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Education

Ph.D., Marketing and Behavioural Science	2022 (expected)
Sauder School of Business, University of British Columbia, Vancouver, BC, Canada	
M.M., Master of Management	2012
Sauder School of Business, University of British Columbia, Vancouver, BC, Canada	
M.A., Conflict Analysis and Resolution	2011
Sabanci University, Istanbul, Turkey	
B.A., Social and Political Sciences, Honors	2009
Sabanci University, Istanbul, Turkey	

Research Interests

Consumer-brand relationships, self and identity, social influences, judgement and decision making

Doctoral Dissertation

“Satisfied Yet Disloyal: A Portrait of Fickle Consumers”

Chairs: Darren Dahl and Dale Griffin

Committee Members: JoAndrea (Joey) Hoegg and Ron Cenfetelli

Customer retention is frequently regarded as the “holy grail” of marketing and a substantial body of literature describes what marketers can do to cultivate and maintain loyalty. However, in recent years many sources have claimed that consumer *disloyalty* is becoming the new norm. To capture this era of fleeting consumer-brand relationships, my research introduces the construct of *consumer fickleness*, defined as “*the tendency to remain uncommitted to a service provider and display a lack of consistency in patronage*”. In ten studies, I develop and validate the Consumer Fickleness Scale, from which I develop three unique consumer profiles: 1) Commitment Averse Consumers, 2) Novelty-seekers, and 3) Entitled Maximizers. I show how fickleness is related to other individual difference variables from marketing and psychology, and also how it differs from existing consumer-brand relationship constructs like brand attachment and brand loyalty. Finally, I demonstrate that fickleness predicts a broad range of consumption-related behaviors (e.g., switching behaviour, loyalty card ownership, preference for shorter-term subscriptions, and higher willingness to pay for options that offer flexible cancellation).

Publications

Ok Ekin, Yi Qian, Brendan Strejcek, and Karl Aquino (2021), “Signaling Virtuous Victimhood as Indicators of Dark Triad Personalities.” *Journal of Personality and Social Psychology*, 120(6), 1634-1661.

Chen, Fan Xuan, Ekin Ok, and Karl Aquino (2022), “Relationships Between Perceptions of Interpersonal Victimhood, the Vigilante Identity and the Monitoring and Punishment of Norm Violators.” *Personality and Individual Differences*, *Personality and Individual Differences*, 197, 111794.

Graso Maja, Karl Aquino, and **Ekin Ok** (2019), “Branding Virtuous Victimhood: How Activating the Salience of a Consumer’s Moral Identity Motivates Resource Transfer.” In *Handbook of Research on Identity Theory in Marketing*, eds. Americus Reed II and Mark Forehand, Northampton, MA: Edward Elgar Publishing, 97-110.

Manuscripts Under Review / Working Papers

Cakanlar, Aylin[†], **Ekin Ok**[†], and Hristina Nikolova, “When I Lose You, I Lose Me: The Impact of Relationship Dissolution on Switching Behavior”, under 1st round review, [[†]equal authorship].

Ok Ekin and Karl Aquino, “Cruel to be Kind or Kind to be Cruel: How Communal Motives Predict Everyday Acts of Vigilantism,” under 1st round review.

Ok Ekin, Darren Dahl, and Dale Griffin, “Satisfied Yet Disloyal: A Portrait of Fickle Consumers,” manuscript in preparation.

Ok, Ekin, Rishad Habib, and Karl Aquino, “Don’t Take My Warm Glow: Unmasked Prosocial Gifts Reduce Subsequent Donations”, manuscript in preparation.

Habib, Rishad[†], **Ekin Ok**[†], Karl Aquino, Siddhanth Mookerjee, “Political Identity and Consumer Evaluations: A Reversal of Ingroup Favoritism”, manuscript in preparation [[†]equal authorship].

Chen, Fan Xuan, **Ekin Ok**, Joey Cheng, Simon Lloyd Restubog and Karl Aquino, “Dominance, Prestige, and Morality Perceptions Explain the Status Acquisition of Workplace Vigilantes”, manuscript in preparation.

Mookerjee, Siddhanth; Yann Cornil, **Ekin Ok**, Rishad Habib and Karl Aquino, “Do Minority-Owned Labels Help or Hurt Minority-Owned Businesses?”, manuscript in preparation.

Conference Presentations (*denotes presenter)

Ok, Ekin*, Darren Dahl, and Dale Griffin, “Satisfied Yet Disloyal: A Portrait of Fickle Consumers”, *Society of Consumer Psychology (SCP) Conference*, March 2022.

Cakanlar, Aylin*, Ekin Ok, and Hristina Nikolova, “When I Lose You, I Lose Me: The Impact of Relationship Dissolution on Switching Behavior”, *Society of Consumer Psychology (SCP) Conference*, March 2022.

Habib, Rishad*, Ekin Ok, and Karl Aquino, “How Political Identity Reverses Ingroup Favoritism in Consumer Evaluations”, *Society of Consumer Psychology (SCP) Conference*, March 2022.

Ok, Ekin*, Aylin Cakanlar, and Hristina Nikolova, “When I Lose You, I Lose Me: The Impact of Relationship Dissolution on Switching Behavior”, *Association for Consumer Research (ACR) Conference*, October 2021.

Chen, Fan Xuan, Ekin Ok*, Joey Cheng, Simon Lloyd Restubog, and Karl Aquino, “Dominance, Prestige, and Morality Perceptions Explain the Status Acquisition of Workplace Vigilantes”, *Academy of Management (AOM) Conference*, August 2021.

Ok, Ekin*, Darren Dahl, and Dale Griffin, “Satisfied Yet Disloyal: A Portrait of Fickle Consumers”, *UBC-UW Annual Marketing Conference*, May 2021.

Ok, Ekin*, Rishad Habib and Karl Aquino, “Don’t Take My Warm Glow: Unmasked Prosocial Gifts Reduce Subsequent Donations”, *Society of Consumer Psychology (SCP) Conference*, March 2021.

Ok, Ekin*, Rishad Habib and Karl Aquino, “Don’t Take My Warm Glow: Unmasked Prosocial Gifts Reduce Subsequent Donations”, *Association for Consumer Research (ACR)*, October 2020.

Ok, Ekin*, Rishad Habib and Karl Aquino, “Don’t Take My Warm Glow: Unmasked Prosocial Gifts Reduce Subsequent Donations”, *Behavioural Insights into Business for Social Good*, September 2019.

Ok, Ekin*, Yi Qian, Brendan Strejcek, and Karl Aquino, “Signaling Virtuous Victimhood as Indicators of Dark Triad Personalities”, *Academy of Management (AOM) Conference*, August 2019.

Chaired Symposia

“What Makes Us ‘Us’: Finding and Expressing the Self through Identity-Driven Consumption” (with Aylin Cakanlar), *Association for Consumer Research*, October 2021.

Grants and Awards

AMA-Sheth Foundation Doctoral Consortium Fellow, Indiana University (2021)
President’s Academic Excellence Initiative Award, University of British Columbia (2020)
Business for Social Good Research Grant, Peter P. Dhillon Centre for Business Ethics (2020)
Sauder Exploratory Research Grant, University of British Columbia (2019)
Dean Earle D MacPhee Memorial Fellowship, University of British Columbia (2016-2020)
Sauder School of Business Graduate Award, University of British Columbia (2016-2021)

Teaching

University of British Columbia, Sauder School of Business

Instructor

Marketing Research (COMM 365, Marketing undergraduate course)

Evaluation score: 4.66 / 5.00

Teaching Assistant

Consumer Behaviour (COMM 362, undergraduate-level, Instructor: David Hardisty)

Introduction to Marketing (BAMA 560, graduate-level, Instructor: Kirstin Appelt)

Marketing Research (BAMA 508, graduate-level, Instructor: Joey Hoegg, Cluny South)

Decision-Making for Managers (BA 563, MBA program, Instructor: Dale Griffin)

Creativity and Innovation (BA 562, MBA program, Instructor: Darren Dahl)

Intrapreneurship (BAEN 510, MBA program, Instructor: Blair Simonite)

Behavioural Insights (Advanced Professional Certificate program, Instructors: Dale

Griffin, Kristin Appelt, Dave Hardisty, Jiaying Zhao)

Service

Reviewer

Society for Consumer Psychology (SCP) Conference

Association of Consumer Research (ACR) Conference

Academy of Management (AOM) Conference

Professional Experience

Reichert & Associates, Research and Program Evaluation, Vancouver, BC 2013 - 2015

Research Associate

Research and evaluation lead for 15+ projects in healthcare, immigration and sustainability.

Statistics Canada, Vancouver, BC 2016

Field Supervisor for Census 2016

Lux Insights Market Research Agency, Vancouver, BC 2021

Behavioral Economics Consultant