

M. Tolga Akçura

E-mail: tolga.akcura@ozyegin.edu.tr

Academic Positions

- 2018- ... Professor of Marketing, Özyeğin University, Istanbul, Turkey
- 2019-2020 Senior Visiting Researcher, Columbia University, NY
- 2010-2018 Associate Professor of Marketing, School of Economics and Administrative Sciences, Özyeğin University, Istanbul, Turkey
- 2007- 2010 Associate Professor of Marketing, College of Management CW Post Campus, Long Island University, Brookville, NY
- 2000-2007 Assistant Professor of Marketing, Krannert School of Management Purdue University, West Lafayette, IN

Business Experience

- 2015- ... eBrandValue, Inc., Founder, with Y-Combinator, Mountain View, CA, USA
- 2013- ... eBrandValue, A.Ş., Founder
- 1993- 1994 Procter and Gamble, European Technical Center, Brussels, Belgium
European New Product Planning Department Manager
- 1991- 1993 Procter and Gamble, London/Manchester, United Kingdom
Production Department Manager
- 1990- 1991 Procter and Gamble, Istanbul, Türkiye
Industrial Engineer

Education

- 2015 Y-Combinator Founders' Program, Mountain View, CA
- 2000 Ph.D. Graduate School of Industrial Administration, Carnegie Mellon University
Thesis: "Essays on Database Marketing"
- 1998 M.B.A. Graduate School of Industrial Administration, Carnegie Mellon University
- 1996 M.A. Department of Business Administration, Bogazici University, Istanbul
Thesis: "Decision Maker Characteristics and Strategic Marketing Management as Determinants of Export Performance"
- 1990 B.Sc. Department of Engineering, Bogazici University, Istanbul

Honors and Awards

- 2021 Tubitak, Horizon 2020 Seal of Excellent Recipient Grand, 120N400, \$800K
- 2020 ISKAV/BIM Digital Transformation Educator
- 2017/8 Seal of Excellence, European Commission ("An intelligent expert system that learns based on market data and provides accurate sales impacts for B2C brands, delivered online as a SaaS")
- 2017 SME Instrument Phase II, H2020 writing sponsorship, Ozyegin TTO office (5000 Euro)
- 2015 Cannes-Lions Innovation Academy Member
- 2015 Effie Jury Member/ elected Spokesperson for the jury
- 2015 Y-Combinator Graduate Founder (YCW15) (\$120K)
- 2014-15 Tubitak Teydeb #7131222 'Patent Valuation' (approx. \$200K)
- 2012 Global Entrepreneurship Program (US State Dept/TEPAV) Finalist
- 2012-14 Tubitak Ardeb (approx. \$100K), sole PI ("Social Media and Branding," # 111K476)
- 2008-09 Excellent Rated Teacher(Undergrad, Grad, Corp), College of Management, LIU
- 2005-06 Distinguished Teacher, Krannert Graduate School of Management
- 2001 Direct Marketing Association Fellow
- 2000 William W. Cooper Best PhD Dissertation Award (\$5K)
- 1999 AMA Consortium Fellow

1996-99 Andrew-Mellon Fellowship, Carnegie Mellon University

Patents and Trademarks

“A Model of Brand Health,” published on 06.07.2023 with the number US 2023/0214860A1, available at <https://patents.google.com/patent/US20230214860A1/>
 “A System and a Method for Brand Value Calculation,” PCT 30615-01
 UK/EU-US-Wipo # 1091243

PhD Students (either acted as the chair or as part of the committee advisor)

2024 Işıl Turan
 2020 Demet Ayvaz (employed by Turkcell)
 2015 Mine Seraj Akşit (received PhD from Bogaziçi University), Employed full time (tenure track), Ozyegin University
 2006 Ram Bezawada (employed and tenured at SUNY Bufalo)
 2007 Wang, Hui-Ming Deanna (employed and tenured at San Francisco State University)
 2004 Zafer D. Ozdemir (employed and tenured at Miami University at Ohio, now tenured)
 2004 S. Sriram (tenured at Ross School of Business, University of Michigan)

Refereed Publications

“A Game-Theoretic Analysis of the Adoption of Patient-Generated Health Data,” with Z. Ozdemir, H. Tarakci, *Journal of Theoretical and Applied Electronic Commerce Research* 19, 315-339 (2024)
 “Campaign participation prediction with deep learning,” with D. Ayvaz, R. Aydoğan, and M. Şensoy, *Electronic Commerce Research and Applications*, 48, 101-158 (2021)
 “Data-Driven Manufacturer-Retailer Collaboration Under Competition,” with Z. Özdemir, *Enterprise Information Systems*, 13, 303-328 (2019)
 “Effects of Multitier Private Labels On Marketing National Brands,” with D. HuiMing and I. Sinapuelas, *Journal of Product and Brand Management*, 28, 391-407 (2019)
 “A Strategic Analysis of Multi-Channel Expert Services,” with Z. Özdemir, *JMIS* 34, 216-231 (2017) (A Ranked, FT50)
 “Noninfluentials and Information Dissemination in Microblogging Community” with K. Altinkemer and C. Hailiang, *Information Technology and Management* 19, 89-106 (2018) (Indexed in Science Citation Index)
 “Online Intermediary as a Channel for Selling Quality-Differentiated Services,” with Z. Özdemir and M Rahman, *Decision Sciences* 46, 37-62 (2015) (A Ranked)
 “How to Make Global Cities: Information Communication Technologies and Macro-Level Variables” with Avci, B. *Technological Forecasting & Social Change* 89, 68–79, (2014) (A Ranked)
 “Drug Prescription Behavior and Decision Support Systems,” with Z. Özdemir, *Decision Support Systems* 57, 395-405 (2014) (A Ranked)
 “Expert Competition and the Internet,” with Z. Özdemir, and S. Jain, *International Journal of Electronic Commerce*, 18, 1-11 (2013), ranked as the top 4th journal out of 62 for ecommerce, <http://web.csulb.edu/journals/jecr/FullTable3.pdf>

“The Strategic Role Of Private Labels On Retail Competition,” with A. Kalra and R. Bezawada, Lead Article, *Boğaziçi Journal: Review of Social, Economic and Administrative Studies* 1-25, 26 (2012); Indexed also in EbscoHost, premier journal in Turkey

“Affiliated Marketing,” *Information Systems and e-Business Management*, 8, 379-394 (2010) <http://dx.doi.org/10.1007/s10257-009-0118-4>; Indexed in Social Science Citation Index,

“Digital Bundling,” with K. Altinkemer, *Information Systems and e-Business Management*, 8, 337-355 (2010), <http://dx.doi.org/10.1007/s10257-009-0117-5>; indexed in Social Science Citation Index,

“Privacy, Customization, and Cross-Selling of Personal Information” with Z. Ozdemir and K. Altinkemer, *Journal of Organizational Computing and Electronic Commerce* 19, 112 – 132 (2009); Indexed in Science Citation Index,

“A Multivariate Mixed Poisson-Lognormal Model of Cross-Category Store Brand Purchasing Behavior,” with H. D. Wang and M. Kalwani, *Journal of Retailing and Consumer Services* 14, 369-382 (2007), Indexed in Scopus

“Second Opinions and Online Consultations,” with Z. Ozdemir and K. Altinkemer, *Decision Support Systems*, 42, 1747-1758 (2006), Indexed in Science Citation Index (A Ranked)

“Customer Intimacy and Cross-Selling Strategy,” with K. Srinivasan, *Management Science*, 51, 1007-1012 (2005), William W. Cooper Award, Indexed in Social Science Citation Index (A Ranked, FT50)

“Consumer Learning and Brand Valuation: An Application On Over-The-Counter (OTC) Drugs,” with F. Gonul and E. Petrova, *Marketing Science* 23, 156-169 (2004), William W. Cooper Award, Indexed in Social Science Citation Index (A Ranked, FT50)

“Brand Salience and Private Label Competition,” Lead Article, *Boğaziçi Journal: Review of Social, Economic and Administrative Studies*, 17, 3-21 (2003); Indexed in EbscoHost, premier journal in TR

Diffusion Models for B2B, B2C and P2P Exchanges and E-Speak,” with K. Altinkemer, *Journal of Organizational Computing and Electronic Commerce* 12, 243-261 (2002), Indexed in Science Citation Index

“Determinants of microblogging and sentiments towards brands on the web,” with K. Altinkemer and H. Chen, *Conference on Information Systems and Technology*, Phoenix, Arizona, October, 2012

“Strategic Advance Selling Quality Differentiated Services,” with M. Rahman *Proceedings of the 3rd Biennial International Conference on Services Marketing* 2012

“Physician Learning and Clinical Decision Support Systems,” *AMCIS 2009 Proceedings*, <http://aisel.aisnet.org/amcis2009/499>

Manuscripts under Peer Reviewed Journals, Working Papers

“Bremen 1827 Introduction,” forthcoming *Asian Case Research Journal* (SSCI)

“Weather Abnormality Effects On Social Media Behavior And Category Sales,” with I. Turan, preparing for resubmission to *Journal of Marketing Research* (JCR Q1)

“Branding in the Age of Social Nedia” with Kivılcım Değerlioğlu

Published Cases/ Editorials/ White Papers/ Blogs

“A methodology of How to Communicate,” March 2023, available at www.ebrandvalue.com/whitepaper

“Social Provides God’s Eye-View Data,” Jan 13, 2023, available at

<https://www.ebrandvalue.com/en/blog/social-provides-gods-eye-view-data/>

“Take Models with a Grain of Salt, a Slice of Lime and A Shot of Tequila,” December 2022,

<https://www.ebrandvalue.com/en/blog/take-models-grain-salt-slice-lime-and-shot-tequila/>

“Accelerate Your Marketing Through eBrandValue’s Brand-Health Framework,” September 2020,

available at www.ebrandvalue.com/whitepaper

“Accelerate Your Marketing Through eBrandValue’s Sales Model,” August 2020 available at

www.ebrandvalue.com/whitepaper/

A New branding paradigm, <https://www.ebrandvalue.com/en/blog/new-branding-paradigm/>

Role of a Brand and eBrandValue's Approach, August 2020,

<https://www.ebrandvalue.com/en/blog/role-brand-and-ebrandvalues-approach/>,

“Fiba Factoring SME Market Entry,” available at <http://www.ecch.com/>

- Case # 513-022-1, 1 - 17 2013;
- Teaching Note – Reference No 513-022-8, 1- 8, 2013;

“Editorial Introduction,” *Bogaziçi Journal*, 12(1), 1-2 (2003)

Press, Media Channels, etc.

Curran, Enda, Frank Connelly, and Suzi Ring (2020) “The \$90 Trillion Question Is How to Get People Back to Work,” *Bloomberg*, <https://www.bloomberg.com/news/articles/2020-04-09/great-reboot-looms-as-world-juggles-lives-and-livelihoods>

DigitalAge Summit, May 4, 2017/ May 8, 2018, Four Seasons, Bosphorus, Istanbul, Speaker,

Taming Big Data, <http://digitalagesummit.com/speaker/tolga-akcura/>

Webrazzi (May 26, 2017), “Günde 2 milyon veri işleyen eBrandValue, kurumsal markalar için pazarlama teknolojileri geliştiriyor,” <https://webrazzi.com/2017/05/26/ebrandvalue/>

Webrazzi (October 26, 2016) Building a Big Data Start Up,

<https://www.youtube.com/watch?v=RpW7nU0m6Pc>

Dunya (November 26, 2016) “Markaların Bloomberg’i” (Bloomberg of Brands),

<http://www.dunya.com/surdurulebilir-dunya/markalarin-bloombergi-haberi-335171>

”*MediaCat* (August 6, 2015), “Pazarlama ve teknoloji uzlaşır mı?, Tolga Akçura ile pazarlama ve teknolojinin geleceğine dair,” <http://www.mediacaonline.com/pazarlama-ve-teknoloji-uzlasir-mi/>

Webrazzi (June 2015), Cannes Lions interview, available at

<http://webrazzi.com/2015/06/24/ebrandvalue-gercek-zamanli-olcumleme-sirketi/>

Medya Zirvesi *Show TV* Interview April 2015

<http://www.showtv.com.tr/program/videolar/melih-altinok-ile-gune-merhaba/146094/2>,

<https://twitter.com/showtv/status/592659303586275328>

Venture Beat (Feb 3, 2015) “Y Combinator-backed eBrandValue wants to show social media’s impact on your sales — in real time”, available at <http://venturebeat.com/2015/02/03/y-combinator-backed-ebrandvalue-wants-to-show-social-medias-impact-on-your-sales-in-real-time/>

“Data Show Why Twitter Is a Menace to Erdogan” *Bloomberg*, June 10 (2013).

Web 3.0 Presentation, April 26 (2013). <http://www.youtube.com/watch?v=7w7J4udNFsU>

“Markaya Değeri Özyeğin Bıçecek” *Milliyet*, December 29 (2012),

<http://www.milliyet.com.tr/markaya-degeri-ozyegin>

<http://www.milliyet.com.tr/markaya-degeri-ozyegin-bicecek/ekonomi/ekonomiyazardetay/29.12.2012/1648552/default.htm>

Sosyal Medya'nın Gücü, TRT interview, 30 Temmuz 2012
 Sosyal Medyanın Ölçülmesi Neden Önemli?, *Dünya Gazetesi*, 22 Temmuz 2012
 "CRM ile sosyal medyanın izdivaç vakti," *Dünya Gazetesi*, 20 Nisan 2012
 "3C kuşağı," *Haber Türk*, 19 Jaziran 2011, Kariyer eki
Marketing Handbook, Goldman Sachs 10000 (Ozyegin University, 2011)
 "To Be a Global Player, Developing International Brand Structure is Vital," *Leaders* 1 (4),
 2-5 (2005)
 "Technology and Teaching Enjoy Successful Merger," *Krannert Magazine*, Spring, 26
 (2004)

Panel of Judge Memberships and Competitions

BEST (Board of European Students of Technology), Stranger MarkeThings, July 2019
 Pakistan Advertisers Association, National Best Advertisement Campaign Awards, April 2018
 Felis Awards, Creative Use of Data Track, 2017
 Pakistan Advertisers Association, National Best Advertisement Campaign Awards, April 2016
 Brand Marker Case Competition, Bogazici University, December 2015
 Effie Awards, Turkey, April 2015
 Y-Combinator, Mountain View, CA , ad-hoc judge/ advisor for the projects to be funded/
 accepted to the program (run as a competition, two-times a year)

Invited Keynote/Opening Speeches/ Spokesperson Roles

"Big Data and Digital Transformation," ISKAV Executive Education and BIM, 10/11 Jan 2020,
 Elite World Hotel, Sapanca (opening, full day)
 "Rise of Design/ Fall of Theory" Digital Analytics Summit II, (Opening Presentation), Bogaziçi
 University, November 13 , 2015
 Social Media and Brand Market Shares, Plug and Play Silicon Valley Tech Center, Sunnyvale, CA,
 USA, July 7, 2015
 "Recoding of Marketing" Digital Analytics Summit (Opening Presentation), Bogaziçi University,
 October 10, 2014,
 Diageo Marketing Spirit, Marriott Sisli, Istanbul, (November 10, 2014),
 Koc Group Meeting, Wyndham Grand Istanbul Kalamis Marina Hotel, November 6, 2014,
 Media Summit 2015, Opening Presentation, Marmara Etap Istanbul, April 27, 2015
 Effie Awards Gala Jury Spokesperson, provided justification of Gold Effie Awards as the elected
 Jury Spokesperson to the top 1000 Marketing and Advertising executives, May 12 2015, CVK Park
 Bosphorus Hotel, Turkey
 Invited Keynote Speaker, Pakistan Advertising Society Annual Meeting, Karachi (Fall 2013)

Consultancy and Executive Training

| | |
|------------|---|
| 2023 - ... | Pladis Holding/ Ülker, Brand Management & Consumer Insights |
| 2021 - ... | Yapı Kredi Bankası, brand management metrics |
| 2020 - ... | Coca-Cola |
| 2020 - ... | Anadole Efes/ Anheuser-Busch |
| 2018 - ... | Diageo, Spirits Branding and Brand Management |

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|-------------|---|
| 2018 - 2020 | Turkcell (fastest growing telco in the world), Branding/ Valuation/ Positioning |
| 2016 - 2020 | SystemAir HSK, Turkey/Sweden (Industry 4.0 planning) |
| 2016 - 2020 | Garanti Bankasi/BBVA (Big data infrastructure and planning) |
| 2016 | Akbank (Brand valuation and management) |
| 2016 | Dominos', Turkey (Brand valuation and management) |
| 2015 - 2018 | BNP Paribas, Paris, France (Brand valuation and management) |
| 2015 - 2016 | AirBnB, San Francisco (Brand valuation and management) |
| 2015 | Estee Lauder, NY, NY (Brand valuation and management) |
| 2014-16 | Finansbank, Turkey/ QNB Qatar (Brand valuation and management) |
| 2015-16 | Carrefoursa, Turkey (Brand valuation and management) |
| 2016 | ING Bank, Digital marketing and banking training, June 2 |
| 2016 | Fiba Bank, Digital marketing and banking training, March 5, 2016 |
| 2013 | Toyota A.Ş. (New distribution network and product development planning) |
| 2011-12 | Expert Witness in multiple marketing related disputes, Court of Law, Turkey |
| 2000-01 | Kellogg, Chicago, IL (Pricing for a new cereal) |
| 1998-99 | Management Science Associates, Pittsburgh, PA (Brand equity management) |
| 1994-95 | IBM, Istanbul, Turkey (Point Of Sales systems sales and marketing strategy) |

Conference/Seminar Presentations/ Panel Discussions

- “The Impact of Extremely Hot and Cold Temperatures on User Engagement,” with Işıl Büdeyri Turan, Tolga Akcura, Kıvılcım Doğerlioglu Demir, June 2024, ISMS Marketing Science Conference at ICC Sydney,
<https://www.unsw.edu.au/content/dam/pdfs/business/marketing/events/2024-06-isms-marketing-science-conference/2024-06-ISMS-Marketing-Science-Conference-Presentation-Overview-June-21.pdf>
- “The Effect Of Temperature On Image Creation And Image Engagement,” INFORMS Marketing Science Conference, June 2023, Miami Herbert Business School, the University of Miami, Miami, USA
- “A Graph-based Geometric Deep Learning Technique for Personality Detection,”
<https://www.abstractsonline.com/pp8/#!/10561/presentation/463>, INFORMS Marketing Science Conference 2022
- “Nature Leads Social Media and Beer Sales: Weather vs. Price in a Dark Market,”
<https://www.abstractsonline.com/pp8/#!/10561/presentation/366>, INFORMS Marketing Science Conference 2022
- “The Strategic Value of Weather Changes in Social Media and Sales Analytics “(ID: 531), EMAC Annual Conference 2022, Corvinus University of Budapest, May, 2022.
- “An Analysis of Personal Health Data Adoption,” 2022 Midwest Decision Sciences Institute Virtual Conference, <https://mwdsi2022.exordo.com>
- “Weather Abnormality Effects On Social Media Behavior And Category Sales,” INFORMS Marketing Science Conference, Online, June 2021
- “Branding Models,” International Scholar Panel, Columbia University, Jan, 2020

- “A Model of Brand Health”, *Inform*s June 2019, Rome, Italy; February 2019, University of New Hampshire, Durham, NH, USA; November, 2018, Rutgers Business School, Newark, NJ, *Inform*s, June 2018, Philadelphia, PA
- “Data-Driven Manufacturer Retailer Collaboration Under Competition,” POMS, May 2017, Seattle, WA, USA
- “Pazarlamada Yeni Anlayislar,” Bogazici Marka Zirvesi, April 10, 2016
- “Social Media and New Product Development Process” *INFORMS Marketing Science*, July 2013.
- “Çok Değişkenli Tobit Modeli” Hacettepe Üniversitesi, Ankara, May 7, 2013
- “A Diffusion and Networking Model for Social Media and Branding,”
European Decision Science Institute Annual Conference, June, 2012, Istanbul;
INFORMS Marketing Science, Boston, US, June 2012
- “Microblogging for Sentiments,” Ozyegin University, April 20, 2012
- “Stimulus and Mutual Interaction Stochastic Bass Model” *INFORMS Marketing Science*, Houston, US, June 2011
- “Strategic Advance Selling And Quality Differentiated Services,” with M. Rahman Proceedings of the 3rd Biennial International Conference on Services Marketing September 2011
- “Reach Versus Competition,” Koç-Özyeğin-Sabancı Marketing Conference, May 2010, Istanbul
- “Drug Prescription Behavior and Decision Support Systems” Marketing Science Conference, Köln, Germany, June 2010
- “Physician Learning and Clinical Decision Support Systems,” *AMCIS 2009 Proceedings*, <http://aisel.aisnet.org/amcis2009/499>
- “Wine Marketing,” Marketing Science Conference, University of Michigan, Ann Arbor, MI, June 2009
- “E-commerce and Advance Selling,”
Marketing Science Conference, University of Michigan, Ann Arbor, MI, June 2009; *Cors-
Inform*s, Toronto, Canada, June 2009; *Inform*s San Diego October 2009; Direct Marketing
Education Foundation San Diego October 2009
- “Strategic Online Channel Adoption,” Marketing Science Conference, Vancouver, Canada, June 2008
- “Is Detailing Effective for Mature Prescription Drugs? A Dynamic Model of Physician Learning,”
International Business Conference, Kyoto, Japan, August 2007
- “Category Management Strategies,” Marketing Science Conference, University of Pittsburgh, PA, June 2006
- “When do Traditional Experts Adopt Online Channel,” Marketing Science Conference, Emory University, GA, June 2005
- “The Effect of Peer Influence, Detailing and Sampling on the Physician Prescription Behavior,”
Marketing Science Conference, Emory University, GA, June 2005
- “Private Labels and the Retailer Strategies,” *INFORMS*, Istanbul, Turkey, June 2003;
- “Private Labels and the Retailer Strategies,” Marketing Science Conference, University of Maryland, MD, May 2003
- “A Multivariate Mixed Poisson Model of Cross-Category Store Brand Purchasing Behavior,”
Marketing Science Conference, University of Maryland, MD, May 2003
- “Salience: The Force Behind Sales,” Marketing Science Conference, Wiesbaden, Germany, July

2001; Midwest Marketing Conference, Michigan University, MI, May 2001
“Strategic Use of Information on the Internet,” Marketing Science Conference, Syracuse University, NY, May 1999;
“Strategic Use of Information on the Internet,” Sheth Summer Research Symposium, University of Pittsburgh, PA, May 1999

Invited Seminar Presentations/ Discussions

“A Model of Brand Health”, KOS Research Camp, May 2018, Sabancı University, Istanbul
“A Diffusion Model of Microblogging and Branding,” INFORMS Marketing Science, July 2013.
“Microblogging Characteristics and Branding,” INFORMS Marketing Science, July 2013.
“Microblogging: What it Means for Brands,” INFORMS Marketing Science, Boston, MA, June 8, 2012;
“Microblogging for Sentiments,” Bogaziçi University, April 13, 2012;
A discussion on “What Can Television Networks Learn from Search Engines? How to Sell Attention Instead of Time,” University of Texas, Dallas, US, Feb 2011
“Physician Learning Behavior,” presented at Koc University, Istanbul, Turkey, October 2005.
“Consumer Learning for Non-Prescription Drugs,” presented at University of Chicago, Chicago, IL, April 2002.
“Modeling Business in Information-Intensive Environments,” presented at McGill University, Montreal, Canada, University of Pennsylvania, Philadelphia, PA; Washington University in St. Louis, St. Louis, MO; University of Florida, Gainesville, FL; University of Colorado, Boulder, CO; Syracuse University, Syracuse, NY; McGill University, Montreal, Canada in 1999.
“Dynamic Impact of Advertising and Display on Brand-Chain Level Competition,” presented at Management Science Associates, Pittsburgh, PA, August 1998.

Chaired Meetings/ Organizing Committee Memberships

Ulusal Pazarlama Kongresi, Program Committee, 2013, 2014, 2015
European Decision Science Institute, Annual Conference, June 2012, Committee Member and Marketing Management Chair, Istanbul
“E-instruction,” Teaching, Learning and Technology Conference, Purdue University, April 2005

Editorship

Information Technology & Management, Associate Editor (2019- ...)
Bogaziçi Journal, Special Issue co-editor, 2002-2003

Other Research

Special thanks in “Investigating Category Pricing Behavior at a Retail Chain” *Journal of Marketing Research*, 39(2), 141-155 (2002) by Pradeep Chintagunta

Research/ Technology Transfers & Interests

Big Data and Marketing Strategy
Experts Markets
Impact of information technology on marketing

Database marketing
 Learning behavior of consumers and structural choice models
 Brand equity and its dynamic structure
 Competitive strategies behind pricing and brand equity

Other Selected Academic Experiences

2022-... Strategic Integrated Marketing Communication Management (MBA)
 2021-... Advanced Topics in Marketing, Business Models & Innovations (EMBA)
 2020 - Independent Study (PhD)
 2020 B9652 (CBS): Marketing Models (Guest Lecture)
 2019 B8656 (CBS): Market Intelligence (Guest Lecture)
 2017 - Applied Marketing Modeling (PhD)
 2017 - Econometric Modeling in Marketing (PhD)
 2014 - Executive Education/ Strategic Marketing (EMBA/ MBA)
 2012 -2018 New Venture Marketing (Masters in Entrepreneurship)
 2013 Bogazici University Executive Education (highest ranked instructor)
 2011 - Executive/ Corporate Level - Core Marketing
 Executive/ Corporate Level - Digital Marketing
 Integrated Marketing Communications/ Advertising
 Marketing Research (Graduate/Executive and Undergraduate level courses)
 2011-2014 Goldman Sachs 10000W Entrepreneur Education Marketing Coordinator
 2010-2019 Marketing Strategy, Executive/ Corporate MBA
 2007-2009 Marketing Management, Corporate MBA
 Marketing Communications, Undergraduate
 Core Marketing Coordinator
 Assurance of Learning Coordinator
 Motorola Corporate Executive Education Program Marketing Section
 2007 Acting Department Chair, LIU
 2007 Marketing Research, MBA
 2007 Marketing Strategy, MBA
 2001-05 Marketing PhD Student Advisor
 2004-06 Global Marketing Management, MBA
 Instructor for Marketing PhD Seminar
 2000-06 Coordinator/ Instructor for Spring Marketing Management, Undergraduates
 2001-02 Instructor for Fall'01 Marketing PhD Seminar
 Coordinator/ Instructor for Spring'02 Marketing Mngmnt, Undergraduates
 1999-0 Recitation Leader for Fall '99 Database Marketing
 1998-1999 Instructor for Summer '99 Marketing Management
 Assistant Instructor for Spring '99 MarkStrat
 Research Assistant for an empirical study for F. Gonul, D. Horsky
 Recitation Leader for Spring '99 Marketing Management
 Recitation Leader for Fall '98 Marketing Management
 Assistant Instructor for Fall '98 Marketing Research

Assistant Instructor for Fall '98 MarkStrat
 Assistant Instructor for Fall '98 Strategic Management
 1997-1998 Teaching Assistant/Recitation Leader for Spring '98: Marketing Management
 Research Assistant for an Internet study for K.Srinivasan, T.Mukhopadhyay

Other School Service

Promotional Video, Marketing Area, Graduate Programs, Ozyegin University (2023/24)
 Executive Talk Host, Ozyegin University (2022 - ...)
 Senate Member, Ozyegin University (2020 - ...)
 PhD Program Coordinator (2017-...)
 Reappointment Committee Member (2021 - ...)
 Continued Education Committee Member (2020 - ...)
 Business Education Program Committee Member (2021 - ...)
 Social Sciences Institute Board Member (2017 - ...)
 Social Sciences Institute Board of Directors Member (2017 - ...)
 Business School Faculty, Board of Directors Member (2017 - ...)
 Business School Faculty, Board Member (2010 - ...)
 University-wide Discipline Committee member (2016-...)
 Pre-Graduation Survey advisor (2016)
 Active participation in Girişim Fabrikası (Start up Factory) and Entrepreneurship related trainings/ events (the only Business School Faculty with an enrolled entrepreneurship project) (2012 -)
 Sustainability Module, Marketing (Designed materials, coordinating execution, 2013)
 Brought the first General Manager participant (as a student) to the ExecEd MBA program at OzU (2012)
 Represented OzU and motivated the school by visiting high schools
 University-wide Student Engagement and Satisfaction Survey advisor/ coordinator (2011/12)
 University Promotion Towards Prospective Students Survey advisor/ coordinator (2014)
 Contribute to Faculty recruiting and played an active role in related events
 Represent the Department in the university-wide recruitment activities
 Play an active role as a faculty and area advisor

Professional Affiliations

Y-Combinator Founders Network
 The American Marketing Association (AMA)
 The Institute for Operations Research and Management Science (INFORMS)
 Direct Marketing Association (DMA)