

Canan Corus Curriculum Vitae

Department of Marketing
Lubin School of Business,
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EDUCATION

- | | | |
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| Ph.D. | Pamplin College of Business, Virginia Tech, VA
Major: Marketing; Minor: Psychology | May 2008 |
| MBA | Binghamton University, State University of New York, NY
Business Administration with minor in Marketing | May 2004 |
| M.S. | Dokuz Eylul University, Izmir, Turkey
International Business – Coursework Completed | May 2002 |
| B.S. | Middle East Technical University, Ankara, Turkey
Food Processing Engineering | May 2000 |

ACADEMIC POSITIONS

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| PACE UNIVERSITY
NY, NY | Associate Professor of Marketing | Sept. 2015 - Present |
| PACE UNIVERSITY
NY, NY | Assistant Professor of Marketing | May 2012- Sept. 2015 |
| ST. JOHN'S UNIVERSITY
Queens, NY | Assistant Professor of Marketing | August 2008-May 2012 |
| VIRGINIA TECH
Blacksburg, VA | Instructor/ Graduate Assistant | September 2004-May 2008 |
| BINGHAMTON UNIVERSITY
Binghamton, NY | Graduate Assistant | September 2002-May 2004 |

JOURNAL ARTICLES

- Zemack-Rugar, Yael, Canan Corus, and David Brinberg (2018), "If At First You Do Succeed, Do You Try, Try Again? Understanding, Predicting, and Modifying Persistence and Licensing Behavior," *Journal of Marketing Research*, forthcoming.
- Saatcioglu, Bige and Canan Corus (2018), "Towards a Macromarketing and Consumer Culture Theory Intersection: Participatory and Deliberative Methodologies," *Journal of Macromarketing*, forthcoming.
- Zemack-Rugar, Yael and Canan Corus (2018), "The Effects of Anticipated Goal-Inconsistent Behavior on Present Goal Choices," *Psychology & Marketing*, 35(9), 676-95.
- Corus, Canan, Bige Saatcioglu, Carol Kaufman-Scarborough, Christopher P. Blocker, Shikha Upadhyaya, and Samuelson Appau (2016), "Transforming Poverty-Related Policy with Intersectionality," *Journal of Public Policy & Marketing*, 35 (2), 211-22.
- Saatcioglu, Bige and Canan Corus (2016), "Exploring Spatial Vulnerability: Inequality and Agency Formulations in Social Space," *Journal of Marketing Management*, 32 (3-4), 230-51.
- Corus, Canan and Bige Saatcioglu (2015), "An Intersectionality Framework for Transformative Services Research," *Service Industries Journal*, 35 (7/8), 415-29.
- Ordabayeva, Nailya, Soren Askegaard, Pierre Chandon, Tracy Cheung, Zuzana Chytkova, Canan Corus, Yann Cornil, Julie A. Edell Britton, Daniele Mathras Fay, Astrid Junghans, Dorthe Brogaard Kristensen, Ilona Mikkonen, Elizabeth G. Miller, Nada Sayarh, Carolina Werle (2014), "Moralities of Food and Health Research," *Journal of Marketing Management*, 30 (17/18), 1800-32.
- Saatcioglu, Bige and Canan Corus (2014), "Poverty and Intersectionality: A Multidimensional Look into the Lives of the Impoverished," *Journal of Macromarketing*, 34 (2), 122-32.
- Anderson, Laurel, Amy L. Ostrom, Canan Corus, Raymond P. Fisk, Andrew S. Gallan, Mario Giraldo, Martin Mende, Mark Mulder, Steven W. Rayburn, Mark S. Rosenbaum, Kunio Shirahada, and Jerome D. Williams (2013), "Transformative Service Research: An Agenda for the Future," *Journal of Business Research*, 66 (8), 1203-10.
- Chao, Chiang-Nan, Canan Corus and Tiger Li, (2012) "Balancing Traditional Media And Online Advertising Strategy," *International Journal of Business, Marketing, & Decision Sciences*, 5 (Fall), 12-25.
- Zemack-Rugar, Yael, Canan Corus, and David Brinberg (2012) "The Response to Failure Scale: Predicting Behavior Following Initial Self-Control Failure," *Journal of Marketing Research*, 49 (6), 996-1014.

Corus, Canan and Julie L. Ozanne (2012), “Stakeholder Engagement: Building Participatory and Deliberative Spaces in Subsistence Markets,” *Journal of Business Research*, 65 (12), 1728–35.

Corus, Canan and Julie L. Ozanne (2011), “Critical Literacy Programs: Can Business Literacy Be a Catalyst for Economic and Social Change?” *Journal of Macromarketing*, 31 (2) 184-98.

Rosenbaum, Mark S., Canan Corus, Amy L. Ostrom, Laurel Anderson, Raymond P. Fisk, Andrew S. Gallan, Mario Giraldo, Martin Mende, Mark Mulder, Steven W. Rayburn, Kunio Shirahada, and Jerome D. Williams (2011), “Conceptualization and Aspirations of Transformative Service Research,” *Journal of Research for Consumers*, 19, 1-6.

Ozanne, Julie L., Canan Corus, and Bige Saatcioglu (2009), “The Philosophy and Methods of Deliberative Democracy: Implications for Public Policy and Marketing,” *Journal of Public Policy and Marketing*, 28 (1), 29-40. (*Nominated for the Thomas C. Kinnear best paper award*)

Adkins, Natalie and Canan Corus (2009), “Health Literacy for Improved Health Outcomes: Effective Capital in the Marketplace,” *Journal of Consumer Affairs*, 43 (2), 199-222.

Hampton, Brandy, Paula Peter, Canan Corus, and David Brinberg (2009), “Integrating the Unified Theory and Stages of Change to Create Targeted Health Messages,” *Journal of Applied Social Psychology*, 39 (2), 449-71.

BOOK CHAPTERS

Saatcioglu, Bige and Canan Corus (2015), “An Inclusive Approach to Consumer Vulnerability: Exploring the Contributions of Intersectionality” in *Consumer Vulnerability: Conditions, Contexts and Characteristics* Kathy Hamilton, Susan Dunnett, Maria Piacentini (eds.), Routledge.

Corus, Canan and Julie L. Ozanne (2014) “The Rising Tide of Corporate Accountability: Combining Participatory Action Research and Deliberative Democracy for Positive Impact,” in *Handbook of Research on Marketing and Corporate Social Responsibility*, Ronald Paul Hill and Ryan Langan (eds.), Edward Elgar Publishing.

Ozanne, Julie L., Canan Corus, and Bige Saatcioglu (2013), “The Philosophy and Methods of Deliberative Democracy: Implications for Public Policy and Marketing,” reprinted in *New Directions in Critical Marketing Studies*, Volume 3, Mark Tadajewski (ed.), Sage Publications. (*reprinted*)

WORK IN PROGRESS

“Midlife as a Rite of Passage: The Role of Health Consumption” with Bige Saatcioglu
Data collection is complete. Data analysis and write up in process.

“Emotional Certainty in Health Communications”

Data collection is complete. Data analysis and write up in process.

“Working Against the Clock: Predicting Responses to Deadline Goal Failure” with Yael Zemack-Rugar, and David Brinberg . Revision invited - *Journal of Marketing Education*.

PROCEEDINGS

Corus, Canan and Bige Saatcioglu (2014), “Midlife as a Rite of Passage: The Role of Healthcare Services,” *Conference Proceedings of the Second Annual Conference for Positive Marketing*.

Chiang-Nan Chao, Canan Corus and Tiger Li (2012), “Balancing Traditional Media and Online Advertising Strategy,” *Conference Proceedings of the International Academy of Business and Public Administration Disciplines*, 9 (4), 142-152.

Corus, Canan and Julie Ozanne (2011), “Improving Corporate Social Responsibility through Deliberative Methods,” *Proceedings of the 36th Annual Macromarketing Conference*, 193.

Zemack-Rugar, Yael, Canan Corus and David Brinberg (2010), “The “What the Hell Effect” Scale: Measuring Post-Failure Sequential Self-Control Choice Tendencies,” *Advances in Consumer Research*, 37, 1-7.

Corus, Canan (2009), “Certainty Appraisal and Health Communications,” *Advances in Consumer Research*, 36, 619.

Zemack-Rugar, Yael, Canan Corus, and David Brinberg (2008), “Continuing to Sin or a Reformed Sinner: An Individual Difference Measure to Assess Self-Control after a Transgression,” *Society for Consumer Psychology*, 11, 403-405.

Ozanne, Julie, Bige Saatcioglu, and Canan Corus (2007), “Participatory Action Research as Engaged Practice: Implications for Transformative Consumer Research,” *Advances in Consumer Research*, 34, 20-22.

Corus, Canan and Julie Ozanne (2006), “Sustained Consumer Fascination,” *Advances in Consumer Research*, 34, 679.

CONFERENCE PRESENTATIONS

June 29-30, 2015 Annual International Conference on Marketing, Athens, Greece, “The Social Construction of Womanhood in Middle Age” with Bige Saatcioglu

May 31 - June 2, 2015 Transformative Consumer Research Conference, Villanova University, Philadelphia, PA, "Intersectional Poverty" Round Table Dialogue

October 4 -6, 2013 Association for Consumer Research Annual Conference, Chicago, IL, "Working Against the Clock: Predicting Responses to Deadline Goal Failure," presented in session "Exploring the Self in Self-Regulation: Unexpected Impacts on Goal Engagement" with Yael Zemack-Rugar, David Brinberg, Rebecca Rabino.

October 4 -6, 2013 Association for Consumer Research Annual Conference, Chicago, IL, "What I Haven't Done Can't Hurt Me: The Effects of Imagined Future Failure on Goal Disengagement," with Yael Zemack-Rugar, David Brinberg.

June 24-26, 2013 Transformative Consumer Research Conference, Lille, France, "Health and Nutrition Track" Round Table Dialogue

January 14 -15, 2013 Second Annual Conference for Positive Marketing, NY, NY, "Midlife as a Rite of Passage: The Role of Healthcare Services," with Bige Saatcioglu

October 25-28, 2012 The International Academy of Business and Public Administration Disciplines Conference, Las Vegas, Nevada, "Balancing Traditional Media and Online Advertising Strategy," with Chiang-Nan Chao and Tiger Li

October 4-7, 2012 Association for Consumer Research Annual Conference, Vancouver, BC, Canada "The Social Construction of Womanhood in Middle Age: Menopause as a Rite of Passage" (Special Session Presentation) with Bige Saatcioglu

February 17-19, 2012 AMA Winter Marketing Educators' Conference, St. Petersburg, FL "A Call for Transformative Service Research" in the special session "Introducing Transformative Service Research: Conceptualization, Research Agenda, and Exemplars" with Mark Rosenbaum

February 17-19, 2012 AMA Winter Marketing Educators' Conference, St. Petersburg, FL "Health Services are Transformative Services: Vietnam Application" in the special session "Introducing Transformative Service Research: Conceptualization, Research Agenda, and Exemplars" with Mark Rosenbaum and Bige Saatcioglu

June 24-26, 2011 Transformative Consumer Research Conference, Waco, Texas "Transformative Services Research" Round Table Dialogue

June 5-8, 2011 Macromarketing Conference, Williamsburg, VA "Corporate Social Responsibility: A Deliberative Framework" with Julie Ozanne

July 5-8, 2010 Subsistence Markets Conference, Chicago, IL International, "A Deliberative Approach For Improving Corporate Accountability In Subsistence Markets" with Julie Ozanne

October 22-25, 2009 Association for Consumer Research Annual Conference, Pittsburgh, PA "What The Hell Effect" Scale: Measuring Post-Failure Sequential Self-Control Choice Tendencies" with Yael Zemack-Rugar and David Brinberg

May 10-13, 2009 Marketing and Public Policy Conference, Washington D.C. – Session Chair
“Deliberative Democracy for Multistakeholder Engagement Process” with Julie Ozanne

October 19-22, 2008 Association for Consumer Research Conference, San Francisco, CA
“Emotional Certainty and Health Communications” (Competitive Paper)

February 21-23, 2008 Society for Consumer Psychology Conference 2008, New Orleans, LA
“Continuing to Sin or a Reformed Sinner: An Individual Difference Measure to Assess Self-Control after a Transgression” (Special Session Presentation) with Yael Zemack-Rugar and David Brinberg

May 17-20, 2006 Marketing and Public Policy Annual Conference 2006, Long Beach, CA
“The Co-Creation of Health Literacy” (Special Session Presentation) with Natalie Ross Adkins, Julie Ozanne and Bige Saatcioglu

September 28-30, 2006 Association for Consumer Research Conference, Orlando, FL
“Participatory Action Research as Engaged Practice: Implications for Transformative Consumer Research” with Julie Ozanne and Bige Saatcioglu.

September 28-30, 2006 Association for Consumer Research Conference, Orlando, FL
“Sustained Consumer Fascination” (Competitive Paper) with Julie Ozanne

COURSES TAUGHT

GRADUATE

- Consumer Behavior
- Marketing Management
- International Marketing
- Advertising Management

UNDERGRADUATE

- Advertising
- International Marketing
- Consumer Behavior
- Integrated Marketing Communications
- Marketing Principles (Honors)
- Advertising Project (for the NSAC Competition Team)

ACADEMIC AWARDS AND GRANTS

Lubin School of Business Faculty Teaching Award, 2016

Lubin School of Business Marketing Department Faculty Research Award, 2013

Lubin School of Business Grant to Improve Communications Skills, 2013

Financial Services Institute Conference, Best Discussant Award, 2012

HEC Paris Research Grant, 2010-2011

Association for Consumer Research Grant, 2007

AMA-Sheth Doctoral Consortium Fellowship, 2007

Tuition Scholarship (MBA), Binghamton University – SUNY, 2005

Beta Gamma Sigma Honor Society Award, 2004

International Association for the Exchange of Students for Technical Experience (IAESTE)

Scholarship, 1998

OTHER PROFESSIONAL EXPERIENCE

KOC INDUSTRIES
Izmir, TURKEY

International Marketing Executive July 2000-April 2002