

Burcak Bas
Institute for Marketing and Consumer Research
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Employment

Institute for Marketing and Consumer Research
Vienna University of Economics and Business
Wien, Austria
15 Sept 2022 → present

Qualifications

Business Administration and Management (specialization: marketing), Doctoral Student, Bocconi University
2017 → 2022

Research interests

Consumer psychology
Judgment and decision-making

Activities

Uncertain Prices and the Price of Uncertainty
Burcak Bas (Speaker)
2023

Why Do Consumers Condemn and Appreciate Experiments?
Burcak Bas (Speaker)
2023

Using Benchmarks to Mitigate Overhead Aversion and Increase Donations
Burcak Bas (Speaker)
2022

Using Benchmarks to Mitigate Overhead Aversion and Increase Donations
Burcak Bas (Speaker)
2022

Why Do Consumers Condemn and Appreciate Experiments?
Burcak Bas (Speaker)
2022

Why Do Consumers Condemn and Appreciate Experiments?
Burcak Bas (Speaker)
2022

Using Benchmarks to Mitigate Overhead Aversion and Increase Donations
Burcak Bas (Speaker)
2021

Why Do Consumers Condemn and Appreciate Experiments?
Burcak Bas (Speaker)
2021

Prizes

John A. Howard/ AMA Doctoral Dissertation Award (Honorable Mention)

Bas, Burcak (Recipient), 2022

Business and Economics in Service of Humanity (BESH) Doctoral Research Award for Well-Being (Co-Winner)

Bas, Burcak (Recipient), 2021

Jane Beattie Memorial Scholarship (Winner)

Bas, Burcak (Recipient), 2021

ACR-Sheth Foundation Dissertation Award (Honorable Mention)

Bas, Burcak (Recipient), 2020