

# Alican MECIT

Professeur assistant

Académie : Globalisation

Centre de recherche : Marketing Interactions

Campus : PARIS

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## Intérêts de recherche

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Psycholinguistique, Decision-making, Time perception, Theory of Mind

## Formation

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2021 Ph.D. in Marketing, HEC Paris, France

2016 Master of Arts, Sciences de Gestion, Marketing, Bogaziçi University, Turquie

2014 Bachelor, Sciences de Gestion, Management, Bogaziçi University, Turquie

## Expérience Professionnelle

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### Positions académiques principales

Depuis 2021 Professeur Assistant, Marketing, SKEMA Business School, France

## Contrats de recherche, prix et distinctions

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### Prix et distinctions

2023 Outstanding Junior Researcher, SKEMA Business School, France

## Publications

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### Articles académiques revus

MECIT, A., SHRUM, L.J. et LOWREY, T.M. (2022). COVID-19 is feminine: Grammatical gender influences danger perceptions and precautionary behavioral intentions by activating gender stereotypes. *Journal of Consumer Psychology*, 32(2), pp. 316-325.

MECIT, A., LOWREY, T.M. et SHRUM, L.J. (2022). Grammatical Gender and Anthropomorphism: "It" Depends on the Language. *Journal of Personality and Social Psychology*, 123(3), pp. 503-517.

### Chapitres d'ouvrage

POGACAR, R., MECIT, A., GAO, F., SHRUM, L.J. et LOWREY, T.M. (2022). Language and Consumer Psychology. Dans: Joel Huber, Lynn R., Kahle, Tina M. Lowrey eds. *APA Handbook of Consumer Psychology*. 1st ed. American Psychological Association, pp. 451-470.

### Actes d'une conférence

MECIT, A., SHRUM, L.J. et LOWREY, T.M. (2022). Blurring the Boundary between Consumers and Consumption Objects: Dehumanizing Consequences of Anthropomorphism.

## Présentations dans des conférences

- MECIT, A., SHRUM, L.J. et LOWREY, T.M. (2023). Technology-Mediated Morality: Moral, Ethical and Fairness Judgments Arising from Technological Contexts. Dans: The Society for Consumer Psychology Conference. Puerto Rico.
- MECIT, A., GU, Y. et YANG, Y. (2023). Identifying and Correcting Prediction Biases in Medical Decision-Making. Dans: La Londe Conference. Porquerolles.
- MECIT, A., GU, Y. et YANG, Y. (2023). Identifying and Correcting Prediction Biases in Medical Decision-Making. Dans: The European Association for Consumer Research Conference (EACR). Amsterdam.
- MECIT, A., SCEKIC, A. et KRISHNA, A. (2023). The Effect of Inconsistent Reviews on Consumer Memory. Dans: The Association for Consumer Research Conference (ACR). Seattle.
- MECIT, A., SHRUM, L.J. et LOWREY, T.M. (2022). Blurring the Boundary between Consumers and Consumption Objects: Dehumanizing Consequences of Anthropomorphism. Dans: European Marketing Academy Conference (EMAC). Budapest.
- MECIT, A., SHRUM, L.J. et LOWREY, T.M. (2021). Language and Gender. Dans: Association for Consumer Research Conference. Seattle.
- MECIT, A., SHRUM, L.J. et LOWREY, T.M. (2020). Time Is Running! Should I Run Too? Time Metaphors Affect Consumer Response to the Perceived Speed of Time. Dans: EMAC Conference (European Marketing Academy). Budapest.
- MECIT, A., SHRUM, L.J. et LOWREY, T.M. (2019). You Run When Time Flies: Perceived Speed of Time as a Cue to Self-Speed. Dans: The Society of Consumer Psychology Conference. Savannah.
- MECIT, A. (2018). You run when time flies: Time metaphors affect inferences from the speed of time. Dans: Società Italiana Marketing Doctoral & Research Colloquium. Florence.
- MECIT, A. (2018). Linguistic antecedents of anthropomorphism: Cultural differences in attributing humanlike states to non-human agents. Dans: SCP - Society for Consumer Psychology. Dallas.
- MECIT, A. (2017). Cost Transparency: Is it too Much? Dans: INFORMS Marketing Science Conference. Los angeles.
- MECIT, A. (2017). Cost transparency: When does it matter. Dans: EMAC Conference (European Marketing Academy). Groningen.
- MECIT, A. (2017). Tabula Rasa To Tabula Incripta: The Effects Of Knowledge On Construal. Dans: EMAC Conference (European Marketing Academy). Groningen.
- MECIT, A. (2016). Consumer Perceptions of Price Fairness: The Role of Cost Transparency. Dans: ISMS Marketing Science Conference. Shanghai.

## Présentations dans des séminaires de recherche

- MECIT, A., SCEKIC, A. et KRISHNA, A. (2023). Online Reviews and False Consumer Memory. Dans: EmLyon Lifestyle Research Center. Lyon.
- MECIT, A., SHRUM, L.J. et LOWREY, T.M. (2019). Anthropomorphism: It Depends on the Language. Dans: HEC-INSEAD-ESSEC Marketing Research Seminar. Paris.

## Autres activités de recherche

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### Relecteur pour :

American Psychologist, Journal of Consumer Psychology, Perspectives on Psychological Science

### Affiliations

- Depuis 2019      American Marketing Association  
Depuis 2018      Society for Consumer Psychology

Depuis 2018 European Marketing Academy  
Depuis 2018 Association for Consumer Research