

Burcu Eke Rubini

CONTACT INFORMATION	Peter Paul College of Business and Economics University of New Hampshire 10 Garrison Ave., Durham, NH 03824 E-mail: Burcu.EkeRubini@unh.edu
DATE	March 2024
RESEARCH INTERESTS	Generalized linear mixed models for social networks, Missing data and imputation, random graphs, complex dependent data models, and statistical learning algorithms
EDUCATION	Ph. D. Statistics August 2010 School of Mathematical and Statistical Sciences, Arizona State University, Tempe, AZ, USA, Dissertation Title: <i>Statistical Models for Social Network Data</i> Advisor: Sharon Lohr M.S. Economics May 2006 Department of Economics, Arizona State University, Tempe, AZ, USA, M.A Economics and Finance May 2004 Southern Illinois University Edwardsville, Edwardsville, IL, USA, B.S. Economics June 2002 Middle East Technical University, Ankara, Turkey
CURRENT POSITION	Assistant Professor August 2021 to Present Department of Decision Sciences, Peter Paul College of Business and Economics, University of New Hampshire
PUBLICATIONS	Zifla E., Eke Rubini, B., (2024), Multi-Criteria Evaluation of Health News Stories, <i>Decision Support Systems</i> , 180, Article 114187, DOI:10.1016/j.dss.2024.114187. Grujić, J., Eke, B., Cabrales, A., Cuesta, J.A., and Sánchez, A, (2012), Three is a crowd in iterated prisoner's dilemmas: experimental evidence on reciprocal behavior, <i>Scientific Reports</i> , 2, 638; DOI:10.1038/srep00638. Eke, B., Kutan A., (2009), Are International Monetary Fund Programs Effective?: Evidence from East European Countries, <i>Eastern European Economics</i> , 47, 5-28, DOI:10.2753/EEE0012-8775470101. Eke, B., Kutan,A., (2005), IMF-Supported Programs in Transition Economies: Are They Effective?, <i>Comparative Economic Studies</i> , 47, 23-40, DOI:10.1057/palgrave.ces.8100091. Eke, B., Miguel, F., (2014), Quality Analysis of Imputations in 2012 Census of Chile. <i>Resultados XVII Censo de población - Tomo III. (Technical Report in Spanish)</i>
WORKING PAPERS	Eke Rubini, B., Rubini L., Networks, Gravity, and Trade Diversions, <i>submitted</i> . Multiple Imputation for Missing Network Ties Mixed Models and Q-connectivity Graphs for Children's Play Networks

WORK IN
PROGRESS

Evaluation of ChatGPT errors in R
Network of domains and fake news
Active Learning in Intro Statistics Classroom: Sampling Variability

INVITED TALKS

2023: University of Massachusetts Amherst, Department of Mathematics and Statistics, title “Mixed Models and Q-Connectivity Graphs for Children’s Play Networks”
2017: University of New Hampshire Department of Economics, title “Missing Data in Social Networks”
2015: Universidad del Desarrollo, Chile, title “Ego-centric Network Formation”
2014: Central Bank of Chile, title “Multiple Imputation for Binary Data”
2011: Universidad Carlos III de Madrid, Spain, title “Triadic Network Formations: Statistical Models on Existence of an Edge”

CONFERENCE
PRESENTATIONS

“Trade Networks and Trade Diversion”, *Joint Statistical Meetings*, August 2023 (with Loris Rubini)
“A Mixed Model Approach for Dynamic Trade Network and Trade Shocks”, *Joint Statistical Meetings*, August 2022 (with Loris Rubini)
“Evaluating Health-Related News Stories: A Mixed Approach that Combines Text Analysis and Machine Learning“, *New England Association of Information Systems (NEAIS) Annual Conference*, October 2021 (with Ermira Zifla)
“Active Learning in Intro Statistics Classroom: Sampling Variability”, *Women in Statistics and Data Science*, October 2020
“Q-connectivity network models”, *Joint Statistical Meetings*, August 2009 (with Sharon Lohr)
“Effects of IMF Related News on Asian Stock Markets”, *Missouri Valley Economic Association’s Conference*, February 2004

MEDIA AND PRESS

AACBS Research Roundup (March 2024) “Using AI to Detect Misleading Medical News”
Gooke, A. (March 2024), “Fake news? AI detected inadequate medical news more easily than people, UNH study shows”, *The Boston Globe*
The Conway Daily Sun (March 2024), “UNH researchers evaluate online health news using AI”
MedicalxPress (March 2024), “Researchers evaluate accuracy of online health news using easily accessible AI”
Health Leaders Media (March 2024), “Fake news? AI detected inadequate medical news more easily than people, UNH study shows”
Ray, R. (March 2024), *Researchers Evaluate Accuracy of Online Health News Using Easily Accessible AI*, UNH Newsroom
Sanborn, A. (March 2024), *Paul College Researchers Use AI to Evaluate Health News Quality*, UNH Today

TEACHING
EXPERIENCE

Fundamentals of Statistical Analysis (Newly developed course at UNH, MSBA) Fall 2020 - Current

Statistical Learning (Newly developed course at UNH, MSBA) Spring 2021 - Current

Unstructured Data (Newly developed course at UNH, MSBA) Spring 2021 - Current

Math Primer (Newly developed module for incoming MSBA Students) Summer 2020, 2021, 2022, 2023

Predictive Analytics (UNH, online MBA) Fall 2018 - Current

Forecasting Analytics (UNH) Fall 2016 to Spring 2021

Business Statistics (UNH) Fall 2015 to Fall 2020

Time Series Module (UNH MS in Analytics) Spring 2017

Econometrics (PUC Chile, Undergraduate, taught in English and Spanish) Spring 2013 to Spring 2015

Econometrics (UC3M, Spain, Undergraduate) Spring 2011 to Spring 2013

Intro to Statistics (ASU, Undergraduate) Fall 2008 to Spring 2009

Precalculus (ASU, Undergraduate) Fall 2007 to Spring 2008

PRIOR
EXPERIENCE

Lecturer August 2016 to August 2021
Department of Decision Sciences, University of New Hampshire

Adjunct Professor August 2015 to August 2016
Department of Decision Sciences, University of New Hampshire

Research Associate April 2015 to September 2015
Center for Research in Social Complexity, Universidad del Desarrollo (Chile)
Research projects:
Statistical measures for network topology of bonobos and models for network formation of bonobos
Experimental design for bullying networks in schools.

Adjunct Professor August 2013 to June 2015
Instituto de Economía, Pontificia Universidad Católica de Chile

Advisor December 2013 to April 2014
Instituto Nacional de Estadísticas, Chile
Research projects:
Quality analysis of the imputations for Census 2012 of Chile
Development of highly efficient computer program to perform imputations
Analysis and evaluation of different surveys performed by INE

Visiting Assistant Professor September 2010 to August 2013
Department of Economics, Universidad Carlos III de Madrid

Statistical Consultant August 2009 to December 2011
Project title: Application of Discrete Homotopy Theory to the Study of Children's Social Networks and their Dynamics, funded by NIH, (Hélène Barcelo, Laura Hanish as PIs)

Instructor August 2007 to May 2009
School of Mathematical and Statistical Sciences, Arizona State University

Statistical Consultant August 2006 to May 2007
Seidman Research Institute, Arizona State University

Teaching Assistant
Arizona State University August 2004 to May 2006

Southern Illinois University Edwardsville

August 2002 to May 2004

Other Consulting Experience

Consulting on analyzing behavior of female sea lions and help in designing future experimental methods

Experience with analyzing survey data, i.e., American Community Survey, AddHealth Survey, PUMS

Experience with survey design for an NGO

SERVICE

MSBA Math Primer (2020-Current)

Academic Honesty Appeal Board (2022-Current)

Tenure track search Committee (2021)

ADMN 510: Business Statistics Course Coordinator (2020-2021)

Lecturer Search Committee Chair (2021)

URC Judge (2021)

Honor's thesis advisor (2020-2021)

PROFESSIONAL
MEMBERSHIPS

American Statistical Association (ASA), Caucus for Women in Statistics (CWS),
New England Statistics Society (NESS), ASA-Boston Chapter

CERTIFICATIONS
AND TRAININGS

Certificate in Effective College Instruction: Association of College and University
Educators 2021

*This certificate signifies my completion of a 25-module course in effective teaching
practices requiring the implementation of evidence-based instructional approaches.
The credential is co-issued by the American Council on Education and distinguishes
faculty for their commitment to educational excellence and student success.*

CEITL Talk About Teaching Summer Series Participation Certificate, Summer 2020,
UNH

Academic Technology Institute, Summer 2020, USNH - earned the title "Open
Education Resources (OER) Ambassador"

The Faculty Instructional Technology Summer Institute (FITSI) Certificate, Summer
2019, UNH

Fundamentals of Online Instruction Certificate, Summer 2018, UNH

DataCamp Data Scientist with Python career track - 20 course certification, Spring
2018

LANGUAGES

English, Spanish, Turkish

COMPUTER SKILLS

R, SAS, Python