

## Prof. AHMET BULUT

### Personal Information

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### International Researcher IDs

ScholarID: IUMeXw4AAAAJ

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Publons / Web Of Science ResearcherID: O-7991-2014

### Education Information

Doctorate, University of California, Santa Barbara, College of Engineering, Computer Science, United States Of America  
2000 - 2005

Undergraduate, Ihsan Dogramaci Bilkent University, Faculty Of Engineering, Department Of Computer Engineering,  
Turkey 1995 - 2000

### Courses

Web Programming, Undergraduate, 2022 - 2023

Software, Undergraduate, 2023 - 2024

Data Systems, Undergraduate, 2023 - 2024

Introduction to Programming, Undergraduate, 2022 - 2023, 2021 - 2022

Algorithms I, Undergraduate, 2022 - 2023

Algorithms and Programming, Undergraduate, 2021 - 2022

### Published journal articles indexed by SCI, SSCI, and AHCI

- I. **Ad creative generation using reinforced generative adversarial network**  
Terzioglu S., Cogalmis K. N., Bulut A.  
ELECTRONIC COMMERCE RESEARCH, vol.24, no.3, pp.1491-1507, 2024 (SSCI)
- II. **Generating Campaign Ads & Keywords for Programmatic Advertising**  
BULUT A., Mahmoud A.  
IEEE ACCESS, vol.11, pp.43557-43565, 2023 (SCI-Expanded)
- III. **Forecasting Conversion Rate for Real Time CPC Bidding With Target ROAS**  
Bulut S., AVCI E., BULUT A.  
IEEE ACCESS, pp.134908-134916, 2023 (SCI-Expanded)
- IV. **Estimating user response rate using locality sensitive hashing in search marketing**  
Almasharawi M., Bulut A.  
ELECTRONIC COMMERCE RESEARCH, vol.22, no.1, pp.37-51, 2022 (SCI-Expanded)
- V. **Generating ad creatives using deep learning for search advertising**  
Cogalmis K. N., BULUT A.

TURKISH JOURNAL OF ELECTRICAL ENGINEERING AND COMPUTER SCIENCES, no.5, pp.1882-1896, 2022 (SCI-Expanded)

- VI. **AdScope: Search Campaign Scoping Using Relevance Feedback**  
Cogalmis K. N., Sagoglu O., Bulut A.  
IEEE INTELLIGENT SYSTEMS, vol.32, no.3, pp.14-20, 2017 (SCI-Expanded)
- VII. **Scalable sentiment analytics**  
Bakirov A., Cogalmis K. N., Bulut A.  
TURKISH JOURNAL OF ELECTRICAL ENGINEERING AND COMPUTER SCIENCES, vol.24, no.3, pp.1560-1570, 2016 (SCI-Expanded)
- VIII. **Lean Marketing: Know who not to advertise to!**  
Bulut A.  
ELECTRONIC COMMERCE RESEARCH AND APPLICATIONS, vol.14, no.6, pp.631-640, 2015 (SCI-Expanded)
- IX. **Cloud-based SVM for food categorization**  
Pouladzadeh P., Shirmohammadi S., Bakirov A., Bulut A., Yassine A.  
MULTIMEDIA TOOLS AND APPLICATIONS, vol.74, no.14, pp.5243-5260, 2015 (SCI-Expanded)
- X. **TopicMachine: Conversion Prediction in Search Advertising Using Latent Topic Models**  
Bulut A.  
IEEE TRANSACTIONS ON KNOWLEDGE AND DATA ENGINEERING, vol.26, no.11, pp.2846-2858, 2014 (SCI-Expanded)
- XI. **Optimization Techniques for Reactive Network Monitoring**  
Bulut A., Koudas N., Meka A., Singh A. K., Srivastava D.  
IEEE TRANSACTIONS ON KNOWLEDGE AND DATA ENGINEERING, vol.21, no.9, pp.1343-1357, 2009 (SCI-Expanded)
- XII. **An adaptive and scalable middleware for distributed indexing of data streams**  
Bulut A., Vitenberg R., Emekci F., Singh A.  
DATABASES, INFORMATION SYSTEMS, AND PEER-TO-PEER COMPUTING, vol.2944, pp.123-137, 2004 (SCI-Expanded)

## Books & Book Chapters

- I. **Creating Ad Campaigns Using Generative AI**  
Bulut A., Arslan B.  
in: Applications of Generative AI, Zhihan Lyu, Editor, Springer Nature, Zug, pp.22-36, 2024
- II. **Indexing and Querying Data Streams**  
Bulut A.  
in: Data Streams, Charu C. Aggarwal, Editor, Springer-Verlag, New York, pp.237-259, 2006

## Refereed Congress / Symposium Publications in Proceedings

- I. **Orienting Social Event Streams as Data Stories**  
BULUT A.  
Mining Intelligence and Knowledge Exploration, 20 December 2018
- II. **Rightinsight open source architecture for data science**  
BULUT A.  
BTW Workshops 2015, Hamburg, Germany, 2 - 03 March 2015, pp.151-160
- III. **Distributed data streams indexing using content-based routing paradigm**  
Bulut A., Singh A. K., Vitenberg R.  
19th IEEE International Parallel and Distributed Processing Symposium, IPDPS 2005, Denver, CO, United States Of America, 4 - 08 April 2005, vol.2005, pp.94

- IV. **Real-time nondestructive structural health monitoring using support vector machines and wavelets**  
Bulut A., Singh A., Shin P., Fountain T., Jasso H., Yan L., Elgamal A.  
Conference on Advanced Sensor Technologies for Nondestructive Evaluation and Structural Health Monitoring,  
California, United States Of America, 8 - 10 March 2005, vol.5770, pp.180-189
- V. **A unified framework for monitoring data streams in real time**  
Bulut A., Singh A.  
21st International Conference on Data Engineering (ICDE 2005), Tokyo, Japan, 5 - 08 April 2005, pp.44-55
- VI. **SWAT: Hierarchical stream summarization in large networks**  
Bulut A., Singh A.  
19th International Conference on Data Engineering, BANGALORE, India, 5 - 08 March 2003, pp.303-314

## **Supported Projects**

BULUT A., TUBITAK Project, Arama Motoru Reklam Kampanyalarının Otonom Yönetimi, 2019 - 2021

## **Metrics**

Publication: 20

Citation (WoS): 111

Citation (Scopus): 254

H-Index (WoS): 5

H-Index (Scopus): 7