

**Ayse  
Önçüler**

**Professor,  
Department  
Marketing**



## Contact

✉ **Mail:**  
onculer@essec.fr  
✉ Avenue Bernard  
Hirsch.  
BP 50105  
95021 Cergy Pontoise  
cedex  
FRANCE

## Education

Ph.D. in Decision Sciences, The Wharton School, University of Pennsylvania, Philadelphia, USA

M.A. in Managerial Science and Applied Economics, The Wharton School, University of Pennsylvania, USA

B.A. in Economics (Honors), Bogazici University, Istanbul, Turkey

## Research Areas

Individual Decision-Making, Consumer Behavior, Negotiations.

## Publications

### ✉ Academic Publications

#### Articles

"Risk Preferences at Different Time Periods: An Experimental Investigation" (M. Abdellaoui, E. Diecidue, A. Önçüler), *Management Science*

"Path Dependency in Intertemporal Choice" (A. Önçüler, S. Onay), *Journal of Behavioral Decision Making*, Jul 2009, Vol. 22, Issue 3, p. 280-300

"An Investigation of Time-Inconsistency" (S. Sayman, A. Önçüler), *Management Science*, Mar 2009, Vol. 55, Issue 3, p. 470-482

"Intemporal choice under timing risk: An Experimental Approach" (A. Önçüler, S. Onay), *Journal of Risk and Uncertainty*, Jan 2007, Vol. 34, Issue 2, p. 99-121

"A Meta Analysis of the Willingness-to-accept and Willingness-to-pay" (A. Önçüler, S. Sayman), *Journal of Economic Psychology*, Jan 2005, Vol. 26, Issue 2005, p. 289-312

"Strategic Rent-Seeking: An Experimental Investigation" (A. Önçüler, R. Croson), *Journal of Theoretical Politics*, Jan 2005, Vol. 17, Issue 2005, p. 403-429

"Status as a Valued Resource" (C. Loch, B. Huberman, A. Önçüler), *Social Psychology Quarterly*, Jan 2004, Vol. 67, p. 103-114

"Time Insensitivity for Protective Measures" (H. Kunreuther, A. Önçüler, P. Slovic), *Journal of Risk and Uncertainty*, Sep 1998, Vol. 16, Issue 3, p. 279-299

#### Book Chapters

*How Do We Manage An Uncertain Future? Ambiguity Today Is Not Ambiguity.* In: *The Irrational Economist: Making Decisions in a Dangerous World.* New York (USA) : Public Affairs Books, E. Michel-Kerjan and P. Slovic. 2010, p. 107-115

*Limiter La Myopie des Managers .* In: *Le Leadership Responsable : Un Allié Sûr Contre La Crise.* Paris (France) : Gualino Lextenso Editions, Alain Pekar

Lempereur. 2009, p. 141-148

*A Behavioral Perspective of Risk Mitigation Investment*. In: *Mitigation and Financing of Seismic Risks*. Dordrecht : P.R. Kleindorfer and M.R. Sertel, Kluwer Academic Publishers, 2001, p. 101-127

### ▣ Other Publications

#### Articles published in Conference Proceedings

"Discounting Behavior with Short Front-End Delays". In : *Proceedings, IAREP-SABE*. (Paris) : IAREP SABE, 2006

"Turkish Homeowners' Willingness-to-Pay for Earthquake Mitigation Measures". In : *Meeting on Integrated Disaster Risk Management Proceedings*, IIASA. Laxenburg : IIASA, 2002

#### Press Articles

"Strategies for Weathering the Corporate Storm". *The Financial Times*, 20 Aug 2004

---

## Teaching

### ▣ Teaching at ESSEC

Marketing Management

Negotiations

Consumer Behavior

### ▣ Other Teaching Activities

Assistant Professor of Decision Sciences, INSEAD, Fontainebleau

---

## Other Activities

### ▣ Scientific Activities

#### Editorial Board Membership

*Journal of Economic Psychology*, Elsevier