

## Atalay Atasu

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### ACADEMIC EMPLOYMENT

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#### Georgia Institute of Technology, Scheller College of Business

Full Professor	2018 -
Dunn Family Endowed Professor	2017 -
Associate Professor (with tenure)	2013 - 2018
Assistant Professor	2007 - 2013

### EDUCATION

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Ph. D. in Management, <b>INSEAD</b>	2003-2007
M.S. in Management, <b>INSEAD</b>	2003-2005
M.S. in Industrial Engineering, <b>Boğaziçi University</b>	1999-2002
B.S. in Textile Engineering, <b>Istanbul Technical University</b>	1994-1999

### RESEARCH

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#### BOOKS

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1. [Environmentally Responsible Supply Chains](#), Atasu, A. (Editor), 2016. Springer-Verlag US.

#### REFEREED PUBLICATIONS

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1. Atasu A., S. Çetinkaya. 2006. "[Lot Sizing for Optimal Use of Remanufacturable Products over a Finite Life Cycle](#)," *Production and Operations Management*, 15:4, pp: 473-487.
2. Geyer, R., L. Van Wassenhove, A. Atasu. 2007. "[Economics of Remanufacturing under Limited Component Durability and Finite Life Cycles](#)," *Management Science*, 53:4, pp: 88-100.
3. Atasu, A., M. Sarvary, L. Van Wassenhove. 2008. "[Remanufacturing as a Marketing Strategy](#)," *Management Science*, 54:10, pp: 1731-1747.
4. Atasu, A., V. D. Guide, L. Van Wassenhove. 2008. "[Product Reuse Economics in Closed-Loop Supply Chain Research](#)," *Production and Operations Management*, 17:5, pp: 483-497.
5. Atasu, A., L. Van Wassenhove, M. Sarvary. 2009. "[Efficient Take-Back Legislation](#)," 2009, *Production and Operations Management*, 18:3, pp: 243-258. (Winner of the Wickham Skinner Best Unpublished Paper Award of the POM Society in 2007.)
6. Atasu, A., T. Boyaci. 2010. "[Take-Back Legislation and Its Impact on Closed Loop Supply Chains](#)," in *Wiley Encyclopaedia of OR/MS*.
7. Atasu, A., V. D. Guide, L. Van Wassenhove. 2010. "[So What If Remanufacturing Cannibalizes New Product Sales?](#)" *California Management Review*, 52:2, pp: 56-76.
8. Atasu, A., L. Van Wassenhove. 2012. "[An Operations Perspective on Product Take-Back Legislation for E-Waste: Practice, Trends and Research Needs](#)," *Production and Operations Management*, 21:3, pp: 407-422.
9. Wang, T., A. Atasu, M. Kurtuluş. 2012. "[A Multi-Ordering Newsvendor Model with Dynamic Forecast Evolution](#)," *Manufacturing & Service Operations Management*, 14:3, pp: 472-484.

10. Atasu, A., R. Subramanian. 2012. "[Extended Producer Responsibility for E-Waste: Individual or Collective Responsibility?](#)" *Production and Operations Management*, 21:6, pp: 1042-1059.
11. Kalimo, H., R. Lifset, C. Van Rossem, L. N. Van Wassenhove, A. Atasu, K. Mayers. 2012. "[Greening the Economy through Design Incentives: Allocating Extended Producer Responsibility](#)," *European Energy and Environmental Law Review*, December 2012, pp: 274-305.
12. Atasu, A., Ö. Özdemir, L.N. Van Wassenhove. 2013. "[Stakeholder Perspectives under E-Waste Take-Back Legislation](#)," *Production and Operations Management*, 22:2, pp: 382-396.
13. Atasu, A., G. C. Souza. 2013. "[How does Product Recovery Affect Quality Choice?](#)" *Production and Operations Management*, 22:4, pp: 991-1010.
14. Atasu, A., B. Toktay, L. N. Van Wassenhove. 2013. "[How Collection Cost Structure Drives Manufacturer's Reverse Channel Choice](#)," *Production and Operations Management*, 22:5, pp: 1089-1102.
15. Gui, L., A. Atasu., O. Ergun, B. Toktay. 2013. "[Implementing Extended Producer Responsibility: A Multi-Stakeholder Analysis](#)," *Journal of Industrial Ecology*, 17:2, pp: 262-276.
16. Lifset, R., A. Atasu, N. Tojo, 2013." [Extended Producer Responsibility: National, International, and Practical Perspectives](#)," *Journal of Industrial Ecology*, 17:2, pp: 162-166.
17. Kalimo, H., R. Lifset, C. Van Rossem, L. Van Wassenhove, A. Atasu. 2014. "[Greening the Economy through Design Incentives – Defining the Scope of Extended Producer Responsibility](#)," *Review of European, Comparative and International Environmental Law (RECIEL)*, 23: 2.
18. Agrawal, V., A. Atasu, K. Van Ittersum. 2015. "[Remanufacturing, Third Party Competition, and the Perceived Value of New Products](#)," *Management Science*, 61:1, pp: 60-72.
19. Gui, L., A. Atasu, O. Ergun, B. Toktay. 2016. "[Efficient Implementation of Collective Extended Producer Responsibility Legislation](#)," *Management Science*, 62:4, pp: 1098-1123.
20. Agrawal, V., A. Atasu, S. Ulku. 2016. "[Modularly Upgradable Electronics: Barriers for Adoption](#)," *Journal of Industrial Ecology*, 20:5, pp: 1018-1024.
21. Atasu, A., B. Toktay, W.M. Yeo, C. Zhang. 2016." [Effective Medical Surplus Recovery](#)," *Production and Operations Management*, 26:6, pp: 1142-1162.
22. Kovach, J., A. Atasu, S. Banerjee. 2017. "[Sales Force Incentives and Remanufacturing](#)," *Production and Operations Management*, 27:3, pp: 516-530. (Finalist - Informs ENRE 2013 Best Student Paper Competition).
23. Alev, I., X. Huang, A. Atasu, B. Toktay. 2018. "[A Case Discussion on Market-Based Extended Producer Responsibility: The Minnesota Electronics Recycling Act](#)," forthcoming, *Journal of Industrial Ecology*.
24. Atasu, A., 2018. "Operational Perspectives on Extended Producer Responsibility," forthcoming, *Journal of Industrial Ecology*.
25. Gui, L., A. Atasu, O. Ergun, B. Toktay. 2018. "[Design Incentives under Collective Extended Producer Responsibility: A Network Perspective](#)," forthcoming, *Management Science*.
26. Agrawal, V., A. Atasu, L. N. Van Wassenhove. 2018. "[New Opportunities for OM Research in Sustainability](#)," forthcoming, *Manufacturing & Service Operations Management*.
27. Huang, X., A. Atasu, B. Toktay. 2018. "[Design Implications of Extended Producer Responsibility for Durable Products](#)," forthcoming, *Management Science*.
28. Alev, I., V. Agrawal, A. Atasu. 2018. "[Extended Producer Responsibility and Secondary Markets](#)," (Runner-up, POMS College of Sustainable Operations 2014 Student Paper Competition) forthcoming, *Manufacturing & Service Operations Management*.
29. Esenduran, G., A. Atasu, L. N. Van Wassenhove. 2018. "[Valuable E-Waste: Implications for Extended Producer Responsibility](#)," forthcoming, *IISE Transactions*.

30. Zhang, C., A. Atasu, T. Ayer, B. Toktay, 2018. "[Mechanism Design for Medical Surplus Allocation](#)," forthcoming, *Manufacturing & Service Operations Management*.

#### BOOK CHAPTERS

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31. Atasu, A., L. Van Wassenhove. 2010. "Environmental Legislation Regarding Product Take-back and Recovery," in '[Closed-Loop Supply Chains](#),' Eds. M. Ferguson, G. Souza. Taylor and Francis.
32. Atasu, A., 2014. "[An Operational Look at Take-Back Legislation](#)." in 'The Impact of Law and Regulation on Transitioning to Business Sustainability,' Eds. D. Cahoy, J. Colburn. Taylor and Francis.
33. Esenduran, G., A. Atasu. 2016. "The Effect of Extended Producer Responsibility on the Markets for Waste," in '[Environmentally Responsible Supply Chains](#),' (Editor A. Atasu), Springer.
34. Huang, N., L. Gui, A. Atasu, B. Toktay. 2016. "Design Implications of Extended Producer Responsibility Legislation," in '[Environmentally Responsible Supply Chains](#),' (Editor A. Atasu), Springer.
35. Atasu, A., L. Van Wassenhove, D. Webber. 2016. "Owls, Sheep and Dodos: Coping with Environmental Legislation," in '[Environmentally Responsible Supply Chains](#),' (Editor A. Atasu), Springer.
36. Huang, N., Atasu, A. 2016. "[Operational Implications of Environmental Regulation](#)," in 'Sustainable Supply Chains,' (Editors Bouchery, Corbett, Fransoo, and Tan), Springer.

#### PRACTITIONER ARTICLES/ IN THE MEDIA

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37. Atasu, A., V. Agrawal, M. Rinaldi, R. Herb, S. Ulku, 2018. "[Rethinking Sustainability in the Light of the EU's New Circular Economy Policy](#)", *Harvard Business Review*, (7/3/2018).
38. Atasu, A., T. Ayer, B. Toktay, C. Zhang. "Bridging Surplus with Need: Improving Healthcare in the Developing World," Appeared as: [ARCS Blog](#) (11/22/2017), and [Huffington Post Article](#), (11/15/2017).
39. Atasu, A., C. Tang, "Making the Case for OM Research on Sustainability and Social Responsibility", Appeared as: [MSOM Blog](#) (9/6/2016).
40. Agrawal, A., A. Atasu, L. N. Van Wassenhove. "4 Obstacles on the Way to a Circular Economy", Appeared as: [ARCS Blog](#) (7/12/2016), [Huffington Post Article](#), (7/15/2016), and [MSOM Blog](#), (7/19/2016).
41. Alev, I., A. Atasu, O. Ergun, N. Huang, B. Toktay. "3 Ways to fix E-Waste Regulations," Appeared as: [ARCS Blog](#) (4/12/2016), and [Huffington Post Article](#), (4/13/2016).
42. Kuntz, N., A. Atasu, K. Mayers, L. Van Wassenhove. 2014. "[Extended Producer Responsibility: Stakeholder Concerns and Future Developments](#)," INSEAD Working Paper and European Recycling Platform White Paper.
43. Atasu, A., L. Van Wassenhove. 2011. "[What's yours is mine: Getting to Grips with Take-Back Laws](#)," *IESE Insight*, 8:1, pp: 29-35.
44. Gui, L., A. Atasu, O. Ergun, B. Toktay. 2010. "Fair cost allocation mechanisms in electronic waste collection and recycling networks," BQGT '10 Proceedings of the Behavioral and Quantitative Game Theory: Conference on Future Directions. Article 14.
45. Dempsey, M., C. Van Rossem, R. Lifset, J. Linnell, J. Gregory, A. Atasu, J. Perry, A. Sverkmán, G. Margetson, L. Van Wassenhove, M. Therkelsen, V. Sundberg, K. Mayers, H. Kalimo. 2010. "[Developing Practical Approaches for Individual Producer Responsibility](#)," INSEAD Working Paper -- White Paper presented to the European Commission in the scope of the revision of the WEEE Directive.

46. Atasu, A., L. Van Wassenhove. 2005. "Outsourcing Remanufacturing under Finite Life Cycles: Operational and Tactical Issues," *Zeitschrift für Betriebswirtschaft*.

#### **WORKING PAPERS / PAPERS UNDER REVIEW**

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47. Gui, L., M. Rahmani, A. Atasu. 2018. "[The Implications Recycling Technology Choice on Collective Recycling](#)," under second round review at *Manufacturing & Service Operations Management*.
48. Agrawal, V., A. Atasu, S. Ulku. 2018. "[Leasing, Modularity and the Circular Economy](#)," under major revision for second-round review at *Management Science*.
49. Alev, I., A. Atasu., O. Ergun, B. Toktay. 2017. "[Extended Producer Responsibility for Pharmaceuticals?](#)" under major revision for second-round review at *Manufacturing & Service Operations Management*.
50. Fu, W., A. Atasu, N. Tereyagoglu. 2018." Warranty Length, Product Reliability, and Secondary Markets?"
51. Huang, X., A. Atasu, B. Toktay, N. Tereyagoglu. 2018. "Lemons, Trade-Ins, and Certification Programs."

#### **WORK IN PROGRESS**

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52. Zhang, C., A. Atasu, K. Ramachandran. 2018 "The Customization-Completion Trade-off in Budget Constrained Non-Profit Operations."
53. Pinçe, Ç., A. Atasu, B. Toktay, 2018. "Process Standardization vs. Flexible Capacity in Remanufacturing".
54. Gui, L., A. Atasu, M. Sarvary. 2018."Quality Choice in B2B Markets with Few Customers."
55. Huang, X., A. Atasu, K. Ramachandran. 2018. "Product Design and Market Segmentation for Do-it-Yourself Products."

#### **PEDAGOGICAL MATERIALS**

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1. [Cycleon \(A, B\): Postal Networks for Reverse Logistics](#), INSEAD Case Study, (with D. Drake and L. Van Wassenhove), 2008.
2. Medshare: Managing Medical Surplus, 2013.

#### **TEACHING EXPERIENCE**

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##### **COURSES TAUGHT (at Georgia Tech; 2008-2018)**

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- *Executive Education*: Various Programs including Georgia Tech's Coca-Cola Supply Chain Leaders, Coca-Cola Supply Chain Excellence, Clorox Supply Chain Leaders Forum, Georgia Pacific Supply Chain Leaders Forum, Argos Supply Chain Leadership Program; Freudenberg Business Leadership and DTEK Academy Leaders as Operators Programs of INSEAD; and BioMerieux Fit-For-Future Program of CEDEP.
- *MBA Elective*: Supply Chain Modelling (Fall 2009-)  
Average evaluation (16 sections, out of 5.0): 4.91
- *MOT Elective*: Operations Strategy (Spring 2011-2013)  
Average evaluation (3 sections, out of 5.0): 4.92
- *Executive MBA Core*: Data Analysis for Business (Fall 2016-)  
Average evaluation (4 sections, out of 5.0): 4.48
- *Executive MBA Elective*: Global Supply Chain Management (Summer 2012-)  
Average evaluation (5 sections, out of 5.0): 4.80
- *Executive MBA Elective*: Business Strategies for Sustainability (Team-taught; Summer 2013-)

- *Ph. D. Seminar: Supply Chain Modelling* (Spring 2009-)  
Average evaluation (4 sections, out of 5.0): 4.85
- *Undergraduate Elective: Supply Chain Modelling* (Fall 2009-)  
Average evaluation (7 sections, out of 5.0): 4.81
- *Undergraduate Core: Operations Management* (Spring 2008 - Fall 2010)  
Average evaluation (8 sections, out of 5.0): 4.55

#### **GRADUATE STUDENT ADVISING**

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1. Öznur Özdemir (Sabancı University, Ph.D. Committee Member). First Placement: Assistant Professor RSM School of Management, Erasmus University, Netherlands. Current: Akdeniz University, Turkey.
2. Vishal Agrawal (Georgia Tech Scheller College of Business, Ph.D. Committee Member). Assistant Professor, McDonough School of Business, Georgetown University.
3. Christopher Held (Georgia Tech Scheller College of Business, Ph.D. Committee Member). McKinsey & Co.
4. Kathleen Lindsey, (Georgia Tech School of ISyE, Ph.D. Committee Member).
5. Luyi Gui (Georgia Tech School of ISyE, Ph.D. Co-advisor). Assistant Professor, Merage School of Business, UC Irvine.
6. Jeremy Kovach (Georgia Tech Scheller College of Business, Ph.D. Co-advisor). First Placement: Assistant Professor, Kenan-Flagler Business School, University of North Carolina. Current: Texas Christian University
7. Işıl Alev (Georgia Tech School of ISyE, Ph.D. Advisor). Assistant Professor, Carroll School of Business, Boston College.
8. Ximin (Natalie) Huang, (Georgia Tech Scheller College of Business, Ph.D. Co-Advisor). Assistant Professor, Carlson School of Business, University of Minnesota.
9. Brian Kues, (Georgia Tech School of ISyE, Ph.D. Committee Member), Revenue Analytics.
10. Wayne Fu, (Georgia Tech Scheller College of Business, Ph.D. Co-Advisor), Assistant Professor, College of Business, University of Michigan-Dearborn.
11. Jaeseok Lee. (Georgia Tech Scheller College of Business, Ph.D. Committee Member, Ph.D. in progress), Faculty of Business, The University of Auckland, New Zealand.
12. Peter Hylton, (Georgia Tech School of City and Regional Planning, Minor Advisor, Ph.D. in Progress)
13. Can Zhang, (Georgia Tech School of ISyE, Ph.D. Committee Member, Fuqua School of Business, Duke University).

#### **HONORS & AWARDS**

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#### **RESEARCH**

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1. Linda and Lloyd Byars Award for Faculty (Research) Excellence, *Georgia Tech Scheller College of Business*, (2016).
2. Sustainability Fellow, Georgia Tech Brook Byers Institute for Sustainable Systems, 2015-.
3. Fellow, SIMTech, 2015-2017.
4. Honorable Mention, *INFORMS Behavioral Operations Management Section Best Paper Competition*, with “Remanufacturing, Third Party Competition, and the Perceived Value of New Products” (2014).
5. Wickham Skinner Best Paper Award, Runner-up with “Stakeholder Perspectives under E-Waste Take-Back Legislation,” *Production & Operations Management Society*, (2014).
6. Kleindorfer Award in Sustainability, *Production & Operations Management Society*, (2013).

7. Wickham Skinner Early-Career Research Accomplishments Award, *Production & Operations Management Society*, (2012).
8. Honorable Mention, *INFORMS* Section for Public Programs, Services and Needs Best Paper Competition, with "Fair and Efficient Implementation of Product Take-Back Legislation with Collective Producer Responsibility," (2012).
9. Linda and Lloyd Byars Award for Faculty (Research) Excellence, *Georgia Tech Scheller College of Business*, (2011).
10. Wickham Skinner Best Paper Award, Winner with "Efficient Take-Back Legislation," *Production & Operations Management Society*, (2007).
11. Distinction, Ph.D. Comprehensive Exam, *INSEAD*, (2005).
12. Ph.D. Student Honors
  - o Luyi Gui. Honorable Mention. 2012 *INFORMS* SPPSN Section Paper Competition.
  - o Jeremy Kovach. Finalist - *Inform*s ENRE 2013 Best Student Paper Competition.
  - o Işıl Alev. Winner, *POMS* College of Sustainable Operations 2013 Best Dissertation Competition. Runner-up, *POMS* College of Sustainable Operations 2014 Student Paper Competition
  - o Natalie Huang. Runner-up, *POMS* College of Sustainable Operations 2015 Student Paper Competition.
  - o Can Zhang. Winner, *MSOM* Society 2017 Student Paper Competition, *POMS* College of Sustainable Operations 2017 Student Paper Competition, *INFORMS* Doing Good With Good OR 2017 Student Paper Competition.

#### **TEACHING AND SERVICE**

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1. Outstanding Doctoral Advisor Award, *Georgia Tech*, (2018).
2. Outstanding Senior Editor, *Production and Operations Management Society*, (2015).
3. Class of 1940 Teaching Effectiveness Award, *Georgia Tech*, (2013).
4. Class of 1934 Teaching Effectiveness Award, *Georgia Tech*, (2012)
5. Finalist for the Professor of the Year Award, *Georgia Tech Scheller College of Business*, (2012).
6. Thank a Teacher Award, *Georgia Tech*, (2008, 2010, 2011, 2012 and 2017).
7. Meritorious Service Award, *M& SOM Society* (2009, 2010)

#### **PROFESSIONAL SERVICE**

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- **At Georgia Tech:**
  - o Operations Management Area Coordinator: 2015-.
  - o Academic Advisor:
    - *Operations Management Society*, 2013-2015.
    - *Gamers Guild*, 2010-.
- **Editorial:**
  - o Department Editor for *Production and Operations Management*, Sustainable Operations Department, 2018- .
  - o Associate Editor for *Manufacturing and Service Operations Management*, 2016-.
  - o Senior Editor for *Production and Operations Management*
    - *Sustainable Operations*, 2009-2018.
    - *Industry Studies and Public Policy*, 2014-2018.
  - o Guest Editor for *Journal of Industrial Ecology*, Special Issue on Extended Producer Responsibility, 2010-2013.

- Reviewer for *Decision Sciences, IIE Transactions, Journal of Industrial Ecology, Management Science, Manufacturing & Service Operations Management, Marketing Science, Naval Research Logistics, Operations Research, Production & Operations Management.*
- **Societal:**
  - Chair, MSOM Society Sustainable Operations SIG, 2018-2020.
  - Program Chair for 2014 POMS Conference, Atlanta, GA.
  - Conference Co-Chair for the 2010 and 2011 POMS College of Sustainable Operations Mini Conferences, and 2008 Georgia Tech Closed-Loop Supply Chain Workshop.
  - Program Committee Member and Founder for the Early-Career Sustainable Operations Management Workshop 2015- present.
  - Track/Cluster Chair: for the POMS 2009 Annual Meeting, Sustainable Operations Track, and INFORMS 2011 Annual Meeting, M&SOM Sustainable Operations Cluster.
  - Reviewer for MSOM Conferences, 2008-2012.
  - Judge for the M&SOM Student Paper Competition, 2010-2017; MSOM SIG 2012-2015 POMS Supply Chain College Student Paper Competition, 2011-2017; POMS Sustainable Operations College Student Paper Competition, 2015; POMS Best Paper Award, 2017; Informs SPSSN Paper Competition 2013; and Informs ENRE Junior Faculty Research Competition, 2014.
  - Vice President for *Production and Operations Management Society*, College of Sustainable Operations, 2008-2012.
  - Scientific Board Member of Eko-Cykl (2012- present)

## **GRANTS & FUNDING**

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1. Ray C. Anderson Center for Sustainable Business Academic Venture Fund (\$5000) for "Environmentally Responsible Supply Chains Early Career Academic Workshop," 2014.
2. Rich Foundation Grant (\$7,000) for "Supply Chain Ethics." 2011.
3. NSF Grant (NSF-DMI Grant # 1031167, \$340,197) "Fair and Efficient Implementation of Extended Producer Responsibility Legislation," L.B. Toktay (PI), A. Atasu (co-PI), O. Ergun (co-PI), 8/10-8/13. 2010.
4. MSI Research Grant (Award Number 4-1648, \$14,950) "Smart Shopping Carts: How Real-Time Spending Feedback Influences Grocery Shopping Behaviour." (With Koert Van Ittersum (PI), Brian Wansink and Joost Pennings). 2010.

## **INVITED TALKS and CONFERENCE PRESENTATIONS**

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1. March 2019, Fisher School of Business, Ohio State University, Columbus, OH. ("Leasing, Modularity, and the Circular Economy")
2. February 2019, Foster School of Business, University of Washington, Seattle, WA, ("Leasing, Modularity, and the Circular Economy")
3. December 2018, Wisconsin School of Business, UW-Madison, Madison, WI. ("Leasing, Modularity, and the Circular Economy")
4. May 2018, RSM, Erasmus University, Rotterdam, Netherlands. ("Leasing, Modularity, and the Circular Economy")
5. May 2018, POMS Conference, Houston, TX, USA. ("Leasing, Modularity, and the Circular Economy")
6. May 2018, Booth School of Business, University of Chicago, Chicago, IL. ("Leasing, Modularity, and the Circular Economy")
7. April 2018, Columbia Business School, Columbia University, New York, NY. ("Leasing, Modularity, and the Circular Economy")

8. April 2018, Kellogg School of Business, Northwestern University, Evanston, IL. (“Leasing, Modularity, and the Circular Economy”)
9. March 2018, Eccles School of Business, University of Utah, Salt Lake City, UT. (“Leasing, Modularity, and the Circular Economy”)
10. January 2018, Management Science Workshop, Universidad de Chile, Pucon, Chile. (“Leasing, Modularity, and the Circular Economy”)
11. June 2017, US Chamber of Commerce Workshop on the Circular Economy, Washington D.C. (“Circular Economy Principles in Action—Moving from Prototype to Mainstream: Manufacturing”)
12. May 2017, ORSIS Conference, Bar-Ilan University, Israel. Semi-plenary Speaker. (“Operational Perspectives on Environmental Regulation”)
13. May 2017, School of Management, SUNY Buffalo, Buffalo, NY. (“Design Incentives under Collective Extended Producer Responsibility: A Network Perspective”)
14. May 2017, POMS Annual Meeting, Seattle, WA, USA. (“Doctoral Consortium Panel Speaker: Career Planning in the Long Run”)
15. April 2017, Questrom School of Management, Boston University, Boston, MA. (“Design Incentives under Collective Extended Producer Responsibility: A Network Perspective”)
16. March 2017, SATA (The Southern Aerosol Technical Association) Conference, Atlanta, GA. Plenary Speaker. (“Coping with Environmental Regulation”)
17. February 2017, AIME Engineering Solutions for Sustainability Symposium - Towards a Circular Economy, Denver, CO. Plenary Speaker. (“4 Obstacles on the Way to a Circular Economy”)
18. February 2017, Carlson School of Management, University of Minnesota, Minneapolis, MN. (“Design Incentives under Collective Extended Producer Responsibility: A Network Perspective”)
19. December 2016. Agency for Science Technology and Research, Singapore. (“An Operations Perspective on the Circular Economy”)
20. December 2016, INSEAD, Singapore. (“Design Incentives under Collective Extended Producer Responsibility: A Network Perspective”)
21. October 2016, Workshop on Dynamic Games in Management Science, HEC Montreal, Montreal, Canada. Plenary Speaker. (“Game Theoretic Analysis of Extended Producer Responsibility Networks”)
22. September 2016, Closed-Loop Supply-Chain Workshop, University of Graz, Graz, Austria. (“4 Obstacles on the Way to a Circular Economy.”)
23. June 2016, Department of Industrial Engineering, Bilkent University, Ankara, Turkey. (“Design Incentives under Collective Extended Producer Responsibility: A Network Perspective”)
24. May 2016, POMS Annual Meeting, Orlando, FL, USA. (“Panel Speaker: Early Career Research”)
25. April 2016, Moore School of Business, University of South Carolina, Columbia, SC, USA. (“Extended Producer Responsibility and Secondary Markets”)
26. December 2015. Singapore Management University, Singapore. (“Extended Producer Responsibility and Secondary Markets”)
27. December 2015. Agency for Science Technology and Research, Singapore. (“An Operations Perspective on Environmental Externalities”)
28. October 2015. Frankfurt School of Finance and Management, Frankfurt, Germany. (“Extended Producer Responsibility and Secondary Markets”)



29. June 2015, Department of Industrial Engineering, Boğaziçi University, Istanbul, Turkey. ("Extended Producer Responsibility and Secondary Markets")
30. February 2015, Judge Business School, Cambridge University, Cambridge, UK. ("Extended Producer Responsibility, Secondary Markets, and Export Bans")
31. October 2014, INSEAD Closed-Loop Supply Chains Workshop, Fontainebleau, France. ("Why and How an Operations Management Perspective Can Help Design Better Environmental Policy?")
32. September 2014, Swiss Federal Institute of Technology (ETH), Zurich, Switzerland. ("Valuable E-Waste: Implications for Extended Producer Responsibility")
33. September 2014, INSEAD Sustainability Roundtable, Fontainebleau, France. (Keynote Speaker on Bridging Teaching and Research in Sustainable Operations)
34. March 2014, Digital Europe WEEE 2.0 Workshop, Brussels, Belgium. ("Extended Producer Responsibility, Secondary Markets, and Export Bans")
35. February 2014, Utah Winter Operations Conference, Salt Lake City, UT, USA. ("Extended Producer Responsibility, Secondary Markets, and Export Bans")
36. January 2013, Scheller College of Business, Georgia Institute of Technology, Atlanta, GA, USA. ("Extended Producer Responsibility, Secondary Markets, and Export Bans")
37. December 2013, Indiana University, Kelly School of Business, IN, USA. ("Extended Producer Responsibility, Export Restrictions, and Recycling as a Secondary Market Strategy")
38. October 2013, UC Irvine, CA, USA. ("Extended Producer Responsibility, Export Restrictions, and Recycling as a Secondary Market Strategy")
39. October 2013, Business Law and Sustainability Colloquium, Pennsylvania State University, PA, USA. ("An Operational Look at Take-Back Legislation")
40. May 2013, Peking University, Beijing, China. ("Operational Implications of Extended Producer Responsibility Legislation")
41. February 2013, Utah Winter Operations Conference, Salt Lake City, UT, USA. ("Remanufacturing, Third-Party Competition and the Perceived Value of New Products")
42. May 2012, Cornell University, Johnson Graduate School of Management, NY, USA. ("Remanufacturing, Third-Party Competition and the Perceived Value of New Products")
43. March 2012, MIT Zaragoza, Spain. ("Research on Regulatory Issues Pertaining Closed-Loop Supply Chains")
44. March 2012, UNC, Kenan-Flagler Business School, Annual Operations Management Research Symposium for Junior Faculty, Chapel Hill, NC, USA. ("Remanufacturing, Third-Party Competition and the Perceived Value of New Products")
45. March 2012, Georgetown University, McDonough School of Business, Washington DC, USA. ("Extended Producer Responsibility: Product Design, Fairness and Implementation")
46. January 2012, Kuehne Logistics University, Hamburg, Germany. ("Remanufacturing, Third-Party Competition and the Perceived Value of New Products")
47. November 2011, INFORMS Annual Meeting, Charlotte, NC, USA. ("The Effect of Remanufacturing on the Perceived Value of New Products")
48. May 2011, National University of Singapore, NUS Business School, Singapore. ("Extended Producer Responsibility: Product Design, Fairness, and Implementation")
49. February 2011, Georgia Institute of Technology, College of Management, GA, USA. ("An Operations Perspective on Product Take-Back Legislation")
50. January 2011, Institute for European Studies, Free University of Brussels, Brussels, Belgium. ("Achieving Fair Cost Allocation in Collective Take-Back Systems")
51. December 2010, Dartmouth College, Tuck School of Business, NH, USA. ("An Operations Perspective on Product Take-Back Legislation")

52. September 2010, Kellogg Operations Workshop, Northwestern University, Kellogg School of Business, Evanston, IL, USA. ("An Operations Perspective on Product Take-Back Legislation")
53. July 2010, YAEM Conference, Sabanci University, Istanbul, Turkey. ("Competition under Product Take-Back Laws: Individual or Collective Systems")
54. May 2010, ARCS Conference, Harvard University, Harvard Business School, Boston, MA, USA. ("Competition under Product Take-Back Laws: Individual or Collective Systems")
55. February 2010, INSEAD, IPR Industry Workshop, Fontainebleau, France. ("International Diffusion of Take-Back Legislation")
56. November 2009, INFORMS Annual Meeting, San Diego, CA, USA. ("Panel Speaker: From PhD to Junior Faculty - Challenges and Opportunities")
57. November 2009, INFORMS Annual Meeting, San Diego, CA, USA. ("The Impact of Structural Differences on the Efficiency of Take-Back Legislation")
58. June 2009, Koc University, Istanbul, Turkey, Atlantic Coast Colleges Inter-Institutional Academic Collaborative Symposium, Panel Speaker for Technology and Environment.
59. June 2009, London Business School, London, U.K., LBS Conference on Technology and Innovation in Operations, Speaker on Green and Clean Technologies.
60. May 2009, POMS Conference, Orlando, FL, USA. ("The Impact of Structural Differences on the Efficiency of Take-Back Legislation")
61. December 2008, Vanderbilt University, Owen School of Management, Nashville, TN, U.S.A. ("Design Incentives in Product Take-Back Legislation")
62. October 2008, INFORMS Annual Meeting, Washington D.C. USA. ("Design Incentives in Product Take-Back Legislation")
63. September 2008, INSEAD, IPR Industry Workshop, Fontainebleau, France. ("Cost and Design Impacts of Various Forms of Extended Producer Responsibility Legislation")
64. May 2008, McGill University, Desautels Faculty of Management, Canada. ("Design Incentives in Product Take-Back Legislation")
65. May 2008, Remanufacturing Industry Workshop, Pennsylvania State University, Smeal College of Business, State College, PA, USA. ("So What if Remanufacturing Cannibalizes My New Product Sales?")
66. February 2008, INSEAD, Waste Electrical and Electronics Equipment Industry Workshop, Fontainebleau, France. ("Efficient Take-Back Legislation")
67. May 2008, POMS Conference, San Diego, CA, USA. ("United We Act Weaker: Design Incentives in Product Take-Back Legislation")
68. November 2007, INFORMS Annual Meeting, Seattle, USA. ("The Impact of Cost Structure on Reverse Channel Choice" and "Efficient Take Back Legislation")
69. October 2007, Closed Loop Supply Chain Conference, Thessaloniki, Greece. ("Product Reuse Economics in Closed-Loop Supply Chain Research")
70. May 2007, POMS Conference, Dallas, TX, USA. ("Efficient Take-Back Legislation")
71. April 2007, 7th Trans-Atlantic Ph.D. Conference LBS, London, UK. ("Remanufacturing as a Marketing Strategy")
72. February 2007, UNC, Kenan-Flagler Business School, Chapel Hill, NC, USA. ("Remanufacturing as a Marketing Strategy")
73. February 2007, Georgia Institute of Technology, College of Management, Atlanta, GA, USA. ("Remanufacturing as a Marketing Strategy")
74. January 2007, Universidade Nova de Lisboa, Lisboa, Portugal. ("Remanufacturing as a Marketing Strategy")

75. January 2007, Pennsylvania State University, Smeal College of Business, State College, PA, USA. ("Remanufacturing as a Marketing Strategy")
76. January 2007, UC San Diego, Rady School of Business, San Diego, CA, USA. ("Remanufacturing as a Marketing Strategy")
77. November 2006, INFORMS Annual Meeting, Pittsburgh, PA, USA. ("Remanufacturing as a Marketing Strategy" and "Efficient Take-Back Legislation")
78. April 2006, POMS Conference, Boston, MA, USA. ("Lot Sizing for Optimal Collection and Use of Remanufacturable Products over a Finite Life Cycle")
79. November 2005, INFORMS Annual Meeting, San Francisco, CA, USA. ("Remanufacturing as a Marketing Strategy")
80. October 2005, Closed Loop Supply Chain Conference, Vanderbilt University, Nashville, TN, USA. ("Remanufacturing as a Marketing Strategy")
81. September 2005, Carnegie-Bosch Institute Conference, Stuttgart, Germany. ("Economics of Remanufacturing under Durability and Finite Life Cycles")
82. October 2004, Closed Loop Supply Chain Conference, INSEAD, France. ("Economics of Remanufacturing under Limited Component Durability and Finite Life Cycles")
83. June 2004, EurOMA 2004, INSEAD, Fontainebleau, FRANCE. ("Optimal Use of Remanufacturing Returns via Collector Manufacturer Coordination")
84. May 2003, 3rd Trans-Atlantic Ph.D. Conference LBS, London, UK. ("Optimal Use of Remanufacturing Returns via Collector Manufacturer Coordination")

## **PERSONAL**

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- Dual US/Turkish Citizen.
- Member: INFORMS, POMS, M&SOM Society.
- Spoken Languages: Turkish (Native), English (Fluent), French (Good), German (Fair).