

Prof. Seda TOLUN TAYALI

Personal Information

Office Phone: [+90 212 473 7070](tel:+902124737070) Extension: 18181

Fax Phone: [+90 212 590 4000](tel:+902125904000)

Email: stolun@istanbul.edu.tr

Web: <http://aves.istanbul.edu.tr/stolun/cv>

Address: İstanbul Üniversitesi, Avcılar Kampusu, İşletme Fakültesi, Sayısal Yöntemler ABD 34322 Avcılar-İstanbul Avcılar-İstanbul

International Researcher IDs

ORCID: 0000-0002-0618-2859

Publons / Web Of Science ResearcherID: S-3956-2019

Yoksis Researcher ID: 176391

Education Information

Doctorate, Istanbul University, Institute of Social Sciences, Sayısal Yöntemler , Turkey 2003 - 2008

Postgraduate, Istanbul University, Institute of Social Sciences, Sayısal Yöntemler , Turkey 2001 - 2003

Undergraduate, Istanbul University, School Of Business, İngilizce İşletme, Turkey 1997 - 2001

Foreign Languages

English, C1 Advanced

Certificates, Courses and Trainings

Other, Girişimcilik, TÜBİTAK TÜSSİDE, 2013

Education Management and Planning, Summer Course on Optimization in Machine Learning, University of Texas, 2011

Dissertations

Doctorate, Destek Vektör Makineleri: Banka Başarısızlığının Tahmini Üzerine Bir Uygulama, Istanbul University, Institute of Social Sciences, Sayısal Yöntemler , 2008

Postgraduate, Web Tabanlı Uzaktan Öğretim ve Bir Üniversite Uygulaması, Istanbul University, Institute of Social Sciences, Sayısal Yöntemler , 2003

Research Areas

Decision Theory, Multi Criteria Decision Making, Mathematics, Optimization, Game Theory, Statistics, Statistical Analysis and Applications, Natural Sciences

Academic Titles / Tasks

Professor, Istanbul University, School of Business, Department of Business Administration, 2021 - Continues
Associate Professor, Istanbul University, School of Business, Department of Business Administration, 2013 - Continues
Research Assistant PhD, Istanbul University, School of Business, Department of Business Administration, 2008 - 2013
Researcher, The University of Auckland, Faculty of Engineering Science , Engineering Science Department, 2009 - 2010
Research Assistant, Istanbul University, School of Business, Department of Business Administration, 2002 - 2008

Academic and Administrative Experience

Fakülte Kurulu Üyesi, Istanbul University, School Of Business, 2017 - 2020

Courses

Operations Research, Undergraduate, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017
Project Management, Undergraduate, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016
Business Analytics and Big Data, Undergraduate, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017
Proje Yönetimi, Doctorate, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016
İşletmecilikte Bilgisayar Uygulamaları, Undergraduate, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015, 2013 - 2014
İşletmelerde Veri Analitiği, Doctorate, 2017 - 2018, 2016 - 2017, 2015 - 2016
Data Mining and Knowledge Discovery, Undergraduate, 2016 - 2017, 2015 - 2016, 2014 - 2015
Yöneylem Araştırması, Undergraduate, 2015 - 2016, 2014 - 2015, 2013 - 2014
Simulation, Postgraduate, 2015 - 2016
Business Research, Postgraduate, 2015 - 2016, 2014 - 2015
Business Simulation, Postgraduate, 2014 - 2015
Introduction to Statistics, Undergraduate, 2014 - 2015
Veri Kaynakları Yönetimi ve İşletmecilik Uygulamaları, Postgraduate, 2013 - 2014
Applied Business Statistics, Undergraduate, 2013 - 2014

Advising Theses

Tolun Tayalı S., Dijital Dönüşümde Endüstri 4.0 Değer Zinciri Temel Faaliyetler Analizi: Otomotiv Sektörü için Model Önerisi, Doctorate, E.Sert(Student), 2020
Tolun Tayalı S., Avrupa Birliğine Üyelik Sürecinde AB ülkeleri ile Türkiye'nin Ekonomik Kriterlere Bağlı Performans Karşılaştırması, Doctorate, N.Seyhan(Student), 2019
Tolun Tayalı S., Meta Sezgisel Yaklaşımlar ile P-Medyan Tesis Yeri Seçimi, Postgraduate, Ü.Tüzün(Student), 2019

Published journal articles indexed by SCI, SSCI, and AHCI

- I. **A novel backtesting methodology for clustering in mean-variance portfolio optimization**
Tolun Tayalı S.
Knowledge-Based Systems, vol.209, pp.1-12, 2020 (SCI-Expanded)
- II. **Türkiye'nin Avrupa Birliği Ülkelerine Makroekonomik olarak Yakınsaması Üzerine**
Seyhan N., Tolun Tayalı S.
Turkish Studies, vol.14, no.3, pp.995-1010, 2019 (SSCI)
- III. **Dimension reduction in mean-variance portfolio optimization**
Tayali H. A., Tolun S.
EXPERT SYSTEMS WITH APPLICATIONS, vol.92, pp.161-169, 2018 (SCI-Expanded)
- IV. **A mathematical immunochemoradiotherapy model: A multiobjective approach**

Esen O., Cetin E., Esen S.

NONLINEAR ANALYSIS-REAL WORLD APPLICATIONS, vol.9, no.2, pp.511-517, 2008 (SCI-Expanded)

V. **A weapon-target assignment approach to media allocation**

Cetin E., Esen S.

APPLIED MATHEMATICS AND COMPUTATION, vol.175, no.2, pp.1266-1275, 2006 (SCI-Expanded)

Articles Published in Other Journals

- I. **Resampling and Ensemble Strategies for Churn Prediction**
ÇELİK S., Tolun Tayalı S.
Bilişim Teknolojileri Dergisi, vol.16, no.4, pp.263-273, 2023 (Peer-Reviewed Journal)
- II. **The study of indicators affecting customer churn in MMORPG games with machine learning models**
Arık K., Gezer M., Tolun S.
UPRAVLENETS-THE MANAGER, vol.13, no.6, pp.70-85, 2022 (ESCI)
- III. **Bibliometric Analysis of Scientific Studies Published on Game Customer Churn Analysis Between 2008 and 2022**
ARIK K., GEZER M., TOLUN TAYALI S.
Journal of Politics, Economy and Management (JOPEM), vol.5, no.1, pp.55-75, 2022 (Peer-Reviewed Journal)
- IV. **Müşteri İlişkileri Süreçlerinin VZA Kullanarak Geliştirilmesi: Bilişim Sektöründe Uygulama**
Sert E., Tolun Tayalı S.
International Journal of Management and Administration, vol.5, no.9, pp.47-62, 2021 (Peer-Reviewed Journal)
- V. **Endeks Getirisi Yönünün İkili Sınıflandırma Yöntemiyle Tahmin Edilmesi: İMKB-100 Endeksi Örneği**
ÖZDEMİR A. K., TOLUN S., DEMİRCİ E.
Niğde Üniversitesi İİBF Dergisi, vol.4, no.2, pp.45-59, 2011 (Peer-Reviewed Journal)
- VI. **Operations Research Techniques in Cancer Treatment**
TOLUN S., ÇETİN E.
İstanbul Üniversitesi İşletme İktisadi Enstitüsü Yönetim Dergisi, no.58, pp.23-27, 2007 (Peer-Reviewed Journal)
- VII. **A Multicriteria Reward Allocation Model: The Orchestration of the Shapley Values**
ÇETİN E., TOLUN S.
International Journal of Pure and Applied Mathematics, vol.36, no.4, pp.353-364, 2007 (Peer-Reviewed Journal)
- VIII. **Silah Atama Problemine Çok Amaçlı Yaklaşım: Tamsayılı Hedef Programlama Modeli ve Elektronik Tablo Çözüm Önerisi**
ÇETİN E., TOLUN S.
Kara Harp Okulu Savunma Bilimleri Enstitüsü Savunma Bilimleri Dergisi, vol.4, no.1, pp.141-159, 2005 (Peer-Reviewed Journal)

Books & Book Chapters

- I. **Avrupa Birliği ve Türkiye'nin Maastricht Kriterleri Bağlamında Durum Değerlendirmesi**
Seyhan N., Tolun Tayalı S.
in: Sosyal, Beşeri ve İdari Bilimler Alanında Uluslararası Araştırmaları 5, Mahmut Yardımcıoğlu, Editor, Eğitim Yayınevi, Konya, pp.239-262, 2021
- II. **AB Ülkeleri ve Türkiye'nin Makroekonomik Performanslarının VZA ve Malmquist (Toplam Faktör Verimliliği) Endeksi İle Değerlendirilmesi**
Seyhan N., Tolun Tayalı S.
in: İktisat ve İdari Bilimlerde Araştırma ve Değerlendirmeler, Kemal Vatansever, Editor, Gece Publishing, Ankara, pp.253-280, 2021
- III. **Data Mining for Multicriteria Single Facility Location Problems**
TOLUN S., TAYALI H. A.

in: Intelligent Techniques for Data Analysis in Diverse Settings, Çelebi N., Editor, Igi Global Publications, Hershey, Pa, pp.147-170, 2016

IV. Data Mining for Multicriteria Single Facility Location Problems

TOLUN S., TAYALI H. A.

in: Intelligent Techniques for Data Analysis in Diverse Settings, Dr. NUMAN ÇELEBİ, Editor, IGI GLOBAL, pp.147-170, 2016

Refereed Congress / Symposium Publications in Proceedings

I. Improving Cardiovascular Disease Prediction Using Ensemble Learning Techniques and Dimensionality Reduction

KOÇ H., Zidelkhir A., TOLUN TAYALI S., EROL Ç.

IIIrd International Congress on Medical Informatics, 28 - 30 September 2023

II. How Does Resampling Affect the Classification Performance of Support Vector Machines on Imbalanced Churn Data?

Çelik S., Tolun Tayalı S.

y-BIS, İstanbul, Turkey, 25 - 28 September 2019, pp.145-152

III. Risk Management in Startups: How Using Lean Principles Helps Startups Manage Their Risks More Efficiently

ÇUBUKÇU C., GÜLSEÇEN S., TOLUN TAYALI S.

International Conference on Engineering Technologies (ICENTE'17), Konya, Turkey, 7 - 09 December 2017, pp.146-150

IV. New Educational Leadership: Next Generation

GÜLSEÇEN S., KULA A., EROL Ç., TOLUN TAYALI S.

World Education Day-2017(WED-2017), Dalian, China, 27 - 29 September 2017, pp.10

V. Crowdfunding success prediction: An emprical study on Indiegogo platform

TOLUN TAYALI S., GÜRLER C., Çağlar M.

IISES 34th International Academic Conference, Floransa, Italy, 13 - 16 September 2017, pp.5

VI. Araç Stabilesini Geliştirmek Amacıyla Etkin Süspansiyon Parametrelerinin İstatiksel Yöntemler Kullanılarak Belirlenmesi

Sert E., TOLUN S.

OTEKON 2016, 8. Otomotiv Teknolojileri Kongresi, Bursa, Turkey, 23 - 24 May 2016, pp.1-6

VII. Dimension Reduction in Optimal Portfolio Selection Problem Using Nonnegative Matrix Factorization and Nonnegative Principal Components Analysis

TAYALI H. A., TOLUN S.

International Conference on Information Complexity and Statistical Modeling in High Dimensions with Applications (IC-SMHD-2016), 18 - 21 May 2016

VIII. B2C Market Segment Evaluation Using The AHP Based Simulation Approach For The Automobile Sector

Bulut D., Tolun S.

3rd International Conf. on Quantitative and Qualitative Methodologies in the Economic and Administrative Sciences, Athens, Greece, 23 - 24 May 2013, pp.1-10

IX. Tıpta Yöneylem Araştırması Teknikleri ve Seçilmiş Uygulamalar

ESEN H. Ö., ÇETİN E., TOLUN S.

İstanbul Üniversitesi Cerrahpaşa Tıp Fakültesi, 2. Tıbbi Biyoloji Kongresi, İstanbul, Turkey, 1 - 04 May 2006, no.1, pp.14

Episodes in the Encyclopedia

- I. İş ve İşletme Analitiği
Tolun Tayali S.
TÜBİTAK Yayınları, pp.1, 2022

Other Publications

- I. Achieving Quality Treatment Plans with Reduced Angles in Intensity Modulated Radiotherapy Design
TOLUN S., Ehr Gott M.
Technical Report, pp.1-36, 2010

Supported Projects

Tolun Tayali S., Tayali H. A., Project Supported by Other Official Institutions, Makine öğrenmesi ile web tabanlı finansal portföy optimizasyonu yazılımı, 2019 - 2021
Tolun Tayali S., Tayali H. A., TUBİTAK Project, Web Tabanlı Finansal Portföy Optimizasyon Yazılımı, 2018 - 2019
TOLUN TAYALI S., Project Supported by Higher Education Institutions, B2C MARKET SEGMENT EVALUATION USING THE AHP BASED SIMULATION APPROACH FOR THE AUTOMOBILE SECTOR, 2013 - 2013
TOLUN TAYALI S., Project Supported by Higher Education Institutions, Kredi Derecelendirmede Makine Öğrenmesi Yaklaşımı: Avustralya Uygulaması, 2011 - 2012

Activities in Scientific Journals

Istanbul Business Research, First Editor, 2018 - Continues
İ.Ü. İşletme Fakültesi Dergisi, Committee Member, 2015 - 2018
Collana del Dipartimento di Scienze Economico-Aziendali, Committee Member, 2012 - 2013
İ.Ü. İşletme Fakültesi Dergisi, Editor, 2010 - 2011
İ.Ü. İşletme Fakültesi Dergisi, Assistant Editor/Section Editor, 2007 - 2010

Memberships / Tasks in Scientific Organizations

YAD, Member, 2006 - Continues
Decision Analysis Society, Member, 2006 - Continues
OR/MS, Member, 2006 - 2008

Scientific Refereeing

Expert Systems with Applications, SCI Journal, May 2019
Expert Systems with Applications, SCI Journal, March 2018
Öneri Dergisi, National Scientific Refreed Journal, May 2016
İ.Ü. İşletme Fakültesi Dergisi, National Scientific Refreed Journal, January 2013
İ.Ü. İşletme Fakültesi Dergisi, National Scientific Refreed Journal, November 2010

Metrics

Publication: 28
Citation (WoS): 41

Citation (Scopus): 52

H-Index (WoS): 3

H-Index (Scopus): 3

Congress and Symposium Activities

Workshop on Optimization in Machine Learning, Attendee, Teksas, United States Of America, 2011

Istanbul Universitesi Cerrahpaşa Tıp Fakültesi, 2. Tıbbi Biyoloji Kongresi, Attendee, İstanbul, Turkey, 2006

Awards

TOLUN TAYALI S., Ünal Aysal Tez Ödüllendirmesi (Doktora Tezi), İktisadi Araştırmalar Vakfı, January 2009

Entrepreneurship Activities

Limited, SEPER İş Analitiği Modelleme ve Yazılım , 04 September 2018, Co-Founder

Non Academic Experience

İstanbul Üniversitesi