

Pinar Yildirim

The Wharton School
748 Huntsman Hall
University of Pennsylvania
Philadelphia, PA 19104

Phone: (215) 746 2369
Email: pyild@wharton.upenn.edu
Homepage: <http://www.pinaryildirim.com>

Positions

Stanford University, Graduate School of Business

Visiting Scholar, July – August 2015

Leonard Davis Institute, University of Pennsylvania

Senior Fellow, September 2014 – present

University of Pennsylvania, The Wharton School

Assistant Professor of Marketing, July 2012 – present

Education

Ph.D., Marketing & Business Economics, University of Pittsburgh

Co-advisors: Esther Gal-Or, Tansev Geylani Committee: Kannan Srinivasan, Kinshuk Jerath, Jeff Inman

Awards, Honors, & Grants

Marketing Science, Editorial Board, 2017

MSI Young Scholar Award, 2017

Net Institute Research Grant, 2015

Wharton Public Policy Initiative, Research Support, 2013, 2015, 2016

Wharton Social Impact Initiative, Research Grant, 2014

The Rodney L. White Center for Financial Research, Research Grant, 2014

The Carol and Lawrence Zicklin Center for Business Ethics Research, Research Grant, 2014

Mack Institute for Innovation Management, Research Grant, 2013, 2014, 2015

ISMS Doctoral Consortium, Faculty Fellow, 2013

AMA-Sheth Foundation Doctoral Consortium, Fellow, 2008

Honoree (for extraordinary service), University of Pittsburgh, 2008

Publications

1. "Competing by Restricting Choice: The Case of Search Platforms," with Hanna Halaburda and Mikolaj Piskorski (forthcoming, *Management Science*)
2. "Credit Scoring with Social Network Data," with Y. Wei, C. Van den Bulte and C. Dellarocas, *Marketing Science*, 2016, 35 (2), 234–258.
3. "Optimal Pricing for Group Buying with Network Effects," with J. Shang and G. Zhang, *Omega (Int. Journal of Management Science)*, 2016, 63 (September), 69–82.
4. "Hedging Customer Risk," with C. Groening, V. Mittal, and P. Tadikamalla, *Customer Needs and Solutions*, 2014, 1(2), 105–116.
5. "User-Generated Content and Bias in News Media," with E. Gal-Or and T. Geylani, *Management Science*, 2013, 59 (12), 2655–2666.
6. "The Impact of Advertising on Media Bias," with E. Gal-Or and T. Geylani, *Journal of Marketing Research*, 2012, 49(1), 92–99.
7. "Distribution Network Re-Design for Marketing Competitiveness," with J. Shang, V. Mittal, P. Tadikamalla, and L. Brown, *Journal of Marketing*, 2009, 73(2), 146–163.

Working Papers

8. "Matching Pennies on the Campaign Trail: An Empirical Study of Senate Elections and Media Coverage," with Camilo Garcia-Jimeno
9. "Clicks and Editorial Decisions: How does Popularity Shape Online News Coverage?" with Ananya Sen
 - Winner of Junior Best Paper Award, Royal Economic Society Conference, 2015
 - Awarded Funding by The Mack Institute (2014) & Carol and Lawrence Zicklin Center (2014)
10. "Social Media and Political Donations: New Technology and Incumbency Advantage in the United States" with Maria Petrova and Ananya Sen
11. "Connecting People for Nudges: Optimal Design of Networks to Motivate Consumer Behavior," with Yanhao Wei and Tong Lu
12. "Conspicuous Consumption on the Long Tail: How Can Luxury Brands Benefit from Counterfeits?" with Jessie Liu and Z. John Z. Zhang
13. "Rewarding the Few or the Many? An Investigation of the Impact of Rewards in Open Innovation Contests," with Reto Hofstetter and John Zhang
14. "Misrepresentation of Credence Goods and Channel Design," with Dinah Vernik-Cohen and Vikas Mittal
15. "Optimizing Online Promotion Planning," with Y. Jiang and Jennifer Shang

In Progress

16. "Microlending and Social Networks," with Geyu Yang
17. "The Role of Information Networks in Collective Action," with Angel Iglesias Diaz and Camilo Garcia-Jimeno
18. "Information, Donations, and Intergenerational Mobility," with Ricardo Perez-Truglia, Maria Petrova, and Andrei Simonov
19. "Designing Networks for Collective Good," with Joy Lu, Max Wei and Szu-Chi Huang

Teaching

Wharton School, University of Pennsylvania

"MKTG 712: Marketing Research" (MBA Level) – Fall 2014

"MKTG 756: Marketing Research" (MBA Level) – Fall 2013

"MKTG 212: Marketing Research" (Undergraduate Level) – Fall 2012, Fall 2014

College of Business Administration, University of Pittsburgh

"BKMT 1411: Marketing Research" (Undergraduate Level) – Spring 2011, Spring 2012

Invited Talks & Conference Presentations

2017

1. UTD Forms Conference (Presentation by co-author Jessie Liu) [Scheduled]
2. Johns Hopkins University [Scheduled]
3. University of Washington [Scheduled]
4. Baruch College [Scheduled]
5. NYC Media Economics Series [Scheduled]
6. Marketing in Israel [Scheduled]

2016

7. Stanford Digital Marketing Conference (Presentation by co-author Ananya Sen)
8. Temple University, Philadelphia PA
9. MIT CODE Conference (Presentation by co-author Ananya Sen)
10. ZEW ICT Conference, Mannheim (Presentation by co-author Ananya Sen)
11. Yale China India Conference (Presentation by co-author Ananya Sen)

12. SICS, San Francisco, CA.
13. Bank of West Emerging Data and Data Models Executive Symposium, May 9th, 2016, San Francisco, CA.
14. Harvard Business School, May 4th, 2016, Boston, MA.
15. Boston University, May 3rd, 2016, Boston, MA.
16. Georgetown University, April 29, 2016 Washington DC.
17. 10th Annual UTD Forms Conference, February 18-21, 2016, Dallas, TX.
18. 13th PSI and OM Conference, University of Utah, 2016, Park City, Utah.
19. 9th Conference on The Economics of Intellectual Property, Software and the Internet, January 7-8 2016, Toulouse School of Economics, Toulouse, France.

2015

20. Informs Annual Meeting, November, 2015, Philadelphia, PA.
21. 22nd Annual Conference on Political Economy, W. Allen Wallis Institute of Political Economy, September 25-26, 2015. (presentation by co-author Camilo Garcia-Jimeno)
22. 1st Annual McGill International Conference on Marketing, August 21-23, 2015.
23. Stanford University, Marketing Department, brown bag, August 2015.
24. Stanford SITE Conference, Session on Empirical Implementation of Theoretical Models of Strategic Interaction and Dynamic Behavior, July 11-13, 2015.
25. Center for Research in Economics and Strategy Conference on the Foundations of Business Strategy, Washington University in St. Louis, May 22-23, 2015, St. Louis, MO.
26. Insead Marketing Summer Camp, May 14-15, 2015, Fontainebleau, France.
27. Wharton-Yale-Columbia-NYU 4 School Colloquium, April 24, 2015, NYU, NY, NY.
28. Royal Economic Society Conference, March 30- April 1st, 2015, Manchester, UK. (presentation by co-author Ananya Sen)
29. Modelers Meeting, March 19, 2015, New York, NY.
30. 9th Annual UTD Forms Conference, February 26-28, 2015, Dallas, TX.
31. 8th Bi-Annual Conference on The Economics of Intellectual Property, Software and the Internet, January 8-9 2015, Toulouse School of Economics, Toulouse, France. (presentation by co-author Ananya Sen)

2014

32. 10th Annual Conference on Economic Growth and Development, December 18-20, 2014, New Delhi, India. (presentation by co-author Ananya Sen)
33. Conference on Information Systems and Technology, November 8-9, San Francisco, CA. (presentation by co-author Chris Dellarocas)
34. 12th Conference on Media Economics, October 10-11, 2014, CSEF, Naples, Italy. (presentation by co-author Ananya Sen)

35. 12th Quantitative Marketing and Economics Conference, October 10-11, 2014, USC, LA.
36. 18th Conference of the International Society for New Institutional Economics, June 19 - 21, 2014, Durham, NC.
37. 12th ZEW (European Center for Economic Research) Economics of ICT Conference, June 16-17, 2014, Mannheim, Germany.
38. NBER Summer Meeting on Economics of IT and Digitization, July 17-18, 2014, Boston, MA.
39. Northwestern University, Searle Center, 5th Conference on Internet Search and Innovation, June 5-6, 2014. (Invited as discussant)
40. 36th Informs Marketing Science Conference, Emory, June 12-14, 2014.
41. Wharton-Yale-Columbia-NYU 4 School Colloquium, May 2, 2014, Yale SOM, New Haven, CT.
42. 11th PSI Conference, University of Utah, Feb 1- Feb 2, 2014, Park City, Utah.

2013

43. Yale SOM
44. 11th QME Conference at University of Chicago, September 27-28, 2013, Chicago, IL. (Invited as discussant)
45. 35th Annual Marketing Science Conference, July 10-13, 2013, Istanbul, Turkey.
46. Summer Institute for Competitive Strategy, Haas School, June 24-28, 2013, Berkeley California. (Invited as discussant)
47. 11th ZEW (European Center for Economic Research) ICT Conference, June 21-22, 2013, Mannheim, Germany.
48. Toulouse School of Economics, TIGER Forum, June 4-6, 2013.
49. University of Buffalo, School of Engineering, May 10, 2013.
50. Cornell University Marketing Workshop, April 5, 2013.
51. 10th PSI Conference, University of Utah, Jan 31- Feb 1, 2013, Snowbird, UT.

2012 & earlier

52. University of Pennsylvania, Marketing Colloquia, November 17, 2011.
53. NYU, Marketing Department Seminar, November 8, 2011.
54. Columbia University, Marketing Department Seminar, November 3, 2011.
55. University of Toronto, Marketing Seminar, October 28, 2011.
56. Washington University at St. Louis, Marketing Seminar, October 25, 2011.
57. Emory University, Marketing Department Seminar, October 6, 2011.
58. Georgia State University, Marketing Department Seminar, October 4, 2011.
59. Georgia Institute of Technology, Marketing Department Seminar, October 3, 2011.
60. University of Technology, Sydney, Australia, September 16, 2011.

61. 33rd Informs Marketing Science Conference, June 9-11, 2011, Houston, TX.
62. 2nd Annual Conference on Internet Search and Innovation by Northwestern University Searle Center on Law, Regulation and Economic Growth, June 7-8, 2011, Chicago, IL.
63. 1st Annual Marketing Academic Research Colloquium (MARC), University of Maryland, May 6, 2011, College Park, MD.
64. 8th Workshop on Media Economics, Roosevelt Institute, October 16-17, 2010, NYC, NY. (Invited as discussant)
65. 38th Annual Haring Symposium, Kelley School of Business, Indiana University, April 18-19, 2008, Bloomington, IN.

Other Journal & Peer Reviewed Publications

"Use of PDAs in Problem Solving Process Assessment," with M. Sacre and L. Shuman, *IEEE MEEM* (2010), 5(3), 19-23.

"Assessing Engineering Problem Solving and Skill Integration Process," with M. Sacre and L. Shuman, *Int. Journal of Engineering Education* (2010), 26(4), 1-15.

"Development of a Work Sampling Methodology for Behavioral Observations: Application to Teamwork," with M. Sacre, L. Shuman, H. Wolfe, and R. Clark, *Journal of Engineering Education* (2007), 96(4), 335-346.

Shuman, L., M. Sacre, P. Yildirim, K. Bursic, N. Vidic, "CCLI: Model Eliciting Activities: Experiments and Mixed Methods to Assess Student Learning," in *Proceedings of the 118th Annual American Society of Engineering Education Conference, Vancouver, BC, June 26-29, 2011.*

Vidic N., L. Shuman, M. Sacre, K. Bursic, P. Yildirim, N. Siewiorek, "Learning Impacts Gained from Introducing Model Eliciting Activities (MEAs) in an Introductory Statistics Course," in *Proceedings of the Institute of Industrial Engineers 61st Annual Research Conference, Reno, NV, May 21-25, 2011.*

Yildirim, P., M. Sacre, L. Shuman, "An Engineering Modeling Self-efficacy (EMSE) Scale," in *Proceedings of the 117th Annual American Society of Engineering Education Conference, Louisville, KY, June 20-23, 2010.*

Yildirim, P., M. Sacre, L. Shuman, "The Impact of Self-efficacy on Students' Ability to Create Models," in *Proceedings of the Institute of Industrial Engineers 60th Annual Research Conference, Cancun, Mexico, June 5-9, 2010.*

Yildirim, P., M. Sacre, L. Shuman, "Assessment of MEA Impact on Engineering Learning and Problem Solving Capability," in *Proceedings of the Institute of Industrial Engineers 59th Annual Research Conference, Miami, FL, May 30-June 3, 2009.*

Yildirim, P., M. Sacre, L. Shuman, "Product Positioning Under Preference Uncertainty," in *Proceedings of the Institute of Industrial Engineers 59th Annual Research Conference, Miami, FL, May 30-June 3, 2009.*

Shuman, L., R. Clark, M. Sacre, P. Yildirim, "Ethical Model Eliciting Activities (E-MEA) - Extending the Construct," in *Proceedings of the 38th IEEE FIE Conference, Saratoga Springs, NY, October 22-25, 2008.*

Clark, R., M. Sacre, L. Shuman, P. Yildirim, "Assessment of MEA Problem Solving Processes Used by Engineering Students," in *Proceedings of the 38th IEEE FIE Conference, Saratoga Springs, NY, October 22-25, 2008.*

Shuman, L., M. Sacre, R. Clark, P. Yildirim, "The Model Eliciting Activity (MEA) Construct: Moving Engineering Research into the Classroom," in Proceedings of the 9th Biennial ASME Conference on Engineering Systems Design and Analysis ESDA08, Haifa, Israel, July 7-9, 2008.

Yildirim, P., M. Sacre, "Constructing a Comprehensive Measure to Assess Customer Lifetime Value," in Proceedings of the Institute of Industrial Engineers 58th Annual Research Conference, Vancouver, BC, May 18-20, 2008.

Clark, R., L. Shuman, M. Sacre, P. Yildirim, "Use of Model Eliciting Activities to Improve Problem Solving by Industrial Engineering Students," in Proceedings of the Institute of Industrial Engineers 58th Annual Research Conference, Vancouver, BC, May 18-20, 2008

Yildirim P., J. Townsend, M. Sacre, L. Shuman, H. Wolfe, "Developing Cognitive Affective Behavioral Work Sampling Methodologies to Assess Student Learning Outcomes," in Proceedings of the 114th Annual American Society of Engineering Education Conference, Honolulu, Hawaii, June 26-30, 2007.

Yildirim P., M. Sacre, L. Shuman, R. Clark, "An Analysis of Engineering Design using Markov Chains," Proceedings of the Institute of Industrial Engineers 57th Annual Research Conference, Nashville, TN, May 19-23, 2007. Winner of the Best Paper Award.

Service & Affiliations

Editorial Board

Marketing Science

Conference Program Committee

Junior Program Committee, 16th ACM Conference on Economics and Computation, June 15-19, 2015, Portland, OR.

Review Service

Ad-hoc Reviewer: American Economic Review, Journal of the European Economic Association, Marketing Science, Management Science, Operations Research, Journal of Marketing Research, Journal of Industrial Economics, Journal of Media Economics, Journal of Information Economics and Policy, Int. Journal of Research in Marketing, California Management Review, The Economics of Transition

University Service

University of Pennsylvania

Ph.D. Committee, The Wharton School - Marketing Department, 2014 – 2016

Curriculum Committee, The Wharton School -Marketing Department, 2012–2013

University of Pittsburgh

Graduate & Professional Student Assembly, President, 2007-2008; Vice President, 2006-2007

University Senate, Member, 2007- 2008

Council on Graduate Studies, Member, 2007- 2008

Board of Trustees Student Affairs Committee, Member, 2007- 2008

Public Service

Attaché for the Turkish Delegation, G-20 Summit, Pittsburgh, PA, 2009

Affiliations

Member: Informs (Institute for Operations Research and Management Science), Econometric Society, American Economic Association, American Marketing Association,

Advising

John Beckwith, Joseph Wharton Scholar Thesis Advisor, 2015-2016
Jeffrey Cai, Dissertation Committee (First Placement: Texas A&M, Graduation 2015)
Winnie Cheng, Wharton SPUR Advisor, 2013

Media Mentions

2015

1. What you need to know about social media credit scores, Yahoo Finance - 9/2/2015
2. How Facebook could affect your chances of getting a loan, Toronto Star - 8/10/2015
3. How Much Is Web Traffic Changing the News You Read? Knowledge@Wharton - 8/3/2015
4. Clicks and editorial decisions: How does popularity shape online news coverage? Ideas for India - 5/18/2015
5. How does Philly's bike-share program stack up against the rest? Newsworks - 5/18/2015

2014

6. The Sony Hack: A 'Question of When' for Other Companies, Knowledge@Wharton show on Wharton Business Radio on SiriusXM channel 111- 12/22/2014
7. The Surprising Ways that Social Media Can Be Used for Credit Scoring, Knowledge@Wharton - 11/05/2014
8. And the Nobel Prize in Economics Goes to: Jean Tirole, the Giant Tamer, Knowledge@Wharton - 10/15/2014
9. When Fewer Choices are Worth More, Knowledge@Wharton - 09/23/2014
10. New Mobile App Finds Eco-Friendly Businesses, NBC10 - 08/29/2014
11. Spinoffs Have Become Publishing's New Normal – But Can They Save It? Knowledge@Wharton - 08/08/2014 & Knowledge@Wharton show on Wharton Business Radio on SiriusXM channel - 08/06/2014
12. Will Consumers Be Sold on an eBay-Sotheby's Collaboration?, Knowledge@Wharton- 07/23/2014
13. Mixed Opinions on Social Media's Effectiveness for Business, NBC10 - 07/02/2014
14. How User-generated Content Affects the Media's Bottom Line, Knowledge@Wharton - 05/06/2014
15. Quizzes Go Pop, Philadelphia Inquirer - 03/12/2014
16. Body Slams, Vicious Dogs, Tidal Waves: How Effective Are Today's Violent Ads?, Knowledge@Wharton - 02/25/2014

2013

17. Technology Can Save the News – If Readers Change How They Consume It, Knowledge@Wharton - 11/22/2013
18. Twitter for Dummies, NPR Marketplace Radio - 11/07/2013
19. Twitter: What's it Worth?, Knowledge@Wharton - 11/06/2013
20. Fric et Fric et Instagram: Qui va profiter des photos que vous partagez sur Internet?, Fisheye (France) - 09/10/2013
21. Google Glass: Can Tech Cool Become Market Cool?, Knowledge@Wharton - 05/22/2013
22. Upset about Political Bias in the Media? Blame Economics, Knowledge@Wharton - 05/22/2013
23. Cloud 9, Penn News Today - 05/22/2013
24. Adobe's Shift to the Cloud: Is This the Start of a Trend?, Knowledge@Wharton - 05/08/2013
25. Today's Forecast for the Weather Business: Increased Revenues and a Focus on Innovation, Knowledge@Wharton - 04/10/2013
26. From Nike to Marriage Equality, Controversy can be a Good Thing, OregonLive - 03/30/2013
27. What's the Deal with Groupon, Knowledge@Wharton Today - 03/11/2013
28. What Defines Success in the Mobile Race?, Knowledge@Wharton - 02/13/2013
29. How Instagram Can Make Money – Without Alienating Users, Knowledge@Wharton - 01/02/2013

2012

30. Twitter and Instagram: The Current Skirmish, Unfiltered, Knowledge@Wharton - 12/14/2012
31. Facebook's New 'Social Jobs' App – Like or Dislike?, Knowledge@Wharton - 11/20/2012
32. Is Back-to-school Spending Making the Grade?, Knowledge@ Wharton - 08/30/2012
33. Money from Friends: Finding the Right Revenue Model for Social Media, Knowledge@Wharton - 08/29/2012
34. Customer Analytics: A New Lifeline for the Red Cross and Other Nonprofits? (Mention as University of Pittsburgh researchers), Forbes - 02/02/2012, Knowledge@Wharton - 02/01/2012