

H. MÜGE YAYLA-KÜLLÜ

August 2019

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ACADEMIC EXPERIENCE

- 2016 - Present** **Associate Professor of Supply Chain Management**
College of Business Administration, University of Central Florida
MAR 6466: Strategic Supply Chain and Operations Management (Executive-MBA, Professional-MBA, and Evening-MBA core courses)
MAR 3203: Supply Chain and Operations Management (UG secondary-core course) (~1000 students in a single-mega-section) (Lecture-capture/Blended learning)
- 2008 - 2016** **Assistant Professor of Operations Management**
Lally School of Management, Rensselaer Polytechnic Institute
SAS Training in “Advanced Business Analytics”
MGMT 4100: Quantitative Methods (Management Science course) (UG core course)
MGMT 6100: Statistics and Operations Management (MBA core course)
MGMT 6080: NIVC (Masters in SCM core supply chain management course)
- Summer 2007** **Instructor**
Kenan-Flagler Business School, University of North Carolina at Chapel Hill
BUSI 403: Operations Management (UG core Course)
- 2004 – 2008** **Research Assistant**, Kenan-Flagler Business School, UNC-CH
2004 – 2007 **Teaching Assistant**, Kenan-Flagler Business School, UNC-CH
2003 – 2004 **Teaching Assistant**, Dept. of Statistics and Operations Research, UNC-CH
2001 – 2003 **Teaching Assistant**, Department of Industrial Engineering, Bilkent University

EDUCATION

- 2004 – 2009** **Ph.D. in Operations, Technology and Innovation Management**
Kenan-Flagler Business School, The University of North Carolina at Chapel Hill
Dissertation Chair: Prof. Jayashankar M. Swaminathan
Dissertation Title: “Product Line Design under Capacity and Competition”
- 2001 – 2003** **M.S. in Industrial Engineering**
Department of Industrial Engineering, Bilkent University, Turkey
Thesis Advisor: Prof. M. Selim Akturk
Thesis Title: “Effects of Product Variety in Technology Selection Decision for Cellular Manufacturing System Design”
- 1995 – 1999** **B.S. in Industrial Engineering**
Department of Industrial Engineering, Bilkent University, Turkey

TEACHING INTERESTS

Operations Management, Global Supply Chain Management, Service Operations, Management Science, Statistics, Management of Product Variety, Advanced Business Analytics, Supply Chain Analytics.

RESEARCH INTERESTS

Operations/Marketing Interface, Service Operations, Supply Chain Management, Socially Responsible Operations, Management of Product Variety, Capacity Management, Operational Flexibility.

REFEREED JOURNAL PUBLICATIONS

(a) *Single author*

(b) *First author had greatest contribution.*

(c) *Authors contributed equally and are presented in alphabetical order.*

1. H. M. Yayla-Kullu^(a), 2019. “Does Competitive Behavior not Mean Lower Prices? Impact of Growing Demand and Limited Seat Availability in Asia-Pacific Commercial Aviation Industry”, *Journal of Asia-Pacific Business*, 20(1), 48-61.
2. H. M. Yayla-Kullu^(b), P. Tansitpong, C. McDermott, A. Gnanlet, and J.F. Durgee, 2015. “Impact of National Culture on Airline Operations”, *Operations Management Research*, 8, 101-117.
3. H. M. Yayla-Kullu^(b), P. Tansitpong, A. Gnanlet, C. McDermott, and J.F. Durgee, 2015. “Employees’ National Culture and Service Quality: An Integrative Review”, *Service Science*, 7(1), 1–18.
(Finalist for the Best Conceptual Paper Award at DSI 2014 Annual Meeting)
4. A. Gnanlet and H. M. Yayla-Kullu^(c), 2014. “Impact of National Culture on the Quality of Information Delivery in Services”, *Service Business*, 8 (1), 135-169.
5. H. M. Yayla-Kullu^(a), 2013. “Capacity Investment and Product Line Decisions of a Multiproduct Leader and a Focus Strategy Entrant”, *Decision Sciences*, 44(4), 645-678.
6. H. M. Yayla-Kullu^(b), A. K. Parlakturk and J. M. Swaminathan, 2013. “Multiproduct Quality Competition: Impact of Resource Constraints”, *Production and Operations Management*, 22 (3), 603-614.
7. M. A. Ulku, L. C. Dailey, and H. M. Yayla-Kullu^(b), 2013. “Serving Fraudulent Customers: The Impact of Return Policies on Retailer's Profitability”, *Service Science*, 5(4), 296-309.
(Best Paper Runner-Up Award at INFORMS 2013 Annual Meeting Service Science Cluster)
(Showcase Article featured with a podcast on INFORMS website)
8. A. Gnanlet and H. M. Yayla-Kullu^(c), 2013. “Impact of International Presence on Service Supply Chain Quality”, *Int’l J Supply Chain Management*, 12 (3), 1-9.
9. H. M. Yayla-Kullu^(b) and P. Tansitpong, 2013. “A Critical Evaluation of U.S. Airlines’ Service Quality Efficiency: Lower Costs vs. Satisfied Customers”, *Journal of Management and Strategy*, 4(4), 1-15.
10. C. McDermott, G. Stock, L. O’Neil, and H. M. Yayla-Kullu^(b), 2013. “A DEA Methodology to Evaluate Multidimensional Quality Performance in Hospitals”, *Int’l J Services Sciences*, 5 (1), 1-18.
11. H. M. Yayla-Kullu^(b), A. K. Parlakturk and J. M. Swaminathan, 2011. “Segmentation Opportunities for a Social Planner: Impact of Limited Resources”, *Decision Sciences*, 42 (1), 275-296.
(Showcase Article featured in DSI 2011 Brochure)
12. H. M. Yayla-Kullu^(b) and P. Tansitpong, 2011. “Allocating Capacity among Quality Differentiated Products: Evidence from Airline Industry”, *Journal of Asia-Pacific Business*, 12 (2), 94-122.

13. M. S. Akturk and H. M. Yayla^(c), 2006. "Management of Product Variety in Cellular Manufacturing Systems", *Int'l J Flexible Manufacturing Systems*, 17 (2), 93-117.

PAPERS UNDER REVIEW or IN REVISION

14. A. Gnanlet, C. McDermott, L. Sharma, and H. M. Yayla-Kullu^(b), "Impact of Workforce Flexibility on Quality of Care: Moderating Effects of Workload and Severity of Illness", *under review*.
15. H. M. Yayla-Kullu^(b), J. Ryan, and J. M. Swaminathan, "Product line design and capacity management: The role of uncertainty regarding consumer willingness-to-pay", *in revision*.
(Finalist for the Best Paper Award at INFORMS 2014 Annual Meeting Service Science Cluster)
(Finalist for the Best Analytical Paper Award at DSI 2014 Annual Meeting)
16. H. M. Yayla-Kullu^(b), O. D. Palsule-Desai, and S. Gavirneni, "Reining in onion prices by introducing a vertically differentiated substitute: Models, analysis, and insights", *under review*.
17. H. M. Yayla-Kullu^(b), D. Huang, and P. Tansitpong, "The interplay between perceived quality and resource utilization: Does product size matter?", *in preparation to submit*.
18. H. M. Yayla-Kullu^(b) and Lavanya Setia, "Impact of national culture on gender gap in economic opportunity", *work in progress*.
19. H. M. Yayla-Kullu^(b) and Mengyue Fan, "Collaboration between supply chain partners: Better outcomes or more conflict?" *work in progress*.

BOOK CHAPTERS

20. H. M. Yayla-Kullu^(b), Lana McMurray, 2019. "The pay equity dilemma women face around the world" in H. Yang and R. Qui. (Ed.), *Advances in Service Science*, Springer Nature, Switzerland, pp. 129-137.
21. H. M. Yayla-Kullu^(b), P. Tansitpong, A. Gnanlet, C. McDermott, and J.F. Durgee, 2014. "Managing globally diverse service employees in segmented markets" in Warkentin, M. (Ed.), *Trends and Research in the Decision Sciences*, FT Press, Upper Saddle River, New Jersey, pp. 131-146.

CONFERENCE PROCEEDINGS

22. H. M. Yayla-Kullu^(b), Lana McMurray, 2019. "The Pay Equity Dilemma Women Face Around the World", *Proceedings of the 2018 Informs International Conference on Service Science*, Phoenix (AZ), USA. (Refereed)
23. H. M. Yayla-Kullu^(b), O. D. Palsule-Desai, and S. Gavirneni, 2017. "Reining in Onion Prices by Introducing a Vertically Differentiated Substitute: Models, Analysis, and Insights", *Electronic Proceedings of 2017 MSOM Conference*, UNC-Chapel Hill, NC: INFORMS. (Refereed)
24. H. M. Yayla-Kullu^(b), J.K. Ryan, and J.M. Swaminathan, 2015. "Product Line Design and Capacity Management: The Role of Consumer Behavior Uncertainty", *Electronic Proceedings of 2015 MSOM Conference*, Univ. of Toronto, Toronto (ON), Canada: INFORMS. (Refereed)
25. J.F. Durgee, C. McDermott, and H. M. Yayla-Kullu^(b), "Implications of National Culture for Incremental and Radical Service Innovations", 2015. *Proceedings of the 2014 Cornell Hospitality Research Summit*. (Refereed)

26. H. M. Yayla-Kullu^(b), J.K. Ryan, and J.M. Swaminathan, 2014. “Economic uncertainty and product line design”, *Proceedings of the Decision Sciences Institute 2014 Annual Meeting*, Tampa (FL), USA. (Refereed)
27. P. Tansitpong and H. M. Yayla-Kullu^(b), 2014. “Effects of different service dimensions on airline quality rankings”, *Proceedings of the Decision Sciences Institute 2014 Annual Meeting*, Tampa (FL), USA. (Refereed)
28. H. M. Yayla-Kullu^(b), P. Tansitpong, A. Gnanlet, C. McDermott, and J.F. Durgee, 2014. “Impact of national culture on services design and delivery in a segmented market”, *Proceedings of the Decision Sciences Institute 2014 Annual Meeting*, Tampa (FL), USA. (Refereed)
29. H. M. Yayla-Kullu^(a), 2014. “Collaborative Sourcing and Product Differentiation”, *Proceedings of the POMS 25th Annual Conference*, Atlanta (GA), USA.
30. P. Tansitpong and H. M. Yayla-Kullu^(b), 2014. “Service Operations and the Overall Image of the Firm”, *Proceedings of the POMS 25th Annual Conference*, Atlanta (GA), USA.
31. P. Tansitpong and H. M. Yayla-Kullu^(b), 2014. “High Product Variation in the Airline Industry”, *Proceedings of the POMS 25th Annual Conference*, Atlanta (GA), USA.
32. A. Gnanlet, H. M. Yayla^(b), and A. M. Kullu, 2013. “Role of Culture on Airline Services”, *Proceedings of the Decision Sciences Institute 2013 Annual Meeting*, Baltimore (MD), USA. (Refereed)
33. H. M. Yayla-Kullu^(b), P. Tansitpong, and C. McDermott, 2013. “National Culture and Service Delivery: Who pampers customers the best; even at the low-end?”, *Electronic Proceedings of 4th Workshop on Information-Intensive Services*, Univ. of Rochester, Rochester (NY), USA.
34. H. M. Yayla-Kullu^(a), 2011. “Capacity Investments and Product Mix Choice under Economic Uncertainty”, *Electronic Proceedings of 2011 MSOM Conference*, Univ. of Michigan, Ann Arbor (MI), USA: INFORMS. (Refereed)
35. H. M. Yayla-Kullu^(b) and P. Tansitpong, 2011. “Impact of Resource Consumptions and Quality Differentiation on Multiproduct Firms’ Market Performances”, *Electronic Proceedings of 2011 MSOM Conference*, Univ. of Michigan, Ann Arbor (MI), USA: INFORMS. (Refereed)
36. H. M. Yayla-Kullu^(b) and J. M. Swaminathan, 2010. “Competing with a Focus Strategy Entrant: Implications on Product Variety and Capacity Investments”, *Electronic Proceedings of 2010 MSOM Conference*, Technion, Haifa, Israel: INFORMS. (Refereed)
37. H. M. Yayla-Kullu^(b), A. K. Parlakturk and J. M. Swaminathan, 2009. “Impact of Shared Capacity on Multiproduct Competition”, *Electronic Proceedings of 2009 MSOM Conference*, MIT, Boston (MA), USA: INFORMS. (Refereed)

GUEST RESEARCH LECTURESHIP

- *POMS College of Supply Chain Management*, 2019 Mini-Conference Academic Speaker.
- *Syracuse University*, Whitman School of Management, September 2015, “Product Line Design and Capacity Management: The Role of Uncertainty Regarding Consumer Willingness-to-Pay”. (as part of 5th Biennial Workshop on Information Intensive Services)
- *Cornell University*, School of Hotel Administration, October 2014, “Increasing Need for Service Innovation: Globally Diverse Employees, Wide-range of National Cultures, and Segmented Markets” (as part of 3rd Cornell Hospitality Research Summit - innovative presentation with flipping and “big” question discussions)
- *RPI*, Lally School of Management, September 2014, “Impact of Economic Uncertainty on Product Line Design and Capacity Management”
- *RPI*, Lally School of Management, May 2014, “Services and National Culture: An Operations Point of View”
- *University of Rochester*, Simon School of Business, May 2013, “Impact of National Culture on Services Design and Delivery: Who pampers customers the best; even at the low-end?” (as part of 4th Workshop on Information-Intensive Services)
- *Syracuse University*, Whitman School of Management, April 2013, “Capacity Investments and Product Mix Choice under Economic Uncertainty”.
- *RPI*, Lally School of Management, December 2010, “How to Respond to a Focus Strategy Entrant: Proliferate, Invest or Ignore?”
- *RPI*, Lally School of Management, April 2009, “Impact of Shared Capacity on Multiproduct Competition”.
- January-February 2008, “Product Line Design under Capacity and Competition”, *George Washington U; RPI; U of Miami; Indian School of Business (India); Católica-Lisbon (Portugal); U of Washington; Pennsylvania State U; Texas A&M; Wright State U.*
- November-December 2015, “Product Line Design and Capacity Management: The Role of Uncertainty Regarding Consumer Willingness-to-Pay”, *U of Central Florida, Iowa State, Utah State, U of Missouri-St. Louis, U of Toledo, Willamette U.*

HONORS AND AWARDS

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|--------------------|--|
| Fall 2014 | <i>Finalists for 2 Best Paper Awards (Best Analytical and Best Conceptual) at the DSI 2014 Annual Meeting.</i> |
| Fall 2014 | <i>Finalist for the Best Paper Award at the INFORMS 2014 Annual Meeting Service Science Cluster.</i> |
| Fall 2013 | <i>“Best Paper Runner-Up Award”
INFORMS 2013 Annual Meeting Service Science Cluster.</i> |
| Spring 2012 | <i>“Faculty Appreciation Award”
Management Honor Society (Lally School Undergraduate Program, Class of 2012)</i> |
| Spring 2011 | <i>Recognized as part of the teaching effort that led to the achievement of Bloomberg BusinessWeek specialty rankings for undergraduate business programs. Lally School was ranked at #3 in <i>Quantitative Methods</i> and #9 in <i>Operations Management</i>.</i> |

- Spring 2010** Recognized as part of the teaching effort that led to the achievement of **Bloomberg BusinessWeek** specialty rankings for undergraduate business programs. Lally School was ranked at #6 in *Quantitative Methods* and #13 in *Operations Management*.
- Fall 2008** Recognized among the “**Instructors with Highest Evaluations**” in Lally School of Mgmt. and Tech., RPI
- Sept. 2008** *George and Marion Plossl Research Fellowship* Runner-up Award (\$1000)
The APICS Educational and Research (E&R) Foundation
Awarded to the “*Best PhD Dissertation*”
- 2006 – 2007** *Julie Gatewood Latané Fellowship in Interdisciplinary Living*
Center for Human Sciences, Chapel Hill, NC (Award of Merit)
- 2001 – 2003** *Fellowship* by Bilkent University Foundation for graduate study (Award of Merit)
- 1995 – 1999** Dean’s list in 1996, 1997, 1998, 1999 at Bilkent University (Award of Merit)
- 1995 – 1999** *Fellowship* by Bilkent University Foundation for undergraduate study (Award of Merit)
- 1995** Ranked #72 in the Nation among 1.3 million students at the National University Entrance Exam

PROFESSIONAL EMPLOYMENT HISTORY

- 1999 – 2001** **Finansbank A. Ş., Turkey** – Financial Institution
Internal Auditor – Inspector
Led teams of internal auditors for auditing, performing investigations and preparing evaluation reports that cover marketing, operations, and human resources performances of the Bank’s branches.
- 1999** **Havelsan A.Ş., Turkey** – Software Company
SAP Implementations Project Engineer
Consulting support for the employees during the SAP implementation process
- 1998** **Şişecam A.Ş., Turkey** – Leading Glass Manufacturing Company
Intern Engineer
Participated in a company restructuring feasibility project
- 1997** **Tepe – Knauf A.Ş., Turkey** – Building Materials Manufacturing Company
Intern Engineer
Participated in the implementation of a statistical quality control project.

ACADEMIC SERVICE

Referee Work	<ul style="list-style-type: none"> • Editorial Review Board Member: Journal of Asia-Pacific Business • Editorial Review Board Member: Service Science (Jan 2016-Dec 2018) • Production and Operations Management, Decision Sciences, Service Science, IEEE Transactions on Engineering Management, International Journal of Operations and Production Management, IIE Transactions, European Journal of Operational Research, Naval Research Logistics, International Journal of Production Research, Engineering Economist, Production Planning and Control. • DSI, POMS, and MSOM conferences.
Service @UCF	<ul style="list-style-type: none"> ○ Fall 2018 – present: College Level: Master’s Program Review Committee alternate member ○ Fall 2017 – present: Marketing Dept. <i>UG Committee Chair</i>.

Service @UCF (cont'd)	<ul style="list-style-type: none"> ○ Fall 2017 – present: Professional Sales Program Recruitment Committee Member. ○ Fall 2018: Marketing Dept. Healthcare program review sub-committee member ○ 2017–2018: <i>Supply Chain Teaching Coordination Leader</i>. ○ 2016–2017: Lecture-Capture Instruction Committee Member. ○ Spring 2017: Supply Chain Faculty Recruitment Committee Member. ○ Fall 2016 – present: Marketing Dept. Research committee member ○ Fall 2016 – present: Marketing Dept. PhD. committee member
PhD Advising	<ul style="list-style-type: none"> ● Mengnan Chen (UCF-Industrial Eng.) PhD Dissertation Committee Member. ● Cheng-Lung Chen (UCF-Industrial Eng.) PhD Dissertation Committee Member. ● Praowpan Tansitpong (RPI-Operations Mgmt.) <i>PhD Dissertation Committee Chair</i>. Initial placement: SUNY New Paltz. ● Vincent Hargaden (RPI-Industrial Eng.) PhD Dissertation Committee Member ● Walter Yund (RPI-Industrial Eng.) PhD Dissertation Committee Member ● Majdi Anwar Quttainah (RPI-Finance) PhD Dissertation Committee Member
UG & Master's Advising	<ul style="list-style-type: none"> ○ Spring-Summer 2018 – Lana McMurray (UCF) – <i>Honors Thesis Committee Chair</i> – Project received \$1,000 <i>Honors Scholarship</i> and accepted in UCF's Showcase of Undergraduate Research Excellence 2018 ○ Fall 2017 – present: UCF Fashion Retail Society Faculty Advisor ○ Teng Qu (RPI) – Project was accepted in Rensselaer's Third Annual Undergraduate Research Symposium and won the "<i>Honorable Mention Award</i>". ○ Haoyang Cui (RPI) – Math Dept. Senior Research Project Supervisor ○ Yusri Jamaluddin (RPI) – Master's Scholar Project Supervisor ○ Prachi Jain (RPI) – Master's Scholar Project Supervisor
Organizing Conferences and Sessions	<ul style="list-style-type: none"> ● Oct. 2019: (Invited to organize) 1 Service Science Section Invited Session, INFORMS 2018. ● May 2019: (Invited to organize) 1 session, POMS 2019 Annual Conference. ● 2018 INFORMS Conference on Service Science <i>Program Committee Member</i>. ● Nov. 2018: (Invited to organize) 1 MSOM Sponsored Session, INFORMS 2018. ● Nov. 2017: 1 Service Science Section Invited Session, INFORMS 2017. ● Nov. 2015: 1 MSOM Sponsored Session, INFORMS 2015. ● May 2015: (Invited to organize) 1 session, POMS 2015 Annual Conference. ● Nov. 2014: (Invited to organize) 1 MSOM Sponsored Session, INFORMS 2014. ● May 2014: (Invited to organize) 1 session, POMS 2014 Annual Conference. ● Oct. 2012: (Invited to organize) 1 MSOM Sponsored Session, INFORMS 2012. ● April 2012: (Invited to organize) 2 sessions, POMS 2012 Annual Meeting. ● Nov. 2011: 2 MSOM Sponsored Sessions, INFORMS 2011 Annual Meeting. ● Nov. 2010: 1 MSOM Sponsored Session, INFORMS 2010 Annual Meeting. ● May 2010: (Invited to organize) 1 session, POMS 2010 Annual Conference. ● Oct. 2009: 1 MSOM Sponsored Session, INFORMS 2009 Annual Meeting. ● Oct. 2008: 1 MSOM Sponsored Session, INFORMS 2008 Annual Meeting.
Former service accomplished @RPI	<ul style="list-style-type: none"> ○ 2013-2015: <i>Advisory Board Faculty Member of Supply Chain Management Master's Program</i>: In succession to become the <i>Director of the Program</i>. ○ 2014-2015: Diversity Committee Member (College Level) ○ 2013-2015: Values Committee Member (College Level) ○ 2013-2015: AACSB Reaccreditation Committee Member (College Level) ○ 2013-2014: MBA Task Force Member (College Level) ○ 2012-2013: Master's and MBA Program Committee Member (College Level) ○ Spring 2013: Academic Integrity Task Force Member (College Level)

Former service accomplished @RPI	<ul style="list-style-type: none"> ○ Spring 2013: Business Analytics Faculty Recruitment Committee Member. ○ Spring 2012: IS Faculty Recruitment Committee Member. ○ 2008-2011: PhD Program Committee Member. ○ Spring 2010: OM Faculty Recruitment Committee. ○ Fall 2009: Assisted MBA committee to reach potential MBA candidates ○ “Judge” at 2013 Severino Center High School Business Plan Competition (University Level) ○ April-May 2012: Provost Search Campus Interviews (University Level) ○ Referee for Office of Undergraduate Education’s SURP 2012 (University Level) ○ “Judge” at 2011 RPI Walter Lincoln Hawkins Graduate Research Conference. (University Level)
Community Leadership	<ul style="list-style-type: none"> ● 2005 – 2006: Ph.D. Student Association President, Kenan-Flagler Business School, UNC-Chapel Hill. ● 1998 – 1999: Founding President of ESTIEM-Bilkent Chapter (European Students of Industrial Engineering and Management Organization)

CONFERENCE PRESENTATIONS

Guest Academic Speaker at the Mini-Conference of the POMS College of Supply Chain Management Washington, DC, May 2019	<ul style="list-style-type: none"> ● Reining in Onion Prices by Introducing a Vertically Differentiated Substitute: Models, Analysis, and Insights. (by invitation only)
POMS Annual Conference, Washington, DC, May 2019	<ul style="list-style-type: none"> ● Impact of Supplemental and Float Staffing Policies on Perceived Quality of Care: A Moderating effect (with A. Gnanlet, C. McDermott, L. Sharma) (invited)
INFORMS International Conference on Service Science, Phoenix, AZ November 2018	<ul style="list-style-type: none"> ● The Pay Equity Dilemma Women Face Around the World (with Lana McMurray) (refereed)
INFORMS Annual Meeting, Phoenix, AZ November 2018	<ul style="list-style-type: none"> ● Reining in Onion Prices by Introducing a Vertically Differentiated Substitute (with O. D. Palsule-Desai, and S. Gavirneni) (invited/sponsored)
POMS Annual Conference, Houston, TX, May 2018	<ul style="list-style-type: none"> ● Reining in Onion Prices by Introducing a Vertically Differentiated Substitute (with O. D. Palsule-Desai, and S. Gavirneni) (invited)
DSI Annual Meeting, Washington, D.C., November 2017	<ul style="list-style-type: none"> ● Reining in Onion Prices by Introducing a Vertically Differentiated Substitute: Models, Analysis, and Insights (with O. D. Palsule-Desai, and S. Gavirneni) (invited)
INFORMS Annual Meeting, Houston, TX October 2017	<ul style="list-style-type: none"> ● Reining in Onion Prices by Introducing a Vertically Differentiated Substitute: Models, Analysis, and Insights (with O. D. Palsule-Desai, and S. Gavirneni) (invited/sponsored) ● Collaboration Among Supply Chain Partners: Better Outcomes or More Conflict? (invited/sponsored)
MSOM Society Conference, Univ. of North Carolina at Chapel Hill, June 2017	<ul style="list-style-type: none"> ● Reining in Onion Prices by Introducing a Vertically Differentiated Substitute: Models, Analysis, and Insights (with O. D. Palsule-Desai, and S. Gavirneni) (peer reviewed/competitive entry)
INFORMS Annual Meeting, Nashville, TN, November 2016	<ul style="list-style-type: none"> ● Reining in Onion Prices by Introducing a Vertically Differentiated Substitute: Models, Analysis, and Insights (with O. D. Palsule-Desai, and S. Gavirneni) (invited/sponsored)

DSI Annual Meeting, Seattle, WA, November 2015	<ul style="list-style-type: none"> • Product Line Design and Capacity Management: The Role of Consumer Behavior Uncertainty (with J.K. Ryan, and J.M. Swaminathan)
INFORMS Annual Meeting, Philadelphia, PA, November 2015	<ul style="list-style-type: none"> • Product Line Design and Capacity Management: The Role of Consumer Behavior Uncertainty (with J.K. Ryan, and J.M. Swaminathan) (invited/sponsored) • Processed Produce: Introduction, Pricing, And Profit Orientation (with O. Palsule-Desai, and Nagesh Gavirneni) (invited/sponsored)
Patient-Centric Healthcare Management in the Age of Analytics Conference, Indiana University, Oct 2015	<ul style="list-style-type: none"> • Patient-care Improvement or Deterioration due to Flexible Workforce in Hospitals (with A. Gnanlet, C. McDermott, and L. Sharma) (peer reviewed)
Workshop on Information- Intensive Services, Syracuse University, Sep 2015	<ul style="list-style-type: none"> • Product Line Design and Capacity Management: The Role of Consumer Behavior Uncertainty (with J.K. Ryan, and J.M. Swaminathan) (peer reviewed)
MSOM Society Conference, Univ. of Toronto, ON, Canada, June 2015	<ul style="list-style-type: none"> • Product Line Design and Capacity Management: The Role of Consumer Behavior Uncertainty (with J.K. Ryan, and J.M. Swaminathan) (peer reviewed)
POMS Annual Conference, Washington, DC, May 2015	<ul style="list-style-type: none"> • Product Line Design and Consumer Behavior Uncertainty (with J.K. Ryan, and J.M. Swaminathan)
DSI Annual Meeting, Tampa, November 2014	<ul style="list-style-type: none"> • Economic uncertainty and product line design (with J.K. Ryan, and J.M. Swaminathan) (peer reviewed) • Effects of different service dimensions on airline quality rankings (with P. Tansitpong) (peer reviewed) • Impact of national culture on services design and delivery in a segmented market (with P. Tansitpong, A. Gnanlet, C. McDermott, and J.F. Durgee) (peer reviewed) • Effect of Staffing Flexibility on Hospital Units' Performance (with A. Gnanlet and C. McDermott)
INFORMS Annual Meeting, San Francisco, November 2014	<ul style="list-style-type: none"> • Impact of Economic Uncertainty on Product Line Design and Capacity Management (with J.K. Ryan, and J.M. Swaminathan) (invited/competitive entry) • National Culture and Service Quality (with P. Tansitpong, A. Gnanlet, C. McDermott, and J.F. Durgee) (invited/sponsored)
Cornell Hospitality Research Summit, Cornell University, October 2014	<ul style="list-style-type: none"> • Increasing Need for Service Innovation: Globally Diverse Employees, Wide-range of National Cultures, and Segmented Markets (innovative presentation with flipping and "big" question discussions)
POMS Annual Conference, Atlanta, May 2014	<ul style="list-style-type: none"> • Collaborative Sourcing and Product (invited) • Service Operations and the Overall Image of the Firm (with P. Tansitpong) (invited) • High Product Variation in the Airline Industry (with P. Tansitpong) (invited)
DSI Annual Meeting, Baltimore, November 2013	<ul style="list-style-type: none"> • Role of Culture on Airline Services (with A. Gnanlet) (peer reviewed)
Guest Speaker at the Workshop on Information-Intensive Services, Univ. of Rochester, May 2013	<ul style="list-style-type: none"> • Impact of National Culture on Services Design and Delivery: Who pampers customers the best; even at the low-end? (with P. Tansitpong and Chris McDermott) (invited)

INFORMS Annual Meeting, Minneapolis, October 2013	<ul style="list-style-type: none"> • Product differentiation and collaborative sourcing (invited/sponsored) • Airline Service Quality Efficiency: Lower Costs vs. Satisfied Customers (with P. Tansitpong) (invited) • Serving fraudulent customers: The impact of return policies on retailer's profitability (with A.Ulku and L.Dailey) (invited)
POMS Annual Conference, Denver, May 2013	<ul style="list-style-type: none"> • Impact of product differentiation on the outcomes of collaborative sourcing (invited) • A Critical Evaluation of Airline Service Quality Efficiency: Lower Costs vs. Satisfied Customers (with P. Tansitpong)
INFORMS Annual Meeting, Phoenix, October 2012	<ul style="list-style-type: none"> • Collaboration among Supply Chain Partners: Better Outcomes or More Conflict? (invited/sponsored) • Evaluation of the Airline Service Quality: Are Low-cost Airlines also Cost-effective? (with P. Tansitpong)
POMS Annual Conference, Chicago, April 2012	<ul style="list-style-type: none"> • Implications of Economic Uncertainty on Product Line Design and Capacity Investments (invited) • How to Respond to a Focus Strategy Entrant: Proliferate, Invest or Ignore? (invited) • The Interplay between Perceived Quality and Resource Utilization: Does Product Size Matter? (with P. Tansitpong) (invited) • Impact of national culture on service quality (with P. Tansitpong, C.McDermott, and J.Durgee) (invited) • On Minimizing the Expected Cost of Fraudulent Proclivity: The Impact of Returns Horizon (with A.Ulku and L.Dailey) (invited) • Using DEA to evaluate quality performance in cardiology (with C.McDermott, G.Stock, and L.O'Neill)
DSI Annual Meeting, Boston, November 2011	<ul style="list-style-type: none"> • Flexibility effects on service firms (with A.Gnanlet) • Impact of Resource Consumptions and Quality Differentiation on Firms' Market Performances (with P. Tansitpong)
INFORMS Annual Meeting, Charlotte, November 2011	<ul style="list-style-type: none"> • Impact of National Culture on Quality of Services: A Case of Airline Industry (with P. Tansitpong) (invited/sponsored) • Effects of Operational Flexibility on Performance in Service Firms (with A.Gnanlet and C.McDermott) • The Interplay between Perceived Quality and Resource Utilization: Does Product Size Matter? (with P. Tansitpong) (invited/sponsored)
MSOM Society Conference, Univ. of Michigan, Ann Arbor June 2011	<ul style="list-style-type: none"> • Capacity Investments and Product Mix Choice Under Economic Uncertainty (peer reviewed) • Impact of Resource Consumptions and Quality Differentiation on Firms' Market Performances (with P. Tansitpong) (peer reviewed)
POMS Annual Conference, Reno, April 2011	<ul style="list-style-type: none"> • Capacity Investments and Product Mix Choice under Economic Uncertainty (invited) • Impact of Resource Consumptions and Quality Differentiation on Firms' Market Share and Financial Performances (with P. Tansitpong) (invited)
DSI Annual Meeting, San Diego, November 2010	<ul style="list-style-type: none"> • Impact of Staffing and Capacity Flexibilities on Quality and Financial Outcomes in Hospitals (with A.Gnanlet and C.McDermott)

INFORMS Annual Meeting, Austin, November 2010	<ul style="list-style-type: none"> • Product Line Design Under Customer Valuation Uncertainty (invited/sponsored) • Allocating Capacity among Quality Differentiated Products: Evidence from Airline Industry (with P. Tansitpong) • Impact of Labor and Capacity Flexibilities on Quality and a Financial Performance of Hospitals (with A.Gnanlet and C.McDermott)
MSOM Society Conference, Technion, Haifa, Israel, June 2010	<ul style="list-style-type: none"> • Competing with a Focus Strategy Entrant: Implications on Product Variety and Capacity Investments (with J.M. Swaminathan) (peer reviewed)
POMS Annual Conference, Vancouver, BC, Canada, May 2010	<ul style="list-style-type: none"> • Competing with a Focused Strategy: Impact of Capacity (with J.M. Swaminathan) (invited)
INFORMS Annual Meeting, San Diego, October 2009	<ul style="list-style-type: none"> • Impact of Shared Capacity on Socially Efficient Product Lines (with A.K. Parlakturk and J.M. Swaminathan) (invited) • Asymmetric Competition in Vertically Differentiated Markets (with J.M. Swaminathan) (invited/sponsored)
MSOM Society Conference, MIT, Boston, June 2009	<ul style="list-style-type: none"> • Impact of Shared Capacity on Multiproduct Competition (with A.K. Parlakturk and J.M. Swaminathan). (peer reviewed)
POMS Annual Conference, Orlando, May 2009	<ul style="list-style-type: none"> • Impact of Capacity Limitations on the Product Line Design under Competition (with A.K. Parlakturk and J.M. Swaminathan) (invited)
INFORMS Annual Meeting, Washington, D.C., October 2008	<ul style="list-style-type: none"> • Vertically Differentiated Product Line Design Under Competition (with A.K. Parlakturk and J.M. Swaminathan). (invited/sponsored)
INFORMS Annual Meeting, Seattle, November 2007	<ul style="list-style-type: none"> • Vertically Differentiated Product Line Design with Shared Capacity (with A.K. Parlakturk and J.M. Swaminathan). (invited/sponsored)
INFORMS Annual Meeting, Pittsburgh, November 2006	<ul style="list-style-type: none"> • Capacity Allocation under Vertical Differentiation (with A.K. Parlakturk and J.M. Swaminathan). (invited/sponsored)
INFORMS Annual Meeting, San Francisco, November 2005	<ul style="list-style-type: none"> • Management of Product Variety in Cellular Manufacturing Systems (with M.S. Akturk)
EURO-INFORMS Joint Meeting, Istanbul, July 2003	<ul style="list-style-type: none"> • Effects of Product Variety in Technology Selection Decision for Cellular Manufacturing System Design (with M.S. Akturk)

AFFILIATIONS

The Institute for Operations Research and the Management Sciences (INFORMS)
The Manufacturing and Service Operations Management Society (MSOM)
Production and Operations Management Society (POMS)
The Decision Sciences Institute (DSI)

REFERENCES

Available upon request.