

Alican MECIT  
Associate Professor

Academy: Globalization

Research center: Marketing Interactions

Campus: Paris

Email: alican.mecit@skema.edu

## Research interests

---

Psycholinguistics, Decision-making, Time perception, Theory of mind

## Teaching interests

---

Decision-making, Psycholinguistics, Theory of mind, Time perception

## Education

---

2021	Ph.D. in Marketing, HEC Paris, France
2016	Master of Arts, Business administration, Marketing, Bogaziçi University, Turkey
2014	Bachelor, Business Administration, Management, Bogaziçi University, Turkey

## Experience

---

### Full-time academic positions

Since 2025	Associate Professor, Marketing, SKEMA Business School, France
Since 2021	Assistant Professor, Marketing, SKEMA Business School, France

## Research grants, Awards and Honors

---

### Awards and Honors

2023	Outstanding Junior Researcher, SKEMA Business School, France
------	--

## Publications

---

### Peer-reviewed journal articles

- MECIT, A., SHRUM, L.J. and LOWREY, T.M. (2022). COVID-19 is feminine: Grammatical gender influences danger perceptions and precautionary behavioral intentions by activating gender stereotypes. *Journal of Consumer Psychology*, 32(2), pp. 316-325.
- MECIT, A., LOWREY, T.M. and SHRUM, L.J. (2022). Grammatical Gender and Anthropomorphism: "It" Depends on the Language. *Journal of Personality and Social Psychology*, 123(3), pp. 503-517.

### Book chapters

- POGACAR, R., MECIT, A., GAO, F., SHRUM, L.J. and LOWREY, T.M. (2022). Language and Consumer Psychology. In: Joel Huber, Lynn R., Kahle, Tina M. Lowrey eds. *APA Handbook of Consumer Psychology*. 1st ed. American Psychological Association, pp. 451-470.

## **Conference proceedings**

MECIT, A., SHRUM, L.J. and LOWREY, T.M. (2022). Blurring the Boundary between Consumers and Consumption Objects: Dehumanizing Consequences of Anthropomorphism.

## **Conference presentations**

MECIT, A., GU, Y. and YANG, Y. (2024). How Medical Test Results Lead to Biased Perceptions: A Regression-Based Account. In: The Association for Consumer Research Conference (ACR). Paris.

MECIT, A., KRISHNA, A. and GU, Y. (2024). The Effect of Prescription Format on Medicine Efficacy Judgments. In: The Association for Consumer Research Conference (ACR). Paris.

MECIT, A., SHRUM, L.J. and LOWREY, T.M. (2023). Technology-Mediated Morality: Moral, Ethical and Fairness Judgments Arising from Technological Contexts. In: The Society for Consumer Psychology Conference. Puerto Rico.

MECIT, A., GU, Y. and YANG, Y. (2023). Identifying and Correcting Prediction Biases in Medical Decision-Making. In: La Londe Conference. Porquerolles.

MECIT, A., GU, Y. and YANG, Y. (2023). Identifying and Correcting Prediction Biases in Medical Decision-Making. In: The European Association for Consumer Research Conference (EACR). Amsterdam.

MECIT, A., SCEKIC, A. and KRISHNA, A. (2023). The Effect of Inconsistent Reviews on Consumer Memory. In: The Association for Consumer Research Conference (ACR). Seattle.

MECIT, A., SHRUM, L.J. and LOWREY, T.M. (2022). Blurring the Boundary between Consumers and Consumption Objects: Dehumanizing Consequences of Anthropomorphism. In: European Marketing Academy Conference (EMAC). Budapest.

MECIT, A., SHRUM, L.J. and LOWREY, T.M. (2021). Language and Gender. In: Association for Consumer Research Conference. Seattle.

MECIT, A., SHRUM, L.J. and LOWREY, T.M. (2020). Time Is Running! Should I Run Too? Time Metaphors Affect Consumer Response to the Perceived Speed of Time. In: EMAC Conference (European Marketing Academy). Budapest.

MECIT, A., SHRUM, L.J. and LOWREY, T.M. (2019). You Run When Time Flies: Perceived Speed of Time as a Cue to Self-Speed. In: The Society of Consumer Psychology Conference. Savannah.

MECIT, A. (2018). You run when time flies: Time metaphors affect inferences from the speed of time. In: Società Italiana Marketing Doctoral & Research Colloquium. Florence.

MECIT, A. (2018). Linguistic antecedents of anthropomorphism: Cultural differences in attributing humanlike states to non-human agents. In: SCP - Society for Consumer Psychology. Dallas.

MECIT, A. (2017). Cost Transparency: Is it too Much? In: INFORMS Marketing Science Conference. Los angeles.

MECIT, A. (2017). Cost transparency: When does it matter. In: EMAC Conference (European Marketing Academy). Groningen.

MECIT, A. (2017). Tabula Rasa To Tabula Incripta: The Effects Of Knowledge On Construal. In: EMAC Conference (European Marketing Academy). Groningen.

MECIT, A. (2016). Consumer Perceptions of Price Fairness: The Role of Cost Transparency. In: ISMS Marketing Science Conference. Shangai.

## **Faculty research seminar presentations**

MECIT, A., SCEKIC, A. and KRISHNA, A. (2024). The Effect of Inconsistent Reviews on Consumer Memory and Decisions. In: LUISS Guido Carli Seminar Series. Rome.

MECIT, A., SCEKIC, A. and KRISHNA, A. (2024). The Effect of Inconsistent Reviews on Consumer Memory and Decisions. In: Bogazici University Seminar Series. Istanbul.

MECIT, A., SCEKIC, A. and KRISHNA, A. (2023). Online Reviews and False Consumer Memory. In: EmLyon Lifestyle Research Center. Lyon.

Other research activities

---

**Reviewer for:**

American Psychologist, Journal of Consumer Psychology, Perspectives on Psychological Science

**Affiliations**

- Since 2019 American Marketing Association
- Since 2018 Society for Consumer Psychology
- Since 2018 European Marketing Academy
- Since 2018 Association for Consumer Research