



Dr. Akcura is the founder of eBrandValue ([www.ebrandvalue.com](http://www.ebrandvalue.com)), a Y-Combinator funded, Cannes-Lions featured start-up which was also a Global Entrepreneurship Program (US State Dept) Finalist. He is also a faculty member in Marketing at Ozyegin University, Turkey where he also directs the PhD program. He published in top tier journals such as Marketing Science, Management Science, and JMIS. Previously, he was a marketing professor at Long Island University, Brookville, NY and Purdue University, West Lafayette, IN. He is the recipient of the William W. Cooper Doctoral Dissertation Award, the American Marketing Association Consortium and the Andrew Mellon Fellowships. His professional experience includes various assignments with P&G and IBM in Istanbul, Manchester, London and Brussels. He holds a PhD and an MBA from Carnegie Mellon University, Industrial Administration (Marketing).