

# PELİN PEKGÜN

Associate Professor of Management Science

Moore School of Business, University of South Carolina

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## RESEARCH INTERESTS

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Applications of operations research and management science in

- pricing and revenue management
- supply chain management
- marketing/operations interface
- behavioral operations management
- health and humanitarian logistics

## EDUCATIONAL BACKGROUND

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2002 - 2007	<b>Ph.D.</b> in Industrial Engineering, <b>Georgia Institute of Technology</b> , Atlanta, GA <i>Concentration: Supply Chain Management and Logistics</i>
2005	<b>M.S.</b> in Industrial Engineering, <b>Georgia Institute of Technology</b> , Atlanta, GA <i>Concentration: Supply Chain Management and Logistics</i>
2000 - 2001	<b>M.S.</b> in Industrial Engineering, <b>Bogazici University</b> , Istanbul, TURKEY <i>Concentration: Supply Chain Management</i>
1997 - 2000	Certificate in Vocal Studies, <b>Istanbul University</b> , Istanbul, TURKEY <i>Part-time Vocal Section of the Opera Department in the State Conservatory</i>
1996 - 2000	<b>B.S.</b> in Industrial Engineering, <b>Bogazici University</b> , Istanbul, TURKEY

## WORK EXPERIENCE

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8/18-present	<b>University of South Carolina, Moore School of Business</b> <i>Associate Professor of Management Science</i>								
8/12-8/18	<b>University of South Carolina, Moore School of Business</b> <i>Assistant Professor of Management Science</i>								
8/11-8/12	<b>Georgia Institute of Technology, H. Milton Stewart School of Industrial and Systems Engineering (ISyE)</b> <i>Visiting Assistant Professor</i>								
9/06-7/11	<b>JDA Software Group, Inc., Marietta, GA, Information Technology and Services Industry, Pricing and Revenue Management Group</b> <table><tr><td><i>Manager, Analytical Services</i></td><td>10/09-7/11</td></tr><tr><td><i>Solution Architect, Operations Research</i></td><td>2/09-9/09</td></tr><tr><td><i>Senior Consultant, Operations Research</i></td><td>4/07-1/09</td></tr><tr><td><i>Intermediate Consultant, Operations Research</i></td><td>9/06-3/07</td></tr></table>	<i>Manager, Analytical Services</i>	10/09-7/11	<i>Solution Architect, Operations Research</i>	2/09-9/09	<i>Senior Consultant, Operations Research</i>	4/07-1/09	<i>Intermediate Consultant, Operations Research</i>	9/06-3/07
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<i>Solution Architect, Operations Research</i>	2/09-9/09								
<i>Senior Consultant, Operations Research</i>	4/07-1/09								
<i>Intermediate Consultant, Operations Research</i>	9/06-3/07								

5/05-8/06	<b>Manugistics, Inc., Atlanta, GA, Information Technology and Services Industry</b> <i>Intern, Revenue Management Group</i>
1/05-5/05	<b>School of Industrial &amp; Systems Engineering, Georgia Institute of Technology</b> <i>Instructor - Engineering Optimization</i>
1/02-12/04	<b>School of Industrial &amp; Systems Engineering, Georgia Institute of Technology</b> <i>Graduate Research/Teaching Assistant</i>
9/00-12/01	<b>Industrial Engineering Department, Bogazici University, Istanbul, TURKEY</b> <i>Graduate Teaching Assistant &amp; Public Relations Representative</i>
08/99	<b>Tekfen Holding, Istanbul, TURKEY, Agricultural Industry</b> <i>Summer Intern, IT Department</i>
07/99	<b>ABB Electrical Company, Istanbul, TURKEY, Electrics &amp; Electronics Industry</b> <i>Summer Intern, Automation Department</i>
07/98	<b>Arthur Andersen Consulting, Istanbul, TURKEY, Management Consulting</b> <i>Summer Intern, Human Resources Department</i>

## RESEARCH

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### Published or Forthcoming Papers in Refereed Journals

- S. Ahire and **P. Pekgün** (2018), "Harvest Hope Food Bank Optimizes its Promotional Strategy to Raise Donations using Integer Programming", Forthcoming at *Interfaces*.
- **P. Pekgün**, M. Galbreth and B. Ghosh (2018), "How Perceptions of User Reviews Impact Competition under Partial Consumer Awareness", *Decision Sciences*, 49(2), pp. 250-274.
  - Featured in Moore School News in February/March 2018; "[Your Voice Matters: The Impact of User Reviews](#)"
- Ö. Yılmaz, **P. Pekgün** and M. Ferguson (2017), "Would You Like to Upgrade to a Premium Room? Evaluating the Benefit of Offering Standby Upgrades", *Manufacturing and Service Operations Management*, 19(1), pp. 1-18.
  - **Selected as Featured/Lead Article in Winter 2017 issue**
  - Featured with a press release on INFORMS website (<http://ow.ly/FmiE307ci06>), in M&SOM [review](#), and on social media by the Editor-in-Chief, Christopher Tang
- G. Shang, **P. Pekgün**, M. Ferguson and M. Galbreth (2017), "How Much Do Online Consumers Really Value Free Product Returns?", *Journal of Operations Management*, 53-56, pp. 45-62.
  - **Journal of Operations Management - Jack Meredith Best Paper Award Finalist, 2018**
- **P. Pekgün**, P. M. Griffin and P. Keskinocak (2017), "Centralized vs. Decentralized Competition for Price and Lead-time Sensitive Demand", *Decision Sciences*, 48(6), pp. 1198-1227.
- **P. Pekgün**, B. Garner and E. Uyar (2014), "Applying Pricing and Revenue Management in the Golf Industry: Key Challenges", *Journal of Revenue & Pricing Management*, 13, pp. 470-482.
- **P. Pekgün**, R. P. Menich, S. Acharya, P. G. Finch, F. Deschamps, K. Mallery, J. van Sistine, K. Christianson, J. Fuller (2013), "Carlson Hotels Maximizes Revenue through Improved Demand Management and Price Optimization", *Interfaces*, 43(1), pp. 21-36.
  - **2012 INFORMS Franz Edelman Award Finalist**
  - **2013 INFORMS Revenue Management and Pricing Section Practice Prize Finalist**

- **P. Pekkün**, P. M. Griffin and P. Keskinocak (2008), "Coordination of marketing and production for price and lead-time decisions", *IIE Transactions*, 40 (1), pp.12-30
  - **IIE Transactions Best Paper Award in Scheduling and Logistics, 2009**
  - The third most downloaded (from informaworld) IIE Transactions article in 2009; the first two most downloaded were both review articles.
  - Featured in the January 2008 issue of the Industrial Engineer magazine; "Fast Delivery or a Lower Price?"
- Ü. Bilge, F. Kırac, M. Kurtulan and **P. Pekkün** (2004), "A tabu search algorithm for parallel machine total tardiness problem", *Computers & Operations Research*, 31, 397-414.

## Working Papers

### i. Papers in Review Process

- **P. Pekkün**, M. Park, P. Keskinocak and M. Janakiram, "Does Forecast-Accuracy Based Allocation Induce Customers to Share Truthful Order Forecasts?", invited for third round review at *Production and Operations Management*.
- Ö. Yılmaz, M. Ferguson, **P. Pekkün** and G. Shang, "Empirically Estimating Strategic Behavior for Hotel Standby Upgrade Programs", *under review*.
- J. Im, S. Cho, M. Ferguson and **P. Pekkün**, "Robust Demand Estimation with Customer Choice-Based Models for Sales Transaction Data", *under review*.
- S. Cho, **P. Pekkün**, R. Janakiraman and J. Wang, "The Effect of User Generated Content on Hotel Demand: The Role of Competitive Perception Spillovers", *under review*.

### ii. Papers in Progress

- Ö. Yılmaz, **P. Pekkün**, M. Ferguson and G. Shang, "Team-specific ticket options: A safety play for fans", *Working Paper*, University of South Carolina, Columbia, SC.
- M. Park, **P. Pekkün**, M. Malhotra and S. Venkataraman, "Investigation of Buyers' Ordering Behavior under Limited Supply in a Two-Stage Supply Chain", *Working Paper*, University of South Carolina, Columbia, SC.
- **P. Pekkün**, S. Mumbower and M. Ferguson, "Choice Modeling vs. Price Optimization for Revenue Management", *Working Paper*, University of South Carolina, Columbia, SC.
- **P. Pekkün**, P. M. Griffin and P. Keskinocak, "Estimating Price Elasticities in the Travel Industry under Revenue Management Controls", *Working Paper*, University of South Carolina, Columbia, SC.

## Review Articles and Book Chapters

- M. Çelik, Ö. Ergun, B. Johnson, P. Keskinocak, Á. Lorca, **P. Pekkün** and J. Swann (2012), "Humanitarian Logistics", in *TutORials in Operations Research* (J. C. Smith Ed.), Chapter 2, pp. 18-49.
- **P. Pekkün** (2012), "Book Review: Revenue Management for Manufacturing Companies", *Journal of Revenue & Pricing Management* 11(3), pp. 350-351.
- **P. Pekkün** (2011), "Pricing and Lead-Time Decisions", in *Wiley Encyclopedia of Operations Research and Management Science*.

## Other Publications

- D. Wani, M. Galbreth and **P. Pekkün** (2013), "Investigating the Key Factors on the Time to Fund Patients in an Online Crowd-funding Platform", *Project Report*, University of South Carolina, Columbia, SC.
- B. Kotrba and **P. Pekkün** (2012), "The Data-Driven Competitor Strategy", *JDA Real Results Magazine*, 7(1), 64-66.
- **P. Pekkün** (2007), "An Analysis of Pricing and Leadtime Policies within the Marketing/Operations Interface", *Ph.D. Thesis*, Georgia Institute of Technology, Atlanta, GA
- **P. Pekkün** (2001), "Analysis of coordination perspectives in a two-stage supply chain system", *M.S. Thesis*, Bogazici University, Istanbul, TURKEY.
- B. Vurgun and **P. Pekkün** (1999), "Buhar Kazanları Kontrol ve Kumanda Stratejileri-1.Bölüm", *Otomasyon* 88, Ekim, 68-71.
- B. Vurgun and **P. Pekkün** (1999), "Kazan Verimliliğinin Geliştirilmesi-2/3.Bölüm", *Otomasyon* 88, Kasım/Aralık, 116-121/46-49.

## TEACHING

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### Courses Taught

*Moore School of Business, University of South Carolina, Columbia, SC\**

- **Graduate Classes**

- MGSC 876: Supply Chain Modeling (MBA Elective)

- Spring 2017 (4.82/5.0; 10/14 responses)
  - Spring 2016 (4.45/5.0; 15/22 responses)
  - Spring 2015 (4.58/5.0; 9/15 responses)
  - Spring 2014 (4.52/5.0; 14/34 responses)
  - Spring 2013 (4.26/5.0; 20/23 responses)

- **Undergraduate Classes**

- MGSC 491 – Supply Chain Management (Undergraduate Elective)

- Spring 2018 (4.68/5.0; 73/149 responses\*\*)
  - Spring 2017 (4.77/5.0; 50/101 responses\*\*)
  - Spring 2016 (4.62/5.0; 59/112 responses\*\*; Recipient of "Thank a Prof" certificate)
  - Spring 2015 (4.52/5.0; 62/101 responses\*\*)
  - Spring 2014 (4.45/5.0; 20/43 responses)
  - Fall 2013 (4.65/5.0; 42/84 responses\*\*)
  - Spring 2013 (4.68/5.0; 36/53 responses)
  - Fall 2012 (4.57/5.0; 26/40 responses)

- \* Overall instructor performance ratings in course evaluation surveys

- \*\*The average ratings over two sections.

- IBUS490 – Special Study in International Business

- 2016-2018: Assistant program director for the Maymester study-abroad course "Business in Germany" (with Mark Ferguson); class of 20. This undergraduate course focuses on the conduct of business in Germany and provides students with contextual & factual knowledge to understand the institutional and competitive environment faced by German firms.

### MGSC497/897 – Operations and Supply Chain Capstone Consulting Project

Fall 2018: Co-mentored MBA project for UPS on salesforce coverage optimization for their global freight forwarding business.

Fall 2017: Co-mentored undergraduate project for Carolinas Healthcare System on optimizing delivery routes from the distribution center to their network of care facilities.

*H. Milton Stewart School of Industrial& Systems Engineering, Georgia Institute of Technology, Atlanta, GA*

- **Graduate Classes**

#### ISyE 6230 – Economic Decision Analysis (Spring 2012)

- Core course in the Economic Decision Analysis and Supply Chain Engineering graduate (M.S./Ph.D.) program tracks (also videotaped for distance learning)
- Overall effectiveness rated: 4.12/5.0 (36/57 responses in in-class section), 4.75/5.0 (3/6 responses in distance learning section). Recipient of “Thank a Teacher” certificate.

#### ISyE 8901 – Special Problems in OR (Fall 2011/Spring 2012)

Directed independent study of two Ph.D. students on experimental data analysis and technical software development for investigating strategic behavior of buyers for ordering and forecasting in supply chains through an interactive simulation game.

- **Undergraduate Classes**

#### ISyE 4106 - Senior Design (Fall 2011)

- Advised four senior design teams consisting of 7-8 students per team on supply chain/logistics industry projects. The Caterpillar team selected as a **Finalist out of 17** senior design teams in the Fall 2011 ISyE Senior Design Competition.
- Overall effectiveness as a senior design project advisor rated 4.9/5.0 in the course evaluation surveys over 29 students (“Considering everything, your project advisor was effective.” with 5.0 corresponding to “Strongly Agree”).

#### ISyE 4231 – Engineering Optimization (Spring 2005; 4.2/5.0 , 48 students)

Selected as the sole nominee from ISyE for the CETL Outstanding Teaching Assistant Award.

## **Curriculum Development**

### **MGSC 491/876 - Supply Chain Management/Modeling:**

This course develops an understanding of the issues, principles, tools and decision processes involved in designing and effectively managing a supply chain. A supply chain consists of all players that are involved in satisfying a customer’s request; suppliers, manufacturers, distributors, retailers and even customers. The activities in a supply chain range from tactical decisions such as demand forecasting, inventory management and transportation to strategic decisions such as network design & planning. Completely redesigned the course using a combination of lectures, case discussions and simulation games to provide a better understanding of modeling supply chain issues as well as develop analytical modeling skills.

## Guest Lectures

- “Choice Modeling vs. Price Optimization for Revenue Management”  
MGSC 894, Doctoral Seminar, Advanced Topics in Management Science, University of South Carolina, Columbia, SC, 4 November 2016 (invited by Dr. Mark Ferguson)
- “Operations Management Applications in Healthcare and Humanitarian Logistics”  
HSPM 800, Doctoral Seminar, Arnold School of Public Health, University of South Carolina, Columbia, SC, 1 December 2015 (invited by Dr. Jan Probst)
- “Introduction to Behavioral Operations Management”  
MGSC 894, Doctoral Seminar, Advanced Topics in Management Science, University of South Carolina, Columbia, SC, 11 April 2014 (invited by Dr. Carrie Queenan)
- “Maximizing Revenue through Improved Demand Management and Price Optimization”  
MGSC 778 (MBA class), Revenue Management, University of South Carolina, Columbia, SC, 26 February 2013 (invited by Dr. Mark Ferguson)
- “Price Sensitive Forecasting & Optimization for Revenue Management”  
MGT 4803 (undergraduate class), MGT 6401 (MBA class), Supply Chain Modeling, Georgia Institute of Technology, Atlanta, GA, 29 September 2011 (invited by Dr. Atalay Atasü)
- “The Next Frontier in Revenue Management – Price Sensitive Forecasting and Optimization”  
MGT 6400 (MBA class), Pricing Analytics and Revenue Management, Georgia Institute of Technology, Atlanta, GA, 15 April 2010 (invited by Dr. Mark Ferguson)
- “An Empirical Study for Estimating Price Elasticities in the Travel Industry”  
MGT 6362 (MBA class), Supply Chain Modeling and Revenue Management, Georgia Institute of Technology, Atlanta, GA, 24 January 2008 (invited by Dr. Mark Ferguson)
- “Game Theory and Contracting Analysis for Price and Lead-time Optimization”  
ISyE 6230 (graduate class), Economic Decision Analysis, Georgia Institute of Technology, Atlanta, GA, 4 March 2010/20 February 2007 (invited by Dr. Julie Swann)

## Executive Teaching

- “Forecasting” (MGSC 778)  
Part of 4-week Advanced Business Analytics Certification (ABAC) program for the U.S. Army, Summer 2017
- “Pricing and Revenue Management”  
Breakfast & Learn Series by Georgia Tech Panama Logistics Innovation and Research Center and Panama Canal Authority, Panama City, Panama, April 10, 2012
- “Gaming in the Supply Chain” (with Pinar Keskinocak)  
Supply Chain and Logistics Institute (SCL) short course on Inventory Planning and Management, February 28 - March 1, 2012.
- “The Next Frontier in Revenue Management – Price Sensitive Forecasting and Optimization”  
Executive MBA Class visiting from ICN Business School (France), Georgia Institute of Technology, Atlanta, GA, 16 June 2011 (invited by program director Dr. Stanislas D'eyrarnes; extended lecture included introduction to core concepts in revenue management)

## Ph.D. Student Advising

### *Dissertation Chair/Co-chair*

- Övünç Yılmaz, University of South Carolina, 2013-2017 (co-chair with Dr. Mark Ferguson)
  - *Academic placement:* University of Notre Dame, Mendoza College of Business, Assistant Professor of Information Technology, Analytics, and Operations (starting in July 2017)
- Minseok Park, University of South Carolina, 2012-2017 (co-chair with Dr. Manoj Malhotra)
  - *Academic placement:* Salisbury University, Perdue School of Business, Assistant Professor of Information Systems & Decision Sciences (starting in August 2017)

### *Independent Study*

- Sanghoon Cho, University of South Carolina, 2017-present.
- Fan Zou, University of South Carolina, 2017-present.
- Can Özüretmen, Georgia Institute of Technology, 2011-2012.
- Michael Roytman, Georgia Institute of Technology, 2011-2012.

## Undergraduate Student Advising

- Yingru Han, “Agricultural E-commerce and Economic Development in Rural China”, Honors Thesis, University of South Carolina, Spring 2018 (Director of Thesis).
- Jack Bowling, Magellan Scholar Mentor, “Cross-sector Collaboration for Humanitarian Response to Refugee Crisis”, 2016-2017.
- Abigail Hardee, “Investigating Key Predictors of Time to Fund Patients in an Online Medical Crowdfunding Platform: The Case of Watsi”, Honors Thesis, University of South Carolina, Spring 2017 (Director of Thesis).
- Abigail Hardee, Honors College Funded Research Advisor, 2015-2016.
- Katherine Dail, “Functional Space Management in the Hospitality Industry and its Future Outlook”, Honors Thesis, University of South Carolina, Spring 2014 (Director of Thesis).

## PRESENTATIONS

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### Invited Research Talks

- IBM Research, Yorktown Heights, NY, June 12, 2018
- University of Texas at Dallas, Naveen Jindal School of Management, Dallas, TX, October 9, 2017
- Bogazici University, Industrial Engineering Department, Istanbul, Turkey, June 2, 2017
- University of Mannheim Business School, Mannheim, Germany, May 22, 2017
- Georgia Tech, Scheller College of Business, Atlanta, GA, March 10, 2017
- University of South Carolina, Moore School of Business, Columbia, SC, April 4, 2014 (Management Science Department Seminar Series)
- Oracle Science Journal Club, Web Conference, October 31, 2013
- University of South Carolina, Department of Civil & Environmental Engineering, Columbia, SC, April 17, 2013
- University of South Carolina, Moore School of Business, Columbia, SC, January 23, 2012
- MIT, Sloan School of Management, Boston, MA, January 13, 2012
- Dartmouth College, Tuck School of Business, Hanover, NH, January 4, 2012

## Conference Presentations

- Ö. Yılmaz, P. Pekgün, M. Ferguson and G. Shang, "Empirically Investigating Strategic Behavior for Hotel Standby Upgrades"
  - INFORMS Revenue Management and Pricing Section Conference, Toronto, Canada, June 22, 2018 (Abstract reviewed)
- G. Shang, P. Pekgün, M. Ferguson and M. Galbreth, "How much do online consumers really value free product returns? Evidence from eBay"
  - POMS Annual Conference, Houston, TX, May 5, 2018 (Invited Session)
- P. Pekgün, M. Galbreth and B. Ghosh, "How Unequal Perceptions of User Reviews Impact Price Competition"
  - POMS Annual Conference, Seattle, WA, May 6, 2017 (Invited Session)
  - INFORMS Annual Meeting, Nashville, TN, November 15, 2016 (Sponsored Session)
  - POMS Annual Conference, Orlando, FL, May 7, 2016 (Invited Session)
- Ö. Yılmaz, P. Pekgün, M. Ferguson and G. Shang, "An Analytical and Empirical Look at Hotel Standby Upgrades"
  - INFORMS Annual Meeting, Houston, TX, October 22, 2017 (Sponsored Session)
  - MSOM Conference, Chapel Hill, NC, June 21, 2017 (Abstract reviewed)
  - POMS Annual Conference, Seattle, WA, May 5, 2017 (Invited Session)
- P. Pekgün, M. Park and P. Keskinocak, "Does a Forecast-Accuracy Based Allocation Scheme Induce Customers to Share Truthful Forecasts?"
  - POMS Annual Conference, Orlando, FL, May 6, 2016 (Invited Session)
  - Behavioral Operations Conference, Ithaca, NY, June 25, 2015 (Abstract reviewed)
  - POMS Annual Conference, Washington, DC, May 9, 2015 (Invited Speaker)
- P. Pekgün, P. Griffin and P. Keskinocak "Estimating Price Elasticities in the Travel Industry under Revenue Management Controls"
  - POMS Annual Conference, Washington, DC, May 8, 2015 (Invited Speaker)
- P. Pekgün, M. Ferguson "Choice Modeling vs. Price Optimization for Revenue Management"
  - INFORMS Revenue Management and Pricing Section Conference, Istanbul, Turkey, June 6, 2014 (Abstract reviewed)
  - POMS Annual Conference, Atlanta, GA, May 9, 2014 (Invited Speaker)
  - INFORMS Annual Meeting, Minneapolis, MN, October 6, 2013 (Invited Session)
- P. Pekgün, P. Keskinocak, M. Janakiram, T. Maku "Investigating Strategic Customer Behavior through an Interactive Supply Chain Game"
  - International Institute of Industrial Engineers (IIE) Conference, Istanbul, Turkey, June 26, 2013 (Abstract reviewed)
  - POMS Annual Conference, Denver, CO, May 4, 2013 (Invited Speaker)
  - INFORMS Conference on Business Analytics & Operations Research, San Antonio, TX, April 8, 2013 (Oral Presenter)
  - Behavioral Operations Conference, Young Scholars' Workshop, Washington, DC, June 9, 2012
  - INFORMS Annual Meeting, Phoenix, AZ, October 14-17, 2012 (Invited Session)
- P. Pekgün, B. Garner, E. Uyar "Applying Revenue Management and Pricing in Golf Industry: Key Challenges"
  - INFORMS Revenue Management and Pricing Section Conference, Atlanta, GA, June 7, 2013 (Abstract reviewed)
- P. Pekgün, S. Acharya, K. Mallery, J. van Sistine, K. Christianson, J. Fuller "Carlson Hotels Maximizes Revenue through Improved Demand Management and Price Optimization"
  - INFORMS Revenue Management and Pricing Section Practice Prize Competition, Atlanta, GA, June 6, 2013 (Finalist)
- P. Pekgün, R. P. Menich, "Luxury Yacht Rentals – Forecasting and Price Optimization"
  - POMS Annual Conference, Denver, CO, May 4, 2013 (Invited Speaker)

- INFORMS Annual Meeting, Phoenix, AZ, October 14-17, 2012 (Invited Session)
- P. Pekgün, R. P. Menich, S. Acharya, P. G. Finch, F. Deschamps, K. Mallery, J. van Sistine, K. Christianson, J. Fuller “Carlson Hotels Maximizes Revenue through Improved Demand Management and Price Optimization”
  - INFORMS Franz Edelman Award Competition, Huntington Beach, CA, April 16, 2012 (Finalist)
  - INFORMS Annual Meeting, Phoenix, AZ, October 14-17, 2012 (Reprise Session)
- P. Pekgün, P. Keskinocak, S. Xia “Competition for Demand via Price and Service Offerings”
  - POMS Annual Conference, Chicago, IL, April 20, 2012 (Invited Speaker)
- P. Pekgün, “Early Years in Industry Career” session
  - INFORMS Practitioner Colloquium, Charlotte, NC, November 12, 2011 (Invited Speaker)
- P. Pekgün, “Investigating Strategic Customer Behavior through an Interactive Game”
  - Revenue Management & Price Optimization Conference, Georgia Institute of Technology, Atlanta, GA, October 7, 2011
- P. Pekgün, “Why Knowing Your Competitors is Key to Your Pricing Strategy”
  - JDA FOCUS 2011 Annual Global Conference, Orlando, FL, May 2, 2011
  - JDA Pricing and Revenue Management Conference, London UK, March 24, 2011
- P. Pekgün, “So, who are your true competitors?”
  - INFORMS Revenue Management and Pricing Section Conference, Ithaca, NY, June 16-18, 2010 (Abstract reviewed)
- P. Pekgün, “Communication Skills”, “Career Paths” sessions
  - INFORMS Practitioner Colloquium, Austin, TX, November 06, 2010 (Colloquium Chair)
  - INFORMS Practitioner Colloquium, San Diego, CA, October 10, 2009 (Invited Speaker)
- P. Pekgün, P. Griffin and P. Keskinocak “Decentralizing Price and Lead-time Decisions under Competition”
  - INFORMS Annual Meeting, San Diego, CA, October 11-14, 2009 (Invited Session)
- P. Pekgün, “Network Price Optimization for Passenger Travel and Hospitality Industries”
  - INFORMS Annual Meeting, San Diego, CA, October 11-14, 2009 (Invited Session)
- P. Pekgün, “The Next Frontier in Price Sensitive Revenue Management: Network Price Optimization”
  - INFORMS Revenue Management and Pricing Section Conference, Evanston, IL, June 22-23, 2009 (Abstract reviewed)
- P. Pekgün, “Latest Innovations in Pricing Optimization”
  - JDA Revenue Management and Pricing Conference, London UK, April 1, 2009
- P. Pekgün, “So, you’ve landed your dream job, now what”
  - INFORMS Practitioner Colloquium, Washington, DC, October 11, 2008 (Invited Speaker)
- P. Pekgün, “An Analysis of Pricing and Leadtime Policies within the Marketing/Operations Interface”
  - INFORMS Annual Meeting, Washington, DC, October 12-15, 2008 (Invited Session – Dantzig Dissertation Award Finalist)
- P. Pekgün, P. Griffin and P. Keskinocak “An Empirical Study for Estimating Price Elasticities in the Travel Industry”
  - INFORMS Annual Meeting, Seattle, WA, November 4-7, 2007 (Invited Session)
- P. Pekgün, P. Griffin and P. Keskinocak “Centralized vs. decentralized decision making under competition for price and lead-time sensitive demand”
  - INFORMS Annual Meeting, Pittsburgh, PA, November 5-8, 2006 (Invited Session)
  - Manufacturing and Service Operations Management (MSOM) Conference, Atlanta, GA, June 19-20, 2006. (Abstract reviewed)
- P. Pekgün, P. Griffin and P. Keskinocak “Coordination of marketing and production for price and lead-time decisions”
  - INFORMS Annual Meeting, San Francisco, CA, November 13-16, 2005 (Interactive Sessions – Poster Presentation)

- Manufacturing and Service Operations Management (MSOM) Conference, Evanston, IL, June 27-28, 2005. (Abstract reviewed)
- INFORMS Marketing Science Conference, Atlanta, GA, June 16-18, 2005.
- Institute of Industrial Engineers (IIE) Annual Conference, Atlanta, GA, May 14-18 2005.
- INFORMS Annual Meeting, Denver, CO, October 24-27, 2004 (Invited Session).

## Other Invited Talks/Panels

- POMS Annual Conference, Houston, TX, May 5, 2018 (“Practice of Revenue Management and Pricing” panel)
- University of South Carolina, Columbia, SC, November 28, 2016 (“Business in Germany” panel organized by Sigma Omega Upsilon - International Business Fraternity)
- INFORMS Doctoral Colloquium, Nashville, TN, November 12, 2016 (“Academia vs Industry: The Billion Dollar Question” panel)
- University of South Carolina, Columbia, SC, April 13, 2016 (Net Impact Symposium)
- INFORMS Doctoral Colloquium, Charlotte, NC, November 12, 2011 (“Academia vs Industry” panel)

## GRANTS AND CONTRACTS

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- Research Grant from Darla Moore School of Business, University of South Carolina. (\$4,400), “Investigating the Effect of User Generated Content on Hotel Demand, Pricing and Competition: An Empirical Investigation,” November 2017 – October 2018. (PIs: P. Pekgün, R. Janakiraman)
- Magellan Scholar Grant (\$2,500) and Magellan Mini-Grant (\$500) from University of South Carolina with undergraduate student Jack Bowling, “Cross-sector Collaboration for Humanitarian Response to Refugee Crisis”, January – December 2017.
- Research Grant from Darla Moore School of Business, University of South Carolina. (\$5,000), “Investigating Strategic Ordering and Forecasting Behavior in a Two-Stage Supply Chain,” November 2016 – June 2018. (PIs: P. Pekgün, S. Venkataraman, M. Malhotra)
- Research Grant from Darla Moore School of Business, University of South Carolina. (\$3,500), “Gaming the Supply Chain,” November 2014 – May 2016. (PI: P. Pekgün)
- PMBA Curriculum Development Grant from Darla Moore School of Business, University of South Carolina. (\$10,000), March 2013 –August 2015. (PI: P. Pekgün)
- Research Grant from Darla Moore School of Business, University of South Carolina. (\$5,000), “Gaming the Supply Chain,” January 2013 –June 2014. (PI: P. Pekgün)
- Research Grant from Georgia Institute of Technology/Intel. (\$2000), “Gaming the Supply Chain,” October 2012 – May 2013. (PI: P. Pekgün)
- Gift from Shaw Industries (\$54,000), “Business-to-business Pricing Decisions,” November 2011 – July 2012. Georgia Institute of Technology (PIs: P. Keskinocak, P. Pekgün, J. Swann)

## SERVICE

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### Conference/cluster/session organization

#### *Cluster/Track Chair*

- INFORMS Conference on Business Analytics and Operations Research (2015-2019) – Revenue Management and Pricing Track (co-chair: Tudor Bodea, IHG)
- INFORMS Annual Meeting (2016) Nashville, TN – Revenue Management and Pricing Cluster (co-chair: Necati Tereyağolu, Georgia Tech)

- POMS Annual Conference (2014), Atlanta, GA – Revenue Management and Pricing Track (co-chair: Necati Tereyağolu, Georgia Tech)
- INFORMS Annual Meeting (2013) Minneapolis, MN – Revenue Management and Pricing Cluster (co-chair: Ronald P. Menich, Predictix)

### *Session Chair*

- INFORMS Annual Meeting (2018) Phoenix, AZ
  - “Topics in Revenue Management and Assortment Optimization” (Sponsored Session, co-chair: Övünç Yılmaz)
  - “Innovative practices in pricing and revenue management” (Sponsored Session, co-chair: Övünç Yılmaz)
- POMS Annual Conference (2018) Houston, TX - “Innovative Practices in Revenue Management and Pricing” (Sponsored Session, co-chair: Övünç Yılmaz)
- INFORMS Annual Meeting (2017) Houston, TX - “Innovative Practices in Hotel and Sports Revenue Management” (Sponsored Session, co-chair: Övünç Yılmaz)
- POMS Annual Conference (2017) Seattle, WA - “A Close Look at Modern Revenue Management & Pricing Practices” (Invited Session, co-chair: Övünç Yılmaz)
- INFORMS Annual Meeting (2016) Nashville, TN
  - “New Revenue Management Practices in Airline and Hotel Industries” (Sponsored Session, co-chair: Övünç Yılmaz)
  - “Pricing, Promotions and Bundling for Revenue Management” (Sponsored Session)
  - “Strategic Customer Behavior in Retail and Manufacturing” (Sponsored Session)
- POMS Annual Conference (2016) Orlando, FL - “Strategic Decision Making and Customer Behavior in Supply Chains” (Invited Session)
- INFORMS Annual Meeting (2015) Philadelphia, PA
  - “Data-Driven Revenue Management” (Sponsored Session)
  - “Strategic Behavior and Decision Making within Supply Chains” (Sponsored Session)
- POMS Annual Conference (2015) Washington, DC - “Revenue Management for the Travel Industry” (Invited Session)
- INFORMS Annual Meeting (2014) San Francisco, CA
  - “Innovative Applications in Pricing and Revenue Management” (Sponsored Session)
  - “Academic Job Search Panel” (Invited Panel Session)
- INFORMS Revenue Management and Pricing Section Conference (2014) Istanbul, Turkey - “Current Trends and Future Directions in Pricing and Revenue Management” (Invited Panel Session)
- POMS Annual Conference (2014) Atlanta, GA - “Industry Panel: Revenue Management and Pricing” (Invited Panel Session)
- INFORMS Annual Meeting (2013) Minneapolis, MN – “Analytics and Segmentation for Pricing and Revenue Management” (Sponsored Session)
- POMS Annual Conference (2013) Denver, CO - “Industry Panel: Revenue Management and Pricing” (Invited Panel Session)
- INFORMS Annual Meeting (2010) Austin, TX – “New Frontiers in Revenue Management Applications” (Sponsored Session)
- IIE Annual Conference (2005) Atlanta, GA – “Price and Lead-time Management in Supply Chains” (Invited Session)

- INFORMS Annual Meeting (2005) San Francisco, CA – “Recent Innovations in Teaching OR/MS” (Invited Session)

## Service in Professional Organizations

- Chair, INFORMS Membership and Member Services Committee, 2018-present.
- VP of Communications, POMS College of Supply Chain Management, 2018-present.
- Judge, Daniel H. Wagner Prize, 2018.
- Member, Council of INFORMS Section on Practice, 2017-present.
- Member, INFORMS Nicholson Prize Committee, 2016-2017.
- Judge, SAS and INFORMS Analytics Society Student Analytical Scholar Competition, 2017.
- Judge, INFORMS Revenue Management and Pricing Section Practice Prize, 2014, 2016, 2017.
- Finalist Team Coach, INFORMS Franz Edelman Competition, 2014-2016, 2018.
  - Coach of the 2018 Edelman Finalist – Intel (with Carrie Beam)
  - Coach of the 2016 Edelman Finalist – NYPD (with Jack Theurer)
  - Coach of the 2015 Edelman Finalist – Ingram Micro (with Shelen Jain)
  - Coach of the **2014 Edelman Winner** – CDC/KidRisk for Polio Eradication (with Sid Hess)
- Member, INFORMS Franz Edelman Semi-Finalist/Finalist Selection Committee, 2013-2015, 2017-present.
- Referee, INFORMS Behavioral Operations Management Section Best Working Paper Award, 2015-2016.
- Judge, INFORMS Interactive Session at the Annual Meeting, 2009-2012.
- Chair, INFORMS Professional Recognition Committee, 2012-2014.
- Member, INFORMS Professional Recognition Committee, 2010-2011; 2015.
- Chair, INFORMS Practitioner Colloquium, November 6, 2010, Austin, TX. (25 Ph.D. candidates and junior practitioners attended this prestigious program.)

## Service in University Committees

- Ph.D. Dissertation Committee Member
  - Md Majbah Uddin, Department of Civil and Environmental Engineering, University of South Carolina, 2018-2019. (outside member)
  - Samaneh Shiri, Department of Civil and Environmental Engineering, University of South Carolina, 2017-2018. (outside member)
  - Fateme Fotuhiardakani, Department of Civil and Environmental Engineering, University of South Carolina, 2015-2017. (outside member)
  - Hilmi Atahan Atadil, The College of Hospitality, Retail and Sport Management, University of South Carolina, 2015-2016. (outside member)
  - Guangzhi Shang, Moore School of Business, University of South Carolina, 2014.
  - Narges Kaveshgar, Department of Civil and Environmental Engineering, University of South Carolina, 2014. (outside member)
  - Mariana Nicolae, Moore School of Business, University of South Carolina, 2013.

- Undergraduate Thesis Committee Member
  - Yingru Han, “Agricultural E-commerce and Economic Development in Rural China”, Honors Thesis, University of South Carolina, Spring 2018 (Director of Thesis).
  - Taylor S. Clarke, “The Effects of Food Security on Socioeconomic Mobility in the United States: A Case Study in Allendale County, South Carolina”, Honors Thesis, University of South Carolina, Spring 2018 (Second Reader of Thesis).
  - Abigail Hardee, “Investigating the Key Factors on the Time to Fund Patients in an Online Crowd-funding Platform”, Honors Thesis, University of South Carolina, Spring 2017 (Director of Thesis).
  - Katherine Dail, “Functional Space Management in the Hospitality Industry and its Future Outlook”, Honors Thesis, University of South Carolina, Spring 2014 (Director of Thesis).
  - Richard Andrew Hesse, “The Evolution and Future of the European Union Labor Market”, Honors Thesis, University of South Carolina, Spring 2015 (Second Reader of Thesis).
- Chair, Tenure Track Faculty Search Committee, 2018-2019.
- Member, Faculty Senate, 2015-2018.
- Member, Clinical Faculty Search Committee, 2012-2013, 2017-2018.

## Editorial

- Associate Editor, Decision Sciences, 2017- present
- Editorial Board Member/Associate Editor, Interfaces, 2017- present.
- Topical Editor, Applications with Societal Impact, Wiley Encyclopedia of Operations Research and Management Science, Oct 2012 – present
- Editorial Board Member, Journal of Revenue and Pricing Management, 2013-2015.

## Ad Hoc Referee for Technical Journals and Books

*Management Science, Manufacturing & Service Operations Management, Operations Research, Production and Operations Management, Decision Sciences Journal, Journal of Revenue and Pricing Management, Naval Research Logistics, IIE Transactions, Computers & OR, European Journal of Operational Research, Omega, Journal of the OR Society, Computers & Industrial Engineering, Cornell Hospitality Quarterly, Wiley Encyclopedia of Operations Research and Management Science, Asia-Pacific Journal of Operational Research, The International Journal of Management Science, International Journal of Revenue Management, The Service Industries Journal.*

## Society Memberships

- Member, INFORMS, 2004 - present.
- Member, POMS, 2012 - present.
- Member, IIE, 2004-2008.

## HONORS and AWARDS

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- 2018 Journal of Operations Management - Jack Meredith **Best Paper Award Finalist**; G. Shang, P. Pekkün, M. Ferguson and M. Galbreth, "How Much do Online Consumers Really Value Free Product Returns? Evidence from eBay".
- 2013 INFORMS Revenue Management and Pricing Section **Practice Prize Finalist**; P. Pekkün, S. Acharya, K. Mallery, J. van Sistine, K. Christianson, J. Fuller, "Carlson Hotels Maximizes Revenue through Improved Demand Management and Price Optimization".
- 2012 INFORMS Franz **Edelman Award Finalist**; P. Pekkün, R. P. Menich, S. Acharya, P. G. Finch, F. Deschamps, K. Mallery, J. van Sistine, K. Christianson, J. Fuller, "Carlson Hotels Maximizes Revenue through Improved Demand Management and Price Optimization".
- 2009 IIE Transactions **Best Paper Award** in Scheduling and Logistics; P. Pekkün, P. M. Griffin and P. Keskinocak, "Coordination of marketing and production for price and lead-time decisions".
- 2008 INFORMS George B. Dantzig **Dissertation Award Honorable Mention**; P. Pekkün, "An Analysis of Pricing and Leadtime Policies within the Marketing/Operations Interface".