

Ozum Zor

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Employment

Assistant Professor of Marketing (Tenure-Track) Rutgers School of Business – Camden, Rutgers University	2020 – present
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Education

Ph.D. in Management, Rutgers Business School – Newark and New Brunswick Area: Marketing, Major: Consumer Behavior, Minor: Data Analytics	2020
Master of Business and Science, Rutgers University – New Brunswick Courses concentrated on Data Analytics	2015
B.S. in Industrial Engineering, Gazi University, Turkey	2012

Research Interests

Substantive: Real-Time Effects on Consumer Responses, User-Generated Content, Brand Communications

Theoretical: Temporal Effects, Self-Control, Sustainability

Methodology: Experimental Design, Econometric Models, Multi-Method Approaches

Honors, Awards, and Grants

Chancellor’s Award for Teaching Excellence, Rutgers University–Camden	2026
Grant for Summer Research, Rutgers School of Business – Camden (\$10,000)	2026
Grant for Summer Research, Rutgers School of Business – Camden (\$10,000)	2024
Fellow, Early Career Scholar, INFORMS Society for Marketing Science	2022
Fellow, Rutgers Connection Network (RCN) Mentoring Program	2023
Superior Achievement Award for Research, Rutgers School of Business	2022
Fellow, Rutgers Connection Network (RCN) Mentoring Program	2022
Fellow, Program for Early Career Excellence (PECE), Rutgers University	2021
Fellow, Online Teaching Certificate Program, Rutgers University–Camden	2020
Grant for Dissertation, Rutgers Graduate School–Newark (\$20,000)	2019-2020
Fellow, AMS Doctoral Consortium, Vancouver	2019
Fellow, ISMS Doctoral Consortium, Temple University	2018
Grant for Summer Research, Rutgers Business School (\$4,200)	2018
Grant for Summer Research, Rutgers Business School (\$4,200)	2017
Scholarship for the Graduate Studies, Republic of Turkey	2013-2019

Publications [*equal contribution]

Zor, Ozum, Kihyun Hannah Kim, and Ashwani Monga (2022), “Tweets We Like Aren’t Alike: Time of Day Affects Engagement with Vice and Virtue Tweets,” *Journal of Consumer Research*, 49 (3), 473-495.

- Winner of the *Superior Achievement Award for Research*, Rutgers School of Business.

Monga, Ashwani, **Ozum Zor**, and Rafay Siddiqui (2022), “The Role of Time in Consumer Psychology,” in *APA Handbook of Consumer Psychology*, American Psychological Association.

Monga, Ashwani*, and **Ozum Zor*** (2019), “Time versus Money,” *Current Opinion in Psychology*, 26 (April), 28-31.

Research Under Review [*equal contribution]

G. Ceren (Gerry) Aksu*, **Ozum Zor***, and Gergana Nenkov, “People or Planet? Consumer Responses to Socially and Environmentally Responsible Brands,” preparing for 3rd round, minor revision, at the *Marketing Letters*.

Zor, Ozum, Kihyun Hannah Kim, and Ashwani Monga, “Time-of-Day Effects on Online Reviews: Using More Concrete Language in the Evening,” under review at the *Journal of Business Research*.

Research Preparing for Submission

Doğan, Orhan Bahadır, V. Kumar, Kihyun Hannah Kim, and **Ozum Zor**, “Wearable Device Nudges and Activity Tracking,” preparing manuscript for the *Journal of the Academy of Marketing Science*.

Zor, Ozum, Sumin Kim, Yuliya Strizhakova, and Hai-Anh Tran, “The Fresh Start Transformation: Awe-Inspiring Messaging and Temporal Landmarks,” preparing manuscript for the *International Journal of Research in Marketing*.

Zor, Ozum, “Time of Day and Consumption,” conceptual review paper revising for submission.

Research in Progress [*equal contribution]

Zor, Ozum* and G. Ceren (Gerry) Aksu*, “Cause-Related Marketing Communications and Rebellious Brands.” (three studies complete, new studies in progress)

Zor, Ozum, Rafay Siddiqui, and Yan Xu, “Temporal Effects on the Followers of Live-Streaming Video Channels.” (data analysis in progress)

Zor, Ozum, and Aylin Cakanlar, “Week-Part Effects on Sustainable Purchasing Behavior.” (data analysis in progress)

Zor, Ozum, “Monday Blues Phenomenon.” (data collection in progress)

Conference Presentations [*denotes presenter]

Zor, Ozum*, and G. Ceren (Gerry) Aksu*, “Cause-Related Marketing and Rebellious Brands” Working paper at the Association for Consumer Research, Chicago, IL, September 2026 (*Scheduled*).

Zor, Ozum*, Kihyun Hannah Kim, and Ashwani Monga, “Time-of-Day Effects in the Language of Online Reviews,” AMA Summer Academic Conference, Denver, CO, July 2026 (*Scheduled*).

Zor, Ozum*, Kihyun Hannah Kim, and Ashwani Monga, “Time-of-Day Effects in Online Reviews,” Association for Consumer Research, Washington, DC, October 2025.

Zor, Ozum*, Kihyun Hannah Kim, and Ashwani Monga, “Online Reviews: Investigation of ‘When’,” INFORMS Marketing Science Conference, Washington, DC, June 2025.

Aksu, G. Ceren (Gerry)*, and Ozum Zor, “Do Consumers Evaluate Socially and Environmentally Responsible Brands Differently?” Poster at the Association for Consumer Research, Paris, France, September 2024.

Aksu, G. Ceren (Gerry), and Ozum Zor*, “Do Consumers Evaluate Socially and Environmentally Responsible Brands Differently?” AMA Summer Academic Conference, Boston, MA, August 2024.

Aksu, G. Ceren (Gerry)*, and Ozum Zor*, “Cause Related Marketing and Rebellious Brands,” Poster presented at the AMA Marketing and Public Policy Conference, Washington, DC, June 2024.

Zor, Ozum*, Kihyun Hannah Kim, and Ashwani Monga, “Time-of-Day and Construal Level Effects on Online Information Engagement,” INFORMS Marketing Science Conference, Miami, FL, June 2023.

Zor, Ozum*, Kihyun Hannah Kim, and Ashwani Monga, “Engagement with Virtue and Vice Information Through the Day,” Association for Consumer Research, Virtual Conference, October 2020.

Zor, Ozum*, Kihyun Hannah Kim, and Ashwani Monga, “Time of Day and Construal Level Interact to Influence Engagement with Information,” Poster presented at the Association for Consumer Research, Virtual Conference, October 2020.

Zor, Ozum*, Kihyun Hannah Kim, and Ashwani Monga, “Time-of-Day Effects on Consumers’ Social Media Engagement,” Association for Consumer Research, Dallas, TX, October 2018.

Zor, Ozum*, Kihyun Hannah Kim, and Ashwani Monga, “Time-of-Day Effects on Consumers’ Engagement on Social Media,” INFORMS Marketing Science Conference, Philadelphia, PA, June 2018.

Zor, Ozum*, Kihyun Hannah Kim, and Ashwani Monga, “Time-of-Day Effects on Consumers’ Engagement on Social Media,” Poster presented at Doctoral Consortium, INFORMS Marketing Science Conference, Philadelphia, PA, June 2018.

Zor, Ozum*, Kihyun Hannah Kim, and Ashwani Monga, “Time-of-Day Effects on Consumers’ Social Media Engagement,” Poster presented at Rutgers University– Newark Research Week, April 2018.

Zor, Ozum*, Rafay Siddiqui, and Ashwani Monga, “The Effect of Free Shipping on Consumer Patience,” Poster presented at the Association for Consumer Research, San Diego, California, October 2017.

Professional Service

Editorial Review Board

Journal of Business Research	2024-present
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Ad Hoc Reviewer

Journal of Consumer Research	2025-present
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Journal of Experimental Social Psychology	2025-present
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Conference Reviewer

Association for Consumer Research Conference	2021-present
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Society for Consumer Psychology Conference	2022-present
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European Association for Consumer Research Conference	2018
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Chaired Symposia

AMA Summer Academic Conference, Denver, CO, July 2026 (*Scheduled*)

INFORMS Marketing Science Conference, Miami, FL, June 2023

INFORMS Marketing Science Conference, Philadelphia, PA, June 2018

University Service

School-Level

Member, Faculty Teaching Awards Committee	2025-present
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Member, Marketing Tenure Track Faculty Hiring Committee	Fall 2024
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Member, Undergraduate Committee	2022-2025
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Member, Employee Engagement Committee	2022-2023
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Member, Marketing Tenure Track Faculty Hiring Committee	Fall 2022
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Speaker, Research Seminar	Fall 2022
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Speaker, Teaching Effectiveness Seminar	Spring 2021
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Member, The Dean’s External Engagement Task Force	2021-2022
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Member, Teaching Committee	2020-2021
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Campus-Level

Panelist, New Faculty Orientation Panel	Fall 2022
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Speaker, Chancellor’s New Faculty Research Symposium	Spring 2022
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Teaching

Rutgers School of Business – Camden

Digital Marketing Fundamentals, Instructor (Undergraduate, Online Asynchronous)

Spring 2026: Teaching Effectiveness – 4.3/5.0
 Spring 2025: Teaching Effectiveness – 4.4/5.0
 Spring 2023: Teaching Effectiveness – 4.7/5.0
 Fall 2021: Teaching Effectiveness – 4.8/5.0
 Spring 2021: Teaching Effectiveness – 4.8/5.0
 Fall 2020: Teaching Effectiveness – 4.9/5.0

Digital Marketing Strategy, Instructor (Graduate, Online Asynchronous)

Fall 2026: *Scheduled*
 Fall 2025: Teaching Effectiveness – 4.6/5.0
 Fall 2024: Teaching Effectiveness – 3.3/5.0
 Fall 2023: Teaching Effectiveness – 4.4/5.0
 Fall 2022: Teaching Effectiveness – 4.6/5.0
 Spring 2022: Teaching Effectiveness – 4.8/5.0
 Spring 2021: Teaching Effectiveness – 4.7/5.0

Digital Content Creation, Instructor (Undergraduate, Online Asynchronous)

Spring 2026: Teaching Effectiveness – 4.7/5.0
 Spring 2025: Teaching Effectiveness – 4.0/5.0
 Fall 2023: Teaching Effectiveness – 4.5/5.0
 Spring 2023: Teaching Effectiveness – 3.9/5.0

Consumer Behavior, Instructor (Undergraduate, In-person)

Fall 2026: *Scheduled*
 Fall 2025: Teaching Effectiveness – 4.8/5.0
 Fall 2024: Teaching Effectiveness – 4.2/5.0
 Fall 2022: Teaching Effectiveness – 4.7/5.0
 Fall 2021: Teaching Effectiveness – 4.7/5.0

Rutgers Business School – Newark and New Brunswick

Introduction to Marketing (Undergraduate, In-person)

Winter 2018: Instructor, Teaching Effectiveness – 4.4/5.0
 Fall 2019: Teaching Assistant (in a Mega-Section with 300+ students)

Advising

Rutgers School of Business – Camden

Undergraduate Honors Thesis, Adviser

2023-2024: Alexandra Shukeylo
 2022-2023: Taylore Owens

MBA Digital Marketing Internship, Adviser

Spring 2021: Yuanqi Peng

Professional Affiliations

Association for Consumer Research (ACR)
Society for Consumer Psychology (SCP)
INFORMS Society for Marketing Science (ISMS)
American Marketing Association (AMA)

Computer Skills

R, SAS, Stata, SPSS, C++, Python, Tableau, MySQL

Other Experience

Rutgers Business School

Research Assistant to Stacy Smollin Schwartz

Summer 2017

Social Media Benchmarking Project for Rutgers Business School