


Necati Tereyağođlu

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EDUCATION

The Wharton School, University of Pennsylvania

Ph.D. in Operations and Information Management, August 2012.

Dissertation: Analysis of Operational Strategies driven by Customer Analytics: Models and Empirics
Committee Members: Senthil Veeraraghavan (Advisor), Peter Fader (Advisor), Gerard Cachon, Xuanming Su.

The Wharton School, University of Pennsylvania

M.A. in Statistics, May 2011.

Bilkent University, Ankara, Turkey.

B.Sc. in Industrial Engineering, June 2007.

EMPLOYMENT

Scheller College of Business, Georgia Institute of Technology, Atlanta, GA.

Assistant Professor of Operations Management and Business Analytics, August 2012 - present.

RESEARCH INTERESTS

Empirical Operations Management, Pricing and Revenue Management.

PUBLICATIONS & WORKING PAPERS

1. N. Tereyağođlu and S. Veeraraghavan. 2012. Selling to conspicuous consumers: Pricing, production, and sourcing decisions. *Management Science* 58(12) 2168-2189. [Link](#).
2. N. Tereyağođlu, P. S. Fader, and S. Veeraraghavan. 2017. Pricing theater seats: The value of price commitment and monotone discounting. *Production and Operations Management* 26(6) 1056-1075. [Link](#).
3. N. Tereyağođlu, P. S. Fader and S. Veeraraghavan. 2018. Multiattribute loss aversion and reference dependence: Evidence from the performing arts industry. *Management Science* 64(1) 421-436. [Link](#).
4. K. Ramachandran, N. Tereyağođlu, and Y. Xia. 2018. Multidimensional decision making in operations: An experimental investigation of joint pricing and quantity decisions. *Management Science* 64(12) 5544-5558. [Link](#).
5. K. Ramachandran, N. Tereyağođlu, and M. Unal. Help or hindrance? The role of familiarity in collaborative product development. [Link](#).
 - Winner, POMS Product Innovation and Technology Management Best Student Paper Competition, 2017.
6. W. Fu, A. Atasu, and N. Tereyağođlu. Warranty length, product reliability, and secondary markets. [Link](#).
7. O. C. Ozturk and N. Tereyağođlu. Distribution channel relationships in the presence of multimarket contact.
9. X. Huang, A. Atasu, N. Tereyağođlu, and B. Toktay. Lemons, Trade-Ins, and Certified Pre-Owned Programs.

10. E. Sohn, B. S. Park, and N. Tereyağoğlu. Psychological overage and underage costs in three-part tariff plans: Evidence from bike-sharing economy.
11. H. A. Arslan, N. Tereyağoğlu, and O. Yilmaz. Not every game is created equal: The impact of variable pricing on NFL ticket markets.

BOOK CHAPTER

1. N. Tereyağoğlu, 2016, *Market Behavior Towards Remanufactured Products*, in *Environmentally Responsible Supply Chains: Opportunities and Challenges*, Atasu, A. (Ed.) Springer Publishing, pp. 19-28. [Link](#)

HONORS AND AWARDS

2018 Evening MBA Elective Professor of the Year Award, Scheller College of Business.
 M&SOM Meritorious Meritorious Service Award, 2017.
 Management Science Meritorious Service Award, 2017.
 2017 Full-time MBA Elective Professor of the Year Award, Scheller College of Business.
 2016 Full-time MBA Elective Professor of the Year Award, Scheller College of Business.
 Fishman-Davidson Research Grant (2010-2012).
 Wharton Doctoral Fellowship (2007-2011).
 President's Award for Outstanding Academic Excellence, Bilkent University (2004-2007).

INVITED SEMINARS

2018: Darden School of Business, University of Virginia,
 Poole College of Management, North Carolina State University,
 Kogod School of Business, American University,
 School of Business, George Mason University,
 Carlson School of Management, University of Minnesota,
 Darla Moore School of Business, University of South Carolina,
 Questrom School of Business, Boston University,
 Goizueta Business School, Emory University,
 Desautels Faculty of Management, McGill University.

2017: Cox School of Business, Southern Methodist University,
 McDonough School of Business, Georgetown University,
 Owen Graduate School of Management, Vanderbilt University,
 Bilkent University, Turkey (Annual Workshop on Supply Chain and Logistics),
 Darla Moore School of Business, University of South Carolina,
 Scheller College of Business, Georgia Institute of Technology (Faculty Seminar Series).

2015: Carroll School of Management, Boston College,
 Scheller College of Business, Georgia Institute of Technology (Environmentally Responsible Supply Chain Workshop),
 Scheller College of Business, Georgia Institute of Technology (Faculty Seminar Series).

2014: The Wharton School, University of Pennsylvania (Empirical OM Workshop).

2012: Krannert School of Management, Purdue University,
 University College London, London, United Kingdom,
 College of Management, Georgia Institute of Technology,
 Isenberg School of Management, University of Massachusetts Amherst,

Kelley School of Business, Indiana University,
Fisher College of Business, Ohio State University,
School of Business Administration, University of San Diego,
Leavey School of Business, Santa Clara University.

CONFERENCE PRESENTATIONS

- 2018: INFORMS Annual Conference, POMS.
- 2017: MSOM, POMS.
- 2016: INFORMS Annual Conference, POMS.
- 2015: INFORMS Annual Conference, POMS.
- 2014: INFORMS Annual Conference, MSOM, POMS.
- 2013: INFORMS Annual Conference, INFORMS Revenue Management & Pricing, POMS.
- 2012: INFORMS Annual Conference, MSOM, POMS.
- 2011: INFORMS Annual Conference, INFORMS Revenue Management & Pricing.
- 2009: INFORMS Revenue Management & Pricing, MSOM.
- 2008: INFORMS Annual Conference.

TEACHING EXPERIENCE

Scheller College of Business, Georgia Institute of Technology

- Full-time and Evening MBA
 - MGT 6400 - Pricing Analytics & Revenue Management
 - Spring 2014 - 2018: (4.10,4.63), (4.65,4.89), (4.70,4.99), (4.93,4.90), (4.5,5.0) / 5
 - 2018 Evening MBA Elective Professor of the Year Award,
 - 2017 Full-time MBA Elective Professor of the Year Award,
 - 2016 Full-time MBA Elective Professor of the Year Award.
- Undergraduate:
 - MGT 3501 (core) - Operations Management
 - Spring 2013: 4.21, 4.46 / 5
 - MGT 4367 - Revenue Analytics
 - Spring 2014 - 2018: 4.81, 4.87, 4.97, 4.90, 4.90 / 5
- Custom Executive Programs:
 - Leveraging the Power of Data for Coca-Cola, Scheller College of Business, 2017.

DOCTORAL & MASTERS STUDENT ADVISING

1. Murat Unal, 2018. Currently a doctoral student at Cornell University.
2. Wayne Fu, 2017. Committee member. Currently faculty at University of Michigan-Dearborn.
3. Ximin Huang, 2016. Committee member. Currently faculty at University of Minnesota.

PROFESSIONAL ACTIVITIES & SERVICE

CONFERENCE CHAIR:

INFORMS Revenue Management and Pricing Conference, Atlanta, GA, 2013 (co-chair with Laurie Garrow).

WORKSHOP COMMITTEE MEMBER:

Early-career Sustainable Operations Workshop, Atlanta, GA, 2018 (program committee co-member with Vishal Agrawal, Basak Kalkanci, Morvarid Rahmani).

CONFERENCE TRACK CHAIR:

POMS 2014 (Revenue Management and Pricing Track, co-chair with Pelin Pekgun), INFORMS 2016 (Revenue Management and Pricing Cluster, co-chair with Pelin Pekgun).

CONFERENCE SESSION CHAIR:

INFORMS 2014 (Revenue Management and Pricing Cluster), INFORMS 2015 (Revenue Management and Pricing Cluster), POMS 2016 (Marketing and Operations Management Track), INFORMS 2016 (Revenue Management and Pricing Cluster, Operations Management - Marketing Cluster), INFORMS 2017 (M&SOM Cluster), POMS 2018 (Product Innovation & Technology Management Track).

REVIEWER SERVICE:

- Referee for Management Science, Manufacturing & Service Operations Management, Operations Research, Production and Operations Management, Decision Sciences.
- MSOM Service Management SIG Conference, 2013.
- MSOM Sustainable Operations SIG Conference, 2014, 2018.

SCHOOL COMMITTEES AND ACTIVITIES:

- Organizer, OM Seminar Series, Scheller College of Business, Georgia Institute of Technology, 2013-2014, 2014-2015, 2015-2016 (co-organizer).
- Member, Business Analytics Committee, Scheller College of Business, Georgia Institute of Technology, 2012-2014.
- Member, Business Analytics Center, Scheller College of Business, Georgia Institute of Technology, 2014-present.

MEMBERSHIPS:

INFORMS, MSOM Society, INFORMS Revenue Management & Pricing, INFORMS Behavioral Operations Management, POMS

OTHER

Visa Status: U.S. Permanent Resident

Hobbies: Tennis, Skiing.