Alican MECIT

Associate Professor

Academy: Globalization

Research center: Marketing Interactions

Campus: Paris

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Research interests

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

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., SHRUM, L.J., LOWREY, T.M. and SIMPSON, B. (2026). The Psychology of Language and Consumer Behavior. In: Eric R. Spangenberg and Katie Quinn (ed.). *Handbook of Social Psychology and Consumer Behaviour*. 1st ed. Edward Elgar Publishing, pp. 68-82.

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

ERTIMUR, B. and MECIT, A. (2026). Matters of Care in Non-Domesticated Spaces: An Investigation of Istanbul's Street Cats. In: Netnocon Conference. Izmir.

ERTIMUR, B. and MECIT, A. (2025). How Navigating Non-Domesticated Spaces with Non-Humans Shapes Our Understanding of Consumers and Consumption. In: Paper Development Workshop for IJRM Special Issue: Rethinking Marketing for a More-Than-Human World. Odense.

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.

MECIT, A., SHRUM, L.J. and LOWREY, T.M. (2019). Anthropomorphism: It Depends on the Language. In: HEC-INSEAD-ESSEC Marketing Research Seminar. Paris.

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