

## ASUNUR CEZAR

Professor of Information Systems  
Department of Management  
Boğaziçi University  
Bebek, 34342, İstanbul, Türkiye  
[asunur.cezar@boun.edu.tr](mailto:asunur.cezar@boun.edu.tr)

### EDUCATION

- 2005 – 2009 The University of Texas at Dallas  
*Ph.D., Management Science – Information Systems*  
*M.S., Information Technology and Management*  
*M.S., Supply Chain Management*
- 2002-2004 Boğaziçi University  
*M.S., Financial Engineering*
- 1992-1996 Boğaziçi University  
*B.S., Computer Engineering*

### RESEARCH INTERESTS

Economics of IS, Decision and Risk Analysis, Productivity analysis, Data analytics, Mobile analytics, Information Security, Healthcare IS, Online platforms.

### JOURNAL PUBLICATIONS

- Cezar, A. (2024). Pathways to e-participation diffusion: A societal and governance perspective. *Telematics and Informatics*, 94, 102177.
- Amirteimoori, A., Cezar, A., Zadmiraie, M., Susaeta, A. (2024). Environmental performance evaluation in the forest sector: An extended stochastic data envelopment analysis approach. *Socio-Economic Planning Sciences*, 94, 101943.
- Amirteimoori, A., Allahviranloo, T., Cezar, A. (2024). A bootstrap data envelopment analysis model with stochastic reducible outputs and expandable inputs: an application to power plants. *RAIRO-Operations Research*, 58(4), 3189-3202.
- Karkın, N., Cezar, A. (2024). The generation of public value through e-participation initiatives: A synthesis of the extant literature. *Government Information Quarterly*, 41(2), 101935.
- Cezar, A. (2024). A Province-level Configurational Analysis of Fixed and Mobile Broadband Adoption. *Journal of Organizational Computing and Electronic Commerce*, 34(1), 27-45.
- Cezar, A. (2023). 2016-2021 Döneminde Türk Doğal Gaz Dağıtım Endüstrisinin Etkinlik Analizi. *Pamukkale Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, 55, 379-397.

- Cezar, A. (2023). Ürünler Güçlü Olarak Farklılaştığında Rekabetçi Konum Tabanlı Konum Tabanlı ve Yörünge Tabanlı Mobil Hedeflemenin Analizi. *Pamukkale Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, 54, 57-73.
- Cezar, A., Raghunathan, S. (2023). Competitive Location-Based and Trajectory-Based Mobile Targeting. *Decision Sciences*, 54(2).
- Cezar, A., Raghunathan, S., Sarkar, S., (2020), Adversarial Classification: Impact of Agents' Faking Cost on Firms and Agents, *Production and Operations Management*, 29(12), 2789–2807.
- Cezar, A., Cavusoglu, H., Raghunathan, S., Sourcing Information Security Operations: The Role of Risk Interdependency and Competitive Externality, *Production and Operations Management*, 2017, 26(5), 860–879.
- Cezar, A., Ögüt, H., Analyzing Conversion Rates in Online Hotel Booking: The Role of Customer Reviews, Recommendations and Rank Order in Search Listings, *International Journal of Contemporary Hospitality Management*, 2016, 28(2), 286 – 304.
- Cezar, A., Cavusoglu, H., Raghunathan, S., Outsourcing Information Security Management: Contracting Issues and Security Implications, *Management Science*, 2014, 60(3), 638-657.
- Cezar, A., Ögüt, H., Do Domestic And International Customers Behave Alike In Online Hotel Booking?, *Journal of Electronic Commerce Research*, 2014, 15(3), 225-240.
- Menon, N. M., Yaylacicegi, U., Cezar, A., Differential Effects of the Two Types of Information Systems: A Hospital-Based Study, *Journal of Management Information Systems*, 2009, 26(1), 297 – 316.

## BOOK CHAPTERS

- Cezar, A., Cavusoglu, H., Raghunathan, S., Competition, Speculative Risks, and IT Security Outsourcing, *Economics of Information security and Privacy*, June 2010, eds. T. Moore, D. Pym and C. Ioannidis, Springer.

## PEER REVIEWED PROCEEDINGS

- Aksoy, O, Ayvaci, M., Cezar, A., Raghunathan, S. When Systemic Biases Taint Algorithms A Path to More Equitable Access in Healthcare, Workshop On Information Technologies and Systems (WITS), December 2023, Hyderabad, India. (*Prabuddha De Best Paper Award*, WITS 2023).
- Aksoy, O, Ayvaci, M., Cezar, A., Raghunathan, S. When Systemic Biases Taint Algorithms: A Path to More Equitable Access in Healthcare, INFORMS Annual Meeting, October 2023, Phoenix, AZ (*Information Systems Society Best Paper Award Runner-up*, INFORMS 2023).
- Aksoy, O, Ayvaci, M., Cezar, A., Raghunathan, S. , When Systemic Biases Taint Algorithms: A Path to More Equitable Access in Healthcare, Conference on Information Systems and Technology (CIST), October 2023, Phoenix, AZ.
- Karkın, N., Cezar, A., Kalaycı, A. S., The Role of Behaviorally Informed Designs in Promoting the e-Participation Processes: A Synthesis of Extant Literature, The 45th

- annual Conference of the European Group for Public Administration (EGPA), September 2023, Zagreb, Croatia.
- Aksoy, O, Ayvaci, M., Cezar, A., Raghunathan, S. When Systemic Biases Taint Algorithms: A Path to More Equitable Access in Healthcare, Conference on Health IT and Analytics (CHITA), May 2023, Washington, DC.
  - Cezar, A., and Raghunathan, S., Competitive Mobile Marketing and its Impact on the Mobile Eco System, *24th European Conference on Information Systems (ECIS )*, June 2016, Istanbul.
  - Ögüt, H., Cezar, A., Güven, M., An Empirical Analysis of Demand for Mobile Services in Turkey, *21st Annual Conference of the Economic Research Forum (ERF)*, March 2015, Tunis.
  - Cezar, A., Ögüt, H., The Determinants Of Domestic And International Visitors' Online Hotel Booking, *Eighth International Strategic Management Conference*, June 2012, Barcelona.
  - Ögüt, H., Cezar, A., The Factors Affecting Writing Reviews In Hotel Websites, *Eighth International Strategic Management Conference*, June 2012, Barcelona.
  - Cezar, A., Cavusoglu, H., Raghunathan, S., Outsourcing Information Security Management: Contracting Issues and Security Implications, *Ninth Workshop on the Economics of Information Security (WEIS)*, June 2010, Boston.
  - Cezar, A., Cavusoglu, H., Raghunathan, S., Competition, Speculative Risks, and IT Security Outsourcing, *Eighth Workshop on the Economics of Information Security (WEIS)*, June 2009, London.
  - Cezar, A., Cavusoglu, H., Raghunathan, S., Impact of Competition on Firms' Decisions to Outsource IT Security, *Secure Knowledge Management Workshop (SKM)*, November 2008, Dallas.
  - Cezar, A., Cavusoglu, H., Raghunathan, S., Impact of Competition on Firms' Decisions to Outsource IT Security, *Conference on Information Systems and Technology (CIST 2008)*, October 2008, Washington.
  - Cezar, A., Raghunathan, S., Sarkar, S., Adversarial Classification When Even Good Types Can Fake, *Workshop on Information Technology and Systems (WITS)*, December 2007, Montreal.

## CONFERENCE PRESENTATIONS

- Aksoy, O, Ayvaci, M. U. S., Cezar, A., Raghunathan, S. , When Systemic Biases Taint Algorithms: A Path to More Equitable Access in Healthcare, *Inform's Annual Meeting*, October 2023, Phoenix, AZ.
- Aksoy, Ö., Ayvaci, M.U.S., Cezar, A., Raghunathan, S. To use or not to use: Developing Fair Algorithms when Social Data Biases Predictions for Healthcare Needs. *Inform's Annual Meeting*, October 2022, Indianapolis.
- Cezar, A., Ögüt, H., Güven, M., Market Share Analysis of Mobile Operators in Turkey, *International Institute of Social and Economic Sciences (IISES) 10th International Academic Conference*, June 2014, Vienna.

- Ögüt, H., Cezar, A., The Drivers of Conversion Rates in Hotel Websites?, *International Conference on Business Tourism and Applied Sciences (ICBTS2013)*, August 2013, London.
- Cezar, A., Ögüt, H., What Influences Conversion Rates in Hotel Websites?, *International IIE Conference*, June 2013, Istanbul.
- Cezar, A., Cavusoglu, H., Raghunathan, S., Outsourcing Information Security Management: Contracting Issues and Security Implications, *Workshop on Information Systems and Economics (WISE)*, December 2011, Shanghai.
- Cezar, A., Cavusoglu, H., Raghunathan, S., Outsourcing Information Security Management: Contracting Issues and Security Implications, *YAEM*, June 2010, Istanbul.
- Cezar, A., Raghunathan, S., Sarkar, S., Bayesian Decision Model in the Existence of Faking, *International Symposium of Information Systems (ISIS)*, December 2007, Hyderabad.
- Menon, N., Kohli, R., Cezar, A., Differential Impacts of Information Technology on Managing Organizational Risk, *INFORMS Annual meeting*, Seattle, November 2007.
- Cezar, A., Raghunathan, S., Sarkar, S., A Bayesian Decision Model in the Existence of Faking, *Big XII+ IS Research Symposium*, March 2007, Lawrence.

## **ACADEMIC SERVICE**

- Referee for *MIS Quarterly*, *Management Science*, *Information Systems Research*, *Production and Operations Management*, *Decision Sciences*, *Journal of the Operational Research Society*, etc.
- Senior Editor, *Journal of Organizational Computing and Electronic Commerce*, 2023-present.
- Associate Editor, *ICIS (2020)*, *ICIS (2022)*.
- Vice Director, Graduate School for Social Sciences, TOBB ETU, 2012 – 2014.

## **AWARDS AND RECOGNITION**

- Prabuddha De Best Paper Award, WITS 2023.
- INFORMS Information Systems Society Best Paper Award Runner-up, INFORMS 2023.
- TÜBİTAK International Postdoctoral Research Scholarship, 2014 (12 months).
- TÜBİTAK Career Grant (3501), 2014.
- International Conference on Information Systems Junior Faculty Consortium, 2013.
- Beta Gamma Sigma Honorary Society, 2013.
- Graduate Student Scholarship and Graduate Teaching Assistantship, University of Texas at Dallas, August 2005 – August 2009.
- HSBC EarthWatch fellowship, 2003.