

ASUNUR CEZAR

E-mail: asunur.cezar@boun.edu.tr

EDUCATION

- 2005 – 2009 The University of Texas at Dallas
Ph.D., Management Science – Information Systems
M.S., Information Technology and Management
M.S., Supply Chain Management
- 2002-2004 Boğaziçi University
M.S., Financial Engineering
- 1992-1996 Boğaziçi University
B.S., Computer Engineering

DISSERTATION

Essays On Information Security And Risk Management

Committee: Srinivasan Raghunathan, Huseyin Cavusoglu, Sumit Sarkar, Alejandro Zentner.

EMPLOYMENT

- 2018 – Present Assistant Professor, Boğaziçi University
- 2010 – 2017 Assistant Professor, TOBB University of Economics and Technology
- 2014 – 2015 Visiting Scholar, The University of Texas at Dallas
- 2009 – 2010 Instructor Dr., Middle East Technical University
- 2005 – 2009 Teaching Assistant, The University of Texas at Dallas
- 2004 – 2005 Lead Database Administrator and System Engineer, DIGITURK
- 2003 – 2004 Project Leader, HSBC
- 1996 – 2002 Lead Data Architect and Database Administrator, AKBANK

RESEARCH INTERESTS

Economics of Information Systems, Mobile Marketing, IT Security Outsourcing, IT Productivity, E-commerce.

JOURNAL PUBLICATIONS

- Cezar, A., Cavusoglu, H., Raghunathan, S., Sourcing Information Security Operations: The Role of Risk Interdependency and Competitive Externality, *Production and Operations Management*, Vol. 26, No. 5, 860–879, 2017.

- Cezar, A., and Ögüt, H., Analyzing Conversion Rates in Online Hotel Booking: The Role of Customer Reviews, Recommendations and Rank Order in Search Listings, *International Journal of Contemporary Hospitality Management*, Vol. 28, No. 2, 286 – 304, 2016.
- Cezar, A., Cavusoglu, H., Raghunathan, S., Outsourcing Information Security Management: Contracting Issues and Security Implications, *Management Science*, Vol. 60, No. 3, 638-657, 2014.
- Cezar, A., and Ögüt, H., Do Domestic And International Customers Behave Alike In Online Hotel Booking?, *Journal of Electronic Commerce Research*, Vol. 15, No. 3, 225-240, 2014.
- Menon, N. M., Yaylalicegi, U., Cezar, A., Differential Effects of the Two Types of Information Systems: A Hospital-Based Study, *Journal of Management Information Systems*, Vol. 26, No.1, 297 – 316, 2009.

BOOK CHAPTERS

- Cezar, A., Cavusoglu, H., Raghunathan, S., Competition, Speculative Risks, and IT Security Outsourcing, *Economics of Information security and Privacy*, eds. T. Moore, D. Pym and C. Ioannidis, Springer, June 2010.

PUBLICATIONS IN REFEREED CONFERENCES AND WORKSHOPS

- Cezar, A., and Raghunathan, S., Competitive Mobile Marketing and its Impact on the Mobile Eco System, *24th European Conference on Information Systems (ECIS 2016)*, Istanbul, June 2016.
- Ögüt, H., Cezar, A., Güven, M., An Empirical Analysis of Demand for Mobile Services in Turkey, *Proceedings of the 21st Annual Conference of the Economic Research Forum (ERF)*, Tunis, March 2015.
- Cezar, A., and Ögüt, H., The Determinants Of Domestic And International Visitors' Online Hotel Booking, *Proceedings of the Eighth International Strategic Management Conference*, Barcelona, June 2012.
- Ögüt, H., and Cezar, A., The Factors Affecting Writing Reviews In Hotel Websites, *Proceedings of the Eighth International Strategic Management Conference*, Barcelona, June 2012.
- Cezar, A., Cavusoglu, H., Raghunathan, S., Outsourcing Information Security Management: Contracting Issues and Security Implications, *Proceedings of the Ninth Workshop on the Economics of Information Security (WEIS 2010)*, Boston, June, 2010.
- Cezar, A., Cavusoglu, H., Raghunathan, S., Competition, Speculative Risks, and IT Security Outsourcing, *Proceedings of the Eighth Workshop on the Economics of Information Security (WEIS 2009)*, London, England, June, 2009.
- Cezar, A., Cavusoglu, H., Raghunathan, S., Impact of Competition on Firms' Decisions to Outsource IT Security, *Proceedings of Secure Knowledge Management Workshop (SKM 2008)*, Dallas, TX, November, 2008.
- Cezar, A., Cavusoglu, H., Raghunathan, S., Impact of Competition on Firms' Decisions to Outsource IT Security, *Proceedings of the Conference on Information Systems and Technology (CIST 2008)*, Washington, DC, October, 2008.

- Cezar, A., Raghunathan, S., Sarkar, S., Adversarial Classification When Even Good Types Can Fake, *Proceedings of the Workshop on Information Technology and Systems (WITS 2007)*, Montreal, Canada, December, 2007.

CONFERENCE PRESENTATIONS

- Cezar, A., Ögüt, H., Güven, M., Market Share Analysis of Mobile Operators in Turkey, *International Institute of Social and Economic Sciences (IISES) 10th International Academic Conference*, Vienna, June 2014.
- Ögüt, H., and Cezar, A., The Drivers of Conversion Rates in Hotel Websites?, *International Conference on Business Tourism and Applied Sciences (ICBTS2013)*, London, August 2013.
- Cezar, A., and Ögüt, H., What Influences Conversion Rates in Hotel Websites?, *International IIE Conference*, Istanbul, June 2013.
- Cezar, A., Cavusoglu, H., Raghunathan, S., Outsourcing Information Security Management: Contracting Issues and Security Implications, *Workshop on Information Systems and Economics (WISE 2011)*, Shanghai, December, 2011.
- Cezar, A., Cavusoglu, H., Raghunathan, S., Outsourcing Information Security Management: Contracting Issues and Security Implications, *YAEM 2010*, Istanbul, June, 2010.
- Cezar, A., Raghunathan, S., Sarkar, S., Bayesian Decision Model in the Existence of Faking, *International Symposium of Information Systems (ISIS)*, Hyderabad, India, December 2007.
- Menon, N., Kohli, R., Cezar, A., Differential Impacts of Information Technology on Managing Organizational Risk, *INFORMS Annual meeting*, Seattle, November 2007.
- Cezar, A., Raghunathan, S., Sarkar, S., A Bayesian Decision Model in the Existence of Faking, *Big XII+ IS Research Symposium*, Lawrence, KS, March, 2007.

OTHER PUBLICATIONS

- Cezar, A., Case 1.2. Continuing Education Center at TOBB University of Economics and Technology, *Project Management, Achieving Competitive Advantage Global Edition, 3/E*, Jeffrey K. Pinto, 2013. ISBN: 978-0-273-76742-8.
- Cezar, A., Case 5.2. Akbank CRM Transformation Program, *Project Management, Achieving Competitive Advantage Global Edition, 3/E*, Jeffrey K. Pinto, 2013. ISBN: 978-0-273-76742-8.
- Cezar, A., Box 10.1. Project Managers in Practice, *Project Management, Achieving Competitive Advantage Global Edition, 3/E*, Jeffrey K. Pinto, 2013. ISBN: 978-0-273-76742-8.

TEACHING EXPERIENCE

- ISL 372: Operations Research, TOBB ETU, Fall 2013, 2015, and 2016, Spring 2012, 2013 and 2017.
- ISL 381: Management Information Systems, TOBB ETU, Fall 2012, Spring 2011, 2013, 2016 and 2017, Summer 2011 and 2012.
- ISL 382: Decision Support Systems, TOBB ETU, Fall 2016.
- ISL 441: Production and Operations Management, TOBB ETU, Summer 2017.
- ISL 446: Project management, TOBB ETU, Fall 2013, Spring 2012 and 2013.
- ISL 541: Production and Operations Management, TOBB ETU, Fall 2016.

- ISL 581: Management Information Systems, TOBB ETU, Fall 2011, 2012, 2013, and 2015.
- BUS 152: Statistics for Social Sciences, METU, Spring 2010.
- BUS 281: Principles of Finance, METU, Fall 2009.
- BUS 481: Quantitative Methods in Finance, METU, Fall 2009.
- BUS 433: Database Design and Management, METU, Spring 2010.

UNIVERSITY SERVICE

- Vice Director, Graduate School for Social Sciences, 2012 – 2014.
- Department Coordinator, Erasmus Programme, 2010 – 2013.

AWARDS, HONORS AND AFFILIATIONS

- TÜBİTAK – BİDEB, International Postdoctoral Research Scholarship, 2014 (12 months).
- TÜBİTAK – ARDEB 3501 National Young Researchers Career Development Programme, 2014.
- International Conference on Information Systems (ICIS) Junior Faculty Consortium, December 2013.
- Beta Gamma Sigma Honorary Society, 2013.
- Graduate Student Scholarship and Graduate Teaching Assistantship, University of Texas at Dallas, August 2005 – August 2009.
- HSBC EarthWatch fellowship, 2003.
- INFORMS, Association for Information Systems, Yöneylem Araştırması Derneği.