

Fatma Nur Aysan

Fatma Nur Aysan holds a BSc in Chemical Engineering from Boğaziçi University. She completed her MSc in Istanbul Studies at Istanbul University. She earned her PhD in Economics from Istanbul University, examining the intersection of economics, morality, and rational agency through the novels of Honoré de Balzac, including *César Birotteau*, *The House of Nucingen*, and *Gobseck*. Her current research centers on AI-driven personalization in digital consumption, with a particular focus on Gulf Cooperation Council (GCC) countries. She investigates the ethical and psychological implications of algorithmic decision-making, exploring how trust, social proof, and perceived AI transparency shape consumer autonomy and rational agency in high-trust digital environments. Her work contributes to broader debates on ethical AI, human-centered digital transformation, and responsible AI governance.