



# School of Graduate Studies and Research

Invites faculty, staff, and students to attend

## Faculty Research Colloquium



### Dr. Hurrem Yilmaz

Department Chair & Assistant Professor of Marketing Department  
School of Business

### *“The Effects of Centrality and Distinctiveness on the Usage of Co-promotions”*

**3:30-4:30 PM, Monday, November 14, 2016**  
**Building G, Ground Floor, G103 Conference Room**

#### *Abstract*

The purpose of this study was to investigate the effect of usage-situation-schema in relation to co-promotions. The proposed model of how consumers evaluate co-promotional coupons called for the following steps: 1) usage situation schema is activated, 2) complementarity of products is noted; 3) centrality of products for the usage situation decision is made; 4) if centrality of one of the products fails to be satisfactory then another reason for the products to be used becomes effective, i.e., distinctiveness. Hypothesis 1 proposed that centrality of focal and partner product of co-promotion and coupon use intention are positively related. Hypothesis 2 proposed that distinctiveness of focal and partner product of co-promotion and coupon use intention are positively related. Hypothesis 3 proposed the moderating effect of distinctiveness on the effect of centrality on coupon use intention. The experiment provides evidence of the outcome at each of the four steps and support hypotheses.

#### *About the Speaker*

Dr. Hurrem Yilmaz holds a Bachelor of Arts in Psychology and Master of Science in Business Administration, both from Bogazici University, Turkey and a PhD in Management Science from the Naveen Jindal School of Management at the University of Texas at Dallas, U.S.A. She has around 15 years of teaching in the U.S. and Turkey. Dr. Hurrem currently serves as the Marketing Department Chair at AURAK and teaches Principles of Marketing, Integrated Marketing Communications, and Marketing Management. Prior to academia, she worked as a marketing research director in the advertising industry and as a sales manager in retailing. Dr. Hurrem studies social interactions and marketing strategies. Her research covers industries such as consumer goods and social media, and functional areas such as product development, promotions, and crisis management. Her work combines theoretical and empirical methods, aiming to understand the root cause of market phenomena and to derive optimal strategy recommendations.