Ayse ÖNCÜLER

Professeur
Département: Marketing
ESSEC Business School
3 avenue Bernard Hirsch
95021 Cergy-Pontoise
France

Email: onculer@essec.edu
Numéro de téléphone: +33 (0)1 46 92 17 95
Pays d'origine: Turquie

INTERETS DE RECHERCHE

Comportement du consommateur, Sciences de la décision

FORMATION

2000	Ph.D. en Sciences des Décisions, Wharton School, États-Unis
1997	M.A. en Sciences Managériales et Economie Appliquée, Wharton School, États-Unis
1993	B.A. en Economie (Mention), Université Bogazici, Turquie

EXPERIENCE PROFESSIONNELLE

Positions académiques principales

2010 - Présent	Professeur, ESSEC Business School, France
2008 - 2010	Professeur associé, ESSEC Business School, France

Autres affiliations académiques

2024 - 2027	Responsable de département Marketing, ESSEC Business School, France
2020 - 2023	Responsable de département Marketing, ESSEC Business School, France
2016 - 2020	PhD Programme Coordinator, Marketing department, ESSEC Business School, France
2013 - 2015	Academic Director, ESSEC-Mannheim Executive MBA Programme, ESSEC Business School, France
2009 - 2013	Coordinatrice du Programme PhD, Département Marketing, ESSEC Business School, France
1998 - 2008	Assistant Professor of Decision Sciences, INSEAD, France

PUBLICATIONS

Articles

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

TALEBI, A., PROKOPEC, S. et ÖNCÜLER, A. (2025). Looking a Gift Horse in the Mouth: The Dark Side of Uncertain Price Promotions. *Psychology and Marketing*, 42(6), pp. 1640-1666.

ÖNCÜLER, 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.

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

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

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.

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

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

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.

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

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

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.

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

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.

LOCH, C., HUBERMAN, B. et ÖNÇÜLER, A. (2004). Status as a Valued Resource. *Social Psychology Quarterly*, 67, pp. 103-114.

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

Chapitres d'ouvrage

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.

ÖNCÜLER, 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.

ÖNCÜLER, 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.

ÖNCÜLER, 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.

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.

Actes d'une conférence

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.

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

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

Conférences

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.

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.

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.

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

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

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).

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).

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.

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

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.

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.

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

Presse

ÖNCÜLER, A. (2012). How Time Affects Our Decisions About Risk. *ESSEC Knowledge*.

ÖNÇÜLER, A. (2004). Strategies for Weathering the Corporate Storm. *Financial Times*.

AUTRES ACTIVITES DE RECHERCHE

Membre d'un comité de lecture

2015 - 2018 Recherche et Applications en Marketing

2009 - 2016 Journal of Economic Psychology

Relecteur pour :

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

Affiliations

Depuis 1998 Membre de l'Institute for Operations and Management Sciences (INFORMS)

Depuis 1998 Membre de la Society for Judgment and Decision Making (JDM)

Depuis 1998 Membre de l'European Association of Decision Making (EADM)

Depuis 1998 Membre de l'Association of Consumer Research (ACR)

Supervision de thèses / HDR

2019 Jose Benedicto DUHAYLONGSOD (ESSEC Business School), Co-directeur de thèse, Premier Poste : Post Doc - University of Cologne

2015 Yuanyuan LIU (ESSEC Business School), Directeur de thèse, Premier Poste : Assistant Professor in Marketing - Xi'an Jiaotong University

2012 Adrian BORBELY (ESSEC Business School), Directeur de thèse, Premier Poste : Médiateur - Formateur - Consultant. - NRIA

Autres activités de recherche

Depuis 1998 Relectrice pour Association for Consumer Research

Depuis 1998 Relectrice pour U.S. National Science Foundation, États-Unis

SERVICE

2013 - 2015 Academic Director, Executive EMBA, ESSEC Business School, France

2011 - 2013 Member of the Scientific Committee