

M. Tolga Akçura

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Academic Positions

- 2010- ... 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

- 2013- ... eBrandValue, founder/ CTO
- 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, Turkiye
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

- 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
- 1995-96 Graduate Research and Teaching Scholarship, Bogazici University

Patents and Trademarks

"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)

- 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, now tenured)
- 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 (employed tenure track at SUNY Binghamton, now tenured at Ross School of Business, University of Michigan)

Refereed Publications

- “A Strategic Analysis of Multi-Channel Expert Services,” with Z. Özdemir, *JMIS* 34(1) pp2016-231 (2017) (A Ranked, FT50)
- “Noninfluentials and Information Dissemination in Microblogging Community” with K. Altinkemer and C. Hailiang, *Information Technology and Management*, forthcoming (<https://link.springer.com/content/pdf/10.1007%2Fs10799-017-0274-z.pdf>), Indexed in Science Citation Index
- “Online Intermediary as a Channel for Selling Quality-Differentiated Services,” with Z. Özdemir and M. Rahman, *Decision Sciences* 46(1), pp 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), pp 68–79, (November 2014). (A Ranked)
- “Drug Prescription Behavior and Decision Support Systems,” with Z. Özdemir, *Decision Support Systems* (57), pp 395–405 (2014) (A Ranked)
- “Expert Competition and the Internet,” with Z. Özdemir., and S. Jain, *International Journal of Electronic Commerce*, 18(1), pp. 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(6), 1007-1012 (2005), Impact Factor:4.125, William W. Cooper Award, Essay 2; Indexed also 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(1), 156-169 (2004), William W. Cooper Award, Essay 1; Indexed also 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(1), 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(3), 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/ Published Cases/ Editorials

“Are Private Labels Always Good for Consumers?”

“Data-Driven Manufacturer Retailer Collaboration Under Competition”

“Social Media as a predictor of Market Share”

“Meme-Based Netnographic Segmentation”

“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.

Webrazzi (May 26, 2017), “Günde 2 milyon veri işleyen eBrandValue, kurumsal markalar için pazarlama teknolojileri geliştiriyor,” <https://webrazzi.com/2017/05/26/ebrandvalue/>
Digital Age Summit, May 4, 2017, Four Seasons, Bosphorus, Istanbul, Speaker, Taming Big Data, <http://digitalagesummit.com/speaker/tolga-akcura/>

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>

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

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

“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 Trainings

2016 - ... SystemAir HSK, Turkey/Sweden (Industry 4.0 planning)

2016 - ...	Garanti Bankasi/BBVA (Big data infrastructure and planning)
2016	Akbank (Brand valuation and management)
2016	Dominos', Turkey (Brand valuation and management)
2015-...	BNP Paribas, Paris, France (Brand valuation and management)
2015-16	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

- “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-
Informs, Toronto, Canada, June 2009; Informs 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 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

Bogazici 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/ Information Transfer 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 Academic Experiences

2017 - Applied Marketing Modeling (PhD)
2017 - Econometric Modeling in Marketing (PhD)
2014 - Executive Education/ Strategic Marketing (EMBA/ MBA)
2012 - New Venture Marketing (Masters in Entrepreneurship)
Marketing Management/Marketing Research
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 1000W Entrepreneur Education Marketing Coordinator
2010 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

PhD Program Coordinator, Business School (2017 - ...)
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)