Deniz Lefkeli

CONTACT INFORMATION	LUISS Guido Carli University Viale Romania, 32, 00197 Rome, Italy dlefkeli@luiss.it denizlefkeli@gmail.com

PROFESSIONAL EXPERIENCE

Assistant Professor of Marketing, LUISS Guido Carli University — 2022- Present

EDUCATION

Ph.D, Marketing, Koc University	2017- 2022
M.A., Marketing and Production Management, Marmara University, Turkey	2017
B.A., Western Languages and Literatures, Bogazici University, Turkey	2015
Exchange program at the University of North Carolina at Chapel-Hill	2013

ADDITIONAL TRAINING

Using Social Media Data for Research, Social ComQuant Workshops — 2020

FIELDS OF INTEREST

Consumer behavior, consumer-technology interaction, branding, judgment and decision making, privacy

PUBLICATIONS

1. Being Observed in the Digital Era: Conceptualization and Scale Development of the Perception of Being Observed (with Dilan Tulan and Zeynep Gürhan-Canli), ***Psychology and Marketing*** (2022).

2. 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), ***International Journal of Social Robotics*** (2021).

MANUSCRIPTS UNDER REVIEW

1. Cui Bono?: Exploring Consumers' Responses towards Privacy Notices (with Zeynep Gürhan-Canli).

2. To Neglect or To Consider? Consideration of Opportunity Costs Can Accelerate Satiation (with Baler Bilgin).

3. To Tell or Not to Tell? Exploring the Influence of Information Disclosure to AI on Trust in Brands (with Mustafa Karatas and Zeynep Gürhan-Canli).

SELECTED RESEARCH IN PROGRESS

1. Quid Pro Quo: Being Observed Decreases Customer Engagement (with Zeynep Gürhan-Canli).

2. How Shall I Pay? Having Multiple Payment Options Increases Purchase Likelihood (with Nazli Gurdamar-Okutur).

3. The Influence of the Consumption Experience Type on the Perception of Being Observed (with David Faro and Zeynep Gürhan-Canli).

4. Does Being Recorded Influence Consumers' Preferences? (with Baler Bilgin and Güneş Biliciler).

5. Whose purpose is it? Exploring the purpose of consumers and brands (with Zeynep Gürhan-Canli).

CONFERENCE PRESENTATIONS	Lefkeli, Deniz and Zeynep Gürhan-Canli (2022, October), "Cui Bono?: Exploring Consumers' Responses towards Privacy Notices." Will be presented at ACR 2022.

Lefkeli, Deniz and Zeynep Gürhan-Canli (2022, May), "Cui Bono?: Exploring Consumers' Responses towards Privacy Notices." Presented at Luiss Seminar Series.

Bilgin, Baler and Deniz Lefkeli (2022, March), "To Neglect or To Consider? Opportunity Cost Salience Can Accelerate Satiation". Poster presented at the Society for Consumer Psychology Conference, online.

Lefkeli, Deniz, Mustafa Karatas, and Zeynep Gürhan-Canli (2021, November), "To Tell or Not to Tell?: Exploring the Influence of Information Disclosure to AI on Trust in Brands." Presented at Koc-Ozyegin-Sabanci Research Camp, online.

Lefkeli, Deniz, Begum Yilmaz, and Zeynep Gürhan-Canli (2021, October), "Trust Us, We Use AI: Disclosing Information to AI Decreases Consumers' Trust in Brands". Competitive paper presented at the Association of Consumer Research Conference, online.

HONORS AND AWARDS

ACR 2022 Travel Stipend	2022
Graduate Studies Excellence Award in Recognition of Outstanding Academic Achievement, Graduate School of Business, Koc University	2022
AMA-Sheth Doctoral Consortium Fellow, Indiana University	2021
Full Merit Scholarship, Graduate School of Business, Koc University	2017-2022
Government Scholarship for Academic Achievements	2015-2022
Honors Degree, Boğaziçi University	2015
Ranked 10th among 2 million students in the University Entrance Exam	2010

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Society for Consumer Psychology
European Marketing Academy
American Marketing Association

INDUSTRY EXPERIENCE

Consultant, Glass Lewis Europe Limited	2016-2017
Translator, Dogus Media Group	2014-2017