

CURRICULUM VITAE

Tuna Çakar

Date of Birth: 18.07.1981
Place of Birth: İskenderun/Hatay
Phone: +905309225505
Email: tuna.cakar@tunasc.com

EDUCATION AND QUALIFICATIONS

- 2009-2015** Middle East Technical University – Ankara, TURKEY
Informatics Institute, Cognitive Science Program
PhD Degree (GPA: 3.78/4.00)
- 2006-2009** Boğaziçi University – İstanbul, TURKEY
Institute of Social Sciences, Cognitive Science M.A. Program
Master Degree (GPA: 3.45/4.00)
- 1999-2004** Sabancı University – İstanbul, TURKEY
Faculty of Engineering and Natural Sciences, Biological
Sciences and Bioengineering
Bachelor Degree with Full Scholarship (GPA: 3.57/4.00)

WORK EXPERIENCE

- 2013-Present** Co-Founder, Chief of Scientific and Technical Officer
Nörobilim Araştırmaları Danışmanlık Rek. San. Tic. Ltd. Co.
- 2013-Present** Co-Founder, Chief of Scientific and Technical Officer
İşleyenzihin Eğitim Bilişim Danışmanlık San. Tic. Ltd.Co.
- 2016-Present** Adjunct Faculty, Computer Programming Graduate Course
Graduate School of Big Data Analytics
MEF University
- 2015-2016** Adjunct Faculty, Biostatistics Graduate Course
Biostatistics and Medical Informatics
Acıbadem University
- 2013-2014** Co-Instructor, Neuromarketing Graduate Course
İstanbul Bilgi University
- 2011-2012 Spring** Instructor, Neuromarketing Undergraduate Course
Özyeğin University
- 2010-2011** Project Assistant, TÜBİTAK SOVAK 1001 Project,
Experimental Economics Project on Gender Differences

2008-2009 Research Assistant, Psychophysics Laboratory, Boğaziçi University

2004-2005 Project Assistant, International Competitiveness Forum, TÜSİAD

AWARDS & FINANCIAL SUPPORTS

- TÜBİTAK 1507 KOBİ R&D Support (2015), Project No: 7141139
- TÜBİTAK 1501 Industrial R&D Project Support (2015), Project No: 3140565
- TÜBİTAK 1512 Entrepreneurship Support (2013), İşleyenzihin, Project No: 2130251
- TÜBİTAK 1002 Fast-track Support (2013-2014), Project No: 113E311
- “Geleceğin Patronları” Project Contest 2014, Big Award for İşleyenzihin Ltd. Co., organized by Finansbank.
- Technoentrepreneurship Financial Support, Ministry of Science, Technology and Industry, (2013), Nöro Bilim Araştırmaları Ltd. Co.
- İşteBU Project Contest (2012), Financial support, Nörobilim Araştırmaları Ltd. Co.
- TÜBİTAK Doctorate Scholarship (2009-2014)
- 279th place in nation-wide Graduate Examination (ALES, 2005)
- Merit Scholarship, Sabancı University (1999-2004)
- 430th place in nation-wide University Entrance Examination (1999)
- 9th place in European Mathematics Contest (1999)

RESEARCH INTERESTS

- Prediction of emotional and cognitive states via neuroscientific, biometric and psychophysics methods with the use of machine learning algorithms
- The neuroscientific and cognitive modeling of reasoning and decision-making processes

SOCIETIES & CONFERENCES:

International Conferences of Cognitive Modeling, International Conferences of Human-Computer Interaction, Human Brain Mapping, Cognitive Science Society, International Symposia on Brain and Cognitive Science, National Neuroscience Conferences, National Linguistics Conferences

PUBLICATIONS & PROCEEDINGS

Publications & Proceedings:

Çakır, M. P., Çakar, T., Girişken, Y., Demircioğlu, A.K. (2016). Neural Correlates of Purchasing Decisions in an Ecologically Plausible Shopping Scenario with Mobile fNIR Technology. *Foundations of Augmented Cognition: Neuroergonomics and Operational Neuroscience*, Vol. 9743 of the series Lecture Notes in Computer Science, pp 135-146. (doi: 10.1007/978-3-319-39955-3_13)

Çakar, T., Gez, K. (2016). Neuroscience Applications on the Assessments of TV Ads In M.A. Dos Santos (Ed.), (Chp. 10). Applying Neuroscience to Business Practice (pp. 231-256). IGI Publishing. (doi: 10.4018/978-1-5225-1028-4)

Çakar, T., & Girişken, Y. (2016). The role of prefrontal cortex to TV ads for predicting preferences and influence of brand image. (under review).

Girişken, Y., & Çakar, T. (2016). Seçmenlerin Siyasi Parti Lider Algısının Optik Beyin Görüntüleme Sistemi ile Ölçülmesi. *European Journal of Marketing* (under review).

Cedden-Ediboğlu, G., Eken, A., & Çakar, T. (2016). The effect of typology on ERPs during sentence processing: Evidence from Turkish. Proceedings of 22nd Annual Meeting of the Organization for Human Brain Mapping.

Çakar, T., & Neyse, L. (2015). Neuroeconomics (“Nöroiktisat”, Chp 11). Neyse, L., (Eds). In “İktisadın Davranışsal Temelleri”. İmge Publishing: İstanbul.

Çakır, M. P., Çakar, T., & Girişken, Y. (2015). Neural correlates of purchasing behavior in the prefrontal cortex: an optical brain imaging study. *Proceedings of the Annual Meeting of Cognitive Science Society* (pp. 297-302), July 23-25, 2015.

Çakar, T., & Girişken Y. (2015). The role of prefrontal cortex to TV ads for predicting preferences and influence of brand image. NeuroPsychoEconomics Conference (pg. 46), Kopenhag-Denmark, June, 18-19, 2015.

Ulman, Y.I., Çakar, T., Yıldız, G. (2015). Neuromarketing and Ethical Issues. *Science and Engineering Ethics* 20 (DOI 10.1007/s11948-014-9581-5)

Çakar, T., Ulman, Y.I. (2012). Nöropolitika ve Etik Kaygılar, Uluslararası Biyoetik Kitabı, İstanbul-Türkiye, Ekim 2012.

Çakar T., & Hohenberger, A. (2015). Differences in processing between same (Aynıdır) and different (Farklıdır) judgments during an Identity Reasoning Task. 9. Dilbilim Konferansı (15-16 Nisan 2015), HÜDİT Conference Proceedings.

Çakar, T., & Hohenberger, A. (2015). Do Eye-Movements Provide Information about Decision Processes during Paradoxical Reasoning? Second International Symposium on Brain and Cognitive Science (METU, Ankara). Proceedings of ISBCS'2015.

Çakar, T., & Hohenberger, A. (2015). *The Ship of Theseus*: Using mathematical and computational models for predicting identity judgments. ICCM'2015 (April 9-11, 2015). Proceedings of ICCM'2015.

Özdemir, D., Çakar, T., & Çakır, P. (2014). A case study in problem-solving via eye-tracking. First International Symposium on Brain and Cognitive Science (Boğaziçi University). Proceedings of ISBCS'2014 (April 19, 2014).

PROGRAMMING & EXPERIMENTAL SKILLS

Equipments: fNIRS, EEG/ERP, Skin Conductance Resistance (SCR), Heart Rate, Eye-Tracking (Tobii, ASL, SMI, EyeTribe).

Programming Languages and Environments: C/C++, Python, R, MATLAB, EEGLAB/ERPLAB, Fieldtrip, Azure Machine Learning, fNIRSoft, COBI Studio, Perl.

Experiment Suites: OpenSesame, E-Prime (1.0, 2.0), PsychoToolbox, SAN Suite.

REFERENCES:

Assoc. Dr. Annette Hohenberger:
Cognitive Science Program, Informatics Institute, Middle East Technical University.
E-mail: hohenber@metu.edu.tr Tel: +90 312 210 37 89

Prof. Dr. Yeşim Işıl Ülman:
History of Medicine and Ethics Division, Acıbadem University
E-mail: Yesim.Ulman@acibadem.edu.tr Tel: +90 542 541 87 55

Prof. Dr. Osman Uğur Sezerman
Faculty of Medicine, Biostatistics and Medical Informatics, Acıbadem University.
E-mail: Ugur.Sezerman@acibadem.edu.tr Tel: +90 542 422 36 88

Assoc. Dr. Gülay Cedden-Ediboğlu:
Faculty of Foreign Languages and Education, Middle East Technical University.
E-mail: gucedden@metu.edu.tr Tel: +90 312 210 41 97

Assoc. Dr. Özgür Özlük:
Graduate School of Big Data Analytics, MEF University
E-mail: ozluko@mef.edu.tr Tel: +90 506 765 86 45

Assist. Dr. Murat Perit Çakır:
Cognitive Science Program, Informatics Institute, Middle East Technical University
E-mail: perit@metu.edu.tr Tel: +90 312 210 77 06