

CURRICULUM VITAE

SEMA BARLAS

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ADDRESS:

Bilim Üniversiy Psychology Department
Çıplaklı Mahallesi
Akdeniz Bulvarı No:290
Döşemealtı/Antalya
Sema.barlas@antalya.edu.tr
www.linkedin.com/in/semabarlas

EDUCATION

- 1995 Ph.D. Research Methodology and Quantitative Psychology, University of Chicago
- 1989 M. S. Applied Statistics, University of Illinois at Urbana/Champaign
- 1985 B.S. Psychology, Hacettepe University, Ankara/Turkey

ACADEMIC AND PROFESSIONAL PROSITIONS

- 2020 – present Professor of Psychology, Antalya Bilim University, Turkey
- 2016 - 2019 Senior Director of MSc in Analytics at University of Chicago Graham School.
- 2013 - 2019 Instructor of MSc in Analytics at University of Chicago Graham School.
- 2013 - 2016 Director of MSc in Analytics at University of Chicago Graham School.
- 2013- 2014 Adjunct Professor at Northwestern University Predictive Analytics Program
- 2010-2013 Associate Professor of Graduate Business and University Fellow, Argosy University, Chicago Campus
- 2002-2009 Assistant Professor of Marketing, McGill University
- 2000-2002 Research Professor in Direct Marketing, University of Groningen
- 1999-2000 Manager of Credit Modeling and Strategy, Sears, Roebuck and Co.
- 1995-1999 Senior Statistician, Expérian Direct Marketing Technology
- 1994-1995 Research Fellow, University of Illinois, Chicago
- 1990-1995 Research and Teaching Assistant, University of Chicago

OTHER ACTIVITIES

- 2016 Invited Speaker at Aarete Annual Meeting, Chicago IL
- 2015 - present Board member, Scientific Software International
- 2015 – present Steering committee member, Chicago Analytics Consortium
- 2014 – 2015 Organizing committee member for INFORMS Midwest Practice of Analytics Conference

JOURNAL ARTICLES

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)

BOOK CHAPTERS

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)

CONFERENCE PROCEEDINGS (Refereed)

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 36th 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 35th 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 32nd 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 14th 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 30th EMAC*, Bergen, Norway, 2001.

UNPUBLISHED MANUSCRIPTS

- 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.

CONFERENCE PRESENTATIONS (Refereed)

- 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," *36th 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," *35th 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. *32th 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," *25th 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 14th Annual Robert B. Clarke Educator's Conference*, 2002.
- Barlas, S., & Hoekstra J., "Maximizing the match between data and measure: A comparative information value analysis," *30th 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,” *27th 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,” *31st 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.

MARKETING CASE

Author, “*The Identity Crisis at Xerox*”: B2B Marketing Case.

Judge, B2B case competition for Happening Marketing 2009, HEC Montreal.

INVITED TALKS

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

Bilkent University, Ankara, Turkey, 2009.

Koç University, Istanbul, Turkey, 2009.

HEC, University of Montreal – November, 2007.

Center for the Decision Sciences, Columbia University Business School – 2006.

RESEARCH GRANTS

SSHRC Research Grant 2006-2009 “Social indulgence: Understanding the role of others in consumption decisions,” co-investigator, \$91,625.

SSHRC Research Grant 2005-2008 “Consumer media choice and media specific information search,” sole-investigator, \$73,578.

CIRANO Research Support 2002-2003 “Category based choices”, sole investigator, \$2,000.

RESEARCH INTERESTS

Social influences on consumer choice
Word-of-mouth communications
Social networks
Intrinsic and extrinsic social utility in consumption
Measurement of subjective responses
Marketing models
Judgment and decision making
Marketing research
Applied statistical models
Artificial Intelligence

AWARDS

Outstanding Faculty and Argosy University Chicago Campus Fellow Award
Exemplary Teacher Award (2012), Argosy University, Chicago
CIRANO Fellow, Montreal Canada
Scholarship from Turkish Government to pursue PhD degree in USA.

TEACHING

Introduction to Research Methodology (Doctoral level).
Methodology Workshops (Doctoral Level).
Marketing Decision Making Models (Doctoral Level).
Quantitative Research Methods (Doctoral Level).
Seminar on Judgment and Decision Making: Representation and Measurement of Preferences and Choices (Doctoral Level).
Marketing Analytics (Masters Level).
Introduction to Statistical Concepts (Masters Level).
Research Methods for Business Applications (Masters Level).
Management Decision Models (MBA).
Marketing Behavior and Decision Making (MBA).
Web Analytics for Marketing (MBA).
Business Psychology (MBA).
Consumer Behavior (Undergraduate).
Retail Management (Undergraduate).

Marketing Management I (Undergraduate).

Ph.D. STUDENTS

Supervisor

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

Committee Member

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

RESEARCH RELATED SERVICES

Ad hoc reviewer for the following:
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
Session chair and poster judge for Judgment and Decision Making Society Conference

PROFESSIONAL AFFILIATIONS

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

SOCIAL MEDIA ACTIVITIES

Contributor to the following LinkedIn Groups:
Analytics As Service
Data Strategy for Enterprise