

Dr Bilal Gokpinar

Associate Professor
UCL School of Management
University College London
1 Canada Square (38th floor)
Canary Wharf, London E14 5AA United Kingdom
Phone: +44 (0) 20 3108 1039
Email: b.gokpinar@ucl.ac.uk
<https://www.mgmt.ucl.ac.uk/people/bilalgokpinar>

ACADEMIC APPOINTMENTS

- Associate Professor, UCL School of Management, University College London , 2018-present
- 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

Innovation and technology management, digital operations, healthcare operations

JOURNAL ARTICLES

1. "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.
2. "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.
3. "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.
- Selected as Featured/Lead Article in the Winter 2017 issue.
4. "Time Allocation in Entrepreneurial Selling: Impact of Consumer Peer Learning and Incumbent Reaction" (with Y. Huang and O.S. Yoo). 2017. *IEEE Transactions on Engineering Management*. (Special issue on Entrepreneurship). <https://doi.org/10.1109/TEM.2017.2733227>
5. "Fixed vs. Flexible Pricing in a Competitive Market" (with C. Selcuk). 2018. *Management Science*. <https://doi.org/10.1287/mnsc.2017.2922>
6. "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.

7. "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.
8. "The Role of Customer Investor Involvement in Crowdfunding Success". 2019. (with P. Cornelius). *Management Science* (forthcoming).

WORKING PAPERS

9. "Employee Mobility and Manufacturing Innovation" (with P. Cornelius and F. Sting), (*Under revision*)
10. "The Effect of Failure on Performance over Time: The Case of Cardiac Surgery Operations (with E. Avgerinos and I. Fragkos). *Journal of Operations Management* (*Under revision*)
11. "Sequential Innovation in Mobile App Development" (with N. Kaushik) *MSOM* (*Under revision*)
12. "The Role of Non-Clinical Workforce on Efficiency and Quality of Patient Service: Evidence from NHS Medical Helpline" (with E. Avgerinos) *Working paper*.
13. "Selection of Prices and Commissions in a Spatial Model of Ride-Hailing" (with C. Selcuk), *Working paper*.
14. "Why Fixed-Price Policy Prevails: The Effect of Trade Frictions and Competition" (with C. Selcuk). *Working paper*.
15. "The Effect of Engineering Changes on Plant, Product and Market Performance." (with S. Narayanan), *Working paper*.
16. "Knowledge Sharing and Operational Performance: Evidence from NHS Hospitals' Risk Management Documents" (with M.C.E. Simsekler), *Working paper*.
17. "Different Ties Different Influences: The Impact of Discussion, Awareness, and Collaboration Networks on Knowledge Creation Performance". (with W.J. Hopp, S.M.R. Iravani, F. Liu and M.J. Stringer) *Working paper*.

PHD STUDENTS (Primary Supervisor)

- Emmanouil Avgerinos (Graduation: 2016), *First Placement: Assistant Professor, IE Business School, Madrid, Spain*.
- Yufei Huang (Graduation: 2016), *First Placement: Assistant Professor, University of Bath School of Management, UK*.
- Dr Mecit Can Emre Simsekler (Post-doc, 2014-2016): *First Placement: Assistant Professor, Khalifa University & Visiting Scholar, Cleveland Clinic Abu Dhabi, UAE*
- Philipp Cornelius (Graduation: 2017), *First Placement: Assistant Professor, Erasmus University, Rotterdam School of Management, Netherlands*.
- Nilam Kaushik (Graduation: 2019) *First Placement: Assistant Professor, Indian Institute of Management -Bangalore, India*.

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

REFEREED PROCEEDINGS and PRACTITIONER MAGAZINES

- “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)
- “Mapping Social Networks to Improve Product Quality” *Quality Digest Magazine*, 04/14/2010 (with W.J. Hopp and SMR Iravani)
- “How to Improve Product Quality through Social Networks”. *Reliable Plant and Lean Manufacturing Magazine*, 24195. 2010.(with W.J. Hopp and SMR Iravani)

TEACHING EXPERIENCE

- Visiting Lecturer, The London School of Economics and Political Science (LSE)
 - Operations Management, Master in Management, 2017
- Visiting Lecturer, HEC Paris
 - Operations Management, Part time MBA, 2016
- Course Lead, University College London
 - Operations, UCL-Peking University MBA, 2018-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 and Professional Issues, 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

- **Group Lead**, Operations & Technology and Marketing & Analytics subject groups (2018-present)
- **PhD Program Director**, UCL School of Management, 2010- 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
- **Faculty search coordinator**, Faculty position in Big Data Analytics and Information Systems. 2015-16
- **Faculty search coordinator**, Faculty position in Operations and Analytics. 2010-2014
- **Conference Organization Committee Member**, Policy-making in Big Data Era: Opportunities and Challenges. Co-organised by Computer Laboratory, University of Cambridge; Data Science Institute, Imperial College London. 2015, 2016.
- **Research Seminar Series Organiser**, UCL Management Science and Innovation 2009-2012
- **Member**, Faculty of Engineering Research Degrees Committee, 2012-present.
- **Steering Committee Member**, UCL ESRC Doctoral Training Centre, 2011-2012.

- **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-present.
- **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

- 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)
- Other Conferences: More than 20 invited session presentations at primary international conferences of the field: INFORMS Annual Meeting, POMS Annual Conference, MSOM Annual Conference, among others. 2007-Present

HONOURS & AWARDS

- 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 Examination (among ~250,000 students), Turkey, 1997

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)