

## ÖZ GEÇMİŞ

**SEMA BARLAS**

TEMMUZ 2020

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### ADRES:

Bilim Üniversitesi Psikoloji Bölümü  
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### EĞİTİM

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- 1995 Ph.D. Araştırma Yöntemleri ve Nicel Psikoloji, University of Chicago, USA
- 1989 M. S. Uygulamalı İstatistik, University of Illinois at Urbana/Champaign, USA
- 1985 B.S. Psikoloji, Hacettepe Üniversitesi, Ankara/Türkiye

### ACADEMİK VE PROFESYONEL PROJELER

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- 2020 – Profesör, Antalya Bilim Üniversitesi, Psikoloji Bölümü, Türkiye
- 2013 - 2019 Bölüm Başkanı, MSc in Analytics, University of Chicago Graham School, USA
- 2013 - 2019 Öğretim Görevlisi, MSc in Analytics, University of Chicago Graham School, USA
- 2013- 2014 Yardımcı Profesör, Northwestern University Predictive Analytics Programı, USA
- 2010-2013 Doçent, Lisans Üstü İşletme, Argosy University, Chicago Campus, USA
- 2002-2009 Yardımcı Doçent, McGill University Pazarlama Bölümü, Kanada
- 2000-2002 Araştırma Profesörü, University of Groningen, Hollanda
- 1999-2000 Kredi Modelleme ve Strateji Müdürü, Sears, Roebuck and Co., USA
- 1995-1999 Uzman İstatistikçi, Experian Direct Marketing Technology, USA
- 1994-1995 Araştırma Görevlisi, University of Illinois, Chicago, USA
- 1990-1995 Araştırma ve Öğretim Asistanı, University of Chicago, USA

## DİĞER AKTİVİTELER

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- 2016 Davetli Konuşmacı, Aarete Annual Meeting, Chicago IL
- 2015 - present Kurul Üyesi, Scientific Software International
- 2015 – present Yönlendirme Komite Üyesi, Chicago Analytics Consortium
- 2014 – 2015 Organizasyon Komitesi Üyesi, INFORMS Midwest Practice of Analytics Conference

## ULUSLARARASI DERGİLERDEKİ YAYINLAR

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Gnepp, J., Klayman, J., Williamson, I. O., Barlas, S., “The Future of Feedback: Motivating Performance Improvement,” *Plos One*, 15(6): e0234444, 2020.  
<https://doi.org/10.1371/journal.pone.0234444>

Böckenholt, U., Barlas, S., & van der Heijden, P.G.M., “Do randomized-response designs eliminate response biases? An empirical study of non-compliance behavior,” *Journal of Applied Econometrics: New models in marketing (special issue)*, v. 24, no. 3, 2009, pp. 377-392. (41 Citations)

Barlas, S., “When choices give in to temptations: Explaining the disagreement between importance measures,” *Organizational Behavior and Human Decision Processes*, v. 91, no. 2, 2003, pp. 310-321. (35 citations)

Klayman, J., Soll, J., González-Vallejo, C., & Barlas, S., “Overconfidence: It depends on how, what, and whom you ask,” *Organizational Behavior and Human Decision Processes*, v. 79, no. 3, 1999, pp. 216-247. (792 citations)

Wolf, F.M., Friedman, C.P., Elstein, A.S., Miller, J.C., Murphy, G.C., Heckerling, P., Fine, P., Miller, T., Sisson, J., Barlas, S., Capitano, A., Ng, M., & Franz, T., “Changes in diagnostic decision-making after a computerized decision support consultation based on perceptions of need and helpfulness: A preliminary report,” *Journal of American Medical Informatics Association*, Suppl. S, 1997, pp. 263-267. (10 citations)

Elstein, A.S., Friedman, C.P., Fredric, M.W., Murphy, G., Miller, J., Heckerling, P., Miller, T., Sisson, J., Barlas, S., Biolsi, K., Ng, M., Mei, X., Franz, T., & Capitano, A., “Effects of a decision support system on the diagnostic accuracy of users: A preliminary report,” *Journal of American Medical Informatics Association*, v. 3, no. 6, 1996, pp. 422-428. (42 citations)

## ULUSLARARASI KİTAP BÖLÜMLERİ

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Beattie, J., & Barlas, S., “Predicting perceived differences in tradeoff difficulty,” In E.U. Weber, J. Baron, and G. Loomes, (Eds.), *Conflict and Tradeoffs in Decision Making: Essays in Honor of Jane Beattie*, Cambridge: Cambridge University Press, 2001, pp. 25-64. (81 citations)

Goldstein, W.M., Barlas S., & Beattie, J., “Talk about tradeoffs: Judgments of relative importance and contingent decision behavior,” In E.U. Weber, J. Baron, and G. Loomes, (Eds.), *Conflict and Tradeoffs in Decision Making: Essays in Honor of Jane Beattie*, Cambridge: Cambridge University Press, 2001, pp. 175-204. (19 citations)

Weber, E.U., Goldstein, W. M., & Barlas S., “And let us not forget memory: The role of memory processes and techniques in judgment and choice,” In J.R. Busemeyer, R. Hastie, D.L. Medin (Eds.), *Decision Making from the Perspective of Cognitive Psychology. Psychology of Learning and Motivation Series*, New York: Academic Press, 1996. (59 citations)

### **ULUSLARARASI KONFERANS BİLDİRİLERİ (Hakemli)**

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Barlas, S., Demetriades, E., & Burns, A. T., “Quality Higher Education in the 21st Century,” In the proceedings of Higher Education Teaching and Learning Conference, 2013.

Barlas, S. & Huang, L., “What do people talk about in word-of-mouth communications?” In *Advances in Consumer Research Volume 36*, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research, 2009. (7 citations)

Huang, L. & Barlas, S. “When will people tell you something you do not know?” In *Advances in Consumer Research Volume 36*, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research, 2009. (3 citations)

Barlas, S. & Bodur, H.O., "Experiential Social Effects and Self-Control," In Cele Otnes (Ed.) *European Advances in Consumer Research*, Vol. 8, Provo, UT: Association for Consumer Research, 2007.

Barlas, S., & Bodur, H.O., “I” have self-control, “we” do not: Experiential social effects on self-control,” In Halldór Örn Engilbertsson (Ed.), *Proceedings of the 36<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)*, Reykjavik, Iceland, 2007.

Barlas, S. & Bodur, H.O., “Understanding self-control in social consumption,” In George Avlonitis (Ed.), *Proceedings of the 35<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)*, Athens, Greece, 2006.

Barlas, S., Bodur, H.O., & Huang, L., “Effects of social consumption on individual choice: Individual and social origins of self-control,” In Dan Ariely, Baba Shiv, and Michal Strahilevitz (Eds.), *SCP Winter 2006 Conference*, Miami, FL: Society for Consumer Psychology (APA), 2006.

- Barlas, S., & Hoekstra J., “Shopping behavior in active vs. passive search situations determined by legibility or exposure,” *Proceedings of the 32<sup>nd</sup> EMAC*, Glasgow, 2003. (1 citation)
- Barlas, S., & Hoekstra J., “Shopping behavior in on-line stores vs. print catalogs: Fewer purchases, better memory, and more fun?” *Proceedings of the DMEF 14<sup>th</sup> Annual Robert B. Clarke Educator’s Conference*, 2002, pp. 2.6.1. (1 citation)
- Barlas, S., & Hoekstra J., “Maximizing the match between data and measure: A comparative information value analysis,” *Proceedings of the 30<sup>th</sup> EMAC*, Bergen, Norway, 2001.

### **YAYINLANMAMIŞ MAKALELER**

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- Barlas, S., & Bodur, H.O., “Effects of social consumption on choices: Unintended concessions.”
- Barlas, S., Wieringa, Y.E., Leeftang, P. S. H., & Van de Velden, M., “Customized bundling of digital information goods.”
- Barlas, S., *How to use Information without being Bayesian: Facilitating Effects of an Alternative Hypothesis*, unpublished dissertation thesis, University of Chicago, Chicago, IL, 1995.

### **ULUSLARARASI KONFERANS SUNUMLARI (Hakemli)**

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- Barlas, S., “Master of Science in Analytics Program of the University of Chicago Graham School.” National Professional Science Master’s Association and Sunny Professional Science Master’s Program Consortium Conference, Niagara Falls, New York, 2016.
- DeCosmo J. & Barlas, S., “American Statistical Association and Data Science.” The Data Science Conference, Chicago, Illinois, 2016.
- Barlas, S., Demetriades, E., & Burns, A. T., “Quality Higher Education in the 21st Century.” Higher Education Teaching and Learning (HETL) Conference, Orlando, Florida, 2013.
- Yeager, C & Barlas, S., “Impact of Mortgage Underwriting on Single-Family Home Foreclosures in Chicago.” International Conference on Business and Economics, Istanbul, Turkey, 2012.
- Barlas, S. & Huang, L., “What do people talk about in word-of-mouth communications?” *American Consumer Research (ACR)*, San Francisco, CA, 2008.
- Huang, L. & Barlas, S. “When will people tell you something you do not know?” *American Consumer Research (ACR)*, San Francisco, CA, 2008.

- Barlas, S., & Bodur, H.O., "I" have self-control, "we" do not: Experiential social effects on self-control," *36<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)*, Reykjavik, Iceland, 2007.
- Huang, L., & Barlas, S., "The recreational information exchange in word-of-mouth communication," *American Marketing Association Summer Marketing Educators Conference*, Washington D. C., 2007.
- Barlas, S., & Bodur, H.O., "Effects of social consumption on choices: Unintended concessions," *European Academy of Consumer Research*, Milan, Italy, 2007.
- Legoux, R., & Barlas, S., "Consumer valuation of advance promotions," *Society for Consumer Psychology (SCP) Summer Conference (Organized by APA Division 23)*, San Francisco, CA, 2007.
- Barlas, S., Bodur, H.O., "Effects of social consumption on individual choice: Individual and social origins of self-control," *Society for Consumer Psychology (SCP) Winter Conference (Organized by APA Division 23)*, Miami, FL, 2006.
- Huang, L., & Barlas, S., "Hedonic experiential effects in word-of-mouth communications," *Academy of Marketing Science Annual Conference*, San Antonio, Texas, 2006.
- Huang, L., & Barlas, S., "What are people more likely to talk about? Sharing of hedonic and utilitarian information in word-of-mouth communications," *Society for Consumer Psychology (SCP) Summer Conference (Organized by APA Division 23)*, New Orleans, LA, 2006.
- Barlas, S., Bodur, H.O., "Understanding self control in social consumption," *35<sup>th</sup> European Marketing Academy Conference (EMAC)*, Athens, Greece, 2006.
- Barlas, S., & Hoekstra J., Shopping behavior in active vs. passive search situations determined by legibility or exposure. *32<sup>th</sup> European Marketing Academy Conference*, Glasgow, England, 2003.
- Barlas, S., Wieringa, J.E., Leeflang, P.S., van de Velden, M., "Customized bundling of digital information goods," *25<sup>th</sup> Marketing Science Conference*, Maryland, 2003.
- Barlas, S., & Hoekstra J., "Shopping behavior in on-line stores vs. print catalogs: Fewer purchases, better memory, and more fun?" *Proceedings of the DMEF 14<sup>th</sup> Annual Robert B. Clarke Educator's Conference*, 2002.
- Barlas, S., & Hoekstra J., "Maximizing the match between data and measure: A comparative information value analysis," *30<sup>th</sup> European Marketing Academy Conference*, Bergen, Norway, 2001.

- Goldstein, W. M., Barlas, S., & Beattie, J., "Tradeoffs among attributes: Understanding relative importance," *Annual Meeting of the Society for Judgment and Decision Making*, Philadelphia, PA, 1997.
- Barlas, S., "How to use information without being Bayesian," *Annual Meeting of the Society for Judgment and Decision Making*, Los Angeles, California, 1995.
- Barlas, S., "Attribute weights in contraceptive decision making," *Annual Meeting of the Society for Judgment and Decision Making*, Los Angeles, California, 1995.
- Weber, E.U., Goldstein, W.M., & Barlas, S., "More on memory processes and techniques in the study of judgment and choice," *27<sup>th</sup> Annual Mathematical Psychology Conference*, Seattle, Washington, 1994.
- Goldstein, W.M., Barlas, S., & Beattie, J., "Subjective importance judgments: Interpretation as a function of preference response mode," *Annual Meeting of the Society for Judgment and Decision Making*, Washington, DC, 1993.
- Barlas, S., Weber, E.U., & Goldstein, W.M., "Test of the encoding assumptions of Prospect Theory," *31<sup>st</sup> Annual Bayesian Research Conference*, Los Angeles, California, 1993.
- Beattie, J., & Barlas, S., "Predicting perceived differences in trade-off difficulty," *Meeting of SPUDM: Subjective Probability, Utility, and Decision-Making*, Fribourg, Switzerland, 1991.
- Beattie, J., & Barlas, S., "Decision difficulty and the nature of utility," *Annual Meeting of TIMS/ORSA*, New Orleans, 1990.

## **PAZARLAMA ÖRNEĞİ**

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*Yazar*, "The Identity Crisis at Xerox": B2B Marketing Case.

*Hakem*, B2B case competition for Happening Marketing 2009, HEC Montreal.

## **DAVETLİ KONUŞMACI**

---

Medill School of Journalism, Northwestern University, Chicago IL, 2010

Bilkent Üniversitesi, Ankara, Türkiye, 2009.

Koç Üniversitesi, İstanbul, Türkiye, 2009.

HEC, University of Montreal – Kanada 2007.

Center for the Decision Sciences, Columbia University İşletme Fakültesi – 2006.

## **ARAŞTIRMA ÖDENEKLERİ**

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SSHRC Araştırma Ödeneği 2006-2009 “Social indulgence: Understanding the role of others in consumption decisions,” \$91,625.

SSHRC Araştırma Ödeneği 2005-2008 “Consumer media choice and media specific information search,” \$73,578.

CIRANO Araştırma Ödeneği 2002-2003 “Category based choices”, \$2,000.

## **RESEARCH ALANLARI**

---

Üretici Seçiminde Sosyal Etkiler  
Ağızdan Ağıza İletişim  
Sosyal Ağlar  
Tüketimde içsel ve dışsal sosyal değer  
Ölçme ve Değerlendirme  
Pazarlama Modelleri  
Yargı ve Karar Verme  
Pazarlama Araştırması  
Uygulamalı İstatistiksel Modeller  
Yapay Zeka

## **ÖDÜLLER**

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Seçkin Öğretim Üyesi Ödülü, Argosy University Chicago Campus  
Örnek Öğretmen Ödülü (2012), Argosy University, Chicago  
CIRANO Fellow, Montreal Canada  
Milli Eğitim Bakanlığında Amerika Birleşik Devletlerinde Doktora Yapmak için Burs

## **DERSLER**

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Araştırma Yöntemlerine Giriş (Doktora)  
Araştırma Yöntemleri Atölyesi (Doktora)  
Pazarlamada Karar Verme Modelleri (Doktora)  
Nicel Araştırma Yöntemleri (Doktora)  
Yargı ve Karar Verme Üzerine Seminer: Tercihlerin ve Seçimlerin Temsili ve Ölçümü (Doktora)  
Pazarlama Analitiği (Lisans Üstü)  
İstatistiksel Kavramlara Giriş (Lisans Üstü)  
İşletmede Araştırma Yöntemleri (Lisans Üstü)  
Yönetimde Karar Verme Modelleri (MBA)  
Pazarlamada Karar Verme (MBA)  
Pazarlamada Web Analitiği (MBA)  
İşletmede Psikoloji (MBA)  
Tüketici Psikolojisi (Lisans)  
Parakende Satış Yönetimi (Lisans)  
Pazarlama Yönetimi I (Lisans)

## **DOKTORA ÖĞRENCİLERİ**

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### **Danışman**

Renaud Legoux, Marketing, currently Associate Professor at HEC, Montreal.  
Lei Huang, Marketing, currently Associate Professor at State University of New York.  
Chuck Yeager, Business Administration  
Ruby Davis, Business Administration  
Diana Kon, Organizational Leadership  
Annette B. Love, Counseling Psychology  
Bright Justus, Organizational Leadership  
Rhonda Shackelford, Organizational Leadership

### **Comite Üyesi**

Ryan Simons, Organizational Leadership  
Deborah Barnes, Education  
Cassandra Bragg-Collins, Organizational Leadership  
Emad Ahmed, Business Administration

## **ARAŞTIRMA İLE İLGİLİ HİZMETLER**

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Ad hoc reviewer:

Journal of Consumer Research  
International Journal of Research in Marketing  
International Journal of Human Resources Development and Management  
National Science Foundation (NSF) dissertation awards  
Social Sciences and Humanities Research Council of Canada  
European Academy of Consumer Research Conference  
Oturum başkanı and poster hakemi for Judgment and Decision Making Society Conference

## **PROFESYONEL ÜYELİKLER**

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INFORMS

American Statistical Association  
National Professional Science Master's Association  
Association for Consumer Research  
Society for Consumer Psychology  
Society for Judgment and Decision Making  
Academy of Marketing Science  
American Psychological Association  
CIRANO Fellow

## **SOSYAL MEDIA AKTİVİTELERİ**

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Aşağıdaki LinkedIn Gruplarına katkı:  
Analytics As Service  
Data Strategy for Enterprise