

## OZUM ZOR

Rutgers University, School of Business – Camden  
227 Penn Street  
Camden, NJ 08102

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### Employment

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Assistant Professor of Marketing Sept 2020 –  
Rutgers University, School of Business – Camden

### Education

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

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

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

### Research Interests

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Theoretical: Temporal Effects, Self-Control, Decision Making, Patience  
Substantive: Online Consumer Behavior, Digital Marketing, Social Media Marketing

### Publications

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

### Working Papers

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[manuscript title is suppressed to preserve double blind review process]

“Consumers’ Engagement on Social Media Through the Day” (with Kihyun Hannah Kim and Ashwani Monga; preparing for 2<sup>nd</sup> round revise-and-resubmit at the *Journal of Consumer Research*)

“Time” (invited book chapter for *APA Handbook of Consumer Psychology*; with Ashwani Monga and Rafay Siddiqui)

### Research in Progress

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“Time-of-Day Effects on Engagement with Abstract versus Concrete Content on Social Media” (with Kihyun Hannah Kim and Ashwani Monga)

“Posting Indulgent Consumptions on Social Media” (with Kihyun Hannah Kim and Ashwani Monga)

“The Effect of Free Shipping on Consumer Patience” (with Ashwani Monga and Rafay Siddiqui)

“Temporal Eating” (with Gretchen Chapman, Kihyun Hannah Kim, Ashwani Monga, and Peggy Policastro)

## **Honors, Grants and Awards**

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Dissertation Fellowship, 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)	Summer 2018
Rutgers Business School Dean’s Summer Research Funding (\$4,200)	Summer 2017
Scholarship for the Graduate Studies, Republic of Turkey (Tuition and Stipend)	2013 – 2019

## **Chaired Symposia**

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

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

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**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 (scheduled).

**Zor, Ozum**, Kihyun Hannah Kim, and Ashwani Monga, “Time of Day and Construal Level Interact to Influence Engagement with Information,” Poster scheduled to present 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 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.

## Teaching

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### **Rutgers University, School of Business**

Digital Marketing Strategy, Undergraduate (Online Section) Fall 2020 (scheduled)

### **Rutgers Business School**

Introduction to Marketing, Undergraduate (Teaching Effectiveness – 4.4/5.0) Winter 2018

### **Rutgers Business School, Teaching Assistant (in a Mega-Section with 300+ students)**

Introduction to Marketing, Undergraduate (Instructor: Stacy Smollin Schwartz) Fall 2019

## 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

## Computer Skills

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

## Professional Affiliations

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Association for Consumer Research (ACR)  
American Marketing Association (AMA)  
Society for Consumer Psychology (SCP)  
The Society for Judgment and Decision Making (SJDMM)

## Academic Services

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Reviewer, European Association for Consumer Research Conference (2018)  
Reviewer, Society for Consumer Psychology Conference (2018)