

GIZEM YALCIN WILLIAMS

(former publishing name: Gizem Yalcin)

McCombs School of Business, The University of Texas at Austin, Austin TX, USA

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EMPLOYMENT

McCombs School of Business, The University of Texas at Austin, USA

Assistant Professor of Marketing, August 2022 - present

EDUCATION

Rotterdam School of Management, Erasmus University, the Netherlands

PhD in Marketing (consumer behavior), 2022

Dissertation title: Consumers in the Age of AI: Understanding Reactions Towards Algorithms in Marketing Research

Sauder School of Business, University of British Columbia, Canada

Visiting Scholar, 2018

Rotterdam School of Management, Erasmus University, the Netherlands

Research Master, Marketing, 2017

Bilkent University, Turkey

BSc in Management, 2015, major: marketing and innovation, minor: psychology

RESEARCH INTERESTS

algorithmic decision-making, psychology of technology, prosocial behavior, consumer behavior, judgment and decision-making

ACADEMIC PUBLICATIONS (*Denotes equal authorship)

Hermann, Erik, **Gizem Yalcin Williams**, and Stefano Puntoni (forthcoming), “(How) Can the Deployment of Artificial Intelligence in Services AID Vulnerable Consumers?,” *Journal of the Academy of Marketing Science*.

Yalcin, Gizem*, Sarah Lim*, Stefano Puntoni, and Stijn van Osselaer (2022), “Thumbs Up or Down: Consumer Reactions to Decisions by Algorithms versus Humans,” *Journal of Marketing Research*, 54 (4), 696-717.

Selected Press: [The Economist](#), [RSM Discovery](#), [Penn Today](#), [Digital Journal](#), [SmartCompany](#), [Fortune's CFO Daily](#)

Yalcin, Gizem, Stefano Puntoni, Eris Themeli, Stefan Philipsen, and Evert Stamhuis (2022), “Perceptions of Justice by Algorithms,” *Artificial Intelligence & Law*, <https://doi.org/10.1007/s10506-022-09312-z>.

Paolacci, Gabriele and **Gizem Yalcin** (2020), “Benevolent Partiality in Prosocial Preferences,” *Judgment and Decision Making*, 15 (2), 173–81.

Selected Press: [Effective Altruism Forum](#)

MANAGERIAL PUBLICATIONS

Yalcin, Gizem, and Stefano Puntoni (2023), “How AI Affects Our Sense of Self, And Why That Matters for Business”, *Harvard Business Review*, 101 (5), 130-136, <https://hbr.org/2023/09/how-ai-affects-our-sense-of-self>

Yalcin, Gizem, Sarah Lim, Stefano Puntoni, and Stijn van Osselaer (2022), “How Do Customers React When Their Requests Are Evaluated by Algorithms?” *MIT Sloan Management Review* (online), <https://sloanreview.mit.edu/article/how-do-customers-react-when-their-requests-are-evaluated-by-algorithms/>

WORKING PAPERS (*Denotes equal authorship)

Lim, Sarah*, **Gizem Yalcin Williams***, and Stefano Puntoni, “Delegating Decisions: Impression Management in Human and Algorithmic Delegation,” under review.

SELECTED WORKS IN PROGRESS

New Technologies & Unfair Competition (with Franklin Shaddy, Alix Barasch, and Amit Bhattacharjee)
 Conversational AI & Consumer Expressions (with Meike Zehnle and Christian Hildebrand)
 Explanations in Dilemmatic Decisions (with Gabriele Paolacci)
 Preregistration in Behavioral Science (with Chuck Howard)
 Human-AI Collaborations in Creative Contexts (with Ravi Mehta and Darren Dahl)

SELECTED AWARDS, GRANTS AND HONORS

- Finalist, Don Lehmann Award, Academy of Marketing Association (AMA), 2023
- Mathew Joseph Emerging Scholar Award, Academy of Marketing Association (AMA) DocSIG, 2021
- Honorable Mention, Psychology of Technology Dissertation Award, 2021
- AMA Sheth Doctoral Consortium Fellow, 2020
- Talent Placement Award, Erasmus Research Institute of Management (ERIM), 2020
- Beattie Award, Society for Judgment and Decision Making, 2019
- Professor Bruins Prize, Erasmus TrustFonds Association, 2017
- Research Visit Grant, Erasmus TrustFonds Association, 2018
- European Institute of Advanced Studies in Management Scholarship, 2016

CHAired SYMPOSIA AND KNOWLEDGE FORUMS

- Yalcin, Gizem**, and Almira Abilova (March 2023), “Lay Beliefs about What Machines Can Do Better than Humans (and Vice Versa), Society for Consumer Psychology (SCP), San Juan, Puerto Rico.
- Yalcin, Gizem**, and Gil Appel (October 2021), “Let’s Get Digital: A Virtual Knowledge Forum on Marketing in the Age of Digitalization and Artificial Intelligence,” Association for Consumer Research (ACR), virtual conference.
- Yalcin, Gizem**, and Chiara Longoni (October 2021), “Artificial Intelligence in Marketing and Beyond: Interdisciplinary Perspectives on the Social Impact of AI,” Association for Consumer Research (ACR), virtual conference.
- Yalcin, Gizem**, and Joshua Lewis (October 2021), “Marketing Effective Altruism: A Virtual Roundtable on How to Motivate Consumers to Maximize Their Prosocial Impact,” Association for Consumer Research (ACR), virtual conference.
- Yalcin, Gizem**, and William Fritz (October 2020), “Back to the Future: A Virtual Roundtable of Senior Academics Sharing Insights from Consumer Research on Technology,” Association for Consumer Research (ACR), virtual conference.
- Yalcin, Gizem** and Evan Weingarten (October 2020), “Objective and Subjective Value of Humans and Algorithms,” Association for Consumer Research (ACR), virtual conference.
- Yalcin, Gizem** and Nofar Duani (October 2020), “Being a Human in the Age of Artificial Intelligence,” Association for Consumer Research (ACR), virtual conference.
- Yalcin, Gizem** and Evan Weingarten (March 2020), “Objective and Subjective Value of Humans and Algorithms,” Society for Consumer Psychology (SCP), Huntington Beach, CA.

Yalcin, Gizem and Nofar Duani (October 2019), “Perceptions of AI and Algorithmic Decision Making,”
Association for Consumer Research (ACR), Atlanta, GA.

CONFERENCE PRESENTATIONS (* denotes presenter)

Thumbs Up vs. Thumbs Down

Society for Consumer Psychology (SCP), virtual conference (March 2021)*
Association for Consumer Research (ACR), virtual conference (October 2020)*
SCP Boutique Conference on Technology, Montreal (June 2019)

The Algorithm vs. The Expert

Society for Consumer Psychology (SCP), Huntington Beach, CA (March 2020)*
Association for Consumer Research (ACR), Atlanta, GA (October 2019)*
SCP Boutique Conference on Technology, Poster, Montreal (June 2019)*
Theory + Practice in Marketing (TPM), New York, NY (May 2019)*

Perceptions of Justice by Algorithms

Association for Consumer Research (ACR), virtual conference (October 2021)*
Society for Consumer Psychology (Huntington Beach, USA, March 2020)*

Benevolent Partiality

Society for Judgment and Decision Making (SJDM), Montreal (November 2019)*
Subjective Probability, Utility, and Decision Making (SPUDM), Amsterdam (August 2019)*
La Londe Conference, La Londe Les Maures (June 2019)
Society for Consumer Psychology (SCP), Savannah, GA (February 2019)*
Association for Consumer Research (ACR), Dallas, TX (October 2018)
Tilburg Institute for Behavioral Economics Research (TIBER) Symposium, Tilburg (August 2018)*

Delegating Decisions to Humans and Algorithms

Society for Consumer Psychology (SCP), San Juan, Puerto Rico, (March 2023)
Association for Consumer Research (ACR), Denver, CO (October 2022)*

Cyber-Creativity

Association for Consumer Research (ACR), virtual conference (October 2020)

Conversational AI & Consumer Expressions

Association for Consumer Research (ACR), Seattle, WA (October 2023)

INVITED KNOWLEDGE FORUMS & TALKS

- University of California, Berkeley (2023)
- Bilkent University (2022)
- Cardiff University (2022)
- Bogazici University (2022)
- Chinese University of Hong Kong (2021)
- ESSEC Business School (2021)
- Harvard Business School (2021)
- IESE Business School (2021)
- McGill University (2021)

- Singapore Management University (2021)
- Stockholm School of Economics (2021)
- University of Alberta (2021)
- University of Cincinnati (2021)
- University of Illinois at Urbana-Champaign (2021)
- University of Iowa State (2021)
- University of Notre Dame (2021)
- University of Oregon (2021)
- University of Texas at Austin (2021)
- University of Toronto (2021)
- University of Western Ontario (2021)
- “Consumer Reactions to Decisions by Algorithms versus Humans”, Bold Minds Mixer, George Washington University (2020)
- “The Dark Side of Automation in Marketing and Consumption,” Association for Consumer Research (ACR), Atlanta, GA (2019)
- Montaigne Centre for Rule of Law and Administration of Justice (2019)

TEACHING EXPERIENCE

English Proficiency: Cambridge Proficiency Examination (CPE) Certificate, C2 Proficiency

Instructor, University of Texas at Austin, USA

Marketing Policies, undergraduate-level course, Fall 2022

- Instructor evaluation: 4.8/5 and 5/5

Instructor, Erasmus University, the Netherlands

Research Training and Bachelor Thesis, undergraduate-level course, Spring 2020, Spring 2021

- Instructor evaluation: 2020 Spring = 9.6/10, 2021 Spring = 9.7/10, 2022 Spring = 5/5

SERVICE TO THE SCHOOL AND FIELD

- Co-chair: The Impact of AI on Economy, Businesses, and Human Behavior: Research Consortium, University of Texas at Austin (April 2024)
- Management Science, Ad-hoc Reviewer
- Journal of Marketing, Ad-hoc Reviewer
- Journal of Marketing Research, Ad-hoc Reviewer
- Journal of Consumer Research, Ad-hoc Reviewer
- Judgment and Decision Making, Ad-hoc Reviewer
- Association for Consumer Research, Ad-hoc Reviewer
- Society for Consumer Psychology, Ad-hoc Reviewer
- European Association for Consumer Research, Ad-hoc Reviewer
- Psychology of AI, Erasmus Centre for Data Analytics, Affiliated Expert, 2022-Present
- Research Fellow, Erasmus Research Institute of Management, 2015-2022
- Journal of Consumer Research, Trainee Reviewer, 2021-2022
- Behavioral Lab Coordinator, Erasmus University, 2018-2019

COMPUTER SKILLS

R, SAS, SPSS, LIWC