



Ipek Ozer



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Advisor: Dr Maria Galli, Dr Ana Valenzuela

Research Group: JUICE - Marketing Department

Research Interests:

- Judgement and decision making
 - Self concept and identity
 - Transformative consumer research
 - Tech-mediated consumption
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Short Bio:

Ipek Ozer is a Ph.D. candidate specializing in consumer behavior at Esade Business School. She is interested in the discovery of psychological factors that affect consumer attitude and behavior. More specifically, she focuses on innovative marketplaces and marketing activities with the motivation of nudging individuals to increase sustainability in both consumption and marketing practices. She follows experimental and quantitative methods.

Before joining Esade, she started her career in teaching and research at Bogazici University; teaching at courses ranging from undergraduate to Ph.D. level, supporting a research center, organizing industry-student interactions, and holding departmental administrative roles. She also had professional experiences at the marketing departments of Johnson & Johnson, L'Oréal and The Coca Cola Company.
