, \$40,000
2013 New Researcher Achievement Award
2012 Nominee for MSI's Top Young Scholar Program
2011-2015 SSHRC, Dynamic Allocation of Multimedia Advertising Budgets, Principal Investigator, \$77,249
2011-2012 General Research Grants Award, SSB, Queen's University, \$5,500
2010-2013 FQRSC-TRG, Tracking Consumer Attitudes Towards New Products for Health and Wellbeing in Canada, Collaborator, \$482,240
2009-2010 General Research Grants Award, SSB, Queen's University, \$4,128
2008 Nominee for SSHRC doctoral dissertation award, McGill University
2008 Nominee for ADESAQ doctoral dissertation award, McGill University
2008 Excellence in Teaching Award, McGill University
2008 AMA Sheth Foundation Doctoral Consortium Fellow
2007-2009 FQRSC, Complexity of Integrated Marketing Communication Effects , \$27,000
2007 Marketing Science Conference Doctoral Colloquium Fellow, Pittsburgh
2006 McGill Graduate Studies Fellowship, McGill University, \$5,000
2004-2006 Desautels Faculty of Management Fellowship, McGill University, \$16,000

INVITED SEMINARS

2023 UC Davis, Graduate School of Management, Davis, CA
2022 University of Guelph, Ontario, Canada
2019 Sabanci University, Istanbul, Turkey
2018 University of Montreal, GERAD
2017 McMaster University, DeGroote School of Business
2016 Ozyegin University, Istanbul, Turkey
2016 Koc University, Istanbul, Turkey
2015 UC Davis, Graduate School of Management, Davis, CA
2014 UC Davis, Graduate School of Management, Davis, CA
2008 Vlerick Leuven Gent Management School, Gent, Belgium
2008 Tilburg University, Faculty of Economics and Business Administration
2008 Erasmus University, Rotterdam School of Management
2008 Erasmus University, School of Economics
2008 Yeshiva University, Sy Syms School of Business
2008 University Technology Sydney, School of Business
2008 Queen's University, School of Business, Kingston, ON
2008 Northwestern University, Medill School of Journalism

STUDENT SUPERVISION

1. Chu Zhang, Co-supervisor, Ph.D. Program (in progress)
2. Yihao Fang, Co-supervisor, Post-Doctoral Fellow (Completed, 2023), “The Role of Marketing Spending and Website Content on Digital Funnel Progression: A Deep Learning-based Attribution Model”
3. Simon Chang, Supervisor, Ph.D. Program (in progress)
4. Christopher Amaral, Supervisor, Ph.D. Program (Degree Granted, 2020), “The Impact of Marketing on the Financial Services Sector: An Empirical Investigation of Demand and Supply Side Factors”
5. Philip Kim, Supervisor, MSc. Program (Degree Granted, 2020), “Accelerating the Physicians’ Prescription Funnel Progression through Optimization of Multi-channel Marketing: Evidence from a Pharmaceutical Market”
6. Chukwimaobi Onuoha, Supervisor, MSc. Program, (Degree Granted, 2019) - “Sales Promotions: An Analysis of the Impact of Consumer Sociodemographic Factors on Promotion-Induced Consumption Rate”
7. Onur Inegol, Supervisor, MSc. Program, (Degree Granted, 2019) - “Measuring Channel Effectiveness of Marketing Effort on Sales and Physician Funnel Progression: The Case of Pharmaceutical Market”
8. Gizem Senkal, Supervisor, MSc. Program, (Degree Granted, 2018) – “The Moderating Role of Engagement on Mobile App Adoption”
9. Aaron Zhou, Dissertation Committee Member, Ph.D. Program (In progress)
10. Alex Au, Supervisor, Commerce Program (2017) - “Optimal Models for Live Media Influencer Marketing”
11. Melanie Adler, Committee Member, M.Sc. Program (Degree Granted, 2017) - “Is Redeeming a Reward Making Customers Less Loyal: an Analytical and Empirical Investigation of Consumer Behaviour in Loyalty Programs”
12. June Lee, Supervisor, M.Sc. Program (Degree Granted, 2015) - “Ebbs and Flows of Marketing Communications: The Asymmetric Effect of Promotion Shocks on Firm Sales”
13. Roni Krakover, Supervisor, M.Sc. Program (Degree Granted, 2013) - “Can Small Sellers Play with the Big Shots? Optimizing Customer Experience in an E-Commerce Environment.”
14. Zahra Shariffosanabi, Supervisor, M.Sc. Program (Degree Granted, 2012) - “The Optimal Advertising Budget Allocation in a Novel Category: The Case of Toyota Prius Hybrid

CONSULTING & EXECUTIVE EDUCATION

Travelway Inc., Duracell Inc., Booking.com, Reckitt Benckiser, Pfizer, The Great WaterWay, Loblaw Ltd. Co., Bilkent Alumni Association, Glaxo Smith Klein, Scotiabank, En-Pro, Kingston Tennis Club

TEACHING INTERESTS

Marketing Analytics, Artificial Intelligence, Machine Learning, Advertising Management, Social Media Marketing, Brand Management, Quantitative Models in Marketing

TEACHING EXPERIENCE

Professional Graduate Programs

Marketing Analytics, Smith School of Business, GMMA Program (2021-present)
 Artificial Intelligence in Marketing, Smith School of Business, MMAI Program (2019-present)
 Marketing Analytics, Smith School of Business, MMA Program (2014-present)
 Marketing Analytics, UC Davis Graduate School of Management (2015)
 Models for Marketing Strategy, Bilkent University MBA Program (2011)

M.Sc. & Ph.D.

Quantitative Models in Marketing – I, Koc University (2017)

Quantitative Models in Marketing – I, Smith School of Business (2014-2021)
Quantitative Models in Marketing – II, Smith School of Business (2015-2021)

Undergraduate

Marketing Analytics, Koc University (2016)
Marketing Analytics, Smith School of Business (2015 -2018)
Marketing Communications, Smith School of Business (2012-2015)
Introduction to Marketing, Smith School of Business (2010-2013)
Introduction to Marketing 2, Smith School of Business (2022-present)
Introduction to Marketing, McGill University (2008)

SERVICE AND PROFESSIONAL AFFILIATIONS

Professional Service

Mentor, Association of Consumer Research Doctoral Consortium, October 2023
Session Leader, JM and IJRM Reviewer Workshop, EMAC, May 2023
Member of the Editorial Review Board of the Journal of Business Research (2023-2026)
Member of the Editorial Review Board of the International Journal of Research in Marketing (2021-2024)
Member of the Editorial Review Board of the Journal of Marketing Research (2020-2026)
Member of the organizing committee of the Marketing Dynamics Conference (2016-2018)
Chair, INFORMS International Conference, Marketing Operations Interface Session (2015)

Referee for: International Journal of Research in Marketing, Journal of Marketing, Journal of Marketing Research, Production and Operations Management, European Journal of Operations Research, IEEE Transactions on Systems, Man and Cybernetics, Technological Forecasting & Social Change, European Journal of Marketing, International Journal of Advertising, Canadian Journal of Administrative Sciences, California Management Review, European Marketing Academy Conference, Production and Operations Management, Social Sciences and Humanities Research Council of Canada

Community Service:

Member of the Membership Growth Committee, Kingston Tennis Club (2021)
Member of the Advisory Board, Canada's Next Top Ad Exec Competition (2018-2019)
Mentor, Women in Analytics, (June 2017)
Panel Speaker, Women Inspiring Women (February 2017)
Judge, Canada's Next Top Ad Exec Finals (2017, 2018)
Academic Judge, Canada's Next Top Ad Exec (2016-2018)
Invited Speaker, Big Data Meets Big Decisions, Scotiabank Center for Customer Insights (2016)

University Service

Advisory Committee for the Center of Advanced Computing (2022)
Appointments Committee (2022,2023)
Graduate Committee for Business (2017,2018,2019,2020)
Undergraduate Curriculum Committee (2019, 2020)
Organizer, Marketing Area Seminar Series (2010- 2012, 2013-2014, 2017-2019)
Graduate Teaching Excellence and Supervision Awards Committee, SSB, Ad Hoc (2018)
Academic Progress Committee, MBA/MOM, Ad Hoc (2018)
Dean's Advisory Committee: Associate Dean – Research, PhD/MSc Programs (2017)
Principal's Advisory Committee: Vice-Provost and Dean of the School of Graduate Studies (2017-2018)
Research Excellence Awards Committee, SSB, Ad Hoc (2017)

Panel Speaker, Increasing Research Productivity, SSB (2016)
Organizer, SSB Doctoral Consortium, “Building your Research Portfolio” Session (2014)
Queen’s University, USSRF Adjudication Committee (2014)
Co-organizer, Doctoral Consortium, “Career Management” Session, Co-organizer (2013)
RTP Committee, SSB (2013-2014, 2016-2017, 2020-2021)
Research Committee, SSB (2012, 2013, 2014,2020-2022)
Queen’s Micro Credit Challenge Mentor (QMCC) (2012,2013)
Faculty PSE Reader, SSB (2011- 2013)
Library Committee, SSB (2010-2011)
Mentor, MSc student Zahra Shariffosanabi (2011-2012)
Mentor, MSc student Jude Fiorillo (2010-2011)
Judge, Inter-Collegiate Business Competition (ICBC) (2010, 2011)

Memberships in Professional Organizations:

POM (Production and Operations Management)
The Institute for Operations Research and the Management Sciences (INFORMS)
Marketing Science Institute (MSI)
Informs Society for Marketing Science (ISMS)
American Marketing Association (AMA)
European Marketing Academy (EMAC)

IN THE NEWS

Printed Media Citations:

[“How Growth Marketing can Drive Brand Loyalty and Repeat Shoppers,”](#) Globe and Mail, March 6, 2023
[“Viewpoint: Trick or Tweet — Twitter could avoid Facebook's market failure,”](#) Centretown News, October 11, 2013
[“Wooing the digital generation is key to cosmetic company’s future,”](#) Financial Post, National Post, Saskatoon Star Phoenix & Vancouver Sun, August 04,2013
[“Hudson Bay rolls the dice on Saks,”](#) Toronto Star, July 30, 2013
[“Hudson Bay to Bring Saks to Canada in \\$2.9 Billion Takeover,”](#) CBC News, July 29, 2013
[“FOMO! Millennials overspending thanks to social media,”](#) Yahoo Finance, March 11, 2015

Television:

[“Lay of the Land: What’s happening in Canadian retail? How competitive is it really getting?”](#) Global News, Global National, July 29,2013

[“Saks coming to Canada”](#) CBC News, CBC’s The National, July 29, 2013.

Radio:

“Reviving an Iconic Brand: How will HBC benefit from the Saks takeover?” NewsTalk 770 with Angela Kokott, Calgary, July 29, 2013
“How will Saks merger change the Canadian retail landscape?” CJOB Radio, Winnipeg, July 29, 2013
“Canada vs. U.S.: The differences in Blackberry’s marketing efforts on both sides of the border,” Gary Doyle Show, 570 News Radio, Kitchener, April 1, 2013
“Blackberry 10: A Comeback or a Bust?” Afternoon Drive with Karen Black, CJOB Radio, Winnipeg, March 28, 2013

“Ads or word of mouth: When are these approaches most effective for Blackberry?” News Talk with David Kirton, CKOM Radio, Saskatoon, March 28, 2013