

Ayşe ÖNCÜLER

Professor

onculer@essec.edu

Department: Marketing
Campus de Cergy

DIPLOMAS

DIPLOMAS

- | | |
|------|---|
| 2000 | Ph.D. in Decision Sciences
(Wharton School United States of America) |
| 1997 | M.A. in Managerial Science and Applied Economics
(Wharton School United States of America) |
| 1993 | B.A. in Economics (Honors)
(Université Bogazici Turkey) |

CAREER

FULL-TIME ACADEMIC APPOINTMENTS

- | | |
|-------------------|--|
| 2008 - 2010-08-31 | Associate Professor (ESSEC Business School France) |
| 2010 - Now | Professor (ESSEC Business School France) |

OTHER ACADEMIC APPOINTMENTS

- | | |
|-------------------|--|
| 2009 - 2013-08-30 | PhD Programme Coordinator, Marketing department (ESSEC Business School France) |
| 2016 - 2020-08-31 | PhD Programme Coordinator, Marketing department (ESSEC Business School France) |
| 1998 - 2008-08-31 | Assistant Professor of Decision Sciences (INSEAD France) |

OTHER APPOINTMENTS

- 2020 - 2023-08-31 Department head Marketing (ESSEC Business School France)
- 2013 - 2015-07-31 Academic Director, ESSEC-Mannheim Executive MBA Programme (ESSEC Business School France)
- 2024 - 2026-08-31 Department head Marketing (ESSEC Business School France)

PUBLICATIONS

PRESENTATIONS AT AN ACADEMIC OR PROFESSIONAL CONFERENCE

[TALEBI, A., PROKOPEC, S. et ÖNCÜLER, A. \(2018\). Pain of Loss: How Losing in a Promotional Competition Influences Consumer Attitude. Dans: Association for Consumer Research \(ACR\) North Advances 2018.](#)

[LIU, Y., ÖNCÜLER, A. et HEATH, T.B. \(2019\). The Future Ambiguity Effect. Dans: 2019 INFORMS Advances in Decision Analysis.](#)

[LIU, Y., HEATH, T.B. et ÖNCÜLER, A. \(2019\). The Future Ambiguity Effect: How Narrow Payoff Ranges Increase Future Payoff Appeal. Dans: 2019 Subjective Probability, Utility, and Decision Making \(SPUDM\).](#)

[LIU, Y. et ÖNCÜLER, A. \(2012\). Ambiguity Attitudes Over Time. Dans: 11th TIBER Symposium on Psychology and Economics.](#)

[LIU, Y. et ÖNCÜLER, A. \(2012\). Ambiguity Attitudes Over Time. Dans: Economic Science Association European Conference 2012.](#)

[LIU, Y. et ÖNCÜLER, A. \(2013\). Ambiguity Attitudes Over Time. Dans: 35th ISMS Marketing Science Conference.](#)

[LIU, Y. et ÖNCÜLER, A. \(2013\). Ambiguity Attitudes Over Time. Dans: 24th Subjective Probability, Utility, and Decision Making Conference.](#)

[TALEBI, A., PROKOPEC, S. et ÖNCÜLER, A. \(2019\). Delaying the Resolution of Uncertainty: The Role of Discomfort and Excitement in decision-making. Dans: 2019 ISMS Marketing Science Conference.](#)

[FERECATU, A. et ÖNCÜLER, A. \(2012\). Individual Differences in Risk and Time Preferences. Dans: 2012 INFORMS Marketing Science Conference.](#)

[ÖNCÜLER, A. et LIU, Y. \(2016\). When Two Negatives Make an Intertemporal Choice Positive. Dans: 7th International Conference French Experimental Economics Association \(ASFEE\).](#)

[TALEBI, A., PROKOPEC, S. et ÖNCÜLER, A. \(2019\). Delaying the Resolution of Uncertainty: The Role of Discomfort and Excitement in Decision-making. Dans: 48th European Marketing Academy Conference \(EMAC\).](#)

[ÖNCÜLER, A. \(2020\). Reward Choice in Multi-Level Loyalty Programs. Dans: 2020 Association for Consumer Research \(ACR\) Conference.](#)

[ÖNCÜLER, A., ABDELLAOUI, M., DIECIDUE, E. et KEMEL, E. \(2020\). Temporal Risk Resolution: Utility Versus Probability Weighting Approaches. Dans: INFORMS 2020 Virtual Annual Meeting.](#)

[PAPIER, F., DUHAYLONGSOD, J.B. et ONCULER, A. \(2021\). The Impact of Incentives on Consensus Forecasting in Sales and Operations Planning has been accepted. Dans: 2021 Manufacturing and Service Operations Management Conference. Virtual.](#)

[TALEBI, A., PROKOPEC, S. et ÖNCÜLER, A. \(2023\). The Unresolved Uncertainty Effect: Do Brands Gain or Lose Stars When Consumers Have to Wait For Resolution of Brand-led Uncertainty? Dans: European Association of Consumer Research \(EACR\) Conference 2023. Amsterdam.](#)

[DE BRUYN, A., MUKHERJEE, P. et ÖNCÜLER, A. \(2024\). A Unifying and Parsimonious Model of Anchoring and Context-Dependent Preferences. Dans: 2024 Risk, Insurance and Savings Laboratory \(RISLab\) Workshop in Honour of Peter P. Wakker. Rabat.](#)

JOURNAL ARTICLES

[ABDELLAOUI, M., DIECIDUE, E. et ÖNCÜLER, A. \(2011\). Risk Preferences at Different Time Periods: An Experimental Investigation. *Management Science*, 57\(5\), pp. 975-987.](#)

[ONAY, S., LA-ORNUAL, D. et ÖNCÜLER, A. \(2013\). The Effect of Temporal Distance on Attitudes Toward Imprecise Probabilities and Imprecise Outcomes. *Journal of Behavioral Decision Making*, 26\(4\), pp. 362-374.](#)

[LIU, Y., HEATH, T. et ÖNCÜLER, A. \(2020\). The Future Ambiguity Effect: How Narrow Payoff Ranges Increase Future Payoff Appeal. *Management Science*, 66\(8\), pp. 3754–3770.](#)

[SAYMAN, S. et ÖNCÜLER, A. \(2009\). An Investigation of Time Inconsistency. *Management Science*, 55\(3\), pp. 470-482.](#)

[FERECATU, A. et ÖNCÜLER, A. \(2016\). Heterogeneous Risk and Time Preferences. *Journal of Risk and Uncertainty*, 53\(1\), pp. 1-28.](#)

[ÖNCÜLER, A. et ONAY, S. \(2009\). How Do We Evaluate Future Gambles? Experimental Evidence on Path Dependency in Risky Intertemporal Choice. *Journal of Behavioral Decision Making*, 22\(3\), pp. 280-300.](#)

[LOCH, C., HUBERMAN, B. et ÖNCÜLER, A. \(2004\). Status as a Valued Resource. *Social*](#)

[Psychology Quarterly, 67, pp. 103-114.](#)

[ÖNÇÜLER, A. et ONAY, S. \(2007\). Intemporal choice under timing risk: An Experimental Approach. *Journal of Risk and Uncertainty*, 34\(2\), pp. 99-121.](#)

[LIU, Y. et ÖNÇÜLER, A. \(2015\). Ambiguity Attitudes Over Time. *Journal of Behavioral Decision Making*, 30\(1\), pp. 80-88.](#)

[KUNREUTHER, H., ÖNÇÜLER, A. et SLOVIC, P. \(1998\). Time Insensitivity for Protective Investments. *Journal of Risk and Uncertainty*, 16\(3\), pp. 279-299.](#)

[SAYMAN, S. et ÖNÇÜLER, A. \(2005\). Effects of study design characteristics on the WTA–WTP disparity: A meta analytical framework. *Journal of Economic Psychology*, 26\(2\), pp. 289-312.](#)

[ÖNÇÜLER, A. et CROSON, R. \(2005\). Rent-Seeking for a Risky Rent: A Model and Experimental Investigation. *Journal of Theoretical Politics*, 17\(4\), pp. 403-429.](#)

[ABDELLAOUI, M., DIECIDUE, E., KEMEL, E. et ÖNÇÜLER, A. \(2022\). Temporal Risk: Utility vs. Probability Weighting. *Management Science*, 68\(7\), pp. 5162-5186.](#)

[DUHAYLONGSOD, J.B., PAPIER, F. et ÖNÇÜLER, A. \(2023\). Reference-Dependent Preferences in Flat Penalty Service-Level Contracts. *Journal of Operations Management*, 69\(7\), pp. 1219-1234.](#)

[TALEBI, A., PROKOPEC, S. et ÖNÇÜLER, A. \(2025\). Looking a Gift Horse in the Mouth: The Dark Side of Uncertain Price Promotions. *Psychology and Marketing*. In press.](#)

[ÖNÇÜLER, A. et ONCULER YAYALAR, E. \(2025\). Menopause on the market: navigating the dualities of care and empowerment. *Journal of Marketing Management*, 41\(3-4\), pp. 245-272.](#)

[JAVED, A. et ÖNÇÜLER, A. \(2026\). Self-Other Discrepancy: The Role of Decision Transparency in Risky Choices. *Journal of Business Research*, pp. 115870.](#)

BOOK CHAPTERS

[ÖNÇÜLER, A. \(2018\). Complexité des conflits territoriaux : des oppositions binaires à l'acceptation des paradoxes de tout simplisme. Dans: *Complexité et organisations : faire face aux défis de demain*. 1st ed. Eyrolles, pp. 173-186.](#)

[ÖNÇÜLER, A. \(2010\). How Do We Manage An Uncertain Future? Ambiguity Today Is Not Ambiguity. Dans: *The Irrational Economist: Making Decisions in a Dangerous World*. 1st ed. Public Affairs Books, pp. 107-115.](#)

[ÖNÇÜLER, A. \(2001\). A Behavioral Perspective of Risk Mitigation Investment. Dans: *Mitigation and Financing of Seismic Risks*. 1st ed. Dordrecht: Kluwer Academic Publishers, pp. 101-127.](#)

[ÖNÇÜLER, A. \(2009\). Limiter la myopie des managers. Dans: *Le leadership responsable. Un allié*](#)

[sûr contre la crise. 1st ed. Gualino. Lextenso éditions, pp. 141-148.](#)

[ÖNCÜLER, A. et ONCULER YAYALAR, E. \(2025\). Menopause on the Market: Navigating the Dualities of Care and Empowerment. Dans: Jennifer Takhar, Anna Schneider-Kamp, Shona Bettany eds. All Change! Marketing and Consuming the Menopause Transition. 1st ed. London: Routledge, pp. 245-272.](#)

PRESS ARTICLE, VIDEO OR OTHER POPULAR MEDIA

[ÖNCÜLER, A. \(2012\). How Time Affects Our Decisions About Risk. ESSEC Knowledge.](#)

[ÖNÇÜLER, A. \(2004\). Strategies for Weathering the Corporate Storm. Financial Times.](#)

CONFERENCE PROCEEDINGS

[ÖNÇÜLER, A. \(2002\). Turkish Homeowners' Willingness-to-Pay for Earthquake Mitigation Measures. Dans: IIASA. Laxenburg: International Institute for Applied Systems Analysis \(IIASA\).](#)

[ÖNÇÜLER, A. \(2006\). Discounting Behavior with Short Front-End Delays. Dans: IAREP-SABE. Paris: International Association for Research in Economic Psychology \(IAREP\).](#)

[SAYMAN, S. et ÖNCÜLER, A. \(2020\). Reward Choices in Multi-Level Loyalty Programs. Dans: Association for Consumer Research. Paris: Advances in Consumer Research, pp. 112-114.](#)

SERVICES

2013 - 2015: Academic Director, Executive EMBA (ESSEC Business School France)
2011 - 2013: Member of the Scientific Committee

RESEARCH ACTIVITIES

Member of an academic association

1998 - Now: Member of Institute for Operations and Management Sciences (INFORMS)
1998 - Now: Member of Society for Judgment and Decision Making (JDM)
1998 - Now: Member of European Association of Decision Making (EADM)
1998 - Now: Member of Association of Consumer Research (ACR)

Participation in scientific commissions or reviewer for a conference

1998 - Now: Ad-hoc reviewer for Association for Consumer Research

Role as an expert or appraiser in a research organization

1998 - Now: Reviewer for U.S. National Science Foundation (United States of America)

Reviewer for a journal

- Reviewer for American Economic Review
- Annals of Finance
- European Management Review
- Journal of Behavioral Decision Making
- Journal of Consumer Psychology
- Journal of Economic Behavior and Organization
- Journal of Economic Psychology
- Journal of Experimental Social Psychology
- Journal of Risk and Uncertainty
- Management Science
- Marketing Science
- Organizational Behavior and Human Decision Processes
- Public Choice
- Theory and Decision

Editorial Board Membership

2009 - 2016: Editorial board membership - Journal of Economic Psychology

2015 - 2018: Editorial board membership - Recherche et Applications en Marketing