

# Huseyin Sami Karaca

Bogazici University Faculty of Economics and Administrative Sciences  
Department of Management, Bebek, Istanbul 34342 TURKEY  
Phone: +90-212-359-6522 | Fax: +90-212-287-7851 | E-mail: huseyin.karaca@boun.edu.tr

## EDUCATION

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<b>Kellogg School of Management, Northwestern University</b> <i>Ph.D., Marketing</i>	2007 – 2012
<b>Kellogg School of Management, Northwestern University</b> <i>M.S., Managerial Economics &amp; Strategy</i>	2005 – 2006
<b>Purdue University</b> <i>B.S., Industrial Engineering; GPA: 4.00/4.00</i> <i>Minor in Economics</i> <i>Honors with Highest Distinction</i>	2002 – 2005

## ACADEMIC POSITIONS

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<b>Department of Management, Bogazici University</b> <i>Assistant Professor of Marketing</i>	2013 – present
<b>Kellogg School of Management, Northwestern University</b> <i>Post-Doctoral Research Fellow, Marketing Department</i>	2012
<b>Kellogg School of Management, Northwestern University</b> <i>Research &amp; Teaching Assistant</i>	2006 – 2012

## RESEARCH INTERESTS

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Data Analytics, Predictive Analytics, Database Marketing, Advertising, Pricing, Promotions, Dynamics in Consumer and Firm Behavior, Choice Models, Structural Empirical Models, Econometric Models, Analytical Models, Behavioral Economics

## TEACHING INTERESTS

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Advertising Strategy, Social Media Strategy, Pricing Strategy, Marketing Strategy, Strategic Brand Management, Marketing Research, Marketing Management, Research Methods

## RESEARCH ARTICLES

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“State Dependence in Frequency Reward Programs: A Dynamic Structural Examination”  
*Working Paper.* With Yuxin Chen, Lakshman Krishnamurthi

“Timing of Retailer Price-Promotions”  
*Working Paper.* With Anne T. Coughlan, Lakshman Krishnamurthi, Vincent R. Nijs

“Long-Term Impact of Advertising on Consumer Brand Choice: Use of Survey Data”  
*Working Paper.* With Richard A. Briesch, Lakshman Krishnamurthi

“How Do Extended Service Contracts Contribute to a Retailer?”  
*Working Paper.* With Lakshman Krishnamurthi, Rebecca Jen-Hui Wang

## HONORS & AWARDS

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Kellogg School of Management Fellowship, Northwestern University	2005-2011
Best Paper Award, Marketing Track, London Business School Trans-Atlantic Doctoral Conference	2009
Travel Grant, Columbia-Duke-UCLA Workshop: Quantitative Marketing & Structural Econometrics	2010
Travel Grant, London Business School Trans-Atlantic Doctoral Conference	2009
Travel Grant, Northwestern University Graduate School	2008, 2009
ISMS Doctoral Consortium Fellow	2008, 2009
Full Scholarship for College Education (tuition, room and board), Turkish Ministry of Education	2002-2005
Turkish Ministry of Education Merit Award	2002-2005
Dean's List, Purdue University	2002-2005
Best Engineering Project Design Award, Purdue University	2002
Ranked 51 <sup>st</sup> among 1.5 Million students, University Entrance Exam, Turkey	2001
Tekfen Foundation Scholarship, Turkey	2001

## INVITED TALKS

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<i>"State Dependence in Frequency Reward Programs: A Dynamic Structural Examination"</i>	
University of Iowa, Iowa City, IA	2011
HEC Paris, Jouy en Josas, France	2011
Sabanci University, Istanbul, Turkey	2011
Koc University, Istanbul, Turkey	2011
Bilkent University, Ankara, Turkey	2011
Bogazici University, Istanbul, Turkey	2011
<i>"Long-Term Impact of Advertising on Consumer Brand Choice: Use of Survey Data"</i>	
Ozyegin University, Istanbul, Turkey	2009

## CONFERENCE PRESENTATIONS

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<i>"State Dependence in Frequency Reward Programs: A Dynamic Structural Examination"</i>	
Marketing Science Conference, Boston, MA	2012
<i>"Timing of Retailer Price-Promotions"</i>	
Marketing Science Conference, Houston, TX	2011
<i>"Long-Term Impact of Advertising on Consumer Brand Choice: Use of Survey Data"</i>	
Marketing Science Conference, Ann Arbor, MI	2009
London Business School Trans-Atlantic Doctoral Conference, London, UK	2009

## WORKSHOPS

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Columbia-Duke-UCLA Workshop on Quantitative Marketing and Structural Econometrics	2010
The University of Chicago Dynamic Modeling Workshop	2008

## EXPERIENCE

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### **Department of Management, Bogazici University**

2013 – present

#### *Instructor*

Advertising and Social Media Strategy (Executive MBA)

Marketing Policies in Changing Environments (MBA)

Advertising Management (Undergraduate)

2007 – 2012

### **Kellogg School of Management, Northwestern University**

#### *Teaching Assistant*

Kellogg on Branding (Executive Education Program): Tim Calkins

Pricing Strategies and Tactics (Executive Education Program): Lakshman Krishnamurthi

ABInBev Advanced Marketing Program (Executive Education Program): Tim Calkins

Strategic Marketing Decisions (Executive MBA): Tim Calkins, Julie Hennessy

Marketing Strategy (MBA): Lakshman Krishnamurthi, Tim Calkins, Julie Hennessy

Marketing Channels (Executive MBA, MBA): Anne Coughlan

Marketing Research (MBA): Karsten Hansen, Eyal Maoz

Marketing Management (MBA): Eyal Maoz

Marketing-Led Innovation (MBA): Eyal Maoz

Multivariate Statistics Seminar (PhD): Lakshman Krishnamurthi

### **Kellogg School of Management, Northwestern University**

2006 – 2012

#### *Research Assistant*

Anne Coughlan: Detailed literature review on Channel Coordination

Ulf Bockenholt: Detailed literature review on Procedural Utility

Sunil Chopra: A Comparison of Low Cost and Legacy Carriers in Airlines Industry

### **School of Industrial Engineering, Purdue University**

2004 – 2005

#### *Research & Teaching Assistant*

Operations Research – Optimization: Jean Philippe Richard

### **United Parcel Service (UPS), Indianapolis, IN**

2005

#### *Project Manager*

## SERVICE ACTIVITIES

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MBA & PhD Admissions Committee Member, Department of Management, Bogazici University

2013

## PROFESSIONAL ACTIVITIES & AFFILIATIONS

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Bogazici Journal, Ad-hoc reviewer

Institute for Operations Research and the Management Sciences (INFORMS)

INFORMS Society for Marketing Science (ISMS)

Tau Beta Pi Engineering Honor Society

Alpha Pi Mu Engineering Honor Society

## TECHNICAL SKILLS

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STATA, SAS, SPSS, C, MATLAB, R, Mathematica, HLM, CPLEX, AMPL, AutoCAD, AutoMOD, MarkStrat