

October 2020

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ACADEMIC EMPLOYMENT

Assistant Professor of Marketing 2018-present
Singapore Management University, Singapore
Maternity leave in 2019

EDUCATION

Ph.D. in Business Administration, Marketing 2018
Goizueta Business School, Emory University, Atlanta, GA

Master of Science in Business Administration, Marketing 2012
Olin Business School, Washington University in St. Louis

Master of Science in Management 2006
Warrington College of Business, University of Florida

Bachelor of Science in Mathematics Engineering 2004
Istanbul Technical University, Istanbul, Turkey
* Scored in the 99th percentile on the nationwide university entrance examination

RESEARCH INTERESTS

Online word of mouth (WOM), customer engagement, e-commerce

JOURNAL PUBLICATIONS

Karaman, Hülya, “Online Review Solicitations Reduce Extremity Bias in Online Review Distributions and Increase Their Representativeness”, *Management Science*, forthcoming

Le Mens, Gaël, Jerker Denrell, Balázs Kovács, and **Hülya Karaman** (2019), “Information Sampling, Judgment and the Environment: Application to the Effect of Popularity on Evaluations”, *Topics in Cognitive Science*, 11 (2), 358-73

RESEARCH IN PROGRESS

Omitted to protect double blind review process.

AWARDS & HONORS

Academic Research Fund (AcRF) Tier 1 grant, Singapore Ministry of Education (MOE), 2020
 Academic Research Fund (AcRF) Tier 1 grant, Singapore Ministry of Education (MOE), 2018
 AIM – AMA Sheth Foundation Doctoral Consortium Fellow, 2018
 Sheth Fellowship, Emory University, 2015
 Goizueta Business School Doctoral Fellowship, Emory University
 Olin Business School Graduate Fellowship, Washington University in St. Louis
 Beta Gamma Sigma, University of Florida, 2006
 Outstanding International Student Award, University of Florida, 2006
 Dean's High Honor List, Istanbul Technical University

INVITED TALKS

University of Georgia, Grady College of Journalism and Mass Communication, January 2018
 Universitat Pompeu Fabra, Department of Economics and Business, October 2017
 Koc University, October 2017
 Erasmus University, Rotterdam School of Management, October 2017
 University of Groningen, October 2017
 FGV, Brazilian School of Public and Business Administration, October 2017
 Tulane University, Freeman School of Business, September 2017
 Boston College, Carroll School of Management, September 2017
 Northwestern University, Medill, September 2017
 George Mason University, September 2017
 University of Missouri, Trulaske Business School, September 2017
 Rutgers University, Rutgers Business School, September 2017
 Singapore Management University, August 2017
 Nanyang Technological University, August 2017
 ITAM, August 2017
 Warwick Business School, July 2017

CONFERENCE & WORKSHOP ATTENDANCE

Marketing Science conference, 2020, Durham, USA
 European Marketing Academy (EMAC) conference, 2019, Hamburg, Germany
 Frank M. Bass–UT Dallas Frontiers of Research in Marketing Science conference, 2019, Dallas, USA
 Marketing Science conference, 2017, Los Angeles, USA
 Best Practices in Channel Strategy and Sales Management, 2017, Emory University, Atlanta, USA
 Frank M. Bass–UT Dallas Frontiers of Research in Marketing Science conference, 2017, Dallas, USA
 Quantitative Marketing and Economics (QME) conference, 2016, Evanston, USA
 Northwestern-Duke Causal Inference workshop, 2016, Chicago, USA
 Master Teacher Program, 2016, Georgia State University, Atlanta, USA
 IHG Heartbeat Analytics conference, 2015, Atlanta, USA
 Quantitative Marketing and Structural Econometrics workshop, 2015, Evanston, USA
 Marketing Science conference, 2015, Baltimore, USA
 Marketing Science conference, 2014, Atlanta, USA
 Marketing Science conference, 2013, Istanbul, Turkey
 Marketing Science conference, 2012, Boston, USA

SERVICE

Ad-hoc Reviewing

Marketing Science, 2020-present

Singapore Management University

Dissertation committee member, Peng Yi

Faculty reviewer for Ph.D. student's second year paper, 2020

Faculty interviewer for undergraduate students, 2019

Faculty host for job candidates, 2018

TEACHING EXPERIENCE

Instructor

Marketing Research (BBA), Spring 2017, 40 students

Robinson College of Business, Georgia State University

Instructor Rating: 4.8/5 (Department Average: 4.2/5), Response Rate: 97.5%

Course Rating: 4.7/5 (Department Average: 4.1/5), Response Rate: 97.5%

LANGUAGES

English (fluent), Spanish (fluent), Turkish (fluent)

REFERENCES

Available upon request