

## FEYZAN KARABULUT

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University of Alberta, Alberta School of Business  
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### EDUCATION

**Ph.D.** in Marketing (minor in Psychology)

University of Alberta, Alberta School of Business, Edmonton, AB, Canada, 2025 (Expected)

*Supervisory Committee: Sarah G. Moore, Paul R. Messinger, Jennifer J. Argo*

**M.S.** in Marketing

University of Rochester, Simon Business School, Rochester, NY, USA, 2013

**B.S.**, magna cum laude, in Business Administration

TOBB University of Economics and Technology, Ankara, Turkey, 2010

### RESEARCH

#### SELECTED PUBLICATIONS

**Karabulut, Feyzan**, Sarah G. Moore, and Paul R. Messinger (2023). Choosing Backgrounds for Success: The Role of Videoconference Backgrounds in Self-Presentation. *Journal of the Association for Consumer Research*, 8(2), 153-164.

#### MANUSCRIPTS UNDER REVIEW

**Feyzan Karabulut**, Paul R. Messinger, and Ozdemir, Ozan, "Creating Successful Brand Endorsement Campaigns with Virtual Influencers" *Revise and Resubmit, Journal of Retailing*.

#### SELECTED RESEARCH IN PROGRESS

**Karabulut, Feyzan**, Sarah G. Moore, and Paul R. Messinger, "The Impact of AI Agents' Language on Consumers" *Data Collection in Progress*.

**Karabulut, Feyzan**, Sarah G. Moore, and Paul R. Messinger, "The Effect of Platform Type on Word-of-Mouth" *Data Collection in Progress*.

#### BOOK CHAPTERS

Paul R. Messinger, Xin Ge, Kristen Smirnov, Ozan Ozdemir, **Feyzan Karabulut** (*forthcoming*). A framework of the extended self in the metaverse: Visual self-representation in avatar-mediated environments. In Russell Belk and Ayala Ruvio (Eds.), *Handbook of Consumption and Identity*. Routledge.

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## KNOWLEDGE MOBILIZATION

**Karabulut, Feyzan**, Sarah G. Moore, and Paul R. Messinger (May 26, 2023), “What is the Best Background for Video Calls? Most People Get It Wrong,” *The Wall Street Journal*, Journal Reports (print and online). Available at <https://www.wsj.com/articles/video-call-background-tips-7036a154>.

## CONFERENCE PRESENTATIONS

**Karabulut, Feyzan**, Sarah G. Moore, and Paul R. Messinger, “How AI Agents’ Language Influences Consumers”  
*Biz AI Conference: AI Applications in Business Research*; March 2024; Dallas, Texas

**Karabulut, Feyzan**, Sarah G. Moore, and Paul R. Messinger, “How Platform Type Influences Word-of-Mouth”  
*Society for Consumer Psychology*; March 2024; Nashville, Tennessee

**Karabulut, Feyzan**, Sarah G. Moore, and Paul R. Messinger, “Background for Success: The Role of Videoconference Backgrounds in Self-Presentation”  
*Association for Consumer Research*; October 2021; virtual conference  
*Society for Consumer Psychology*; March 2023; San Juan, Puerto Rico

Ozdemir, Ozan and **Feyzan Karabulut**, “Online Crowdfunding for Social Ventures: Benefits Beyond Fundraising”  
*International Conference on Social Sciences and Education Research*; April 2017; Rome, Italy.  
*International Conference on Current Debates in Social Sciences*; December 2017; Istanbul, Turkey.

**Karabulut, Feyzan** and Ozan Ozdemir, “The Effect of Reference Groups on Consumer Buying Behavior: The Intermediary Role of Social Media”  
*International Conference on Social Sciences and Education Research*; April 2017; Rome, Italy.

## ACADEMIC GRANTS & AWARDS

- Marketing Science Institute Research Grant, 2023 (US\$5,000)  
*with Sarah G. Moore and Paul R. Messinger*
- Graduate Student Association Academic Travel Grant, University of Alberta, 2023 (C\$500)
- Andrew Steward Memorial Graduate Prize, University of Alberta, 2023 (C\$5,000)
- Mary Louise Imrie Graduate Student Award, University of Alberta, 2023 (C\$1,500)
- SSHRC Insight Development Grant (student co-author of grant application), 2022 (C\$57,956)  
*with Sarah G. Moore and Paul R. Messinger*
- Business PhD Graduate Fellowship, University of Alberta, 2019 – 2024 (C\$196,640)
- Doctoral Recruitment Scholarship, University of Alberta, 2019 (C\$5,000)
- Graduate Fellowship, Republic of Turkey, Ministry of National Education, 2011 – 2013 (US\$141,000)
- Bachelor of Science Comprehensive Scholarship, TOBB University of Economics and Technology, 2005 – 2010 (₺97,000)

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## ACADEMIC HONORS

- AMA-Sheth Doctoral Consortium Fellow, University of Alberta, 2024
- AMS Review & Sheth Foundation Doctoral Dissertation Competition Runner-up, 2023
- Dean's List for High Academic Achievement, University of Rochester, 2012
- College Graduate of High Honor, TOBB University of Economics and Technology, 2010

## TEACHING

- Instructor, Introduction to Marketing, University of Alberta
  - Spring 2022. *Median student rating of instructor excellence: 4.7/5.0*
  - Spring 2023. *Median student rating of instructor excellence: 4.0/5.0*
- Guest Speaker, Consumer Behavior (Topic: Social Influences), University of Alberta, Winter 2021
- Teaching Assistant, Consumer Behavior (Sarah G. Moore), University of Alberta, Winter 2021

## SERVICE

- Business Research Conference Organization Committee Chair, University of Alberta, 2022
- Business Doctoral Association Executive Team, VP Careers, University of Alberta, 2021
- Marketing Behavioral Lab Assistant Coordinator, University of Alberta, 2020
- Erasmus+ Mobility Program Coordinator, Aksaray University, 2017 – 2019
- Undergraduate Student Supervisor, Aksaray University, 2015 – 2019

## PROFESSIONAL AFFILIATIONS

- Association for Consumer Research
- Society for Consumer Psychology
- American Marketing Association
- Artificial Intelligence for Society, University of Alberta

## ACADEMIC and PROFESSIONAL EXPERIENCE

- Aksaray University, Faculty of Economics and Administrative Sciences, Business, Aksaray, Turkey – Researcher, February 2015 – August 2019
- Ericsson Inc., Istanbul, Turkey – Intern/Project Management Team, April 2010 – September 2010
- Halkbank Inc., Ankara, Turkey – Intern/Human Resources, January 2009 – May 2009
- Siemens Holding, Istanbul, Turkey – Intern/ Medical Solutions (Sales and Marketing), January 2008 – May 2008

## RELEVANT GRADUATE COURSEWORK

### Course

- Consumer Behavior
- Judgment and Decision Making

### Instructor

Gerald Häubl  
John Pracejus

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- Marketing Strategy
  - Marketing Models
  - Research Methodology
  - Multivariate Data Analysis
  - Mediation/Moderation/Conditional Process Analysis
  - Experimental Design for Behavioral Research
  - Design and Analysis of Experiments
  - Advanced Social and Cultural Psychology
  - Advanced Cultural and Social Psychology
  - Self and Identity

Robert Fisher  
Paul Messinger  
Kangkang Wang  
Ivor Cribben  
Andrew Hayes  
Gerald Häubl  
Adam Kashlak  
Jeff Schimel  
Cor Baerveldt  
Jennifer Passey