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Ozyegin University, School of Business
Nişantepe Mah, Orman Sok. 34794, Çekmeköy, İstanbul, Turkey

ACADEMIC EXPERIENCE

Ozyegin University, Associate Professor of Marketing (2025-Present)

Ozyegin University, Assistant Professor of Marketing (2017-2025)
London Business School, Visiting Researcher (Summer 2023)

Koc University, PhD in Marketing (2012-2017)
Duke University, Visiting PhD Candidate (Spring 2015)

RESEARCH INTERESTS

Consumer Behavior, Branding, Consumer Well-being, Sustainable Consumption, Social Media Marketing

PUBLICATIONS

International Publications

- Ceylan, Melis and Ceren Hayran (2025), “Social Media Influencer Marketing: The Role of Influencer Type, Brand Popularity, and Consumers’ Need for Uniqueness”, *International Journal of Advertising*, 1–28.
- Hayran, Ceren and Melis Ceylan (2023), “Impact of Social Media Brand Blunders on Brand Trust and Brand Liking”, *International Journal of Market Research*, 65(4), 466-483.
- Hayran, Ceren and Zeynep Gürhan-Canli (2022), “Understanding the Feeling of Missing Out: A Temporal Perspective”, *Personality and Individual Differences*, 185, 111307.
- Ceylan, Melis and Ceren Hayran (equal authorship), (2021), “Message Framing Effects on Individuals’ Social Distancing and Helping Behavior during the COVID-19 Pandemic”, *Frontiers in Psychology*, 12, 663.
- Hayran, Ceren and Lalin Anik (2021), “Well-Being and Fear of Missing Out (FOMO) on Digital Content in the Time of COVID-19: A Correlational Analysis among University Students”, *International Journal of Environmental Research and Public Health*, 18(4), 1974.
- Hayran, Ceren, Lalin Anik and Zeynep Gurhan-Canli (2020), " A Threat to Loyalty: Fear of Missing Out (FOMO) Leads to Reluctance to Repeat Current Experiences ", *PLoS ONE*, 15(4): e0232318.
- Gürhan-Canli, Zeynep, Gülen Sarial-Abi and Ceren Hayran (2018), “Consumers and Brands across the Globe: Research Synthesis and New Directions,” *Journal of International Marketing*, 26(1), 96-117.
- Hayran, Ceren, Lalin Anik and Zeynep Gurhan-Canli (2016), "Feeling of Missing Out (FOMO) and Its Marketing Implications", *Marketing Science Institute Working Paper Series*, 16-131.
- Gürhan-Canli, Zeynep, Ceren Hayran and Gülen Sarial-Abi (2016), “Customer-based Brand Equity in a Technologically Fast-paced, Connected, and Constrained Environment,” *Academy of Marketing Science Review*, 6(1), 23-32.
- Swaminathan, Vanitha, Zeynep Gürhan-Canli, Umut Kubat and Ceren Hayran (2015), "How, When, and Why Do Attribute-Complementary versus Attribute-Similar Cobrands Affect Brand Evaluations: A Concept Combination Perspective”, *Journal of Consumer Research*, 42(1), 45-58.

National Publications

- Sinag, Ceyda, Ayşegül Toker, Ali Coşkun and Ceren Hayran (2025), “Postmodern Consumer Identity Projects on Social Media: Skincare Consumer Tribe,” *BMIJ*.
- Hayran, Ceren and Rabia Bayer (2024), “Lükste İkinci El Tüketim Etkisi”, *Harvard Business Review Türkiye*, <https://hbrturkiye.com/blog/lukste-ikinci-el-tuketim-etkisi>.
- Hayran, Ceren and Melis Ceylan (2023), “Impact of the Number of Followers and Social Interaction in Social Media Influencer Marketing Success”, *Internet Uygulamaları ve Yönetimi Dergisi*, 14(2), 14-25.
- Hayran, Ceren and Zeynep Gürhan-Canli (2023), “High and Low Arousal FOMO (Fear of Missing Out) States and Their Effects on Consumers’ Product and Experience Preferences”, *Pazarlama ve Pazarlama Araştırmaları Dergisi*, 16(3), 589-606.
- Hayran, Ceren (2023), “Impact of the number and congruence of co-branding partners on evaluations of the strength and uniqueness of a focal brand’s core associations”, *Pazarlama ve Pazarlama Araştırmaları Dergisi*, 16(2), 381-402.
- Hayran, Ceren (2023), “The role of prestigious and functional brand concepts in consumers’ evaluations of co-branded partnerships”, *Pazarlama ve Pazarlama Araştırmaları Dergisi*, 16(1), 117-136.

Book Chapters

- Gürhan-Canli, Zeynep, Ceren Hayran, and Gülen Sarial-Abi (2017), “Culture and Branding,” in *Cross-Cultural Issues in Consumer Science and International Business*, edited by Hester van Herk and Carlos J. Torelli, Springer.
- Gürhan-Canli, Zeynep, Gülen Sarial-Abi, and Ceren Hayran (2017), “Multiple Shades of Culture: Insights from Experimental Consumer Research,” in *The Routledge Companion to Consumer Behavior*, edited by Tina M. Lowrey and Michael R. Solomon, Routledge Publisher.
- Hayran, Ceren and Zeynep Gürhan-Canli (2016), “Brand Extensions”, in *The Routledge Companion to Contemporary Brand Management*, Eds. Francesca Dall’Olmo Riley, Jaywant Singh and Charles Blankson, Routledge Publisher.

RESEARCH GRANTS AND AWARDS

- High-Performance Academician Recognition, Özyeğin University, 2025
- Seed Research Fund, Ozyegin University, 2025
- Seed Research Fund, Ozyegin University, 2024
- BAGEP Young Scientist Award, 2023
- EMAC Junior Faculty Visiting Program Award, 2023
- National Representative-Turkey of the European Marketing Academy (EMAC), 2019-2022
- AMA Sheth Foundation Doctoral Consortium Fellow, Indiana 2016
- ACR Doctoral Colloquium Student Fellow, Berlin 2016
- 1st EMAC Junior Faculty and Doctoral Student Research Camp Student Fellow, Vienna 2016
- Academy of Marketing Science Doctoral Colloquium Student Fellow, Orlando 2016
- ACR Sheth Foundation Best Dissertation Award Co-winner, New Orleans 2015
- MSI Research Grant, “FOMO (Feeling of Missing Out)”, with Zeynep Gürhan-Canlı, 2015
- Turkcell Academy Graduate Research Grant, “Determinants of Co-branding Success”, 2013
- Koc University PhD Scholarship, 2012-2017
- IAE Université Aix-Marseille, “Honors Degree”, 2007
- Bogazici University, “Honors Degree”, 2006

SELECTED MEDIA COVERAGE

“Prosocial messages found more convincing in promoting social distancing”, May 4, 2021, Bilkent Newspaper
<https://w3.bilkent.edu.tr/web/bilkentnews/vol27number26.pdf>

“Dijital bağımlılık ve kaçırma korkusu”, March 7, 2021, TGRT News

“Gündemi değil anı kaçırıyoruz”, March 6, 2021, Milliyet Newspaper
<https://www.milliyet.com.tr/gundem/ani-kacirma-hissimiz-artti-6474493>

“Gündemi değil anı kaçırıyoruz”, March 6, 2021, CNN Turk News

“Gündemi değil anı kaçırıyoruz”, March 6, 2021, ATV News

“‘Anı’ kaçırma hissimiz arttı”, March 6, 2021,
<https://solcugazete.com/ani-kacirma-hissimiz-artti>

“‘Anı’ kaçırma hissimiz arttı”, March 6, 2021,
<https://magazinturkiyehaber.com/ani-kacirma-hissimiz-artti/>

MediaCat Clubhouse Interview: “Fazla Yükleri Boşaltmak: FOMO Çağında Dijital Esenlik”, March 23, 2021

“2021 Trendleri”, Mediacat, February 18, 2021
<https://mediacat.com/mediacat-liveda-gundem-2021-trendleri/>

“MediaCat Live: 2021 Trendleri”, February 18, 2021
<https://digitalage.com.tr/mediacat-live-2021-trendleri/>

“How FOMO Changed Shape During Quarantine”, UVA Today, June 23, 2020
<https://news.virginia.edu/content/qa-how-fomo-changed-shape-during-quarantine>

“How FOMO Changed Shape During Quarantine”, Medicalxpress, June 24, 2020
<https://medicalxpress.com/news/2020-06-qa-fomo-quarantine.html>

INVITED TALKS & CONFERENCE PARTICIPATION

- Hayran, Ceren (December 2025), “Consumer Well-Being and Emotions: Insights from Consumer Behavior Research”, Invited lecture in a marketing course, Koc University, Istanbul.
- Hayran, Ceren and Kivilcim Dogerlioglu Demir (May 2025), “The Speed-Watching Paradox”, KOS Marketing Camp, Sabanci University, Istanbul.
- Ceylan, Melis and Ceren Hayran (September 2024), “Finding the Right Influencer to Promote a Product”, Academy of Marketing 21st International Research Colloquium for Arts Heritage Non-profit and Social Marketing, Edinburgh.
- Bayer, Rabia and Ceren Hayran (July 2024), “How does Experiencing Financial Constraints Affect Consumers’ Willingness to Pay for Second-Hand Products?” Academy of Marketing Conference, Cardiff.
- Hayran, Ceren (May 2024), “A Conceptual Discussion and Literature Review on the Fear of Missing Out”, Invited lecture in a marketing course, Koc University, Istanbul.
- Bayer, Rabia and Ceren Hayran (February 2024), “How does Experiencing Financial Constraints Affect Consumers’ Willingness to Pay for Second-Hand Products?” American Marketing Association Winter Academic Conference, Florida.
- Sinag, Ceyda, Aysegul Toker, Ali Coskun and Ceren Hayran (February 2024), “The Impact of Trends on Consumer Self-Concepts and Values Systems and Its Effects on Consumer and Social Well-being:

The Cosmetics Consumer Culture Case,” American Marketing Association Winter Academic Conference, Florida.

- Hayran, Ceren, Kivilcim Dogerlioglu Demir and David Faro (January 2024), “Fast Consumption in the Digital Era”, Brown Bag Seminar Series, Ozyegin University, Istanbul.
- Ceylan, Melis and Ceren Hayran (October 2023), “How Social Media Influencers Increase Sales: The Roles of Influencer Type, Brand Popularity, and Need for Uniqueness via Influencer-Brand Congruence,” Association for Consumer Research Conference, Seattle.
- Hayran, Ceren and Rabia Bayer (May 2023), “Product Age and Preowned Product Purchases”, KOS Camp, Koc University, Istanbul.
- Ceylan, Melis and Ceren Hayran (March 2023), “How Social Media Influencers Increase Sales: The Roles of Influencer Type, Brand Popularity, and Need for Uniqueness via Influencer-Brand Congruence”, Society for Consumer Psychology Conference, Puerto Rico.
- Hayran, Ceren (February 2023), “The Effect of Friend, Celebrity and Social Media Endorsements on Consumer-Brand Relationships”, International Congress on Multidisciplinary Approached to Social and Humanities Sciences, virtual.
- Hayran, Ceren (March 2023), “The Role of a Social Media Influencer’s Number of Followers and Social Interaction on Consumer-Influencer Relationships”, 11th International Conference on Social Sciences and Humanities, virtual.
- Hayran, Ceren (September 2023), “Consumers’ Selling and Purchasing Intentions in the Preowned Marketplace”, 2nd International Bogazici Scientific Studies Congress, virtual.
- Sinag, Ceyda, Ceren Hayran and Aysegul Toker (October 2022) “Changing Dynamics of Consumer-Influencer Relationship in the Post-Pandemic Era”, Association for Consumer Research Conference, Denver.
- Hayran, Ceren (September 2022), “Process Management in Experimental Studies”, PAAYS’22, Edirne.
- Sinag, Ceyda, Ceren Hayran and Aysegul Toker (June 2022) “Changing Dynamics of Influencer - Follower Relationships and Implications for Influencer Marketing”, PPAD Pazarlama Kongresi, Kırşehir.
- Bayer, Rabia, Zeynep Gurhan-Canli and Ceren Hayran (October 2021), “Dimensions of Frugality”, Association for Consumer Research Conference, virtual.
- Bayer, Rabia, Zeynep Gurhan-Canli and Ceren Hayran (May 2021), “Dimensions of Frugality”, European Marketing Academy Conference, virtual.
- Ceylan, Melis and Ceren Hayran (May 2021), “Finding the Right Influencer to Promote a Product”, European Marketing Academy Conference, virtual.
- Hayran, Ceren and Melis Ceylan (May 2020), "Consumer Reactions to Social Media Brand Blunders", European Marketing Academy Conference, virtual.
- Hayran, Ceren and Melis Ceylan (October 2020), "Consumer Reactions to Social Media Brand Blunders", Association for Consumer Research Conference, virtual.
- Hayran, Ceren and Melis Ceylan (March 2020), "Consumer Reactions to Social Media Brand Blunders", Society for Consumer Psychology Conference, California.
- Hayran, Ceren and Xiaohan Wen (July 2019), "Entrepreneurship and the Fear of Missing Out (FOMO): Evidence from Emerging Markets", China Marketing International Conference, Guangzhou.

- Hayran, Ceren and Xiaohan Wen (May 2019), "Entrepreneurship and the Fear of Missing Out (FOMO): Evidence from Emerging Markets", PPAD Pazarlama Kongresi, Kusadasi.
- Hayran, Ceren and Xiaohan Wen (May 2019), "Are Entrepreneurs Suffering from FOMO (Fear of Missing Out)? Qualitative Evidence from the Emerging Markets", European Marketing Academy Conference, Hamburg.
- Hayran, Ceren and Zeynep Gurhan-Canli (May 2018), "Understanding FOMO form an Affect Perspective", European Marketing Academy Conference, Glasgow.
- Hayran, Ceren (October 2017), "Feeling of Missing Out (FOMO): Implications for Marketing", Ozyegin University, Istanbul.
- Hayran, Ceren, Lalin Anik and Zeynep Gurhan-Canli (October 2016), "Exploring the Antecedents and Consumer Behavioral Consequences of Feeling of Missing Out (FOMO)", Association for Consumer Research Conference, Berlin.
- Hayran, Ceren, Dan Ariely and Lalin Anik (October 2016), "Is Ignorance Truly a Bliss for Today's Consumers?", Association for Consumer Research Doctoral Colloquium, Berlin.
- Hayran, Ceren (October 2016), "Feeling of Missing Out (FOMO): Antecedents and Consequences for Consumer Behavior", Sabanci University, Istanbul.
- Hayran, Ceren (February 2016), "Feeling of Missing Out (FOMO): Antecedents and Consequences for Consumer Behavior", Bogazici University, Istanbul.
- Hayran, Ceren (October 2016), "Feeling of Missing Out (FOMO): Implications for Marketing", Koç University, Istanbul.
- Hayran, Ceren (September 2016), "Feeling of Missing Out (FOMO): Implications for Consumer Behavior", 1st EMAC Junior Faculty and Doctoral Student Research Camp, Vienna.
- Hayran, Ceren, Lalin Anik and Zeynep Gurhan-Canli (May 2016), "Feeling of Missing Out: Antecedents and Consequences for Consumer Behavior", European Marketing Academy Conference, Oslo.
- Hayran, Ceren, Lalin Anik and Zeynep Gurhan-Canli (May 2016), "Exploring the Antecedents and Consumer Behavioral Consequences of Feeling of Missing Out (FOMO)", Academy of Marketing Science Conference, Orlando, FL.
- Hayran, Ceren (May 2016), "Exploring the Antecedents and Consumer Behavioral Consequences of Feeling of Missing Out (FOMO)", 2nd Academy of Marketing Science Doctoral Colloquium, Orlando, FL.
- Hayran, Ceren (October 2015), "FOMO (Feeling of Missing Out)", award received for best dissertation proposal, Association for Consumer Research Conference, New Orleans, LA.
- Hayran, Ceren and Lalin Anik (April 2015), "Exploring FOMO (Feeling of Missing Out)", talk presented at Center for Advanced Hindsight, Duke University, NC.
- Hayran, Ceren (September 2013), "Determinants of Successful Co-branding Campaigns", talk presented at Turkcell Academy, Istanbul.
- Hayran, Ceren (November 2013), "Story Behind the Awarded Best Youth Campaign in Turkcell", Invited lecture in a marketing course, Bogazici University, Istanbul.
- Hayran, Ceren (July 2012), "Best Brand Loyalty Practices in Youth Segment", talk presented at IIR Telecoms Loyalty & Churn Conference, Cannes.

INDUSTRY EXPERIENCE

Turkcell Telecommunications, Turkey Product and Brand Management, Marketing Department, Youth Segment	2010-2012
PepsiCo, Turkey Product and Brand Management, Marketing Department, Salty Snacks	2009-2010
Ulker Food, Turkey Product and Brand Management, Marketing Department, Chocolate Covered Confectionery	2007-2009

INSTITUTIONAL SERVICE

• Research Ethics Committee, Ozyegin University	2017-present
• AACSB Committee, Ozyegin University	2023-2025
• Academic Grading Committee, Ozyegin University	2020-2023
• Sectoral Education and Professional Development Committee, Ozyegin University	2020-2022
• Academic Advisor for Digital Marketing Club, Ozyegin University	2019-2022
• Discipline Committee, Ozyegin University	2019-2021
• Behavioral Research Lab Assistant, Koc University	2014-2016