

Dr. Mahmut (Maho) SONMEZ

University of Texas at San Antonio
Dept. of Management Science and Statistics
One UTSA Circle, San Antonio
TX 78249-0631
Tel: (210)-458-7449
Fax: (210)-458-4308
E-Mail: maho.sonmez@utsa.edu

1) HIGHER EDUCATION

1989-1993 Bachelor's degree of Business Administration, 9 Eylul University, Izmir, Turkey

1996-1997 MSc. in Operational Research, School of Manufacturing and Mechanical Engineering, University of Birmingham, UK

1998-2002 Ph.D. in Decision Sciences, Manchester Business School, University of Manchester, UK

2) CURRENT & PREVIOUS APPOINTMENTS

August 2021 – Present: Professor in Practice in Management Science and Statistics at the University of Texas at San Antonio, Alvarez College of Business, Department of Management Science and Statistics, San Antonio, Texas, USA.

August 2017 – 2021: Associate Professor in Practice in Management Science and Statistics at the University of Texas at San Antonio, College of Business, Department of Management Science and Statistics, San Antonio, Texas, USA.

August 2015 – 2017: Senior Lecturer in Management Science and Statistics at the University of Texas at San Antonio, College of Business, Department of Management Science and Statistics, San Antonio, Texas, USA.

August 2013 – May 2015: Adjunct Faculty in Management Science and Statistics at the University of Texas at San Antonio, College of Business, Department of Management Science and Statistics, San Antonio, Texas, USA.

September 2012 – March 2013: Senior Lecturer in Quantitative Methods / Statistics at the Department of Economics, Accounting and Finance, Faculty of Business, Oxford Brookes University, Oxford, UK.

December 2004 – August 2010: Lecturer in Management Science, School of Business and Economics, Loughborough University, Loughborough, UK.

January 2003 – September 2004: Lecturer in Quantitative Methods, Faculty of Economics and Administrative Sciences, University of Celal Bayar, Manisa, Turkey.

3) PUBLICATIONS

Conference Contributions - Refereed:

Sonmez, M., Graham, G., Yang, J.B. and Holt, G.D., "An Evidential Reasoning Approach for Prequalification of Construction Contractors", *Proceedings of the 2nd International Conference on Decision Making in Urban and Civil Engineering*, Mangin, J.-C. and Miramond, M. (eds), Lyon, France, November 2000, pp 1039-1050, ISBN 2 868 34 1179.

Departmental Working Papers:

- Graham, G., Yang, J.B. and **Sonmez, M.**, "An Evidential Reasoning Approach to Contractor Evaluation in the Military Aircraft Sector", 2000, Salford University Business and Management Working Papers, No. 2000/02.
- Sonmez, M.**, Yang, J.B. and Graham, G., "A Hypothetical Method for Evaluating Energy Policy Options Using the Evidential Reasoning Approach", 2000, Manchester School of Management Working Paper Series, No. 2005.
- Sonmez, M.**, "A Review and Critique of Supplier Selection Process and Practices", January 2006, Loughborough University Business School Occasional Papers Series, No. 2006:1.

Edited Works: Contributions:

- Yang, D. and **Sonmez, M.**, "TRIPs Compliance in Developing Countries: The Impact on China's Trademark System", in *The WTO and Developing Countries*, Katrak, H. and Strange, R. (eds), Palgrave Mcmillan, Hampshire, 2004, pp 185-209, ISBN 1403903441.
- Yang, D. and **Sonmez, M.**, "Effectiveness Against Counterfeiting—Four Decades of Strategic Inquiry", in *Handbook of Research on Counterfeiting and Illicit Trade*, Chaudhry, P. E. (ed.), Edward Elgar Publishing Limited, Cheltenham, UK, 2017, pp 404-431, ISBN 9781785366444.

Journal Papers - Academic Journals:

- Sonmez, M.**, Yang, J.B. and Holt, G.D., "Addressing the Contractor Selection Problem Using an Evidential Reasoning Approach", *Engineering, Construction and Architectural Management*, 8(3), 2001, pp 198-210, ISSN 0969-9988.
- Sonmez, M.**, Holt, G.D., Yang, J.B. and Graham, G., "An Evidential Reasoning Based Decision Making Process for Pre-Qualifying Construction Contractors", *Journal of Decision Systems*, 11(3-4), 2002, pp 355-381, ISSN 1246-0125.
- Sonmez, M.**, Holt, G.D., Yang, J.B. and Graham, G., "Applying Evidential Reasoning to Pre-Qualifying Construction Contractors", *Journal of Management in Engineering*, 18(3), 2002, pp 111-119, ISSN 0742-597X.
- Yang, D. and **Sonmez, M.**, "The WTO and Trademark Development in China", *The Journal of World Intellectual Property*, 6(4), 2003, pp 633-653, ISSN 1422-2213.
- Yang, D., **Sonmez, M.** and Bosworth, D., "Intellectual Property Abuses: How Should Multinationals Respond?", *LRP - Long Range Planning: International Journal of Strategic Management*, 37(5), 2004, pp 459-475, ISSN 0024-6301.
- Sonmez, M.** and Yang, D., "Manchester United versus China: A Counterfeiting and Trademark Match", *Managing Leisure: An International Journal*, 10(1), 2005, pp 1-18, ISSN 1360-6719.
- Yang, D. and **Sonmez, M.**, "Intangible Balls", *Business Strategy Review*, 16(2), 2005, pp 39-44, ISSN 0955-6419.
- Yang, D., Ghauri, P. and **Sonmez, M.**, "Competitive Analysis of the Software Industry in China", *International Journal of Technology Management*, 29(1/2), 2005, pp 64-91, ISSN 0267-5730.
- Sonmez, M.**, "Data Transformation in the Evidential Reasoning Based Decision Making Process", *International Transactions in Operational Research*, 14(5), 2007, pp. 409-427, ISSN 0969-6016.
- Yang, D. and **Sonmez, M.**, "Economic and Cultural Impact on Intellectual Property Violations: A Study of Software Piracy", *Journal of World Trade*, 41(4), 2007, pp. 731-750, ISSN 1011-6702.
- Yang, D., **Sonmez, M.**, Bosworth, D. and Fryxell, G., "Global Software Piracy: Searching for Further Explanations", *Journal of Business Ethics*, 87, 2009, pp 269-283.
- Sonmez, M.** and Moorhouse, A., "Purchasing Professional Services: Which Decision Criteria?", *Management Decision*, 48(2), 2010, pp 189-206, ISSN 0025-1747. DOI: 10.1108/00251741011022572

- Sonmez, M.;** Yang, D. & Andres, A.R., “Investigating the Determinants of Business Software Piracy: A Longitudinal Study of European Countries”. *Recent Patents on Computer Science*, 3(3), 2010, pp 195-202.
- Yang, D.; **Sonmez, M.** and Li, Q., “Marks and Brands: Conceptual, Operational and Methodological Comparisons”, *Journal of Intellectual Property Rights*, 17, 2012, pp. 315-323
- Sonmez, M.;** Yang, D. and Fryxell, G., “Interactive Role of Consumer Discrimination and Branding against Counterfeiting: A Study of Multinational Managers’ Perception of Global Brands in China”, *Journal of Business Ethics*, 115(1), 2013, 195-211.
- Yang, D. and **Sonmez, M.**, “Integration and Divergence of Patent Systems across National and International Institutions”, *Journal of World Business*, 48(4), 2013, pp. 527-538.
- Yang, D.; **Sonmez, M.;** Li, Q. and Duan, Y., “The power of triple contexts on customer-based brand performance – A comparative study of Baidu and Google from Chinese netizens’ perspective”, *International Business Review*, 24 (1), 2015, 11-22. DOI: 10.1016/j.ibusrev.2014.05.004.
- Yang, D. and **Sonmez, M.**, “Global norm of national treatment for patent uncertainties: A longitudinal comparison between the US and China”, *Journal of World Business*, 53(2), 2018, 164-176, <https://doi.org/10.1016/j.jwb.2017.10.003>.
- Yang, D., **Sonmez, M.**, Gonzalez, M. *et al.* Consumer-based brand equity and consumer-based brand performance: evidence from smartphone brands in the USA. *J Brand Manag* 26, 717–732 (2019). <https://doi.org/10.1057/s41262-019-00154-w>.
- Yang, D. and **Sonmez, M.**, “Global Vendetta against Infringement: Evidence from Global Patent Litigations between Apple and Samsung. *Intellectual Property Journal*, 2020, 33(1), 121-146.
- Yu, H.Y.; Yang, D.; Yoder, C. and **Sonmez, M.** “It takes two to tango: young Chinese consumers’ perspectives on global smartphone brands” *Young Consumers*, 2023, 24(5), 558-576.

4) SYNERGISTIC ACTIVITIES

I have been in academia since 1996. The following summarizes my synergistic activities over the years.

Innovative Teaching: So far, I have got involved in the design of four quantitative methods courses both at undergraduate and postgraduate level. Students normally find maths and statistics based courses very hard and challenging. However, I have prepared these courses’ materials in a way that takes students from the basics to the advance level in a coordinated and systematic manner, i.e. the difficulty is gradually increased. I also integrated the use of IT in each course I designed. Students appreciated doing the complex calculations using IT after they mastered how to do these calculations manually.

Supervision/Advising: I have been a personal tutor to more than 60 students giving academic advice and pastoral care. Through this process, I have been able to help undergraduate students to achieve their goals and put them into the right track. I also acted as a panel member of three PhD candidates who appreciated my suggestions and comments on their work and also the fact that I was an additional member of staff beside their supervisors to ask for my advice if they needed.

Placement Tutor: I have also acted as a placement/internship tutor to monitor the progress of 30 students in their industrial placement year. I visited students in their work place making sure that they are treated fairly and considered as a valuable employee by the company they work for. I also supervised the industrial placement dissertations of these students so that they can be awarded with the qualification leading to a diploma in industrial placement.

Students Mentored at UTSA

- Kaleigh D. Simms (Honors College) Contract to Earn Honors Credit in a Non-Honors Course. Student completed a brief study on use of self-check outs in a Walmart store.
- John Carillo (Undergraduate Research). Mentored this student on an undergraduate research entitled “Investigation into how a risk averse investor outperform a risk prone investor using the Prospect Theory”.
- Andrea Cuevas (Undergraduate Research). Mentored this student on an undergraduate research entitled “Differences in Organizational Buyer Preferences towards Decision Criteria When Selecting Professional Service Providers”.
- Mufaro S. Chitakure (Undergraduate Research). Mentored this student on an undergraduate research entitled “Comparative Analysis on Effectiveness of Classroom and Internet-Based Teaching: Management Science and Statistics”.
- Mufaro S. Chitakure (UTSA Top Scholar). I am the faculty mentor for UTSA Top Scholar, Mufaro S. Chitakure.

Service Activities

- Assistant Dept. Chair since September 2022
- UG committee member in MSS dept. since August 2013
- MSS dept. representative in the UGPC committee since August 2017
- MSS dept. representative in the MBA committee between August 2017-August 2023
- Assessment of Learning Coordinator (with Dr Leung)
- UGPC chair since August 2021
- EMBA committee member since August 2022
- Faculty Online Champion between April 2020 - August 2022
- Practice Academics Committee to discuss HOP changes 2019-2020
- P&T Subcommittee on FTT promotion guidelines Spring 2023.
- Ad hoc committee on Technology Committee 2022
- Peer Mentor for the new ACOB FTT faculty since August 2021
- Peer Mentor for online transition during the pandemic Summer 2020 and Fall 2020 mentoring 8 faculty members from different colleges/departments.
- Faculty Senator representing ACOB FTT faculty in the senate since August 2021.
- A member of the University Senate in the University Curriculum Sub-committee August 2021-August 2022.
- A member of the University Senate in the Academic Freedom, Evaluation and Merit Sub-committee September 2022 – present.
- Chair of the UTSA Faculty Awards Sub-committee on Peer Mentoring Award Jan/Feb 2022.

5) MEMBERSHIPS

- Member of INFORMS, USA (1999 – 2008) & (2011 – Present)
- Member of Decision Analysis Society of INFORMS, USA (1999 – Present)
- Member of IFORS and EURO OR
- Member of European Multiple Criteria Decision Making Group

6) SELF ESTEEM

Reviewer of the following journals:

- The Journal of Operational Research Society
- OMEGA
- The Journal of Multi Criteria Decision Analysis
- European Journal of Operational Research
- IEEE Transactions On Systems, Man, and Cybernetics—Part A: Systems and Humans
- International Journal of Information Technology & Decision Making