Alican MECIT

Professeur associé

Académie : Globalisation

Centre de recherche : Marketing Interactions

Campus : Paris

Email : alican.mecit@skema.edu

Intérêts de recherche

Psycholinguistique, Decision-making, Time perception, Theory of Mind

Formation

2021	Ph.D. in Marketing, HEC Paris, France
2016	Master of Arts, Sciences de Gestion, Marketing, Bogaziçi University, Turquie
2014	Bachelor, Sciences de Gestion, Management, Bogaziçi University, Turquie

Expérience Professionnelle

Positions académiques principales

Depuis 2025	Professeur associé, Marketing, SKEMA Business School, France
Depuis 2021	Professeur Assistant, Marketing, SKEMA Business School, France

Contrats de recherche, prix et distinctions

Prix et distinctions

2023	Outstanding Junior Researcher, SKEMA Business School, France

Publications

Articles académiques revus

MECIT, A., SHRUM, L.J. et 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. et SHRUM, L.J. (2022). Grammatical Gender and Anthropomorphism: "It" Depends on the Language. *Journal of Personality and Social Psychology*, 123(3), pp. 503-517.

Chapitres d'ouvrage

POGACAR, R., MECIT, A., SHRUM, L.J., LOWREY, T.M. et SIMPSON, B. (2026). The Psychology of Language and Consumer Behavior. Dans: 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. et LOWREY, T.M. (2022). Language and Consumer Psychology. Dans: Joel Huber, Lynn R,. Kahle, Tina M. Lowrey eds. *APA Handbook of Consumer Psychology*. 1st ed. American Psychological Association, pp. 451–470.

Actes d'une conférence

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

Présentations dans des conférences

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Présentations dans des séminaires de recherche

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

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

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

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

Autres activités de recherche

Relecteur pour :

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

Affiliations

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