Baris Depecik

Sabanci Universitesi SBS-1069, Istanbul, Turkey.
Email: baris.depecik@sabanciuniv.edu

Education

- **Rotterdam School of Management, Erasmus University**
  PhD in Marketing (Quantitative)
  October 2016
  Rotterdam, the Netherlands

- **Sabanci University**
  MA In Economics
  June 2007
  Istanbul, Turkey

- **Bilkent University**
  BSc in Electrical and Electronics Engineering
  June 2004
  Ankara, Turkey

Academic Work Experience

- **Sabanci University**
  Assistant Professor of Marketing
  2019-Present
  Istanbul, Turkey

- **Rice University, Jones Graduate School of Business**
  Visiting Assistant Professor of Marketing
  2017-2018
  Houston, USA

- **Bilkent University**
  Assistant Professor of Marketing
  2016-2019
  Ankara, Turkey

Research

Interests

- <u>Substantive:</u> Brand Management, Advertising, Channel Management, Artificial Intelligence, Sports Marketing.
- <u>Methodological:</u> Bayesian Econometrics, Marketing Mix Models (e.g., the main own- and cross-brand effects of marketing mix elements, interaction effects between marketing mix instruments, marketing effects on (cross) category demand, short-run vs. long-run marketing effectiveness, dynamic response models, difference-in-difference models), Text and Image Analysis, Experimental Research.
- <u>Industries:</u> Arts, Media, Entertainment, Sports.

Publications

- Depecik, B., Everdingen, Y. M. van, & Bruggen, G. H. van (2014). "Firm Value Effects of Global, Regional, and Local Brand Divestments in Core and Non-Core Businesses." Global Strategy Journal, 4(2), 143-160.
- Everdingen, Y.M. van, Depecik, B. & Bruggen, G.H. van (2015). "Het effect van mersaneringen op de waarde van ondernemingen." Ontwikkelingen in het Marktonderzoek / Jaarboek MOA. (in Dutch)

<u>Invited Talks, Seminars & Conference Presentations</u>

- **Winning with Packaging: Does Repackaging Elevate Sales?**
  Koc-Ozyegin-Sabanci Research Camp (2021).
- **Who Benefits from Brand Exits?**
  McMaster University (2018), University of Auckland (2017), Sabanci University Business Analytics Workshop (2017), Koc University (2017), Ozyegin University (2017), Marketing Science Conference - Los Angeles (2017).
- **The Effect of Sponsorship on Sales**
  Koc University (2019), AMA Summer Conference -Boston (2018), Bilkent University (2017), Sports Marketing Conference-Salzburg (2016).
- **Managing Brand Deletions**
  London Business School, Transatlantic Doctoral Conference (2014).

Awards & Honors

- €10,000 research grant as the winner of TFI Research Grant 2019. For the proposal titled "The Effect of Access Opportunities on Spending versus Saving".
- $10,000 research grant from Sabanci University.
- Full scholarship for the full duration of graduate & undergraduate studies.
- Ranked 13th among undergraduate students from all academic fields in Turkey (approximately 500k candidates) in Nationwide University Entrance Exam for graduate studies.
- Ranked 31st among high school students in Turkey (approximately 1.5 million candidates) in Nationwide University Entrance Exam for undergraduate studies.

Teaching

- **Marketing Research**
  o Undergraduate, Sabanci University, 2019.
- **Go-To-Market Strategy / Channel Management**
  o MBA, Sabanci University, 2020.
  o MBA, Rice University, 2018.
  o Undergraduate, Bilkent University, 2017-2018.
- **Marketing Communications**
  o Executive MBA, Sabanci University, 2019-2021.
  o Professional MBA, Rice University, 2018.
  o Undergraduate, Bilkent University, 2016-2018.
- **Marketing Principles**
  o Undergraduate, Rice University, 2018.
- **Global Marketing**
  o Undergraduate, Bilkent University, 2016-2017.

Mean evaluation scores range from 1.17 to 1.83 on a 7-point scale (1: outstanding, 2: very good, 7: very poor).

Industry Experience

- **Data Scientist and Quantitative Analyst**   2007-2008
  Equity Research, BNP Paribas-TEB Investment   Istanbul, Turkey

- **Software Engineer – Data Management**   2005-2006
  Hewlett & Packard Company   Istanbul, Turkey

Other

- Computer Skills: Julia, Python, Java, Matlab.
- Languages: Turkish (native), English (fluent).
- Interests: Cooking, Landscape Photography, American Football.

Last updated: February 2022.