

# Didem Kurt

D'Amore-McKim School of Business  
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## EDUCATION

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Ph.D. in Marketing, 2012  
University of Pittsburgh – Pittsburgh, PA

M.B.A. (Finance), 2007  
University of Alabama – Tuscaloosa, AL

B.S. in Political Science and Public Administration, 2003  
Middle East Technical University – Ankara, Turkey

## ACADEMIC POSITIONS

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Visiting Associate Professor of Marketing, Northeastern University, 2020-  
Assistant Professor of Marketing, Boston University, 2012-2020

## RESEARCH INTERESTS

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Social Influence, In-Store Decision Making and Shopper Marketing, Marketing-Finance Interface

## TEACHING INTERESTS

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Consumer Behavior, Marketing Management, Retailing and Shopper Behavior, Marketing Research

## JOURNAL PUBLICATIONS

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Whitley, Sarah, Remi Trudel, and Didem Kurt (2018), "The Influence of Purchase Motivation on Perceived Preference Uniqueness and Assortment Size Choice," *Journal of Consumer Research*, 45 (December), 710-724.

Kurt, Didem, J. Jeffrey Inman, and Francesca Gino (2018), "Religious Shoppers Spend Less Money," *Journal of Experimental Social Psychology*, 78 (September), 116-124.

Kurt, Didem and John S. Hulland (2013), "Aggressive Marketing Strategy Following Equity Offerings and Firm Value: The Role of Relative Strategic Flexibility," *Journal of Marketing*, 77 (5), 57-74.

Kurt, Didem and J. Jeffrey Inman (2013), "Mispredicting Others' Valuations: Self-Other Difference in the Context of Endowment," *Journal of Consumer Research*, 40 (June), 78- 89.

Kurt, Didem, J. Jeffrey Inman, and Jennifer J. Argo (2011), "The Influence of Friends on Consumer Spending: The Role of Agency-Communion and Self-Monitoring," *Journal of Marketing Research*, 48 (August), 741-754.

## BOOK CHAPTERS

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Kurt, Didem and Jeremy Frimer (2015), “Agency and Communion as a Framework to Understand Consumer Behavior,” in *The Cambridge Handbook of Consumer Psychology*, eds. Michael Norton, Derek Rucker, and Cait Lamberton, Cambridge University Press.

Kurt, Didem and John S. Hulland (2012), “Corporate Financial Policy and Marketing Strategy: The Case of IPOs and SEOs,” in *Handbook of Marketing and Finance*, ed. Shankar Ganesan, Edward Elgar Publishing.

## NON-REFEREED ARTICLES

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Kurt, Didem, J. Jeffrey Inman, and Francesca Gino (2018), “Shoppers with Strong Religious Beliefs Spend Less and Make Fewer Impulse Purchases,” *Harvard Business Review* (hbr.org), July 23.

Whitley, Sarah, Remi Trudel, and Didem Kurt (2018), “How Many Versions of a Product Do Consumers Really Want,” *Harvard Business Review* (hbr.org), June 27.

## SELECTED RESEARCH IN PROGRESS

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Kurt, Didem and Francesca Gino, “Income Inequality and Consumer Preference for Private Labels versus National Brands,” revising for 2<sup>nd</sup> round review at *Journal of Marketing Research*.

- Best Paper Award at the 2019 SCP Winter Conference.

Kurt, Didem, Koen Pauwels, Ahmet C. Kurt, and Shuba Srinivasan, “Warranty Payments and Firm Value,” revising for 2<sup>nd</sup> round review at *International Journal of Research in Marketing*.

Kurt, Didem and Ahmet C. Kurt, “Religion and Informational Influence: Evidence from Individual Tax Behavior in the U.S.,” revising for 2<sup>nd</sup> round review at *The Journal of Consumer Affairs*.

Kurt, Didem, “Obesity and Compensatory Consumption: Evidence from Jewelry Shopping”

Kurt, Didem, J. Jeffrey Inman, and Jennifer J. Argo, “Who Is Ready for Shopping? The Last One on Roll Call and Shopping Planning”

## PROFESSIONAL SERVICE

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Associate Editor, *Frontiers in Psychology: Personality and Social Psychology* (2018-2019)

Ad hoc reviewer, *Journal of Consumer Psychology*

Ad hoc reviewer, *Journal of Consumer Research*

Ad hoc reviewer, *Journal of Marketing*

Ad hoc reviewer, *Journal of Marketing Research*

Ad hoc reviewer, *Journal of Applied Social Psychology*

Ad hoc reviewer, *Journal of Association for Consumer Research*

Ad hoc reviewer, *Journal of Experimental Psychology: General*

Ad hoc reviewer, *International Journal of Research in Marketing*

Ad hoc reviewer, *Journal of Marketing Communications*

Ad hoc reviewer, *Journal of Public Policy and Marketing*

Co-organizer, *Boston Judgment and Decision Making Day at Questrom School of Business* (2017)

## CONFERENCE PRESENTATIONS (\* indicates presentation by co-author)

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“Obesity and Compensatory Consumption: Evidence from Jewelry Shopping,” Paper presented at the *Society for Consumer Psychology Winter Conference*, Huntington Beach, CA (March 2020)

“Income Inequality and Consumer Preference for Private Labels versus National Brands,” Paper presented at the *Association for Consumer Research Conference*, Atlanta, GA (October 2019)

“Income Inequality and Consumer Preference for Private Labels versus National Brands,” Paper presented at the *La Londe Conference*, La Londe les Maures, France (June 2019)

“Income Inequality and Consumer Preference for Private Labels versus National Brands,” Paper presented at the *Society for Consumer Psychology Winter Conference*, Savannah, GA (March 2019)

“Warranty Payments and Firm Value,” Paper presented at the *Marketing Science Conference*, Philadelphia, PA (June 2018)\*

“Warranty Payments and Firm Value,” Paper presented at the *EMAC Conference*, Glasgow, UK (May 2018)\*

“Religious Shoppers Spend Less Money,” Paper presented at the *Association for Consumer Research Conference*, San Diego, CA (October 2017)

“The Influence of Purchase Motivation on Assortment Size Preferences,” Paper presented at the *Association for Consumer Research Conference*, San Diego, CA (October 2017)\*

“Religious Shoppers Spend Less Money,” Paper presented at the *La Londe Conference*, La Londe les Maures, France (May 2017)

“The Last One on Roll Call and Unplanned Shopping,” Paper presented at the *La Londe Conference*, La Londe les Maures, France (May 2017)

“Religion and Shopper Behavior,” Paper presented at the *Society for Consumer Psychology Winter Conference*, San Francisco, CA (February 2017)

“The Last One on Roll Call and Unplanned Shopping,” Paper presented at the *Association for Consumer Research Conference*, New Orleans, LA (October 2015).

“Power, Self Interest, and Financial Risk Taking,” Paper presented at the *Society for Consumer Psychology Winter Conference*, Miami, FL (March 2014).

“Social Power and Financial Risk Taking: The Role of Agency-Communion,” Paper presented at the *Association for Consumer Research Conference*, Vancouver, Canada (October 2012).

“The Licensing Effect of Shopping Basket Composition on Impulsive Spending,” Paper presented at the *Association for Consumer Research Conference*, St. Louis, MO (October 2011).

“Seeing Things from the Other Guy’s Point of View: Self-Other Difference in the Context of Endowment,” Paper presented at the *Association for Consumer Research Conference*, St. Louis, MO (October 2011).

## CONFERENCE PRESENTATIONS (CONT'D)

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“Changing the Rules of the Game: The Impact on Firm Value of Adopting an Aggressive Marketing Strategy Following Equity Offerings,” Paper presented at the *Marketing Science Conference*, Houston, TX (June 2011).

“Changing the Rules of the Game: The Impact on Firm Value of Adopting an Aggressive Marketing Strategy Following Equity Offerings,” Paper presented at the *Marketing Strategy Meets Wall Street II Conference*, Boston, MA (May 2011).

“Predicting the Endowment Effect: Does Being in the Same Shoes Help?” Paper presented at the *Society for Consumer Psychology Winter Conference*, Atlanta, GA (February 2011).

“How Friends Promote Consumer Spending,” Paper presented at the *Association for Consumer Research Conference*, Pittsburgh, PA (October 2009).

“How Friends Promote Consumer Spending,” Paper presented at the *39th Annual Haring Symposium*, Indiana University, Bloomington, IN (March 2009).

## TEACHING EXPERIENCE

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*Marketing Management*, Boston University, Fall 2012, 2014-2017; Spring 2014, 2016  
*Consumer Behavior II*, Doctoral Seminar, Boston University, Fall 2014, 2016, 2018  
*Consumer Behavior*, Boston University, Spring 2018-2020, Fall 2019  
*Consumer Behavior*, University of Pittsburgh, Spring 2010-2012, Fall 2011

## PROFESSIONAL EXPERIENCE

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Manager of Retail Stores, Gural Porselen, Turkey, 2003-2005

## HONORS AND AWARDS

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AMA Sheth Foundation Doctoral Consortium Fellow, 2009  
Haring Symposium Fellow, Indiana University, 2009  
Mitsubishi Fellow, University of Pittsburgh, 2007-2008  
International Advisory Board Scholarship, University of Alabama, 2006  
Dean’s Scholarship, University of Alabama, 2005-2007