

# M. Yavuz Acikalin

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## Education

Ph.D. Behavioral Marketing, Stanford University, expected 2019.

B.S. Economics, Neuroscience, Duke University, 2014.

## Research Areas

Judgment and decision making, consumer behavior, consumer neuroscience, neuroeconomics

## Publications

Acikalin, M. Y., Watson, K. K., Fitzsimons, G. J., & Platt, M. L. (2018). Rhesus macaques form preferences for brand logos through sex and social status based advertising. *PLoS One*, *13*(2), e0193055.

Acikalin, M. Y., Gorgolewski, K. J., & Poldrack, R. A. (2017). A coordinate-based meta-analysis of overlaps in regional specialization and functional connectivity across subjective value and default mode networks. *Frontiers in Neuroscience*, *11*, 1.

## Manuscripts Under Review

Acikalin, M.Y., Shiv, B. Take a Deep Breath: Effects of Incidental Arousal on Adaptive Decision Making (Revising for resubmission to *Journal of Consumer Research*).

## Working Papers

Acikalin, M.Y., Khan, U., & Shiv, B. Guilt-Free Indulgence at the Cost of Certainty (Manuscript under preparation for submission).

## Selected Research in Progress

Acikalin, M.Y., Tong, L., Genevsky, A., Shiv, B., & Knutson, B. Neural Substrates and Market-Level Predictors of Consumer Disengagement (Data collection in progress).

Acikalin, M.Y., Khan, U., & Dhar, R. Are All Cognitive Constraints Created Equal? An Eye-Tracking Investigation of the Distinct Effects of Time Pressure, Load, and Depletion on Processing and Choice (Data collection in progress).

## Conference Proceedings and Presentations

Acikalin, M.Y., Khan, U.\*, Shiv, B. Guilt-Free Vice at the Cost of Certainty.

Paper presented at the *Society for Consumer Psychology Boutique Conference*, Sydney, Australia (2018).

Acikalin, M.Y.\*, Khan, U., Shiv, B. Guilt Free Indulgence at The Cost of Certainty.

Paper presented at the *Association for Consumer Research*, San Diego, CA, USA (2017).

Acikalin, M.Y.\*, Khan, U., Dhar, R. Are All Cognitive Constraints Created Equal? An Eye-Tracking Investigation of the Distinct Effects of Time Pressure, Load, and Depletion on Processing and Choice.

Paper presented at the *Society for Consumer Psychology*, San Francisco, CA, USA (2017).

Acikalin, M.Y.\*, Shiv, B. Cardiac Vagal Tone and Risky Decision Making.

Paper presented at the *Association for Consumer Research*, Berlin, Germany (2016).

Acikalin, M.Y.\*, Shiv, B. Cardiac Vagal Tone and Risky Decision Making.

Paper presented at the *Society for Consumer Psychology*, St. Petersburg, FL, USA (2016).

Acikalin, M.Y.\*, Shiv, B. Cardiac Vagal Tone and Risky Decision Making.

Poster presented at the *Association for Consumer Research*, New Orleans, LA, USA (2015).

Acikalin, M.Y.\*, Watson, K.K., Fitzsimons, G.J., Platt, M.L. Sex and Status Sell to Monkeys.

Paper presented at the *Association for Consumer Research*, New Orleans, LA, USA (2015).

## Chaired Symposia

The Ups and Downs of Uncertainty: Novel Antecedents and Consequences of Uncertainty in Consumer Judgment and Choice. Symposium chaired at the *Association for Consumer Research*, San Diego, CA, USA (2017).

What Can Brains And Bodies Tell Us That Consumers Won't? Neurophysiological Processes Underlying Consumer Judgment and Choice. Symposium chaired at the *Society for Consumer Psychology*, San Francisco, CA, USA (2017).

What Can Brains And Bodies Tell Us That Consumers Won't? Neurophysiological Processes Underlying Consumer Judgment and Choice. Symposium chaired at the *Association for Consumer Research*, Berlin, Germany (2016).

## Grants, Honors and Awards

Stanford Center for Cognitive and Neurobiological Imaging Innovation Grant (\$6,725), 2017-2018.

Eric J. Rosen Endowed Fellowship, Stanford University, 2017-2018.

Kevin T. Callaghan Fellowship, Stanford University, 2015-2017.

Reid W. Dennis Fellowship, Stanford University, 2014-2016.

Thomas A. and Georgina T. Russo Fellowship, Stanford University, 2014-2015.

Graduation with Distinction, Duke University, 2014.

Dean's Summer Research Fellowship, Duke University, 2012.

Asian/Pacific Studies Institute Merit Scholarship, Duke University, 2012.

University Scholarship, Duke University, 2010-2014.

## Teaching

OIT276: Data and Decisions (Ali Yurukoglu, Winter 2018)

*Course Assistant*

MKTG240: Marketing Management (Christian Wheeler, Winter 2015-2018)

*Course Assistant*

MKTG535: Product Launch (Jonathan Levav, Spring 2016-2017)

*Course Assistant*

GSBGEN520: The Frinky Science of the Human Mind (Baba Shiv, Autumn 2015)

*Grader*

## Relevant Doctoral Coursework

MKTG641: Behavioral Research in Marketing I (Christian Wheeler)

MKTG642: Behavioral Research in Marketing II | Consumer Behavior (Uzma Khan)

MKTG622: Behavioral Research in Marketing III | Consumer Behavior Classics (Szu-Chi Huang)

MKTG661: Attitudes and Persuasion (Zakary Tormala)

MKTG644: Quantitative Research in Marketing (Navdeep Sahni)

GSBGEN646: Behavioral Decision Making (Itamar Simonson)

ECON278: Behavioral and Experimental Economics (Muriel Niederle, Douglas Bernheim, Alvin Roth)

PSYCH202: Cognitive Neuroscience (Russell Poldrack)

PSYCH204A: Human Neuroimaging Methods (Brian Wandell)

PSYCH212: Social Psychology (Lee Ross, Mark Lepper)

PSYCH232: Brain and Decision (Brian Knutson)

PSYCH248: Advanced fMRI Modeling and Analysis (Russell Poldrack)

PSYCH252: Statistical Methods of Behavioral and Social Sciences (Ewart Thomas, Benoit Monin)

PSYCH253: Statistical Theory, Models, and Methodology (Ewart Thomas)

NBIO227: Techniques in Neuroscience (William Newsome)

CS230: Deep Learning (Andrew Ng)

CS246H: Mining Massive Data Sets | Hadoop/Spark Lab (Daniel Templeton)

STATS202: Data Mining (Rajan Patel)

STATS211: Meta-Research (John Ioannidis)

STATS290: Paradigms for Computing with Data (Balasubramanian Narasimhan)

## Pre-Doctoral Research Experience

Huettel Lab, Duke Center for Cognitive Neuroscience (2013-2014).  
*Research Assistant*

MaSc Lab, Duke Fuqua School of Business (2012-2014).  
*Research Assistant*

Platt Lab, Duke Center for Cognitive Neuroscience (2011-2014).  
*Research Assistant*

Duke Interdisciplinary Initiative in Social Psychology (2010-2011).  
*Research Assistant*

Last updated: February 20, 2018  
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