

Bilal Gokpinar

Professor of Operations, Technology and Innovation
Head, Operations & Technology and Marketing & Analytics groups
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ACADEMIC POSITIONS

- Professor of Operations, Technology and Innovation, UCL School of Management, University College London, 2020-present
- Head, Operations & Technology and Marketing & Analytics groups, 2018-present
- Associate Professor, UCL School of Management, University College London, 2018-2020
- Visiting Lecturer, London School of Economics (LSE), Department of Management, 2017-2018
- Visiting Lecturer, HEC Paris, Department of Information Systems and Operations Management, 2016-2017
- Assistant Professor, UCL School of Management, University College London, 2015-2018
- Assistant Professor, Department of Management Science and Innovation, University College London, 2008-2015

EDUCATION

- M.S. (2005) and PhD (2008), Northwestern University, IL, USA
Industrial Engineering and Management Sciences
- B.S. (2004) Purdue University, IN, USA
Industrial Engineering (with Economics and Mathematics) *Distinction*

RESEARCH INTERESTS

Product and service innovation, technology management, digital transformation, operations management

JOURNAL ARTICLES

- How Temporary Assignments Boost Innovation (with P. Cornelius and F. Sting). *MIT Sloan Management Review*. 62 (3). Spring 2021.
- “Sparking Manufacturing Innovation: How Interplant Assignments Increase Employee Idea Values” (with P. Cornelius and F. Sting). 2021. *Management Science*. 67 (4) 2231-2250.
- “The Effect of Failure on Performance over Time: The Case of Cardiac Surgery Operations (with E. Avgerinos and I.Fragkos). 2020. *Journal of Operations Management*. 66 (4) 441-463.
- “The Role of Customer Investor Involvement in Crowdfunding Success” (with P.B. Cornelius). 2020. *Management Science*. 66 (1) 452-472.

- “Task Variety in Professional Service Work: When It Helps and When It Hurts” (with E. Avgerinos). 2018. ***Production and Operations Management***. 27 (7) 1368-1389.
- “Selling Innovative Products in the Presence of Externalities (with Y. Huang, O.S. Yoo and C. Tang). 2018. ***Production and Operations Management***. 27 (7) 1236-1250.
- “Fixed vs. Flexible Pricing in a Competitive Market” (with C. Selcuk). 2018. ***Management Science***. 64 (12) 5584-5598.
- “Time Allocation in Entrepreneurial Selling: Impact of Consumer Peer Learning and Incumbent Reaction” (with Y. Huang and O.S. Yoo). 2018. ***IEEE Transactions on Engineering Management***. (Special issue on Entrepreneurship). 65 (4) 590-603.
- “Team Familiarity and Productivity in Cardiac Surgery Operations: The Effect of Dispersion, Bottlenecks, and Task Complexity” (with E. Avgerinos). 2017. ***Manufacturing & Service Operations Management***. 19 (1) 19-35.
 - o Selected as Featured/Lead Article in the Winter 2017 issue.
- “In-house Globalization: The Role of Globally Distributed Design and Product Architecture on Product Development Performance” (with W.J Hopp and S.M.R Iravani). 2013. ***Production and Operations Management***. 22 (6) 1509–1523.
- “The Impact of Misalignment of Organizational Structure and Product Architecture on Quality in Complex Product Development” (with W.J Hopp and S.M.R Iravani). 2010. ***Management Science***. 56 (3) 468-484.

WORKING PAPERS and WORK IN PROGRESS

- “Product Development in Crowdfunding: Theoretical and Empirical Analysis” (with S. Tunc Candogan, P. B. Cornelius, E. Korpeoglu, and C. S. Tang) (*Under review*)
- “Sequential Innovation in Mobile App Development” (with N. Kaushik). (*Under review*)
- “Reverse Cross Subsidization in Healthcare Capitation Programs: Evidence from Medicare Advantage” (with Z. She and T. Ayer). *Working paper*
- “Learning by doing: Evidence from Aadhaar Enabled Payment System in India”. (with A. Chhatre and D. Bhardwaj). *Working paper*
- “The Role of Non-Clinical Workforce on Efficiency and Quality of Patient Service: Evidence from NHS Medical Helpline” (with E. Avgerinos) (*Under review*).
- “Selection of Prices and Commissions in a Spatial Model of Ride-Hailing” (with C. Selcuk) (*Under review*).
- “Why Fixed-Price Policy Prevails: The Effect of Trade Frictions and Competition” (with C. Selcuk). (*Under review*).
- “Knowledge Sharing and Operational Performance: Evidence from NHS Hospitals’ Risk Management Documents” (with M.C.E. Simsekler). *Working paper*.
- “The Effect of Engineering Changes on Plant, Product and Market Performance.” (with S. Narayanan), *Working paper*.
- “Crowdfunding Interventions” (with Cornelius, P and Savin, S.). *Work in progress*.

BOOK CHAPTERS and REFEREED PROCEEDINGS

1. "Selling Innovative Products to Anxious Consumers" in Channel Strategies and Marketing Mix in a Connected World , Ray, S., and Yin, S (eds.), Springer Publisher, 2019 (with Y. Huang, O.S. Yoo and C. Tang)
2. "Globally Distributed Product Innovation: Efficacy of Distributed Teams," in Research in the Decision Sciences for Global Business (with W.J Hopp and S.M.R Iravani), G. Vastag (ed), Upper Saddle River, NJ: Pearson, 2015.
3. "Contrast Coefficients as a Tool for Aligning Organization Structure with Product Architecture",2008. Proceedings of 2008 NSF Engineering Research and Innovation Conference, Knoxville, Tennessee. (with W.J. Hopp and SMR Iravani)

RESEARCH SUPERVISION

Primary supervisor -PhD

1. Yufei Huang (Graduation: 2016) (joint with Steve Yoo)
 - Placement: Assistant Professor, University of Bath School of Management, UK.
 - Currently: Associate Professor, Trinity College Dublin, Ireland
2. Emmanouil Avgerinos (Graduation: 2016)
 - Placement: Assistant Professor, IE Business School, Madrid, Spain.
 - Currently: Associate Professor, IE Business School, Madrid, Spain.
3. Philipp Cornelius (Graduation: 2017)
 - Placement: Assistant Professor, Erasmus University, Rotterdam School of Management, Netherlands.
 - 2018 Best Dissertation Award -Third place, INFORMS Technology, Innovation Management and Entrepreneurship Section (TIMES)
4. Nilam Kaushik (Graduation: 2019)
 - Placement: Assistant Professor, Indian Institute of Management Bangalore (IIMB), India
 - IIMB Young Faculty Research Chair
5. Sidika Tunc Candogan (Expected Graduation: 2022)
6. Yiyao Zhou (Expected Graduation: 2024)
7. Deepanshi Bhardwaj (2020- present, MRes student)
8. Sajjad Motamed Zargar (2020- present, MRes student)
9. Tomás Momesso (2020- present, MRes student) (joint with Rouba Ibrahim)

Primary supervisor -Research Associate (Post-doc)

10. Dr Mecit Can Emre Simsekler (2014-2016)
 - Placement: Assistant Professor, Khalifa University, UAE
 - Visiting Scholar, Boston Children's Hospital (Harvard Medical School) and Cleveland Clinic Abu Dhabi

External co-supervisor, PhD

11. Zhaowei She (PhD student at Georgia Institute of Technology) (Expected Graduation: 2021)

PhD Dissertation Committee (Examiner)

- Kraig Delana, London Business School (2019)
Amrita Kundu, London Business School (2020)

RESEARCH FUNDING AND INDUSTRY PROJECTS

- **Technology Strategy Board**, UK. Regenerative Medicine Programme: Value Systems and Business Models, **Co-Investigator** (£1,199,575.), 2010-2012
- **Turk Telekom**, Turkey. Organizational Architecture and Productivity Management Group, Research Collaborator, 2011-2012
- **General Motors R&D and Strategic Planning**, Detroit, MI, USA., Summer Researcher, 2006, 2007

TEACHING EXPERIENCE

- Module Designer and Leader, University College London
 - Operations, UCL-Peking University MBA, 2018-present
 - Operations Management, UCL Online MBA, 2019-present
 - Operations and Technology Management (MSING715), MSc Management, 2010-present
 - Operations Modelling, Co-lecturer, PhD course, 2012
 - Project Management (CEGEG041), MSc Civil Engineering, 2009, 2010
 - Technology Management, Co-lecturer, BSc Computer Science (COMP3001), 2009-10.
- Instructor, Goldman Sachs 10,000 Small Businesses Programme, UCL
 - Strategic Growth Through Operations, Executive course, 2012
- Teaching Assistant, Industrial Engineering and Management Sciences, Northwestern University
 - Production Planning and Scheduling, 2006,2007
 - Service Operations Management, 2005-2006
 - Introduction to Probability and Statistics, 2006, 2007
- Teaching Assistant, Kellogg School of Management, Northwestern University
 - Factory Physics, 2006-2007
 - Operations Management, 2006-2007

PROFESSIONAL SERVICE

- Senior Faculty Recruitment Panel, UCL Department of Economics, 2021
- Research committee, UCL School of Management, 2013-present
- Academic promotions panel, UCL School of Management, 2018-present
- Academic recruitment panel, UCL School of Management, 2008-present
- PhD Program Director, UCL School of Management, 2010-2018.
- PhD Admissions Committee, UCL School of Management, 2018-present
- Faculty research degrees committee, UCL Engineering, 2012-2018
- Research Seminar Series Organiser, UCL Management Science and Innovation 2009-2012
- Steering Committee Member, UCL ESRC Doctoral Training Centre, 2011-2012.
- Co-founder and Organising Committee Member, Data for Policy, 2015-2019
- Program Chair, INFORMS Midwest Conference: Management Science, Theory and Emerging Applications, 2007
- President, INFORMS Northwestern University Chapter, 2006-2007

EDITORIAL SERVICE

- **Associate Editor**, *Journal of Operations Management* (Technology Management section), 2016-2021.
- **Special Issue Associate Editor**, *Decision Sciences Journal*, 2013

- **Ad hoc Referee:** *Management Science, Operations Research, Manufacturing & Service Operations Management, Production and Operations Management, Journal of Operations Management, Information Systems Research, California Management Review, European Journal of Operational Research, Decision Sciences, Systems Engineering.*

INVITED TALKS

Conferences

Research presented in more than 50 invited sessions at premier international conferences of the field: INFORMS Annual Meeting, POMS Annual Conference, MSOM Annual Conference, among others. 2007-Present

University Seminars and Lectures

- Bilkent University, Turkey (2020)
- Newcastle University Business School (2020*)
- Warwick Business School (2019)
- Peking University, China (2019)
- London Business School, UK (2018)
- University of Bath School of Management, UK (2018)
- Instituto de Empresa, Spain (2018)
- ETH Zurich, Switzerland (2017)
- Indiana University, Kelley School of Business, USA (2015)
- University of Edinburgh, UK (2015)
- University of California Berkeley, Fung Institute, USA (2014)
- London School of Economics and Political Science (LSE), UK (2011)
- Imperial College Business School, UK (2011)
- University of Cambridge, Judge Business School, UK (2011)
- Carlson School of Management, University of Minnesota, USA (2008)
- IESE Business School, Spain (2008)
- IBM Research, Communities of Practice, USA (2008)

* missed due to Covid

HONOURS & AWARDS

- PhD Supervisor: Best Dissertation Award -Third place (Philipp Cornelius), INFORMS Technology, Innovation Management and Entrepreneurship Section (TIMES), 2018
- Track Co-Chair, "Innovation, Learning and Technology Management", POM 2016 Annual Conference, Orlando, Florida.
- Track Co-Chair: "Technology and Innovation", Decision Sciences Institute Annual Meeting 2016, Austin, Texas
- Faculty Mentor, POM Doctoral Consortium, 2016
- POMS Emerging Scholars Program, 2011
- INFORMS Judith Liebman Award, 2007

- Walter P. Murphy Fellowship, Northwestern University, 2004-2005
- Contel Corporation Industrial Engineering Junior Design Award, 2003
- Turkish Prime Ministry scholarship for undergraduate studies in the USA, 2001-2004
- 3rd place in National Science High Schools Entry examination (among ~250,000 students), Turkey, 1997

SELECT MEDIA COVERAGE and PRACTITIONER ARTICLES

- Harvard Business Review, March 2021: [“Crowdfunding Can Deliver More Than Just Money”](#)
- Financial Times, May 2021: [Business School Briefing, recommended academic reading](#)
- Forbes, April 2021: [“Moving Front-Line Staff Between Company Locations Might Be Key To Boost Innovation”](#)
- Manufacturing Today, Issue 187, 2021: [“Mobility Mindset”](#)
- Forbes, April 2021: [“Lifesaving Leadership Lessons to Boost Healthcare Teams’ Performance”](#)
- Angel News, May 2021: [“The benefits of crowdfunding go far beyond investment”](#)
- Business Insider, January 2021: [“How to raise prices without alienating customers”](#)
- CoBS Insights, September 2020: [“Sales, Entrepreneurs, and Time Management”](#)
- Quality Digest Magazine, April 2010: “Mapping Social Networks to Improve Product Quality”
- Reliable Plant and Lean Manufacturing Magazine, 2010 “How to Improve Product Quality through Social Networks”

PROFESSIONAL AFFILIATIONS

- Institute for Operations Research and the Management Sciences (INFORMS)
- The Manufacturing and Service Operations Management Society (M&SOM)
- Production and Operations Management Society (POMS)