

# Dr Bilal Gokpinar

**Associate Professor**  
**Head, Operations & Technology and Marketing & Analytics groups**  
**UCL School of Management**  
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## ACADEMIC APPOINTMENTS

- Associate Professor, UCL School of Management, University College London, 2018-present
- Head, Operations & Technology and Marketing & Analytics groups, 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). 2018. *IEEE Transactions on Engineering Management*. (Special issue on Entrepreneurship). 65 (4) 590-603.
5. "Fixed vs. Flexible Pricing in a Competitive Market" (with C. Selcuk). 2018. *Management Science*. 64 (12) 5584-5598.

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" (with P.B. Cornelius). 2019. *Management Science*. 31 May 2019. <https://doi.org/10.1287/mnsc.2018.3211>
9. "The Effect of Failure on Performance over Time: The Case of Cardiac Surgery Operations (with E. Avgerinos and I.Fragkos). 2019. *Journal of Operations Management* (in press).

#### **WORKING PAPERS and WORK IN PROGRESS**

10. "Sparking Manufacturing Innovation: How Interplant Assignments Increase Employee Idea Values". 2019. (with P. Cornelius and F. Sting), (*Management Science-minor revision*)
11. "Sequential Innovation in Mobile App Development" (with N. Kaushik). 2019. (*Under review*)
12. "The Role of Non-Clinical Workforce on Efficiency and Quality of Patient Service: Evidence from NHS Medical Helpline" (with E. Avgerinos) 2019. (*Under review*).
13. "Selection of Prices and Commissions in a Spatial Model of Ride-Hailing" (with C. Selcuk) 2019. (*Under review*).
14. "Why Fixed-Price Policy Prevails: The Effect of Trade Frictions and Competition" (with C. Selcuk). 2019. (*Under review*).
15. "Knowledge Sharing and Operational Performance: Evidence from NHS Hospitals' Risk Management Documents" (with M.C.E. Simsekler). *Working paper*.
16. "The Effect of Engineering Changes on Plant, Product and Market Performance." (with S. Narayanan), *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*.
18. "Combinatorial Novelty of Ideas in Open Innovation" (with N. Kaushik). *Work in progress*.
19. "Crowdfunding Interventions" (with Cornelius, P and Savin, S.). *Work in progress*.
20. "Pay-for-Quality or Pay-for-Selection? Evidence of Reverse Cross Subsidization in Healthcare" (with Z. She and T. Ayer). *Work in progress*.
21. "Service Providers and Technology Adoption: The Role of Business Correspondents in Aadhaar Enabled Payment System in India". (with A. Chhatre and D. Bhardwaj). *Work in progress*.

#### **BOOK CHAPTERS and REFEREED PROCEEDINGS**

22. "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)
23. "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.
24. "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)

## PHD STUDENTS

### Primary supervisor, PhD

1. Yufei Huang (Graduation: 2016)
  - 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.
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. Yiyao Zhou (2019 - present)

### Primary supervisor, Research Associate (Post-doc)

6. 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

### Subsidiary supervisor, PhD

7. Sidika Tunc (2016-present)
8. Zhaowei She (Co-supervisor, PhD student at Georgia Institute of Technology, 2018-present)

### PhD Dissertation Committee (Examiner)

Kraig Delana, London Business School (2019)

## 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

- 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 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

- **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**

- 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)
- Conferences: Research presented in more than 40 invited sessions at primary international conferences of the field: INFORMS Annual Meeting, POMS Annual Conference, MSOM Annual Conference, among others. 2007-Present

## **HONOURS & AWARDS**

- PhD Supervisor: Best Dissertation Award -Third place (Philipp Cornelius), INFORMS Technology, Innovation Management and Entrepreneurship Section (TIMES), 2018
- 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)