

Bilal Gokpinar

Professor of Operations, Technology and Innovation

Head of Marketing & Analytics

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ACADEMIC POSITIONS

- Professor of Operations, Technology and Innovation, UCL School of Management, University College London, 2020-present
- Head, Marketing & Analytics, 2018-present
- Head, Operations & Technology, 2018-2021
- Associate Professor, UCL School of Management, University College London, 2018-2020
- Visiting Lecturer, London School of Economics (LSE), Department of Management, 2017-2018
- Visiting Lecturer, HEC Paris, Department of Information Systems and Operations Management, 2016-2017
- 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

Product and service innovation, technology management, digital transformation, operations management

JOURNAL ARTICLES

- “Sequential Innovation in Mobile App Development” (with N. Kaushik). 2022. *Manufacturing & Service Operations Management* (accepted)
- How Temporary Assignments Boost Innovation (with P. Cornelius and F. Sting). *MIT Sloan Management Review*. 62 (3). Spring 2021.
- “Sparking Manufacturing Innovation: How Interplant Assignments Increase Employee Idea Values” (with P. Cornelius and F. Sting). 2021. *Management Science*. 67 (4) 2231-2250.

- “The Effect of Failure on Performance over Time: The Case of Cardiac Surgery Operations (with E. Avgerinos and I.Fragkos). 2020. *Journal of Operations Management*. 66 (4) 441-463.
- “The Role of Customer Investor Involvement in Crowdfunding Success” (with P.B. Cornelius). 2020. *Management Science*. 66 (1) 452-472.
- “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.
- “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.
- “Fixed vs. Flexible Pricing in a Competitive Market” (with C. Selcuk). 2018. *Management Science*. 64 (12) 5584-5598.
- “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.
- “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.
 - o Selected as Featured/Lead Article in the Winter 2017 issue.
- “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.
- “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.

WORKING PAPERS and WORK IN PROGRESS

- “Product Development in Crowdfunding: Theoretical and Empirical Analysis” (with S. Tunc Candogan, P. B. Cornelius, E. Korpeoglu, and C. S. Tang) (*Under review*)
- “Reverse Cross Subsidization in Healthcare Capitation Programs: Evidence from Medicare Advantage” (with Z. She, T. Ayer and D Hughes). Accepted for 1st ACM Conference on Equity and Access in Algorithms, Mechanisms and Optimization (EAAMO '21). *Working paper*
- “Learning by doing: Evidence from Aadhaar Enabled Payment System in India”. (with A. Chhatre and D. Bhardwaj). *Working paper*
- “The Role of Non-Clinical Workforce on Efficiency and Quality of Patient Service: Evidence from NHS Medical Helpline” (with E. Avgerinos) (*Under review*).
- “Selection of Prices and Commissions in a Spatial Model of Ride-Hailing” (with C. Selcuk) (*Under review*).
- “Why Fixed-Price Policy Prevails: The Effect of Trade Frictions and Competition” (with C. Selcuk). (*Under review*).
- “Knowledge Sharing and Operational Performance: Evidence from NHS Hospitals’ Risk Management Documents” (with M.C.E. Simsekler). *Working paper*.
- “The Effect of Engineering Changes on Plant, Product and Market Performance.” (with S. Narayanan), *Working paper*.

BOOK CHAPTERS and REFEREED PROCEEDINGS

1. "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)
2. "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.
3. "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)

RESEARCH SUPERVISION

Primary supervisor -PhD

1. Yufei Huang (Graduation: 2016) (joint with Steve Yoo)
 - 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.
 - Currently: Associate 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. Sidika Tunc Candogan (Graduation: 2022)
 - Placement: Assistant Professor, NUS Business School, National University of Singapore.
6. Yiyao Zhou (Expected Graduation: 2019-present)
7. Deepanshi Bhardwaj (2020- present)
8. Tomás Momesso (2020- present) (joint with Rouba Ibrahim)

Primary supervisor -Research Associate (Post-doc)

9. 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

External advisor- PhD

10. Zhaowei She (PhD student at Georgia Institute of Technology) (Graduation: 2021)
 - Placement: Assistant Professor, Lee Kong Chian School of Business, Singapore Management University

PhD Dissertation Committee (Examiner)

Kraig Delana, London Business School, UK (2019)

Amrita Kundu, London Business School, UK (2020)

Antoaneta Momcheva, IE Business School, Spain (2022)

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

- Module Designer and Leader, 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

- Judge, INFORMS TIMES Best Working Paper Competition 2022
- Judge, INFORMS TIMES Best Dissertation Award 2021
- Judge, INFORMS TIMES Best Paper Award 2020
- Senior Faculty Recruitment Panel, UCL Department of Economics, 2021
- Research committee, UCL School of Management, 2013-present
- Academic promotions panel, UCL School of Management, 2018-present
- Academic recruitment panel, UCL School of Management, 2008-present
- PhD Program Director, UCL School of Management, 2010-2018.
- PhD Admissions Committee, UCL School of Management, 2018-present
- Faculty research degrees committee, UCL Engineering, 2012-2018
- Research Seminar Series Organiser, UCL Management Science and Innovation 2009-2012
- Steering Committee Member, UCL ESRC Doctoral Training Centre, 2011-2012.
- Co-founder and Organising Committee Member, Data for Policy, 2015-2019

- Program Chair, INFORMS Midwest Conference: Management Science, Theory and Emerging Applications, 2007
- President, INFORMS Northwestern University Chapter, 2006-2007

EDITORIAL SERVICE

- **Senior Editor, *Production and Operations Management***, 2021-present.
- **Associate Editor, *Journal of Operations Management***, 2016- 2021.
- **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

Conferences

Research presented in more than 60 invited sessions at premier international conferences of the field: INFORMS Annual Meeting, POMS Annual Conference, MSOM Annual Conference, among others. 2007-Present

Seminars, Talks, Lectures

- London Tech Week, Future of Work Summit, Discussant (2022)
- Keynote speaker, NETSA BLISS Conference, Boston: Supply Chain Disruptions and Business Innovations (2022)
- Digital Platforms and Policy Meeting London (2022)
- Indian Institute of Management Kozhikode (2021)
- Bilkent University, Turkey (2020)
- Newcastle University Business School (2020)
- 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)

HONOURS & AWARDS

- 2nd prize, 2021 INFORMS TIMES Best Working Paper Competition for “Product Development in Crowdfunding: Theoretical and Empirical Analysis” with S. Tunc Candogan, P. B. Cornelius, Korpeoglu, and C. S. Tang.
- INFORMS TIMES Paper of the Month 2022, for “Sparking Manufacturing Innovation: How Interplant Assignments Increase Employee Idea Values” (with P. Cornelius and F. Sting).
- PhD Supervisor: Best Dissertation Award -Third place (Philipp Cornelius), INFORMS Technology, Innovation Management and Entrepreneurship Section (TIMES), 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
- 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 Entry examination (among ~250,000 students), Turkey, 1997

SELECT MEDIA COVERAGE and PROFESSIONAL ARTICLES

- Harvard Business Review, March 2021: [“Crowdfunding Can Deliver More Than Just Money”](#)
- Financial Times, May 2021: [Business School Briefing, recommended academic reading](#)
- Forbes, April 2021: [“Moving Front-Line Staff Between Company Locations Might Be Key To Boost Innovation”](#)
- Manufacturing Today, Issue 187, 2021: [“Mobility Mindset”](#)
- Forbes, April 2021: [“Lifesaving Leadership Lessons to Boost Healthcare Teams’ Performance”](#)
- Angel News, May 2021: [“The benefits of crowdfunding go far beyond investment”](#)
- Business Insider, January 2021: [“How to raise prices without alienating customers”](#)
- CoBS Insights, September 2020: [“Sales, Entrepreneurs, and Time Management”](#)
- Quality Digest Magazine, April 2010: “Mapping Social Networks to Improve Product Quality”
- Reliable Plant and Lean Manufacturing Magazine, 2010 “How to Improve Product Quality through Social Networks”

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)