

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	Sabanci 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. Jiang B, Turut O (2024) Targeted Reminder Advertising: Retailers' New Weapon Against Cart Abandonment. *Journal of Business Research* Forthcoming
- P2. 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
- P3. Rao R, Turut O (2019) New Product Preannouncement: Phantom Products and the Osborne Effect. *Management Science* 65(8): 3776-3799
- P4. Chen Y, Turut O (2018) Entry Deterrence/Accommodation with Imperfect Strategic Thinking Capability. *Quantitative Marketing and Economics* 16(2): 175-207
- P5. 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.
- P6. Jiang B, Narasimhan C, Turut O (2017) Anticipated Regret and Product Innovation. *Management Science* 63(12): 4308-4323.
- P7. Chen Y, Turut O (2013) Context-Dependent Preferences and Innovation Strategy. *Management Science* 59(12): 2766-2771.
- P8. Narasimhan C, Turut O (2013) Differentiate or Imitate?: The Role of Context-Dependent Preferences. *Marketing Science* 32(3):393-410.

- P9. 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.
- P10. Ofek E, Turut O (2012) Innovation Strategy and Entry Deterrence. *Journal of Economics and Management Strategy* 21(3):583-631.
- P11. 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

Sabancı 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