ILGIM DARA

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EDUCATION

PHD      May 2016 (Expected)
University of Massachusetts, Amherst
Isenberg School of Management
Major: Marketing

MBA      July 2010
Bogazici University, Istanbul, Turkey
Department of Management

2008/1 (Erasmus Exchange Program)
Corvinus University, Budapest, Hungary

BA       July 2006
Bogazici University, Istanbul, Turkey
Department of International Trade

RESEARCH INTERESTS

Creativity, Information Processing, Affect, Consumer Decision Making, Advertising

DISSERTATION RESEARCH

Title: O Creativity, Where Art Thou? What Increases Creativity Perception, When Does Creativity Matter, and Why and How do Consumers Reflect their Creative-Self

Proposal Defended: July, 2015
Expected Defense: March, 2016
Committee: Elizabeth G. Miller (Chair) (Marketing), George R. Milne (Marketing), Linda Isbell (Psychology), Craig Wells (Education)

Creativity is frequently sought by individuals and marketers, as it positively affects a wide variety of cognitive, conative, and affective responses, such as positive emotions, evaluations and purchase intentions. However, while the literature has explored different individual and situational factors that enhance the creativity of individuals, processes, and products, a broader understanding of this construct is needed. In this dissertation, we explore the what, when, why, and how of creativity.
Specifically, we examine what can enhance perceptions of creativity (essay 1); when creativity impacts advertising effectiveness considering other important elements of an advertisement (essay 2); and finally how consumers utilize products, to reflect their creativity and why (essay 3). Our findings provide new insights into creativity, both theoretically and practically. The findings also contribute to the literatures on discrete emotions, advertising and self-concept.


Status: Job talk paper available at ilgimarketing.com; 3 studies completed, an additional study is in progress

Target: *Journal of Consumer Research*

Creativity perception has been known to influence cognitive, affective and conative responses positively, which makes it important to understand what enhances the perception of creativity. Across three studies, through analyzing anti-texting and driving advertisements (study 1), inducing emotions via writing tasks (study 2), and creating advertisements that include images from International Affective Pictures System (IAPS) (Lang, Bradley, and Cuthbert 1999) (Study 3), we find that fear increases perceived creativity, while other negative emotions (sadness, disgust, anger) and neutral emotion do not. Due to the high arousal nature of fear, individuals are more engaged in the advertisement, which lets them see the puzzle/creativity inherent in the advertisement increasing the creativity perception. We also show that this positive effect of fear on creativity perception increases the advertisement’s persuasiveness and consumer’s attitude towards the advertisement, which in turn drives behavioral intention. The findings contribute to the literatures on creativity and discrete emotions, while also providing practical insights marketers can use to enhance the perceived creativity and effectiveness of their advertisements.


Status: 1 study completed; an additional experiment is being conducted

Target: *Journal of Marketing*

Although the existing literature highlights the importance of creativity for improving an advertisement’s effectiveness, some papers found contrary results. This raises the question of whether there are occasions when creativity matters more (or less). In essay 2, we examine two factors – decision context and claim set-size – that influence when creativity is most effective due to their impact on consumer expectations. Findings support that the use of creativity is less expected in a utilitarian ad, and that creativity enhances evaluations for utilitarian ads more than hedonic ads. As expected, we also find a claim set-size by decision context interaction; the effects of creativity increase as claim set-size increases for a hedonic ad, but decrease as claim set-size increases for a utilitarian ad. These findings contribute to the creativity literature by identifying boundary conditions for when creativity in an advertisement will be most effective, and also contribute to practice by providing guidance to marketers about when investments in creativity will be most effective.


Status: Conducting interviews

Target: *Journal of Consumer Research*

Essay 3 looks at creativity on a social psychological level, and discusses whether some individuals have the drive to reflect a creative-self through consumption, particularly tattoos. While studies so far looked at how creativity of individuals is important, literature has not specifically examined whether, or why some people have the desire to portray a creative image, and how people can achieve that goal. The literature review and preliminary interviews suggest that tattoos have features consistent with creativity. Tattoos are unique and original reflecting the originality dimension of creativity. Tattoos are meaningful for the owner and take elaboration to solve the puzzle of meaning, consistent with the relevancy/meaningfulness and elaboration dimensions of creativity. Tattoos are also artistic designs, produced by the tattooers who are frequently referred to as “tattoo artists” and deliver an aesthetic design/symbol, reflecting the aesthetics dimension of creativity. The essay uses
in-depth interviews to understand further whether, and how tattoo owners utilize their tattoo(s) to reflect their creativity and why. The findings show whether and why individuals have the desire to reflect a creative-self, and how consumption (e.g. tattoo) helps as a vessel for the reflection of creative self-concept. The study offers “creative brand” as a possible positioning strategy tapping into individual’s desire for creative self-reflection.

OTHER WORKING PAPERS

“Competitive Forces When Choosing From Assortments of Varying Size: The Mitigating Effect of Holistic Thinking on Choice Overload” with Elizabeth G. Miller
Status: working paper available at ilgimarketing.com; 6 studies have been completed; refining the paper to be submitted to Journal of Consumer Psychology

Despite a large literature examining choice overload effects, prior research examining the impact of assortment size on preference satisfaction has failed to reach a consensus regarding whether large assortments are preferable or decrease satisfaction. We test a model of decision-making with assortments of varying size which helps explain these conflicting results. Specifically, across six studies, we show that assortment size exerts two competing forces on the decision process—a variety effect which positively impacts satisfaction and an overload effect which negatively impacts satisfaction. The overall effect of assortment size on preference satisfaction depends on the dominant indirect effect. In addition, we identify holistic thinking as a moderator that decreases the negative effect of overload feelings on preference satisfaction. Mitigation with holistic thinking happens for both chronic and decision-specific holistic thinkers, as well as those who adopt a more holistic thinking style due to situational aspects, such as mood or decision goal (utilitarian vs. hedonic). Implications of these findings for increasing our understanding of assortment size effects and for increasing customer satisfaction are discussed.

“Do/Feel Good: Health Risk Display Formats and Decision-Making Process” with Elizabeth G. Miller, Ann Mirabito, Jesse Catlin
Status: 6 studies completed, data analyses are in progress
Target: Journal of Marketing and Public Policy

The US Department of Human and Health Services and global non-profit organizations such as Healthwise have been promoting shared decision making in medicine, which highlights the importance of understanding the effectiveness and role of different communication alternatives in health care decision making. In this paper, we show that risk presentation format leads to treatment decision through verbatim (ability to read specific statistics) and gist knowledge (ability to understand big picture) respectively. Display formats also have an impact on affect and processing fluency which drives the behavioral response. Thus, this paper not only brings clarity to the conflicting results regarding different display formats’ impact on cognition, but also explains the role and mechanism of affective and cognitive processing in decision making which have been largely neglected in the literature of risk presentation. The findings highlight the importance of communicating in a bottom-top fashion (specific statistics first, gist knowledge second) and also considering not only the enhanced knowledge, but also the positive affective response, and ease of information processing when making recommendations about which formats to use.

“Relationalism and Justice as Social Norms: Their Impact on Turnover and Commitment – And the Role of Tenure” with Thomas Brashear
Status: The study and data analyses have been completed, refining the paper to be submitted to The Journal of the Academy of Marketing Science

Despite the fact that literature of different disciplines has long realized the fundamental role of relationships, when it comes to the key target of internal marketing, sales people, the research is meagre. Drawing on social exchange theory, authors show that relationalism is indeed important for sales people, having a direct impact on their commitment and turnover intention. Moreover, justice sub-dimensions (distributive, procedural, informational, interpersonal justice) play a very crucial role making this relationalism stronger. Finally, adopting the fairness as heuristics theory, authors investigate
the moderating role of tenure. While justice sub-dimensions create the necessary platform for strengthened relationalism, its impact is higher in early years of tenure. Through time, sales people tend to utilize justice less to evaluate their relationship with their managers. The implications for salesforce management and future research are discussed.

**CONFERENCE PROCEEDINGS AND PRESENTATIONS (presented)**


** Extended abstracts for these papers are available on my website at ilgimarketing.com.

**TEACHING INTERESTS**


**TEACHING EXPERIENCE**

(University of Massachusetts, Amherst, Isenberg School of Management)

Brand Management & Strategy (New, elective course for undergrads) Spring 2016

Marketing Research (Required course for undergrad majors) Spring 2015 (Scores are not yet available)

Marketing Research (Required course for undergrad majors) Fall 2014

Overall Instructor Score: 4.5 / 5
HONORS AND AWARDS

- AMA Sheth Doctoral Consortium Fellow, Northwestern University (2014)
- Harold E. Hardy Award Winner, UMass Amherst, Marketing Department (2014)
- AMS Annual Conference Doctoral Student Travel Grant (2014)
- Graduated as the top student in MBA Program of Bogazici University (2010) and as the 2nd top student in undergraduate Program of Bogazici University (2006).
- Beneficiary of Turkcell Graduate Scholarship: With support from the Informatics Association of Turkey, GSM operator giant of Turkey “Turkcell” provided scholarships to the most promising 50 graduate students with technological skills nationwide (2008 - 2010).
- IGEME (Export Promotion Center) - VII. Foreign Trade Youth Assembly: My project about e-trade was chosen to be a top project. Presented it to the government officials and received reward by Minister of Commerce (2004).
- Millennium Young People’s Congress - Project of ”United Nations” in which 650 teenagers from 112 different countries came together to create action agenda for 21st century: Chosen as one of the Turkish representatives with my action proposal on human rights (Hawaii, 10/21-30/1999)

* For detailed job descriptions, please see my linkedin profile: linkedin.com/in/darailgim

INDUSTRY EXPERIENCE

**Nissan, Istanbul, Turkey**
Product Specialist
(July 2012 - September 2012)

**Hyundai, Istanbul, Turkey**
Brand Manager
(August 2010 - July 2012)

**Goodyear, Istanbul, Turkey**
Brand Manager Assistant
(January 2009 - September 2009)

**Erguvan Communications Consultancy, Istanbul, Turkey**
Account Manager (Part-time)
August 2008 - January 2009

**directComm Marketing Group, Istanbul, Turkey**
Account Manager
(January 2007 - September 2008)

**Jump, Istanbul, Turkey**
Management Trainee
(September 2006 - January 2007)

**Industry Highlights:**
- Initiated social media, mobile and search engine marketing and “Hyundai Finance” tool of the Hyundai (2011 - 2012)
• Developed best practices for Hyundai Turkey (according to Brand Attitude & Market Contact Audit studies) (2011 - 2012)

According to Ipsos & Synovate Brand Attitude Survey, 2011:
* Grew Hyundai's Unaided Brand Awareness by 16.2%, main bottleneck indices; Familiarity by 18.4%, Opinion by 15.3% in one year (highest increases in the market)
* Best improvements in the sector regarding initial & final considerations, as well as image attributes (both emotional & functional attributes)

According to Integration™-IMC (Integration: Marketing & Communications) & Ipsos Market Contact Audit (MCA), 2011:
* Best practice in the world among 13 branches of Hyundai Motor Company regarding market contact improvement & efficiency (communicating & marketing effectiveness)
* Uplifting Hyundai as #1 brand on top 3 most influential contacts & one of the 2 best marketed brands in the Turkish car market (communication & sales conversion effectiveness)
* Successfully reduced spending against bottom 20% contacts
- Managed marketing budget of $18M annually (effectively & efficiently as MCA supports)

• Turkcell: Mobile Marketing Campaign Success Stories - Hyundai Elantra launch & Hyundai Testival (2012)

• Marketing and Management Institute & Marketing Turkiye’s “Grand Interactive Awards”: “Best Mobile Ad” - Hyundai Elantra launch - 360 degree mobile marketing (Evaluation criteria: creativity in channel use, uniqueness in media strategy, outcome figures, KPI results, ROI) (2012)

• Turkish Direct Marketing Association’s “Direct Marketing Prizes” - “Loyalty Campaigns” Category - 1st Runner: “Yurtiçi Kargo Secretary Club” that I had managed for a year in directComm (2008)

ACADEMIC SERVICE AND MEMBERSHIPS

Service:
Competitive Paper Reviewer, AMA Winter Marketing Educators’ Conference (2015)
Consumer Research Annual Conference
Competitive Paper and Poster Reviewer, AMA Summer Marketing Educators’ Conference (2014)

Memberships:
American Marketing Association
Association for Consumer Research
Society for Consumer Psychology
DOCTORAL COURSEWORK

Marketing
- Applied Marketing Research in Sales Management (Thomas Brashear, Marketing, Spring 2014)
- Marketing Management Seminar (George Milne, Marketing, Fall 2013)
- Behavior and Social Science in Marketing (William Diamond, Marketing, Spring 2012)
- Theory and Science of Marketing (Easwar Iyer, Marketing, Fall 2012)
- Pro Seminar in Marketing (Easwar Iyer, Marketing, Fall and Spring 2012, 2013, 2014)

Methods and Statistics
- Hierarchical Linear Modeling (Aline Sayer, Psychology, Fall 2014)
- Data Mining (Paul Attewell from CUNY, Sociology, Fall 2014)
- Structural Equation Modeling (Craig Wells, Education, Spring 2014)
- Applied Research Methods (Bruce Skaggs, Management, Spring 2012)
- Applied Multivariate Analysis I and II (Lisa A. Keller, Education, Fall 2013, Spring 2014)
- Regression Analysis (Lisa A. Keller, Education, Fall 2013)
- Intro/ Regression Analysis (Robert Nakosteen, Management, Spring 2012)
- Qualitative Research (Linda Smircich, Management, Spring 2012)
- Introduction to Statistics and Computer Analysis II (Lisa A. Keller, Education, Fall 2012)
- Research Methods (Ron Karren, Management, Fall 2012)

Psychology
- Seminar in Social Cognition (Linda M. Isbell, Psychology, Fall 2013)

REFERENCES

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