

## **M. Tolga Akçura**

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### **Academic Positions**

2007- 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

### **Education**

2000 Ph.D. Graduate School of Industrial Administration, Carnegie Mellon University  
Thesis: "Essays on Database Marketing"

Co-Chairs: Professor Kannan Srinivasan, Professor Fusun Gonul

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

### **Business Experience**

1993-94 Procter and Gamble, European Technical Center, Brussels, Belgium  
European New Product Planning Department Manager

1991-93 Procter and Gamble, London/Manchester, United Kingdom  
Production Department Manager

1990-91 Procter and Gamble, Istanbul, Turkiye  
Industrial Engineer

### **Honors and Awards**

2005-06 Distinguished Teacher, Krannert Graduate School of Management

2001 Direct Marketing Association Fellow

2000 William W. Cooper Best Doctoral Dissertation, GSIA, Carnegie Mellon University

1999 AMA Consortium Fellow

1996-99 Andrew-Mellon Fellowship, Carnegie Mellon University

1995-96 Graduate Research and Teaching Scholarship, Bogazici University

1986 Top score in Undergraduate Admission Test for Industrial Engineering, Turkiye  
24<sup>th</sup> best score overall (amongst approximately 600,000 applicants)

## Refereed Publications

“A Multivariate Mixed Poisson-Lognormal Model of Cross-Category Store Brand Purchasing Behavior,” with Hui-Ming Deanna Wang and Manohar Kalwani, *Journal of Retailing and Consumer Services*, forthcoming

“Second Opinions and Online Consultations,” with Zafer Ozdemir and Kemal Altinmer, *Decision Support Systems*, 42, 1747-1758 (2006)

“Customer Intimacy and Cross-Selling Strategy,” with Kannan Srinivasan, *Management Science*, 51(6), 1007-1012 (2005)

“Consumer Learning and Brand Valuation: An Application On Over-The-Counter (OTC) Drugs,” with Fusun Gonul and Elina Petrova, *Marketing Science*, 23(1), 156-169 (2004)

“Brand Salience and Private Label Competition,” *Bogazici Journal*, 17(1), 3-21 (2003)

“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)

## Papers under review, ready to be submitted

“The Strategic Role of Private Labels on Retail Competition,” with Ajay Kalra and Ram Bezawada, under review, second round, *Management Science*

“Strategic Online Channel Adoption,” with Sanjay Jain and Zafer Ozdemir, being revised for second round, *Information Systems Research*

“Allocating Sales Resources across Physicians: A Dynamic Model of Physician Drug Prescription Behavior,” with Hui-Ming Deanna Wang and Manohar Kalwani, under review, *International Journal of Research in Marketing*

“Privacy, Customization, and Cross-Selling of Personal Information,” with Zafer Ozdemir and Kemal Altinkemer, under review, *Journal of Organizational Computing and Electronic Commerce*

“The Effect of Peer Influence, Detailing and Sampling on the Physician Prescription Behavior,” with Ram Bezawada and Manohar Kalwani, working paper

“Bundling: A Product Pricing Framework”, with Kemal Altinkemer

“Category Management Strategies for Retailers”

## Other Publications/ Interviews

“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)

“Editorial Introduction,” *Bogaziçi Journal*, 12(1), 1-2 (2003)

### **Conference Presentations**

“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**

“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**

“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).

Adhoc Reviewer for

*Marketing Science*

*Management Science*

*Information Systems Research*

*Journal of Information Technology & Management*

*International Journal of Business and Economics*

### **Research Interests**

Pharmaceutical & healthcare econometric modeling, prescription behavior

Database marketing

Impact of information technology on 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**

- 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 Management, Undergraduates
- 1999-00 Recitation Leader for Fall '99 Database Marketing
- 1998-99 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
- 1997-98 Teaching Assistant/Recitation Leader for Spring '98: Marketing Management  
Research Assistant for an Internet study for K.Srinivasan, T.Mukhopadhyay

### **Consulting**

- 2000-01 Kellogg, Chicago, IL
- 1998-99 Management Science Associates, Pittsburgh, PA
- 1994-95 IBM, Istanbul, Turkey

### **Other School Service**

- Acted as Department Chair
- Contributed to Faculty recruiting
- Represented the Department in the university-wide recruitment activities
- Played an active role as a faculty and area advisor

### **Professional Affiliations**

- The American Marketing Association (AMA)
- The Institute for Operations Research and Management Science (INFORMS)
- Direct Marketing Association (DMA)

