

June 2025

## HÜLYA KARAMAN

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### ACADEMIC EMPLOYMENT

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Assistant Professor of Marketing 2018-present  
Singapore Management University, Singapore  
Maternity leave in 2019 and 2022

### EDUCATION

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Ph.D. in Business Administration, Marketing 2018  
Goizueta Business School, Emory University, Atlanta, GA  
*Thesis: Essays on Online Word of Mouth*

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

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

### JOURNAL PUBLICATIONS

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**Karaman, Hülya** (2024), “The Asymmetric Effects of Posting an Online Review on Future Revenue and the Dark Side of Solicitations”, *forthcoming at Management Science*

**Karaman, Hülya** (2021), “Online Review Solicitations Reduce Extremity Bias in Online Review Distributions and Increase Their Representativeness”, *Management Science*, 67 (7), 4420-45.

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.

### WORKING PAPERS

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Omitted to protect double blind review process.

## **AWARDS & HONORS**

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Academic Research Fund (AcRF) Tier 2 grant, Singapore Ministry of Education, 2025, submitted  
 Google Cloud Computing Research Credits, \$5000, 2024  
 AIM – AMA Sheth Foundation Doctoral Consortium Faculty Fellow, 2021  
 Academic Research Fund (AcRF) Tier 1 grant, Singapore Ministry of Education, 2020  
 Academic Research Fund (AcRF) Tier 1 grant, Singapore Ministry of Education, 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**

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ESADE, July 2025 (scheduled)  
 Monash University by-invitation mini-symposium, July 2024  
 IESE Business School, University of Navarra, June 2023  
 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**

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Marketing Science conference, 2025, Washington DC, USA  
 Frank M. Bass–UT Dallas Frontiers of Research in Marketing Science conference, 2025, Dallas, USA  
 Marketing Science conference, 2024, Sydney, Australia  
 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**

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### **Ad-hoc Reviewing**

*Marketing Science*, 2020-present  
*Management Science*, 2021-present  
*Journal of Marketing Research*, 2024-present  
*International Journal of Research in Marketing*, 2025-present

### **Singapore Management University**

Seminar and Brown Bag Coordinator, 2021 – 2023  
 Dissertation committee member: Yi PENG and Xi Wen Jacqueline CHANG  
 LKCSB representative for AACSB and EQUIS re-accreditation, 2021  
 Faculty reviewer for Ph.D. student's first- and second-year paper, 2020, 2022  
 Faculty interviewer for undergraduate students, 2019, 2020, 2021, 2022, 2023, 2024, 2025  
 Faculty host for job candidates, 2018, 2021, 2024

## **TEACHING EXPERIENCE**

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### **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%

### **Instructor**

Marketing Research (BBA), 2019, 2021, 2022, 2023, 2024  
 Lee Kong Chian School of Business, Singapore Management University  
*Dean's Teaching Honor List Award*, 2021

## **LANGUAGES**

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

## **REFERENCES**

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Available upon request