



Ada Aka

Assistant Professor of Marketing at the Graduate School of Business

Bio

ACADEMIC APPOINTMENTS

- Assistant Professor, Marketing

Teaching

COURSES

2023-24

- Customer Experience Design (CxDesign): MKTG 358 (Win)

Publications

PUBLICATIONS

- **Semantic determinants of memorability.** *Cognition*
Aka, A., Bhatia, S., McCoy, J.
2023; 239: 105497