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Department: Marketing
ESSEC Business School
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RESEARCH INTERESTS

Consumer Behavior, Decision Sciences

EDUCATION

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), Bogazici University, Turkey

EMPLOYMENT

Full-time academic positions

2010 - Present	Professor, ESSEC Business School, France
2008 - 2010	Associate Professor, ESSEC Business School, France

Other affiliations and appointments

2024 - 2027	Department head Marketing, ESSEC Business School, France
2020 - 2023	Department head 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	PhD Programme Coordinator, Marketing department, ESSEC Business School, France
1998 - 2008	Assistant Professor of Decision Sciences, INSEAD, France

PUBLICATIONS

Journal Articles

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

TALEBI, A., PROKOPEC, S. and 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. and 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. and 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. and ÖNCÜLER, A. (2022). Temporal Risk: Utility vs. Probability Weighting. *Management Science*, 68(7), pp. 5162-5186.

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

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

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

ONAY, S., LA-ORNUAL, D. and 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. and ÖNCÜLER, A. (2011). Risk Preferences at Different Time Periods: An Experimental Investigation. *Management Science*, 57(5), pp. 975-987.

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

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

SAYMAN, S. and 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. and 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. and ÖNÇÜLER, A. (2004). Status as a Valued Resource. *Social Psychology Quarterly*, 67, pp. 103-114.

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

Book chapters

ÖNCÜLER, A. and ONCULER YAYALAR, E. (2025). Menopause on the Market: Navigating the Dualities of Care and Empowerment. In: 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. In: *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. In: *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. In: *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. In: *Mitigation and Financing of Seismic Risks*. 1st ed. Dordrecht: Kluwer Academic Publishers, pp. 101-127.

Conference proceedings

SAYMAN, S. and ÖNCÜLER, A. (2020). Reward Choices in Multi-Level Loyalty Programs. In: *Association for Consumer Research*. Paris: Advances in Consumer Research, pp. 112-114.

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

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

Conferences

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

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

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

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

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

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

LIU, Y., ÖNCÜLER, A. and HEATH, T.B. (2019). The Future Ambiguity Effect. In: 2019 INFORMS Advances in Decision Analysis.

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

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

TALEBI, A., PROKOPEC, S. and ÖNCÜLER, A. (2018). Pain of Loss: How Losing in a Promotional Competition Influences Consumer Attitude. In: Association for Consumer Research (ACR) North Advances 2018.

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

LIU, Y. and ÖNCÜLER, A. (2013). Ambiguity Attitudes Over Time. In: 35th ISMS Marketing Science Conference.

LIU, Y. and ÖNCÜLER, A. (2013). Ambiguity Attitudes Over Time. In: 24th Subjective Probability, Utility, and Decision Making Conference.

LIU, Y. and ÖNCÜLER, A. (2012). Ambiguity Attitudes Over Time. In: 11th TIBER Symposium on Psychology and Economics.

LIU, Y. and ÖNCÜLER, A. (2012). Ambiguity Attitudes Over Time. In: Economic Science Association European Conference 2012.

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

Press

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

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

OTHER RESEARCH ACTIVITIES

Editorial Board Membership

2015 - 2018 Recherche et Applications en Marketing

2009 - 2016 Journal of Economic Psychology

Ad-hoc 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

Affiliations

Since 1998 Member of Institute for Operations and Management Sciences (INFORMS)

Since 1998 Member of Society for Judgment and Decision Making (JDM)

Since 1998 Member of European Association of Decision Making (EADM)

Since 1998 Member of Association of Consumer Research (ACR)

PhD Supervision

2019	Jose Benedicto DUHAYLONGSOD (ESSEC Business School), Thesis co-director, First Placement: Post Doc - University of Cologne
2015	Yuanyuan LIU (ESSEC Business School), Thesis director, First Placement: Assistant Professor in Marketing - Xi'an Jiaotong University
2012	Adrian BORBELY (ESSEC Business School), Thesis director, First Placement: Médiateur - Formateur - Consultant. - NRIA

Other research activities

Since 1998	Ad-hoc reviewer for Association for Consumer Research
Since 1998	Reviewer for U.S. National Science Foundation, United States of America

SERVICE

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