

# 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, Entrepreneurial Operations

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## EDUCATION

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| <b>Ph.D. Industrial Engineering and Management Sciences</b><br><i>Northwestern University, Evanston, IL, USA</i> | <i>August 2012</i> |
| <b>M.S. Industrial Engineering and Management Sciences</b><br><i>Northwestern University, Evanston, IL, USA</i>  | <i>August 2008</i> |
| <b>M.S. Industrial Engineering and Operations Management</b><br><i>Koç University, İstanbul, Turkey</i>          | <i>July 2007</i>   |
| <b>B.S. Industrial Engineering</b><br><i>Koç University, İstanbul, Turkey</i>                                    | <i>June 2005</i>   |

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## ACADEMIC EXPERIENCE

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| <b>University College London, Assistant Professor (Lecturer)</b> | <i>August 2012 - Present</i> |
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## PUBLICATIONS

### Published or Accepted for Publication:

1. Yoo, O., Huang, T., and K. Arifoğlu. 2020. "A Theoretical Analysis of the Lean Startup Method," *Marketing Science*, forthcoming. Available at SSRN: <https://dx.doi.org/10.2139/ssrn.3070613>
2. Arifoğlu, K., and C.S. Tang. 2020. "A Two-sided Outcome-Based Incentive Program for Coordinating the Influenza Vaccine Supply Chain," *Manufacturing & Service Operations Management*, forthcoming. Available at SSRN: <https://dx.doi.org/10.2139/ssrn.3361140>
3. Arifoğlu, K., Ren, H., and T. Tezcan. 2020. "Hospital Readmissions Reduction Program Does Not Provide the Right Incentives: Issues and Remedies," *Management Science*. Articles in Advance. doi: 10.1287/mnsc.2020.3649
4. Arifoğlu, K., Deo, S., and S.M.R. Iravani. 2020. "Markdowns in Seasonal Conspicuous Goods," *Marketing Science*. Articles in Advance. doi:10.1287/mksc.2020.1223
5. Ren, H., Huang, T., and K. Arifoğlu. 2018. "Managing Service Systems with Unknown Quality and Customer Anecdotal Reasoning," *Production and Operations Management*. 27, 1038-1051. doi: 10.1111/poms.12850
  - Finalist in INFORMS Service Science Section 2016 Best Student Paper Competition
6. Arifoğlu, K., Deo, S., and S.M.R. Iravani. 2012. "Consumption Externality and Yield Uncertainty in the Influenza Vaccine Supply Chain: Interventions in Demand and Supply Sides," *Management Science*. 58(6), 1072-1091. doi: 10.1287/mnsc.1110.1469

- Finalist in M&SOM 2011 Student Paper Competition
  - Featured in *Kellogg Insight*
7. Arifoğlu, K., and S. Özekici. 2011. “Inventory Management with Random Supply and Imperfect Information: A Hidden Markov Model,” *International Journal of Production Economics*. 134, 123-137. doi: 10.1016/j.ijpe.2011.04.033
  8. Arifoğlu, K., and S. Özekici. 2010. “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. doi: 10.1016/j.ejor.2009.10.029

**Working Papers:**

1. Arifoğlu, K., and C.S. Tang. 2020. “Luxury Brand Licensing: Competition and Reference Group Effects,” *Under first round review at Management Science*. Available at SSRN: <https://dx.doi.org/10.2139/ssrn.3325513>
  - Featured in *UCLA Anderson Review*
2. Arifoğlu, K., and S. Özekici. 2020. “The Impact of Supply Availability on Base-Stock Levels,” *Under first round review at International Journal of Production Economics*,

**Work in Progress:**

1. Arifoğlu, K., and E. Koca. 2020. “The Impact of Channel Structure on Luxury Brand Licensing,” *In preparation for submission to Marketing Science*,
2. Arifoğlu, K., Ren, H., and T. Tezcan. 2020. “Care Coordination in a Decentralized Healthcare System under Yardstick-Type Regulations.”
3. Arifoğlu, K., Dai, T., and C.S. Tang. 2020. “Capacity Sharing between Manufacturers Developing Vaccine for COVID-19 Pandemic under High Vaccine Efficacy Uncertainty.”

HONORS AND AWARDS

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

PHD STUDENT ADVISING

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**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.

## TEACHING

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- Lecturer**, *Decision & Risk Analysis*, IMB and MM Programs at UCL 2013-2021
- Lecturer**, *Co-taught Modeling in Operations Management*, PhD Program at UCL 2012
- Teaching Assistant**, *Introduction to Probability and Statistics, Engineering Entrepreneurship, and Service Operations Management*, Undergraduate and MMM Programs at IEMS Department, Northwestern University 2008-2012

## SERVICE

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### Professional Service:

- M&SOM student paper competition review panel, 2020
- Session chair for INFORMS, M&SOM and POMS conferences

### Editorial Service:

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

### School and University Service:

- Faculty search committee at Operations & Technology Group, UCL School of Management
- PhD student search committee at Operations & Technology Group, UCL School of Management

### 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)

## TALKS AND PRESENTATIONS

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- *Invited Talk*: INFORMS Annual Meeting, Washington, DC, USA, November 2020, “Hospital Readmissions Reduction Program (HRRP) does not Provide the Right Incentive: Issues and Remedies.”
- *Invited Talk*: Department of Management, Johnson College of Business, Cornell University, Ithaca, NY, USA, July 2020, “Hospital Readmissions Reduction Program (HRRP) does not Provide the Right Incentive: Issues and Remedies.”
- *Invited Talk*: POMS International Conference, Paris, France, June 2020, “Extending Luxury Brands via Licensing and Umbrella Branding: Control, Competition, and Reference Group Effects.”
- *Invited Talk*: INFORMS Annual Meeting, 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, Seattle, WA, USA, October 2019, “Hospital Readmissions Reduction Program (HRRP) does not Provide the Right Incentive: Issues and Remedies.”
- *Invited Talk*: INFORMS Annual Meeting, 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:* INFORMS Annual Meeting, Nashville, TN, USA, November 2016, “The Hospital Readmission Reduction Programs: Coordinating Service Rate And Readmission Reduction Effort”
- *Invited Talk:* INFORMS International Conference, 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, 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 Annual Meeting, 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 Annual Meeting, Phoenix, AZ, October 2012, “Pricing and Strategic Rationing When Selling to Snobbish Consumers.”
- *Invited Talk:* 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 Annual Meeting, Charlotte, NC, November 2011, “Pricing and Rationing Snob-Appeal Products.”
- *Invited Talk:* INFORMS Annual Meeting, 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 Annual Meeting, 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 Intermat 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.”