

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. 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

10. "Sparkling Manufacturing Innovation: How Interplant Assignments Increase Employee Idea Values" (with P. Cornelius and F. Sting), (*Management Science-major revision*)
11. "Sequential Innovation in Mobile App Development" (with N. Kaushik). (*Manufacturing & Service Operations Management- Reject and resubmit*)
12. "The Role of Non-Clinical Workforce on Efficiency and Quality of Patient Service: Evidence from NHS Medical Helpline" (with E. Avgerinos) (*Under review*).
13. "Selection of Prices and Commissions in a Spatial Model of Ride-Hailing" (with C. Selcuk), (*Under review*).
14. "Why Fixed-Price Policy Prevails: The Effect of Trade Frictions and Competition" (with C. Selcuk). (*Under review*).
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. Pay-for-Quality or Pay-for-Selection? Evidence of Reverse Cross Subsidization in Healthcare (with Z. She and T. Ayer).
18. "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*.

BOOK CHAPTERS and REFEREED PROCEEDINGS

19. "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)
20. "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.
21. "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 (MRes Student, 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

Second 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 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

- **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)
- 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)