

## Ozum Zor

Assistant Professor of Marketing  
Rutgers University  
School of Business – Camden  
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Camden, NJ 08102  
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### Employment

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Assistant Professor of Marketing (Tenure-Track) Sep 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 Oct 2020  
Area: Marketing, 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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Zor, Ozum, Kihyun Hannah Kim and Ashwani Monga (2021), “Tweets We Like Aren’t Alike: Time of Day Affects Engagement with Vice and Virtue Tweets,” *Journal of Consumer Research*.  
<https://doi.org/10.1093/jcr/ucab072>

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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**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 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, Grants, and Awards

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The Rutgers Connection Network (RCN) Mentoring Program Fellow, Rutgers University	2023
Superior Achievement Award for Research, Rutgers School of Business – Camden	2022
The Rutgers Connection Network (RCN) Mentoring Program Fellow, Rutgers University	2022
The Program for Early Career Excellence (PECE) Fellow, Rutgers University	2021
Online Teaching Certificate Program Fellow, Rutgers University – Camden	Fall 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)	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

## Teaching

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### Rutgers School of Business – Camden

#### Digital Content Creation

Undergraduate (Online Section, *scheduled*) Spring 2023

#### Digital Marketing Fundamentals

Undergraduate (Online Section, *scheduled*) Spring 2023

Undergraduate (Online Section, Teaching Effectiveness – 4.76/5.00) Fall 2021

Undergraduate (Online Section, Teaching Effectiveness – 4.77/5.00) Spring 2021

Undergraduate (Online Section, Teaching Effectiveness – 4.85/5.00) Fall 2020

#### Digital Marketing Strategy

Graduate (Online Section, Teaching Effectiveness – 4.60/5.00) Fall 2022

Graduate (Online Section, Teaching Effectiveness – 4.77/5.00) Spring 2022

Graduate (Online Section, Teaching Effectiveness – 4.70/5.00) Spring 2021

#### Consumer Analysis

Undergraduate (In-person, Teaching Effectiveness – 4.67/5.00) Fall 2022

Undergraduate (In-person, Teaching Effectiveness – 4.68/5.00) Fall 2021

### Rutgers Business School – Newark and New Brunswick

Instructor Winter 2018

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

Teaching Assistant (in a Mega-Section with 300+ students) Fall 2019

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

## University Service

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### School-Level

Member, Employee Engagement Committee 2022-2023

Member, Undergraduate Committee 2022-2023

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

### Advising Students

Undergraduate Honors Thesis Adviser 2022-2023

MBA Internship Course Adviser Spring 2021

## **Professional Service**

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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)

### **Ad Hoc Reviewer**

Journal of Business Research

### **Chaired Symposia**

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

## **Professional Affiliations**

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Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

## **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