

Ahmet Serdar Şimşek
The University of Texas at Dallas
Jindal School of Management
Operations Management
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EDUCATIONAL HISTORY

Ph.D. in Decision, Risk, and Operations · 2013
Columbia University, Graduate School of Business, New York, NY
Thesis: *Pricing Decentralization in Customized Pricing Systems and Network Models*
Advisors: Prof. Robert Phillips & Prof. Garrett van Ryzin

M.Phil. in Decision, Risk, and Operations · 2013
Columbia University, Graduate School of Business, New York, NY

B.S. in Industrial Engineering · 2008
Bilkent University, Ankara, Turkey

EMPLOYMENT HISTORY

The University of Texas at Dallas, Jindal School of Management, Dallas, TX
Associate Professor of Operations Management · September 2022 – Present
Assistant Professor of Operations Management · 2015 – August 2022

Amazon, Fulfillment By Amazon (FBA) Science, Seattle, WA
Amazon Visiting Academic · April 2022 – Present

Cornell University, School of Operations Research and Information Engineering, Ithaca, NY
Instructor/Researcher · 2013 – 2015

PROFESSIONAL RECOGNITIONS AND HONORS

- Finalist in the POMS CBOM Junior Scholar Paper Competition · 2022
- Finalist in the M&SOM Student Paper Competition (role: co-advisor and co-author) · 2020
- *Manufacturing & Service Operations Management* (M&SOM) Meritorious Service Award · 2019—2021
- Best Teaching Case Study Award at the 2016 Annual Meeting of the Decision Sciences Institute · 2016
- The W. Edwards Deming Center Doctoral Research Fellowship · 2011
- Columbia Business School Doctoral Fellowship · 2008 – 2013
- Ranked 1st in the Industrial Engineering Department of Bilkent University · 2008
- Full fellowship for undergraduate study, Bilkent University · 2004 – 2008

PROFESSIONAL MEMBERSHIPS

- The Institute for Operations Research and the Management Sciences (INFORMS) · 2009 – Present
- INFORMS Revenue Management and Pricing Section · 2011 – Present
- INFORMS Manufacturing and Service Operations Management (M&SOM) Society · 2012 – Present
- INFORMS Society for Marketing Science · 2013 – 2015, 2019 – Present
- Production and Operation Management Society (POMS) · 2014 – Present

ACHIEVEMENTS IN ORIGINAL INVESTIGATION*

*My co-authors and I follow the practice of listing author names in alphabetical order in my papers.

PUBLICATIONS:

1. Kadiyala, Bharadwaj, Robert Phillips, **A. Serdar Şimşek**, and Garrett van Ryzin. "Predicting Transaction Outcomes Under Customized Pricing with Discretion: A Structural Estimation Approach." Forthcoming at *Production and Operations Management*.
2. Haruvy, Ernan, Meisam H. Nia, Özalp Özer, and **A. Serdar Şimşek**. "The Winner's Curse in Dynamic Forecasting of Auction Data: Empirical Evidence from eBay." Forthcoming at *Manufacturing & Service Operations Management*.
3. Kadiyala, Bharadwaj, Özalp Özer, and **A. Serdar Şimşek**. 2021. "Data-Driven Approaches to Targeting Promotion E-mails: The Case of Delayed Incentives." *Production and Operations Management* 30(3): 766-782.
4. Federgruen, Awi, Upmanu Lall, and **A. Serdar Şimşek**. 2019. "Supply Chain Analysis of Contract Farming." *Manufacturing & Service Operations Management* 21(2): 361-378.
5. Dong, James, **A. Serdar Şimşek**, and Huseyin Topaloglu. 2019. "Pricing Problems under the Markov Chain Choice Model." *Production and Operations Management* 28(1): 157-175.
6. **Şimşek, A. Serdar**, and Huseyin Topaloglu. 2018. "Technical note—An Expectation-Maximization Algorithm to Estimate Markov Chain Choice Model." *Operations Research* 66(3): 748-760.
7. Phillips, Robert, **A. Serdar Şimşek**, and Garrett van Ryzin. 2015. "The Effectiveness of Field Price Discretion: Empirical Evidence from Auto Lending." *Management Science* 61(8): 1741-1759.

ARTICLES UNDER REVIEW:

8. Özer, Özalp, Inki Sul, and **A. Serdar Şimşek**. "Damned if You Buy, Damned if You Wait: An Empirical Investigation of Customer Regret Under Markdown Pricing and Its Implications to Retailing." *Major Revision* from *Management Science*.
 - Presented at a *Spotlight Session* of the 2021 INFORMS Revenue Management & Pricing Section Conference
 - Presented at the 2020 Wharton Empirical Operations Management (EMPOM) Workshop
 - Finalist of the 2020 MSOM Student Paper Competition
9. Kadiyala, Bharadwaj, Özalp Özer, and **A. Serdar Şimşek**. "Dual Value of Delayed Incentives: An Empirical Investigation of Gift Card Promotions." *Major Revision* from *Manufacturing & Service Operations Management*.
10. Kok, Gurhan, **A. Serdar Şimşek**, and Necati Tereyagoglu. "Variety and Inventory Tradeoff in Retailing: An Empirical Study." *Reject & Resubmit* from *Management Science*.
11. Özer, Özalp, Arun Kumar Rout, and **A. Serdar Şimşek**. "Pricing and Inventory Management When Consumers' Emotions Run High." Under revision to be resubmitted to *Management Science*.

WORKS IN PROGRESS:

12. Özer, Özalp, Inki Sul, and **A. Serdar Şimşek**. "Empirical Investigation of Side Effects of Adaptive Pricing."
13. Özer, Özalp, Inki Sul, and **A. Serdar Şimşek**. "The Impact of Information Acquisition Cost on Customer Purchase Behavior: An Empirical Study."

14. Bai, Yicheng, **A. Serdar Şimşek**, and Huseyin Topaloglu. "Network Revenue Management with Unit Capacity Resources."

INVITED SEMINARS:

1. University of Toronto, Rotman Young Scholar Seminar Series · 2022
2. Columbia University, DRO-IEOR Seminar Series · 2021
3. Queen's University, Smith School of Business · 2021
4. MIT Sloan OM Seminar Series · 2020
5. Duke University, Fuqua School of Business, Durham, NC · 2019
6. Georgetown University, McDonough School of Business, Washington, DC · 2018
7. The Chinese University of Hong Kong (CUHK) Business School, Hong Kong · 2018
8. Hong Kong University of Science and Technology (HKUST) Business School, Hong Kong · 2018
9. Johns Hopkins University, Carey Business School, Baltimore, MD · 2018
10. The University of Texas at Dallas, Naveen Jindal School of Management, Dallas, TX · 2015
11. University of Florida, Department of Industrial and Systems Engineering, Gainesville, FL · 2015
12. Indiana University, Kelley School of Business, Bloomington, IN · 2015
13. Penn State University, Smeal College of Business, University Park, PA · 2015
14. University of Illinois, College of Business, Champaign, IL · 2015
15. The University of Tennessee, Haslam College of Business, Knoxville, TN · 2015
16. Bilkent University, Department of Industrial Engineering, Ankara, TUR · 2014
17. Koc University, Engineering Seminar Series, College of Engineering, Istanbul, TUR · 2014
18. Koc University, OM Seminar, Faculty of Administrative Sciences and Economics, Istanbul, TUR · 2014
19. Sabanci University, IE – OPIM Joint Seminar, Istanbul, TUR · 2014
20. Bilkent University Eighth Annual Workshop on Supply Chain and Logistics, Ankara, TUR · 2014
21. Cornell University, ORIE Colloquium, Ithaca, NY · 2013
22. Columbia Water Center, New York, NY · 2013
23. Ford Motor Credit Company, Dearborn, MI · 2012
24. Nomis Solutions, San Francisco, CA · 2012
25. W. Edwards Deming Center Fellowship Presentations, New York, NY · 2012
26. Sabre Holdings, Southlake, TX · 2011
27. Columbia Business School, Ph.D. Seminar Series, New York, NY · 2011

CONFERENCE/WORKSHOP PRESENTATIONS:

1. INFORMS Annual Meeting, Anaheim, CA · 2021
2. INFORMS Revenue Management & Pricing Section Conference, Baltimore, MD (virtual) · 2021
3. INFORMS MSOM Conference, Bloomington, IN (virtual) · 2021
4. POMS Annual Meeting (virtual) · 2021
5. INFORMS Annual Meeting (virtual) · 2020
6. Wharton Empirical Operations Management (EMPOM) Workshop (refereed, virtual) · 2020
7. INFORMS Annual Meeting, Seattle, WA · 2019
8. ISMS Marketing Science Conference, Rome, IT · 2019
9. INFORMS Revenue Management & Pricing Section Conference, San Francisco, CA · 2019
10. POMS Annual Meeting, Washington DC · 2019
11. INFORMS Annual Meeting, Phoenix, AZ · 2018
12. INFORMS MSOM Conference, Dallas, TX · 2018
13. INFORMS Revenue Management & Pricing Section Conference, Toronto, CA · 2018
14. POMS Annual Meeting, Houston, TX · 2018
15. INFORMS Annual Meeting, Houston, TX · 2017
16. INFORMS MSOM Conference, Chapel Hill, NC · 2017
17. INFORMS MSOM Conference – Special Interest Group (SIG) Meetings – Supply Chain Management SIG, Chapel Hill, NC · 2017
18. POMS Annual Meeting, Seattle, WA · 2017
19. Annual Meeting of the Decision Sciences Institute, Austin, TX · 2016

20. INFORMS Annual Meeting, Nashville, TN · 2016
21. INFORMS Revenue Management & Pricing Section Conference, New York, NY · 2016
22. POMS Annual Meeting, Orlando, FL · 2016
23. INFORMS Annual Meeting, Philadelphia, PA · 2015
24. POMS Annual Meeting, Washington DC · 2015
25. INFORMS Annual Meeting, San Francisco, CA · 2014
26. INFORMS MSOM Conference, Seattle, WA · 2014
27. INFORMS 14th Annual Revenue Management & Pricing Section Conference, Istanbul, TUR · 2014
28. INFORMS Annual Meeting, Minneapolis, MN · 2013
29. INFORMS 13th Annual Revenue Management & Pricing Section Conference, Atlanta, GA · 2013
30. INFORMS Annual Meeting, Phoenix, AZ · 2012
31. INFORMS 12th Annual Revenue Management & Pricing Section Conference, Berlin, GER · 2012
32. London Business School 12th Trans-Atlantic Doctoral Conference, London, UK · 2012
33. INFORMS Annual Meeting, Charlotte, NC · 2011
34. INFORMS 11th Annual Revenue Management & Pricing Section Conference, New York, NY · 2011

TEACHING

DOCTORAL ADVISEMENT/DIRECTION:

Dissertation Committee Co-chair:

1. Inki Sul · UT Dallas, JSOM, Operations Management · Expected to graduate in 2022

Dissertation Committee Member:

UT Dallas, JSOM, Operations Management:

2. Bharadwaj Kadiyala · Graduated in 2017 (Initial placement: HKUST Business School)
3. Xiao Zhang · Graduated in 2018 (Initial placement: Saint Louis University)
4. Ismail Kirci · Graduated in 2018
5. Chung-seung Lee · Graduated in 2020 (Initial placement: SUNY Korea)
6. Abdullah Gokcinar · Graduated in 2022 (Initial placement: Data Scientist at GAP)
7. Can Kucukgul · Graduated in 2022 (Initial placement: Rutgers University, School of Business, Camden)
8. Milad Armaghan · Expected to graduate in 2023
9. Arun Kumar Rout · Expected to graduate in 2023

UT Dallas, JSOM, Marketing:

10. Meisam Hejazi Nia · Graduated in 2016 (Initial placement: Sabre Corporation)

Independent Study:

11. Arun Kumar Rout (12 credits) · UT Dallas, JSOM, OM
12. Jiarui Wei (6 credits) · UT Dallas, JSOM, OM

CLASSROOM TEACHING:

The University of Texas at Dallas, Jindal School of Management, Dallas, TX

1. *Instructor, OPRE 6304:* Operations Analytics (GR level) Spring 2017–2022
Average course rating: 4.53/5; Average instructor rating: 4.76/5
2. *Instructor, OPRE 3360:* Managerial Methods in Decision Making under Uncertainty (UG level) Fall 2015 and Spring 2016–2022
Average course rating: 4.31/5; Average instructor rating: 4.46/5
3. *Co-Instructor, MAS 6v08:* Doctoral Seminar in Pricing Management (PhD level) Spring 2016, 2019
Average course rating: 4.95/5; Average instructor rating: 4.92/5

Cornell University, School of Operations Research and Information Engineering, Ithaca, NY

1. *Instructor, ORIE 4154*: Revenue Management (Lecture) Spring 2014 and Spring 2015
2. *Co-Instructor, ORIE 5100*: Design of Manufacturing Systems (Lecture) Spring 2013 and Fall 2014
3. *Co-Advisor, ORIE 5981*: Applied ORIE and IT Project (Independent Study) Fall 2013 and Spring 2014

CASE STUDIES:

- **Şimşek, A. Serdar**, and Metin Cakanyildirim. 2016. "RestA Mattress Company: A Case of Supply Chain Management." *Winner of the Best Teaching Case Study Competition at the 2016 Annual Meeting of the Decision Sciences Institute, Austin, TX.*

SERVICE

COMMITTEE MEMBERSHIPS:

- UT Dallas, Operations Management Group Ph.D. Admission Committee · 2021–2022
- UT Dallas, Jindal School of Management Academic Advisory Committee · 2020–2021
- UT Dallas, Jindal School of Management Library Committee · 2015–Present
- UT Dallas, Operations Management Group Faculty Recruiting Committee · 2015–2016 & 2017–2018
- UT Dallas, Outside chair of three dissertation committees
- M&SOM 2018 Conference Organizing Committee · 2017–2018

AD HOC REFEREE FOR JOURNALS:

Management Science, Operations Research, Manufacturing & Service Operations Management, Production and Operations Management, Journal of Operations Management, Service Science, INFORMS Journal on Computing, IISE Transactions, Transportation Research Part E

AD HOC JUDGE FOR CONFERENCES/WORKSHOPS/COMPETITIONS:

- M&SOM Student Paper Competition · 2020–2021
- M&SOM Interface of Finance, Operations and Risk Man. (iFORM) Special Interest Group (SIG) · 2020
- M&SOM Service Operations Special Interest Group (SIG) · 2019

PANEL REVIEW COMMITTEE:

Panelist, National Science Foundation (NSF) · 2020