

Ozge Turut

Rutgers Business School
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ACADEMIC EMPLOYMENT

Associate Professor (with tenure)	Rutgers Business School- Newark and New Brunswick	2020-present
Assistant Professor of Marketing	Rutgers Business School- Newark and New Brunswick	2018 – 2020
Assistant Professor of Marketing	Sabancı University	2008 – 2018
Assistant Professor of Marketing	Washington University in St. Louis	2006 – 2008

EDUCATION

DBA in Marketing	Harvard University	2006
Dissertation: “ <i>Essays on New Product Decisions Under Market Uncertainty</i> ”		
Advisor: Elie Ofek		
MBA	Carnegie Mellon University	1999
B. Sc., Elec. & Electronics Eng.	Bogazici University	1997

RESEARCH INTERESTS

Behavioral economics, innovation strategy, competitive strategy, pricing and promotions, digital marketing, signaling, applied game theory.

PUBLICATIONS

- P1. Turut O (2024) The Power of Silent Sustainability: Communication Strategies for New Sustainable Products. *Cleaner and Responsible Consumption* Forthcoming
- P2. Jiang B, Turut O (2024) Targeted Reminder Advertising: Retailers' New Weapon Against Cart Abandonment. *Journal of Business Research* July, 180
- P3. Choi C, Turut O (2023) National Brand’s Competition with Premium Private Labels: The Role of Context-Dependent Preferences. *Journal of Business Research* October, 165
- P4. Rao R, Turut O (2019) New Product Preannouncement: Phantom Products and the Osborne Effect. *Management Science* 65(8): 3776-3799
- P5. Chen Y, Turut O (2018) Entry Deterrence/Accommodation with Imperfect Strategic Thinking Capability. *Quantitative Marketing and Economics* 16(2): 175-207
- P6. Bhardwaj P, Chatterjee P, Demir Dogerlioglu K, Turut O (2018) When and How is Corporate Social Responsibility Profitable?. *Journal of Business Research* March, 84: 206-219.
- P7. Jiang B, Narasimhan C, Turut O (2017) Anticipated Regret and Product Innovation. *Management Science* 63(12): 4308-4323.
- P8. Chen Y, Turut O (2013) Context-Dependent Preferences and Innovation Strategy. *Management Science* 59(12): 2766-2771.

- P9. Narasimhan C, Turut O (2013) Differentiate or Imitate?: The Role of Context-Dependent Preferences. *Marketing Science* 32(3):393-410.
- P10. Ofek E, Turut O (2013) Vaporware, Suddenware, and Trueware: New Product Preannouncements under Market Uncertainty. *Marketing Science* 32(2):342-355.
- This paper is selected as one of the finalist papers for 2018 INFORMS TIMES Best Paper Award.
- P11. Ofek E, Turut O (2012) Innovation Strategy and Entry Deterrence. *Journal of Economics and Management Strategy* 21(3):583-631.
- P12. Ofek E, Turut O (2008) R&D Decisions and The Role of Market Research. *Journal of Marketing Research* 45(5):575-592.

WORKING PAPERS

- W1. The Power of Silent Sustainability: Communication Strategies for New Sustainable Products
- W2. “A More Complete Look to Retargeting From Upper to Lower Stages of Purchase Funnel: Search vs. Site Retargeting” with Baojun Jiang and Chakravarthi Narasimhan
- W3. “A one-sentence tweet or a one-hour video? Managing the Influencer’s Recommendation Informativeness with Product Price” with *Baojun Jiang and Tianxin Zou*
- W4. “Firms’ secret hand in consumer deliberation: Can it backfire?”

CONFERENCE PRESENTATIONS AND RESEARCH SEMINARS

- Research Seminar**, School of Management, Fudan University, February 2022
How Smart Should You Retarget?: A New Look to Retargeting
- Research Seminar**, Imperial College Business School, London, May 2021
Optimal Retargeting Technology: The Uncovered Effect of Retargeting Beyond Conversion
- Research Seminar**, Rutgers Business School-Newark and New Brunswick, NJ, September 2017
New Product Preannouncement: Phantom Products and the Osborne Effect
- Research Seminar**, Eli Broad College of Business, Michigan State University, East Lansing, MI September 2017
New Product Preannouncement: Phantom Products and the Osborne Effect
- Research Seminar**, Said Business School, Oxford University, Oxford, UK, May 2017
New Product Preannouncement: Phantom Products and the Osborne Effect
- Research Seminar**, UCF, College of Business, Orlando, FL, March 2017
New Product Preannouncement: Phantom Products and the Osborne Effect
- UT Dallas Bass FORMS Conference**, Dallas, TX, February 2016
Entry Deterrence/Accommodation With Imperfect Strategic Thinking Capability
- UT Dallas Bass FORMS Conference**, Dallas, TX, February 2014
Anticipated Regret and Product Innovation
- Summer Institute in Competitive Strategy**, Berkeley, CA, June 2013
New Product Preannouncement: Phantom Products and the Osborne Effect (earlier version)
- UT Dallas Frontiers of Research in Marketing Science Conference**, Dallas, TX, February 2012

Differentiate or Imitate?: The Role of Context-Dependent Preferences

Summer Institute in Competitive Strategy, Berkeley, CA, July 2010

Context-Dependent Preferences and Innovation Strategy

Marketing Science Conference, Cologne, Germany, June 2010

Differentiate or Imitate?: The Role of Context-Dependent Preferences

Context-Dependent Preferences and Innovation Strategy

Quantitative Marketing and Economics Conference, Stanford, CA, October 2006

Vaporware, Suddenware, and Trueware: New Product Preannouncements under Market Uncertainty

Marketing Science Conference, Atlanta, GA, June 2005

Innovation Strategy and Entry Deterrence

LBS Trans-Atlantic Doctoral Conference, London, UK, May 2004

To Innovate or Imitate? R&D Decisions and the Role of Market Research

EURO/INFORMS Conference, Istanbul, Turkey, July 2003

To Innovate or Imitate? R&D Decisions and the Role of Market Research

Marketing Science Conference, College Park, MD, June 2003

To Innovate or Imitate? R&D Decisions and the Role of Market Research

OTHER PROFESSIONAL ACTIVITIES

Reviewer for *Marketing Science*, *Management Science*, *Journal of Marketing Research*, *RAND Journal of Economics*, *Journal of Economics and Management Strategy*, *Product and Operations Management Journal*, *Journal of Economics*, *Review of Industrial Organization*.

TEACHING

Rutgers Business School (2018-present)

- Advanced Marketing Analytics (MBA)
- Marketing Research (MBA)
- Marketing Management (MBA)
- Marketing Models (PhD)

Sabancı University (2008-2018)

- Introduction to Marketing (undergraduate)
- Marketing Management (MBA)
- Marketing Research (undergraduate, MBA)
- Company Action Project (MBA)

Washington University in St. Louis (2006-2008)

- Principles of Marketing (undergraduate)

SERVICE

Rutgers Business School (2018-present)

- Marketing Dept. Vice Chair
- Course Captain for Marketing Management Course (MBA)
- Recruiting committee member
- MBA curriculum review committee member

Sabanci University (2008-2018)

- Full-time MBA program academic director (2015-2016)
- AACSB committee member; responsible from all the marketing courses (2010-2012)
- Recruiting committee member (2008-2017)
- University discipline committee member (2009-2016)

HONORS & AWARDS

Winner of 2009 EU Marie Curie Reintegration Grant in the amount of 50,000 Euro

Full Scholarship at Harvard Business School, 2001-2006

AMA-Sheth Doctoral Consortium Fellow, 2004

Full MBA Scholarship at Carnegie Mellon University by Turkish Education Foundation, 1997-1999

Dean's List, Bogazici University, 1993-1997

OTHER PROFESSIONAL EXPERIENCE

Senior Strategic Marketing Engineer

Lattice Semiconductor Corporation, San Jose, CA, June 2000-July 2001

Marketing Engineer

Cypress Semiconductor Corporation, San Jose, CA, June 1999-June 2000