

## Ozum Zor

Assistant Professor of Marketing  
Rutgers University  
School of Business – Camden  
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### Employment

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

### Education

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Ph.D. in Management, Rutgers Business School – Newark and New Brunswick 2020  
Area: Marketing, Major: Consumer Behavior, Minor: Data Analytics

Master of Business and Science, Rutgers University – New Brunswick 2015  
Courses concentrated on Data Analytics

B.S. in Industrial Engineering, Gazi University, Turkey 2012

### Research Interests

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Substantive: Consumer Behavior, Online Consumer Responses, Brand Communications  
Theoretical: Temporal Effects, Self-Control, Sustainability  
Methodology: Experimental Design, Econometric Models, Multi-Method Approaches

### Publications

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

Monga, Ashwani, and Ozum Zor (2019), "Time versus Money," *Current Opinion in Psychology*, 26 (April), 28-31. (Both authors contributed equally)

### Book Chapters

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

## **Conference Presentations (Presenter in Bold)**

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- 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 (*Scheduled*).
- 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.

## Honors, Awards, and Grants

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

## Professional Service

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### Editorial Review Board

Journal of Business Research	2024-present
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### Conference Reviewer

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

### Chaired Symposia

**Zor, Ozum**, “Consumer Behavior: Digital Marketing,” INFORMS Marketing Science Conference, Miami, FL, June 2023.

**Zor, Ozum**, “Time, Tourism, and Culture,” INFORMS Marketing Science Conference, Philadelphia, PA, June 2018.

## University Service

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### School-Level

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

### Campus-Level

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

## Teaching & Advising

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### Rutgers School of Business - Camden

Digital Marketing Fundamentals, Instructor (Undergraduate, Online Asynchronous)

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 2024: *Scheduled*

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

Consumer Analysis, Instructor (Undergraduate, In-person)

Fall 2024: *Scheduled*

Fall 2022: Teaching Effectiveness - 4.7/5.0

Fall 2021: Teaching Effectiveness - 4.7/5.0

Digital Content Creation, Instructor (Undergraduate, Online Asynchronous)

Fall 2023: Teaching Effectiveness - 4.5/5.0

Spring 2023: Teaching Effectiveness - 3.9/5.0

Undergraduate Honors Thesis, Adviser

2023-2024: Alexandra Shukeylo

2022-2023: Taylore Owens

MBA Digital Marketing Internship, Adviser

Spring 2021: Yuanqi Peng

### 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)

## Professional Affiliations

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Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

American Marketing Association (AMA)

INFORMS Society for Marketing Science (ISMS)

## Computer Skills

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

## **Other Experience**

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### **Rutgers Business School**

Research Assistant to Stacy Smollin Schwartz

Summer 2017

Social Media Benchmarking Project for Rutgers Business School