

# Nilufer Cetik

Morrison School of Agribusiness — Arizona State University

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## Education

Ph.D. in Business Administration (Agribusiness), Arizona State University (ASU)	2022-2027 (Expected)
M.Sc. in Economics, Arizona State University (ASU)	2021
M.A. in Economics, Sabanci University (SU)	2020
B.A. in Economics (with honors), Bogazici University	2018

## Certificates

Graduate Certificate in Environmental and Sustainability Economics, Arizona State University	2025
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## Research Fields

Consumer Behavior and Food Choices, Experimental and Behavioral Economics, Sustainability

## Peer-Reviewed Journal Article Publications

**Cetik, N.**, C. Grebitus, and L. Chenarides. 2025. “Relationship Between Knowledge and Compliance With Safety Measures: Evidence From COVID-19.” *Applied Economic Perspectives and Policy* 1–18.  
<https://doi.org/10.1002/aep.70031>.

## Approved and Published Pre-Registrations

**Cetik, Nilufer** and Carola Grebitus. 2026. “Regulating Risk: A Stress-Related Intervention for Loss Aversion.” AEA RCT Registry. January 28  
<https://doi.org/10.1257/ret.17757-1.0>

**Cetik, Nilufer et al.** 2024. “Effect of Meditation on Healthy Food Consumption: A Randomized Controlled Trial.” AEA RCT Registry. September 12.  
<https://doi.org/10.1257/ret.14296-1.0>

## Working Papers

**Managing Stress to Promote Healthy Diets: Evidence From A Randomized Controlled Trial**  
*with Carola Grebitus and Donna Martens*

**Abstract:** Decision-making is integral to daily life, yet stress alters cognitive processing and impairs optimal choices. Such impaired decisions in the dietary context contribute to malnutrition and obesity. This study employs a four-week, three-arm randomized controlled trial with repeated measures involving a panel of 168 participants to test whether meditation reduces perceived stress and cortisol levels, thereby supporting healthier food choices. Dietary preferences are measured through a discrete choice experiment and evaluated using Multinomial Logit and Mixed Logit. Findings provide evidence on the gravity of stress-impaired decision-making in food choices, with implications for individuals at risk of malnutrition and for broader public health initiatives.

**Stress and (Un)Healthy Food Consumption: A Randomized Controlled Trial**  
*with Carola Grebitus and Larissa Drescher*

**Abstract:** This research investigates how stress-induced decision-making influences dietary consumption patterns, focusing on the amount of foods consumed in a month, and the nutritional balance of the diet over the long term. Stress impairs decision-making and can drive overeating, compounding the health and economic costs associated with obesity and malnutrition. Using the validated Healthy Food Diversity Index, constructed from Food Frequency Questionnaires, this study examines how stress influences overall dietary diversity and proportional intake. It further tests meditation as an intervention, hypothesizing that stress reduction leads to lower cortisol levels and healthier dietary habits. Results provide insights for policies and strategies aimed at improving nutrition, with relevance across behavioral economics, psychology, marketing, and public health.

## Work in Progress

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### **A Prospect Theory Approach: Decision-Making Under Stress And Loss Aversion**

*with Carola Grebitus*

**Abstract:** Loss aversion is the tendency to weigh losses more heavily than equivalent gains and it is a central bias in economic decision-making, shaping outcomes in financial markets, consumer behavior, and investment under uncertainty. Although well documented, the emotional and cognitive foundations of loss aversion make individuals particularly vulnerable to stress, which disrupts the neural systems responsible for evaluating gains and losses. This project investigates whether meditation, a widely accessible stress-reduction tool, can attenuate loss aversion by lowering stress reactivity. I propose a randomized controlled trial measuring both stress and lottery choices in investment-style tasks. By testing meditation as an intervention, this study aims to advance understanding of the mechanisms behind loss aversion and provide actionable evidence for improving economic decision-making under stress.

## Grant Participation

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**From Bias to Better Outcomes: Addressing Anomalies in Rational Decision-Making, PI** 2026  
Arizona State University Graduate Student Government (\$2,000)

**A Prospect Theory Approach on Managing Stress to Improve Decision Making, Co-PI** 2026  
*PI: C. Grebitus, Institute for Social Science Research (\$8,000)*

**Effect of Meditation on Healthy Food Consumption, PhD Student Investigator** 2023-2026  
*PI: C. Grebitus, Co-PI: R. S. Hughner, U.S.D.A. National Institute of Food and Agriculture (\$650,000)*

## Presentations

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Agricultural & Applied Economics Association Annual Meeting [Track Session] 2023, 2024, 2025(2)  
Research Impact Day at the W. P. Carey School of Business, ASU [Poster Presentation] 2025  
Decision Sciences Institute Annual Conference [Paper Presentation] 2024  
CARD Seminar Series, Department of Economics, Iowa State University [Paper Presentation] 2024  
Southern Agricultural Economics Association Annual Meeting [Poster Presentation] 2024  
Institute for Social Science Research Poster Competition, ASU [Poster Presentation] 2023(2), 2024

## Research Experience

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**Morrison School of Agribusiness, Arizona State University** 2023 – present  
Research Assistant to Dr. Carola Grebitus at the Food and Agribusiness Lab

- o Assisted in organizing the 2025 special seminar *Frontiers in Behavioral and Experimental Methods* hosted by Morrison School of Agribusiness
- o Assisted in organizing the 2023 Workshop on Survey Design & Experimental Methods in Applied and Agricultural Economics hosted jointly by ASU and Michigan State University

**Department of Economics, Sabanci University** Summer 2019  
Research Assistant to Dr. Abdurrahman Aydemir's project funded by UN-World Food Programme

- o Assisted with literature review, data collection and analyses

## Awards and Fellowships

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Distinguished Graduate Student Award, Faculty Women's Association, ASU 2025  
University Graduate Fellowship, Morrison School of Agribusiness, ASU 2025, 2026  
James J. Sweitzer Memorial Scholarship, W. P. Carey School of Business, ASU 2023, 2024, 2025  
Outstanding Female Fellowship, Department of Economics, ASU 2021  
Economics Department Junior Fellowship, Department of Economics, ASU 2020  
Travel Grant, Graduate and Professional Student Association, ASU 2023, 2024

## Teaching Experience

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### Instructor

Spring 2025

WPC 300: Problem Solving and Actionable Analytics  
Course Evaluation Mean: 5.9/7

### Teaching Assistant in Agribusiness

Fall 2022-present

AGB 100: Introduction to Agribusiness, AGB 302: International Management and Agribusiness, AGB 333: Agribusiness Finance, AGB 410: Agribusiness Management, AGB 420: Food Advertising and Promotion, AGB 425: Food Supply Networks, AGB 445: Food Retailing, AGB 456: Food Product Innovation and Development, BUS 384: Business Operations & Planning

### Teaching Assistant in Economics

Fall 2018-Fall 2021

ECN 212: Microeconomic Principles (ASU), ECON 202: Macroeconomics (SU), ECON 204: Microeconomics (SU), ECON 430: Labor Economics (SU), ECON 201: Games and Strategies (SU)

### Economics Teacher

February 2022 – July 2022

AP Economics and 8th grade Economics courses at the BASIS Chandler, Arizona

- Awarded “Best Class Performance in AP Courses” within BASIS Charter Schools
- Supervised high school students for their participation in The Arizona Economics Challenge

## Service

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Ph.D. Ambassador at the W. P. Carey School of Business	2023 – 2025
Treasurer of Graduate Student Organization at the Morrison School of Agribusiness	2023 – 2025
AAEA ExEcon Section Graduate Student Representative	2024 – 2025
Member of AAEA Health and Wellbeing Task Force	2023 – present
Contributing to efforts in organizing Food and Agribusiness Lab events at the ASU	2023 – present
Supporting the FFA Food Science District Contest in Maricopa County, AZ	2023 – present

## Professional Memberships

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Agricultural & Applied Economics Association (AAEA), Southern Agricultural Economics Association (SAEA), American Economic Association (AEA), Society for the Advancement of Behavioral Economics (SABE), Economic Science Association (ESA), Decision Sciences Institute (DSI)

## Technical Skills and Language Fluency

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**Programming:** Stata, R, Ngene, NLOGIT, Qualtrics, LaTeX, Microsoft Office

**Language:** English (fluent), Turkish (native)

## References

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### Carola Grebitus (Chair)

Dean’s Council Distinguished Professor  
Morrison School of Agribusiness  
Arizona State University  
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Mesa, AZ 85212  
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### Renee Hughner

Associate Professor  
Morrison School of Agribusiness  
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Mesa, AZ 85212  
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### Marco Palma

Professor and Director of the Human Behavior  
Laboratory and Leader of Research  
Department of Agricultural Economics  
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### Alexis H. Villacis

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and Development Economics  
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