

EKIN OK

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ACADEMIC POSITION

Assistant Professor of Marketing July 2022 – present
Smith School of Business, Queen's University, Canada

EDUCATION

Ph.D., Marketing and Behavioural Science 2023
Sauder School of Business, University of British Columbia

M.M., Master of Management 2012
Sauder School of Business, University of British Columbia

M.A., Conflict Analysis and Resolution 2011
Sabanci University, Istanbul, Turkey

B.A., Social and Political Sciences 2009
Sabanci University, Istanbul, Turkey

RESEARCH INTERESTS

Consumer Behavior, Identity, Interpersonal Relationships, Social Influence, Prediction Biases

PUBLICATIONS

Habib, Rishad[†], **Ekin Ok**[†], Karl Aquino, Sid Mookerjee, and Yann Cornil (2025), "Reparative Consumption: The Role of White Guilt and Racial Identity in Consumer Preferences". *Journal of Consumer Research* (in press).
[[†]equal first authorship]

Ok, Ekin[†], Rishad Habib[†] and Karl Aquino (2025), "Charity without Choice: The Impact of Receiving Prosocial Gifts on Subsequent Donations". *Psychology & Marketing*, 42 (10), 2588 - 2899.
[[†]equal first authorship]

Chen, Fan Xuan, **Ekin Ok** and Karl Aquino (2023), "Communal Narcissism and Sadism as Predictors of Everyday Acts of Vigilantism." *Personality Science*, 4, 1-26.

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*, 197, 111794.
[[†]equal first authorship]

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.

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

Bilali, Rezarta, Ayse Betul Celik, and **Ekin Ok** (2014), “Psychological Asymmetry in Minority-Majority Relations at Different Stages of Ethnic Conflict.” *International Journal of Intercultural Relations*, 43, 253-264.

MANUSCRIPTS UNDER REVIEW

Cakanlar, Aylin[†], **Ekin Ok**[†] and Hristina Nikolova, “Breaking Up with Partners and Brands” *Invited for revision (4th round)*.
[[†]equal first authorship]

Mookerjee, Sid, Yann Cornil, **Ekin Ok**, Rishad Habib, and Karl Aquino, “How Race and Political Ideology Shape Responses to Minority-Owned Labels” *Under review*.

SELECTED WORK IN PROGRESS

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

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

Ok, Ekin, Dale Griffin, and Evan Saunders[†], “Time and Money Prediction Biases in Online Gambling and Sports Betting”. Data collection in progress. [[†]**Paper with previous MSc student**]

Rezvan, Tara[†], **Ekin Ok**, and Nicole Robitaille, “Beyond Pampering: How Investment in Self-Care Shapes Social Perceptions”. Data collection in progress. [[†]**Paper with current PhD student**]

Robitaille, Nicole, Avery Haviv, Tara Rezvan[†], **Ekin Ok**, and Jeannette Benson, “Empowering Consumers to Manage Debt: Evaluating Gamification-Based Interventions for Credit Card Debt Reduction”. Data collection in progress. [[†]**Paper with current PhD student**]

Mutluoglu, Aybike, **Ekin Ok**, Nicole Robitaille, and Laurence Ashworth, “The Female Sustainability Advantage: Feminine Brands are Perceived as More Sustainable”. Data collection in progress.

Ashworth, Laurence, Aybike Mutluoglu, **Ekin Ok**, and Nicole Robitaille, “Poor perspective takers = Bad decision-makers? Exploring the Link Between Perspective-Taking and Choice Satisfaction”. Data collection in progress.

GRANTS AND AWARDS

SSHRC Insight Development Grant (2024-2026), *Principal Investigator*
“Time and Money Prediction Biases in Online Gambling and Sports-Betting” (\$46,679)

SSHRC Partnership Engagement Grant (2025-2026), *Co-investigator*
“Empowering Canadians to Manage Debt: Testing the Effectiveness of Gamification-based Interventions for Reducing Credit Card Debt” (\$24,599)

SSHRC Insight Grant (2025-2029), *Co-investigator*
“Understanding Consumer Responses to Minority-Owned Businesses” (\$82,478)

Monieson Research Grant (2023, 2024, 2025)
Smith School of Business, Queen’s University

USSRF Summer Research Fellowship (2023, 2024)
Queen’s University

CBSIG Small Research Grant, American Marketing Association (2022)
“Impact of Romantic Relationship Dissolution on Switching Behavior”

AMA Sheth Doctoral Consortium Fellow, Indiana University (2021)

President’s Academic Excellence Initiative Award, University of British Columbia (2020)

Business for Social Good Research Grant, 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 (2016-2020)

CONFERENCE PRESENTATIONS (*presenter)

- 1) Rezvan, Tara*, **Ekin Ok**, and Nicole Robitaille (2025). “Beyond Pampering: How Engaging in Self-Care Shapes Social Perceptions”. Paper accepted for presentation at *Society of Personality and Social Psychology (SPSP) Conference*, Chicago, IL.
- 2) Rezvan, Tara*, **Ekin Ok**, and Nicole Robitaille (2025). “Beyond Pampering: How Engaging in Self-Care Shapes Social Perceptions”. Paper presented at *Association for Consumer Research (ACR) Conference*, Washington, DC.
- 3) Robitaille, Nicole, Avery Haviv, Tara Rezvan, **Ekin Ok**, and Jeannette Benson* (2025). “Empowering Consumers to Manage Debt: Evaluating Gamification-Based

- interventions for Credit Card Debt Reduction”. Flash talk presented at Behavioural Insights into Business for Social Good, Vancouver, BC (virtual).
- 4) Robitaille, Nicole*, Avery Haviv, Tara Rezvan, **Ekin Ok**, and Jeannette Benson (2025). “Empowering Consumers to Manage Debt: Evaluating Gamification-Based interventions for Credit Card Debt Reduction”. Paper presented at *Southern Ontario Behavioural Decision Research (SOBDR) Conference*, Toronto, ON.
 - 5) Mookerjee, Siddhanth*, Yann Cornil, **Ekin Ok**, Rishad Habib, and Karl Aquino (2025). Do Minority-Owned Labels Help or Hurt Minority Businesses? Paper presented at *European Marketing Academy Conference (EMAC)*, Madrid, Spain.
 - 6) Ashworth, Laurence*, Aybike Mutluoglu, **Ekin Ok**, and Nicole Robitaille (2024). Poor perspective takers = Bad decision-makers? Exploring the Link Between Perspective-Taking and Choice Satisfaction. Poster presented at *Association for Consumer Research (ACR) Conference*, Paris, France.
 - 7) **Ok, Ekin***, Dale Griffin, and Darren W. Dahl (2023). Satisfied Yet Disloyal: A Portrait of Fickle Consumers. Paper presented at *Association for Consumer Research (ACR) Conference*, Seattle, WA.
 - 8) Habib, Rishad., **Ekin Ok***, Karl Aquino, Siddhanth Mookerjee, and Yann Cornil (2023). The Role of White Guilt and Racial Identity in Consumer Preferences. Paper presented at *Association for Consumer Research (ACR) Conference*, Seattle, WA.
 - 9) Mutluoglu, Aybike*, **Ekin Ok**, Nicole Robitaille, Emma Vanlerberghe, and Laurence Ashworth (2023). The Female Sustainability Advantage: Feminine Brands are Perceived as More Sustainable. Poster presented at *Association for Consumer Research (ACR) Conference*, Seattle, WA.
 - 10) **Ok, Ekin***, Dale Griffin, and Darren W. Dahl. (2023). Satisfied Yet Disloyal: A Portrait of Fickle Consumers. Paper presented at *European Association for Consumer Research (EACR) Conference*, Amsterdam, Netherlands.
 - 11) Mutluoglu, Aybike*, **Ekin Ok**, Nicole Robitaille, Emma Vanlerberghe, and Laurence Ashworth (2023). The Female Sustainability Advantage: Feminine Brands are Perceived as More Sustainable. Flash Talk at *Southern Ontario Behavioural Decision Research (SOBDR) Conference*, Toronto, ON.
 - 12) Mookerjee, Siddhanth*, Yann Cornil, **Ekin Ok**, Rishad Habib, and Karl Aquino (2023). Do Minority-Owned Labels Help or Hurt Minority Businesses? Paper presented at *Society for Consumer Psychology (SCP) Conference*, San Juan, Puerto Rico.
 - 13) Cakanlar, Aylin*, **Ekin Ok**, and Hristina Nikolova (2022). When I Lose You, I Lose Me: The Impact of Relationship Dissolution on Switching Behavior. Paper presented at *Society for Consumer Psychology (SCP) Conference*, virtual.
 - 14) Habib, Rishad*, **Ekin Ok**, and Karl Aquino (2022). How Political Identity Reverses Ingroup Favoritism in Consumer Evaluations. Paper presented at *Society for Consumer Psychology (SCP) Conference*, virtual.

- 15) **Ok, Ekin***, Dale Griffin, and Darren W. Dahl (2022). Satisfied Yet Disloyal: A Portrait of Fickle Consumers. Paper presented at *Society for Consumer Psychology (SCP) Conference*, virtual.
- 16) **Ok, Ekin***, Dale Griffin, and Darren W. Dahl (2021). Satisfied Yet Disloyal: A Portrait of Fickle Consumers. Paper presented at *UBC – UW Annual Marketing Conference*, virtual.
- 17) Chen, Fan Xuan, **Ekin Ok***, Joey Cheng, Simon Restubog, and Karl Aquino (2021). Dominance and Prestige Perceptions Explain the Status Acquisition of Workplace Vigilantes. Paper presented at *Academy of Management (AOM) Conference*, virtual.
- 18) **Ok, Ekin***, Aylin Cakanlar, and Hristina Nikolova (2021). When I Lose You, I Lose Me: The Impact of Relationship Dissolution on Switching Behavior. Paper presented at *Association for Consumer Research (ACR) Conference*, virtual.
- 19) **Ok, Ekin***, Rishad Habib, and Karl Aquino (2021). Don't Take My Warm Glow: Unmasked Prosocial Gifts Reduce Subsequent Donations. Paper presented at *Society of Consumer Psychology (SCP) Conference*, virtual.
- 20) **Ok, Ekin***, Rishad Habib, and Karl Aquino (2020). Don't Take My Warm Glow: Unmasked Prosocial Gifts Reduce Subsequent Donations. Paper presented at *Association for Consumer Research (ACR) Conference*, virtual.
- 21) **Ok, Ekin***, Rishad Habib, and Karl Aquino (2019). Don't Take My Warm Glow: Unmasked Prosocial Gifts Reduce Subsequent Donations. Flash talk presented at Behavioural Insights into Business for Social Good, Vancouver, BC.
- 21) **Ok, Ekin***, Yi Qian, Brendan Strejcek, and Karl Aquino (2019). Signaling Virtuous Victimhood as Indicators of Dark Triad Personalities. Paper presented at Association for Moral Education (AME) Conference, Seattle, WA.
- 22) **Ok, Ekin***, Yi Qian, Brendan Strejcek, and Karl Aquino (2019). Signaling Virtuous Victimhood as Indicators of Dark Triad Personalities. Paper presented at Academy of Management (AOM) Conference, Boston, MA.

CHAired SYMPOSIA

Ok, E., & Cakanlar, A. (2021). Symposium Co-Chairs. What Makes Us “Us”: Finding and Expressing the Self Through Identity Driven Consumption in Uncertain Times. *Association for Consumer Research Conference*, virtual.

TEACHING

Instructor

<i>Market and Industry Research and Analysis (MMIE 808)</i>	2025
Master of Management Innovation & Entrepreneurship Program	
Queen's University, Smith School of Business	
<i>Experimental Research Design (MGMT 803)</i>	2024, 2025
MSc / PhD Program	
Queen's University, Smith School of Business	

<i>Marketing II (COMM 132)</i>	2025, 2026
BCom, Queen's University, Smith School of Business	
<i>Introduction to Marketing (COMM 131)</i>	2022-2024
BCom, Queen's University, Smith School of Business	
<i>Exploratory Research (BI 102)</i>	2024, 2025
Behavioural Insights Professional Certificate Program University of British Columbia, Sauder School of Business	
<i>Marketing Research (COMM 365)</i>	2019
BCom, University of British Columbia, Sauder School of Business	

PhD Student Supervision

Tara Rezvan, Queen's University, Smith School of Business (co-supervisor)	current
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MSc Student Supervision

Evan Saunders, Queen's University, Smith School of Business	2025
Tara Rezvan, Queen's University, Smith School of Business	2024
Zeyuan (Mickey) Liu, Queen's University, Smith School of Business	2024

PhD University Examiner

Devin Fowlie, Queen's University, Department of Psychology	2024
Daniel Hargadon, Queen's University, Department of Psychology	2023

MSc / PhD Committee Member

Committee member (PhD student):

Simon Chang, Queen's University, Smith School of Business	2025
Aybike Mutluoglu, Queen's University, Smith School of Business	2024

Internal/External Examiner (MSc student):

Joanna Kraemer, Queen's University, Department of Psychology	2025
Ruthie Stanley Blackwell, Queen's University, Department of Psychology	2025
Maxine Parker, Queen's University, Department of Psychology	2024

Second reader (MSc student):

Yuchen Li, Queen's University, Smith School of Business	2025
Mariam Guirgis, Queen's University, Smith School of Business	2025
Hasti Javid, Queen's University, Smith School of Business	2024
Daniel Zebian, Queen's University, Smith School of Business	2024
Emma Vanlerberghe, Queen's University, Smith School of Business	2023

SERVICE

Faculty Service:	Graduate Committee for Business, 2025-2026
	MSc/PhD Program Review Committee, 2025-2026
	Research Committee, 2024-2025
	PhD / MSc Awards Adjudication Committee, 2022-2024
	Speaker Series Organizer, Marketing, 2023-present

Queen's University Major Admission Award Reader, 2023
Pathways to Research Symposium Presenter, 2023, 2024
PhD – MSc Consortium, Panel member, 2022, 2023, 2024, 2025
Inter-Collegiate Business Case Competition (ICBC), Judge, 2022

Ad-hoc Reviewer:

Proceedings of the National Academy of Science (PNAS)
Organizational Behavior and Human Decision Processes (OBHDP)
Journal of the Association of Consumer Research (JACR)
Journal of Personality
Social Psychological and Personality Science (SPPS)
Health Care Management
Plos One
Society for Consumer Psychology (SCP) Conference
Association for Consumer Research (ACR) Conference
Academy of Management (AOM) Conference
European Association for Consumer Research (EACR) Conference

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)
Society for Consumer Psychology (SCP)
Society for Personality and Social Psychology (SPSP)

NON-ACADEMIC WORK 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, Field Supervisor for Census 2016, Vancouver, BC 2016