

KENAN ARİFOĞLU

School of Management

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RESEARCH INTERESTS

Healthcare Management, Pricing and Revenue Management, Marketing and Operations Interface, Manufacturing and Service Operations

EDUCATION

- Ph.D. Industrial Engineering and Management Sciences** *August 2012*
Northwestern University, Evanston, IL, USA
- M.S. Industrial Engineering and Management Sciences** *August 2008*
Northwestern University, Evanston, IL, USA
- M.S. Industrial Engineering and Operations Management** *July 2007*
Koç University, İstanbul, Turkey
- B.S. Industrial Engineering** *June 2005*
Koç University, İstanbul, Turkey

ACADEMIC EXPERIENCE

University College London, Assistant Professor (Lecturer) *August 2012 - Present*

PUBLICATIONS

Published or Accepted for Publication:

1. Ren, H., Huang, T., and K. Arifoğlu. "Managing Service Systems with Unknown Quality and Customer Anecdotal Reasoning," *Production and Operations Management*. 27, 1038-1051.
 - Finalist in INFORMS Service Science Section 2016 Best Student Paper Competition
2. Arifoğlu, K., Deo, S., and S.M.R. Iravani. "Consumption Externality and Yield Uncertainty in the Influenza Vaccine Supply Chain: Interventions in Demand and Supply Sides," *Management Science*. 58(6), 1072-1091. 2012.
 - Finalist in M&SOM 2011 Student Paper Competition
 - Featured in Kellogg Insight
3. Arifoğlu, K., and S. Özekici. "Inventory Management with Random Supply and Imperfect Information: A Hidden Markov Model," *International Journal of Production Economics*. 134, 123-137. 2011.
4. Arifoğlu, K., and S. Özekici. "Optimal Policies for Inventory Systems with Finite Capacity and Partially Observed Markov-Modulated Demand and Supply Processes," *European Journal of Operational Research*. 204, 421-438. 2010.

Working Papers:

1. Yoo, O., Huang, T., and K. Arifoğlu. "A Theoretical Analysis of the Lean Startup's Product Development Process," *Under revision for Marketing Science*. 2017.

2. Arifoğlu, K., Ren, H., and T. Tezcan. "Hospital Readmissions Reduction Program Does Not Provide the Right Incentives: Issues and Remedies," *Under second round review in Management Science*. 2018.
3. Arifoğlu, K., and C.S. Tang. "Luxury Brand Licensing: Free Money or Brand Dilution?," *Under first round review*. 2019.
4. Arifoğlu, K., Deo, S., and S.M.R. Irvani. "Markdowns in Seasonal Conspicuous Goods," *Under second round review in Marketing Science*. 2019.
5. Arifoğlu, K., and C.S. Tang. "A Two-Sided Budget-Neutral Incentive Program for Coordinating an Influenza Vaccine Supply Chain with Endogenous Supply and Demand under Uncertainty," *Under first round review*. 2019.

HONORS AND AWARDS

Finalist , M&SOM Student Paper Competition	2011
Walter P. Murphy Fellowship , Northwestern University	2008
Ranked 1st Among 47 in the College of Sciences , Koç University	2007
Graduate Fellowship , TÜBİTAK (Turkish Scientific and Technical Research Association)	2005-2007
Graduate Fellowship , Koç University	2005-2007
Ranked 3rd Among 36 in YAEM 2005 Undergraduate Student Project Competition , YAEM (Operations Research and Industrial Engineering Society in Turkey)	2005
Several Honors and Awards for Undergraduate Studies , Koç University	2001-2005
Undergraduate Fellowship , Koç University	2001-2005

PHD STUDENT ADVISING

Hang Ren, PhD, June 2018

- Co-advised with Tingliang Huang
- Placement: Assistant Professor, George Mason University, School of Business, Washington DC, USA.

Raj Prateek, PhD, July 2018

- Co-advised with Simcha Jong
- Placement: Assistant Professor, Indian Institute of Management, Bangalore, India.

SERVICE

Editorial Service:

- Served as Referee for: *International Journal of Production Economics*, *International Journal of Production Research*, *International Journal of Mathematics in Operational Research*, *Management Science*, *Manufacturing and Service Operations Management*, *Operations Research*, *Production and Operations Management*
- Assistant Editor, *Journal of Transactions on Operational Research*, November 2006

Professional Society Membership:

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

- *Invited Talk:* INFORMS Annual Meeting 2019, Seattle, WA, USA, October 2019, “A Two-Sided Budget-Neutral Incentive Program for Coordinating an Influenza Vaccine Supply Chain With Endogenous Supply and Demand Under Uncertainty.”
- *Invited Talk:* INFORMS Annual Meeting 2019, Seattle, WA, USA, October 2019, “Hospital Readmissions Reduction Program (HRRP) does not Provide the Right Incentive: Issues and Remedies.”
- *Invited Talk:* INFORMS Annual Meeting 2019, Seattle, WA, USA, October 2019, “Luxury Brand Licensing: Free Money or Brand Dilution?”
- *Invited Talk:* Management Science and Operations, London Business School, September 2019, “Extending Luxury Brands via Licensing and Umbrella Branding: Control, Competition, and Reference Group Effects.”
- MSOM, Singapore, July 2019, “Hospital Readmissions Reduction Program (HRRP) does not Provide the Right Incentive: Issues and Remedies.”
- *Invited Talk:* Marketing Science, Rome, Italy, June 2019, “Luxury Brand Licensing: Free Money or Brand Dilution?”
- *Invited Talk:* Department of Management, Bogaziçi University, Istanbul, Turkey, April 2019, “Hospital Readmissions Reduction Program (HRRP) does not Provide the Right Incentive: Issues and Remedies.”
- *Invited Talk:* Department of Industrial Engineering, Koç University, Istanbul, Turkey, April 2019, “Hospital Readmissions Reduction Program (HRRP) does not Provide the Right Incentive: Issues and Remedies.”
- *Invited Talk:* Production and Operations Management Conference, Houston, TX, USA, May 2018, “Hospital Readmission Reduction Programs: Role of Yardstick Competition and Limited Capacity”
- *Invited Talk:* Production and Operations Management Conference, Houston, TX, USA, May 2018, “Hospital Readmission Reduction Programs: Role of Yardstick Competition and Limited Capacity.”
- *Invited Talk:* INFORMS Annual Meeting 2016, Nashville, TN, USA, November 2016, “The Hospital Readmission Reduction Programs: Coordinating Service Rate And Readmission Reduction Effort”
- *Invited Talk:* INFORMS International 2016, Kona, HI, USA, June 2016, “Service Systems with Uncertain Quality and Anecdotal Reasoning Customers.”
- *Invited Talk:* Production and Operations Management Conference, Orlando, USA, May 2016, “Service Systems with Uncertain Quality and Anecdotal Reasoning Customers.”
- *Invited Talk:* INFORMS Annual Meeting 2015, Philadelphia, PA, USA, October 2015, “A Two-Sided Mechanism to Coordinate Influenza Vaccine Supply Chain.”
- *Invited Talk:* APS conference, Istanbul, Turkey, July 2015, “Service Systems with Uncertain Quality and Boundedly Rational Customers.”
- *Invited Talk:* SCM Workshop, Ankara, Turkey, June 2015, “Intertemporal Pricing and Strategic Rationing When Selling to Snobbish Consumers.”
- *Invited Talk:* POM Conference, Washington, D.C., May 2015, “Brand Name Licensing in Conspicuous Markets.”

- *Invited Talk:* INFORMS, San Fransisco, CA, November 2014, “Intertemporal Pricing and Strategic Rationing When Selling to Snobbish Consumers.”
- MSOM, Seattle, WA, June 2014, “Brand Name Licensing Strategies of Firms Selling Conspicuous Goods.”
- *Invited Talk:* INFORMS Revenue Management and Pricing Conference, Istanbul, Turkey, June 2014, “Brand Name Licensing in Conspicuous Markets.”
- *Invited Talk:* INFORMS Annual Meeting, Minneapolis, Minnesota, USA, October 2013, “Brand-Name Licensing when Selling to Snobs.”
- *Invited Talk:* ORAHS, Istanbul, Turkey, July 2013, “A Two-Sided Mechanism to Coordinate the Influenza Vaccine Supply Chain.”
- *Invited Talk:* 26th EURO, Rome, Italy, July 2013, “A Two-Sided Mechanism to Coordinate Supply Chains with Uncertain Yield and Consumption Externalities.”
- *Invited Talk:* Management Science Group, London School of Economics, January 2013, “Pricing and Strategic Rationing When Selling to Snobbish Consumers.”
- *Invited Talk:* INFORMS, Phoenix, AZ, October 2012, “Pricing and Strategic Rationing When Selling to Snobbish Consumers.”
- MSOM New York, NY, June 2012, “Pricing and Strategic Rationing When Selling to Snobbish Consumers.”
- *Invited Talk:* Department of Industrial Engineering, Bilkent University, February 2012, “Consumption Externality and Yield Uncertainty in the Influenza Vaccine Supply Chain: Interventions in Demand and Supply Sides.”
- *Invited Talk:* Department of Manufacturing Systems / Industrial Engineering, Sabancı University, February 2012, “Consumption Externality and Yield Uncertainty in the Influenza Vaccine Supply Chain: Interventions in Demand and Supply Sides.”
- *Invited Talk:* Department of Industrial Engineering, Koç University, February 2012, “Consumption Externality and Yield Uncertainty in the Influenza Vaccine Supply Chain: Interventions in Demand and Supply Sides.”
- *Invited Talk:* Department of Management Science and Innovation, University College London, February 2012, “Consumption Externality and Yield Uncertainty in the Influenza Vaccine Supply Chain: Interventions in Demand and Supply Sides.”
- *Invited Talk:* Department of Industrial and Operations Engineering, University of Michigan, January 2012, “Consumption Externality and Yield Uncertainty in the Influenza Vaccine Supply Chain: Interventions in Demand and Supply Sides.”
- *Invited Talk:* INFORMS Charlotte, NC, November 2011, “Pricing and Rationing Snob-Appeal Products.”
- *Invited Talk:* INFORMS Charlotte, NC, November 2011, “Influenza Vaccine Supply Chain: Interventions in Demand and Supply Sides.”
- *Invited Talk:* INFORMS Austin, TX, November 2010, “Influenza Vaccine Supply Chain: Role of Consumption Externality and Yield Uncertainty.”
- *Invited Talk:* INFORMS San Diego, CA, October 2009, “Coordinating Influenza Vaccine Supply Chain: Role of Consumption Externality and Yield Uncertainty.”
- *Invited Talk:* YAEM (Turkish Operations Research and Industrial Engineering Society), İstanbul, Turkey, July 2005, “Inventory Management at Interat Lim. Co.”

- INFORMS Midwest Regional Conference, Evanston, IL, August 2007, “Inventory Models with Random Supply in a Partially Observed Random Environment.”
- 22nd Conference of EURO, Prague, Czech Republic, July 2007, “Inventory Models with Random Supply in a Random Environment.”