

# A. Murat Hattat, Ph.D.

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## EDUCATION

- Ph.D., Business Administration (Marketing), University of Rhode Island, 2015–2019
- M.B.A., Marketing, University of Tampa, 2003–2004
- B.S., Business Administration (Management), Middle East Technical University, 1991–1995

## ACADEMIC APPOINTMENTS

- Associate Professor of Marketing, Lawrence Technological University (2025–present)
- Assistant Professor of Marketing, Lawrence Technological University (2019–2025)
- Graduate Teaching/Research Assistant, University of Rhode Island (2015–2019)
- Graduate Assistant, University of Tampa (2002–2004)

## TEACHING PHILOSOPHY SUMMARY

I foster an inclusive, student-centered learning environment that combines active learning, experiential projects, and real-world applications. By integrating industry tools, certifications, and case-based problem solving, I equip students with both critical thinking skills and practical competencies that prepare them for professional impact. This approach has consistently produced strong results, with a mean global index teaching evaluation score of 4.8/5 (95th percentile among CoBIT faculty) across all courses.

## TEACHING EXPERIENCE

### Lawrence Technological University (LTU) (2019–present)

- Taught a diverse portfolio of undergraduate and MBA courses across various formats (face-to-face, hybrid, online) with consistently high evaluations.
- Developed the 'Consumer Analytics' course, integrating Python for marketing analysis.
- Developed the 'Professional Selling' course with experiential learning through role-plays and Salesforce training.
- Redesigned five existing courses with updated lectures, assignments, and deliverables.
- Revamped Strategic Marketing Management (MBA) with live client projects and CRM simulations.

- Incorporated simulations (StratSim, MarkStrat, Business Strategy Game, Stukent's Simternship), case studies, flipped classroom models, role-playing, and collaborative projects.
- Added Salesforce Trailhead, HubSpot, Google Analytics certifications, Tableau, and advanced Excel into coursework.
- Earned college leadership recognition for significant contributions to course quality.

### Teaching Portfolio at LTU

Course	Level	Delivery Modes	Sections Taught	Avg. Eval.* (out of 5)	Selected Course Highlights
<b>Professional Selling</b>	UG	F2F	4	4.8	Sales call role-plays (in-person and online); Guest speaker sessions; Salesforce Trailhead badges (3 certificates); Team presentations
<b>Consumer Analytics</b>	UG	F2F, Online, Hybrid	4	4.8	Advanced MS Excel skill development; Tableau applications; Individual and team projects
<b>Consumer Behavior</b>	UG	F2F, Online, Hybrid	5	4.8	Creative term project analyzing consumer decision-making stages in films; Article analysis on consumer behavior concepts; Case analyses; Team presentations
<b>Digital Marketing</b>	UG	F2F, Online, Hybrid	4	4.8	Website design and development; SEO/SEM applications; Stukent's Simternship simulation; HubSpot Inbound Marketing certification; Google Analytics Beginner and Advanced certifications; Online campaign management
<b>Principles of Marketing</b>	UG	F2F	1	4.9	McGraw-Hill Mini simulations, McGraw-Hill Practice Marketing Simulation; Applied team projects (chapter presentations, final simulation project report, and presentation)
<b>Strategic Marketing Management</b>	MBA	F2F, Online	11	4.6	StratSim simulation; Harvard case analyses; Applied individual and team projects; Team presentations
<b>Strategic Management &amp; Policy</b>	UG	F2F, Online, Hybrid	5	4.7	Business Strategy Game simulation; Case analyses; Applied individual and team projects; Team presentations

Abbreviations: UG — the course is taught at the undergraduate level; MBA — the course is taught at the graduate (master's) level; F2F — the course is delivered face-to-face, in person.

### **University of Rhode Island (2015–2019)**

- Instructor (sole instructor): Marketing Principles, Customer Analytics, Marketing Research
- Graduate Teaching Assistant: Integrated Marketing Communications, Supplier Relationship Management, Consumer Behavior, Global Marketing, Strategic Management

### **University of Tampa (2002–2004)**

- Graduate Assistant: Marketing Strategy, Principles of Marketing

## **COMMUNITY ENGAGEMENT / SERVICE LEARNING**

- Led LTU's Southeast Michigan Chapter of ExporTech, connecting students with local companies for export strategy projects.
- Participated as a DECA High School Competition judge and at the Michigan Collegiate DECA Conference.
- Presented at LTU 2024 Assessment Day GenAI Symposium. Topic: "Teaching GenAI in Marketing Using Perplexity."
- Integrated industry partnerships into classroom experiences for practical learning.

## **OUTREACH & PUBLIC SCHOLARSHIP**

- Conducted applied research with policy implications in food labeling and consumer health behavior.
- Engaged in interdisciplinary grant proposals that connect marketing, health, and data science.

## **ACADEMIC ADVISING & STUDENT ORGANIZATION INVOLVEMENT**

- Guided students in course choices, academic advancement, and career development.
- Participated in student recruitment events: open houses, Blue Devils Day, orientation, and commencement.

## **SCHOLARLY WORKS**

### **Research Focus**

My research explores how consumers interpret and respond to product information—particularly ingredient statements, nutrition labels, and brand cues—across food, health, and retail contexts. I use experimental and survey methods to reveal the cognitive and emotional processes that influence evaluations, trust, and choices, with implications for marketing strategy, public policy, and consumer well-being.

## Peer-Reviewed Journal Articles

- Ozcan, T., & Hattat, A. M. (2024). Unpacking consumer reactions toward unexpected spoilage of organic versus conventional perishables. *Psychology & Marketing*, 41(11), 2896-2910. <https://doi.org/10.1002/mar.22089>
- Ozcan, T., Hair, M., & Hattat, A. M. (2023). Eric is bad, but Erica is worse: greater negativity bias toward female brands. *Journal of Marketing Theory and Practice*, 31(3), 300-315. <https://doi.org/10.1080/10696679.2022.2067066>
- Ozcan, T., Hattat, A. M., & Hair, M. (2018). Effects of absence positioning of unknown product ingredients on consumer evaluations. *European Journal of Marketing*, 52(9/10), 2128-2150. <https://doi.org/10.1108/ejm-06-2017-0389>

## Research Pipeline

- Ozcan, T., Hattat, A. M., & Ulu, S. (Under review). The effect of ingredient statement labels on consumers' food processing perceptions and choice. *Journal of Business Research*.
- Hattat, A. M., & Ozcan, T. (In preparation). Behind the label: How ingredient statements and nutrition facts compete in shaping health perceptions. *Target: Journal of Consumer Research*.
- Hattat, A. M., & Ozcan, T. (In preparation). Ingredients for success: How nutrition facts and ingredient specifics enhance the helpfulness of online product reviews. *Target: Journal of Consumer Research*.

## Conference Presentations

- Ozcan, T., Hattat, A. M., & Ulu, S. (2025) (forthcoming), "Impact of Ingredient Statement Labels on Consumer Perceptions of Food Processing and Purchase Decisions," *Association for Consumer Research Conference*, Washington, D.C.
- Ozcan, Timucin and Ahmet M. Hattat (2023), "Unpacking Consumer Reactions Towards Spoilage of Organic versus Conventional Perishables," *Association for Consumer Research Conference*, Seattle, WA.
- Ozcan, Timucin, Ahmet M. Hattat, Michael Hair and Daniel Sheinin (2020), "The Disproportional Effects of Negative Information on Female Brands," *Association for Consumer Research Conference*, virtual meeting.
- Ozcan, Timucin, Ahmet M. Hattat, Michael Hair and Daniel Sheinin (2020), "How Negative Information Influences Perceptions of Gendered Brands", *2020 AMA Summer Marketing Educators Conference*, virtual meeting.
- Ozcan, Timucin, Ahmet M. Hattat and Michael Hair (2018), "Effects of Front-Of-Package Ingredient Content Message on Consumer Evaluations," *2018 Annual Meeting of the Association of Marketing Theory and Practice*, Ponte Vedra, FL. Note: This manuscript won the *Best Paper in Conference Award*.
- Ahmet M. Hattat, Timucin Ozcan, and Michael Hair (2018), "Effects of Absence Positioning of Unknown Product Ingredients on Consumer Evaluations," *2018 European Association for Consumer Research Conference*, Ghent, Belgium.
- Ahmet M. Hattat, "Scale for Assessment of Perceived Product Attribute Importance Levels," *Northeast Decision Sciences Institute 2018 Annual Conference*, Providence, RI
- Ozcan, Timucin, Ahmet M. Hattat and Michael Hair (2017), "The Effects of Absence vs. Presence Framing of Product Ingredients on Consumer Evaluations," *2017 AMA Summer Marketing Educators Conference*, San Francisco, CA.

## GRANTS & FUNDING

- NSF MRI Grant (Senior Personnel: marketing-science applications): Acquisition of a functional near-infrared spectroscopy (fNIRS) system for interdisciplinary cognitive neuroscience (\$175,476, funded, 2024–present)
- NSF Data Science Corps (Co-PI: community data-science curricula): Empowering communities and students through data science toolkits (\$515,891, submitted, 2025)

## LEADERSHIP & SERVICE

### University Service – Lawrence Technological University

- Chair, College Faculty Council (2024–2025) – Elected by peers to lead governance and represent faculty in college-wide decision-making.
- Chair, AACSB Faculty Development Committee (2023–2025) – Developed and led professional development programs for business faculty in preparation for AACSB review.
- Faculty Senate Member (2023–2025) – Participated in university-wide policy discussions and governance.
- Committee Member, AACSB Mission & Strategic Planning; Curriculum & Standards; Assessment (2019–present) – Contributed to accreditation readiness, curriculum review, and assessment processes.
- Advisor, AMA Student Chapter (2019–2020) – Mentored students in case competitions and professional networking.

### Professional Service

- Ad Hoc Reviewer – *Journal of Marketing Theory & Practice*, *European Journal of Marketing*, *Journal of Services Marketing*.
- Conference Reviewer/Discussant – Reviewed competitive papers for ACR and AMA annual meetings; provided feedback to fellow researchers.

## SKILLS

- I have advanced technical and analytical skills, including Excel (pivot tables, macros, data modeling), Python (data analysis, automation, web scraping), R (statistical analysis, visualization), SPSS (market research), Tableau and Power BI (dashboards), Google Analytics/GA4, SEO/SEM, and A/B testing tools like Optimizely and Google Optimize.
- I possess strong skills in creative and digital marketing, including proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro), social media advertising (Meta Ads, LinkedIn Ads), email marketing platforms (Mailchimp, HubSpot), and content management systems (WordPress, Squarespace).
- I have expertise in research methodologies and academic practices, including using Qualtrics for survey design and analysis, designing experiments for laboratory and field studies, and applying consumer neuroscience techniques and analyzing data with SPSS and R.

## **CERTIFICATIONS**

- I hold diverse certifications that enhance my teaching and professional expertise, including the Harvard Business Publishing Teaching with AI Seminar Certificate, Coursera's Leveraging ChatGPT for Teaching, Salesforce Trailhead badges, HubSpot Inbound Marketing, Google Analytics (Advanced), and Tableau.

## **AWARDS, HONORS, AND FELLOWSHIPS**

- Spring 2024 LTU Research and Grant Incentive
- *2018 Annual Meeting of the Association of Marketing Theory and Practice*, Best Paper in Conference Award.
- Selected by the URI marketing faculty as AMA-Sheth Doctoral Consortium Fellow, URI Graduate Assistants Grant, 2018
- 29<sup>th</sup> Annual Society for Marketing Advances Doctoral Consortium Fellow, 2017
- Marketing Management Association Doctoral Student Teaching Consortium Fellow, 2016
- Graduate Teaching Assistantship, University of Rhode Island, 2015–2019
- Graduate Assistantship, The University of Tampa, 2003–2004

## **PROFESSIONAL AFFILIATIONS**

- The Association for Consumer Research (ACR)
- American Marketing Association (AMA)
- Marketing Management Association (MMA)
- Northeast Decision Sciences Institute (NEDSI)
- Society for Marketing Advances (SMA)

## **INDUSTRY EXPERIENCE**

- BrandBee Strategic Marketing Consulting (Ankara, Turkey; 2006–2015) – Marketing Management Consultant, Sales Director, Partner
- Sony Eurasia Corporation (Istanbul, Turkey; 2005–2006) – Senior Product Manager
- Baxter Healthcare Co., Bioscience Group (Istanbul, Turkey; 1999–2002) – Product Manager
- Merck Sharp & Dohme Ltd., Cardiology Group (Ankara, Turkey; 1996–1999) – Professional Sales Representative