

Pinar Yildirim

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Positions

Wharton School, University of Pennsylvania

Assistant Professor of Marketing, July 2012 – present

Yale University, School of Management

Visiting Scholar, July 2017

Stanford University, Graduate School of Business

Visiting Scholar, July – August 2015

Leonard Davis Institute, University of Pennsylvania

Senior Fellow, September 2014 – present

Education

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

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

Ph.D., Industrial Engineering, U. of Pittsburgh

M.S., Industrial Engineering, U. of Pittsburgh

B. S., Industrial Engineering, & Minor, Mechanical Engineering, METU

Awards, Honors, & Grants

Marketing Science, **Editorial Board**, 2017

Marketing Science Institute **Young Scholar**, 2017

Management Science, **Distinguished Service Award**, 2016

Junior **Best Paper Award**, Royal Economic Society Conference, 2015

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, 2016, 2017

ISMS Doctoral Consortium, Faculty Fellow, 2013

AMA Howard Dissertation Award, final round, 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*)
 - Required reading at doctoral courses at Columbia University (Marketplace Design), Cornell (The Design of Online Marketplaces)
2. "Credit Scoring with Social Network Data," with Y. Wei, C. Van den Bulte and C. Dellarocas, *Marketing Science*, 2016, 35 (2), 234–258.
 - Cited by the **Obama White House**
 - Covered by Knowledge@Wharton
 - Awarded Funding by Wharton Social Impact Initiative (2014) & Rodney L. White Financial Center (2014)
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.
 - Required reading at doctoral courses at University of Alberta (Marketing Strategy), GSU (Theory Development), CUHK (Information Systems)

Working Papers (Under Review or Being Revised)

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
 - Cited by the **Supreme Court of the United States**
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
16. "Microlending and Social Networks," with Geyu Yang

In Progress

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
20. "Negative Advertising," with Kinshuk Jerath, Gorkem Bostanci

Recent Teaching

Wharton School, University of Pennsylvania
Digital Marketing - Strategies for Multisided Platforms (Executive Education) – 2017

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

Invited Talks & Conference Presentations

2017

1. Marketing in Israel [Scheduled]
2. Marketing Science Conference, June 2017, LA, CA
3. Northwestern U. 8th Conference on Internet Commerce, June 2017, Chicago, IL
4. 17th Strategy and Bus. Env. Conf. at Duke University, May 2017, Durham, NC
5. Johns Hopkins University, May 2017, Baltimore, MD
6. University of Washington, May 2017, Seattle WA
7. POMS Conference, May 2017, Seattle WA
8. Baruch College, March 28, 2017, NYC NY
9. Federal Communications Commission, March 8, 2017, Washington DC
10. UTD Forms Conference, March 2-4, 2017, Dallas TX (Presentation by co-author Jessie Liu)
11. NYC Media Economics Series, March 1, 2017, NYC NY
12. Virginia Tech U., Blacksburg VA, Feb 27, 2017, Blacksburg VA

2016

13. Stanford Digital Marketing Conference (Presentation by co-author Ananya Sen)
14. Temple University, Philadelphia PA
15. MIT CODE Conference (Presentation by co-author Ananya Sen)
16. ZEW ICT Conference, Mannheim (Presentation by co-author Ananya Sen)
17. Yale China India Conference (Presentation by co-author Ananya Sen)
18. SICS, San Francisco, CA.
19. Bank of West, Emerging Data & Data Models Exec. Symposium, May 9th, 2016, San Francisco, CA.
20. Harvard Business School, May 4th, 2016, Boston, MA.

21. Boston University, May 3rd, 2016, Boston, MA.
22. Georgetown University, April 29, 2016 Washington DC.
23. 10th Annual UTD Forms Conference, Feb 18-21, 2016, Dallas, TX.
24. 13th PSI and OM Conference, University of Utah, 2016, Park City, Utah.
25. 9th Conf. on The Economics of Intellectual Property, Software and the Internet, Jan 7-8 2016, Toulouse School of Economics, Toulouse, France.

2015

26. Informs Annual Meeting, November, 2015, Philadelphia, PA.
27. 22nd Annual Conference on Political Economy, W. Allen Wallis Institute of Political Economy, September 25-26, 2015. (presentation by co-author Camilo Garcia-Jimeno)
28. 1st Annual McGill International Conference on Marketing, August 21-23, 2015.
29. Stanford University, Marketing Department, brown bag, August 2015.
30. Stanford SITE Conference, Session on Empirical Implementation of Theoretical Models of Strategic Interaction and Dynamic Behavior, July 11-13, 2015.
31. 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.
32. Insead Marketing Summer Camp, May 14-15, 2015, Fontainebleau, France.
33. Wharton-Yale-Columbia-NYU 4 School Colloquium, April 24, 2015, NYU, NY, NY.
34. Royal Economic Society Conference, March 30- April 1st, 2015, Manchester, UK. (presentation by co-author Ananya Sen)
35. Modelers Meeting, March 19, 2015, New York, NY.
36. 9th Annual UTD Forms Conference, February 26-28, 2015, Dallas, TX.
37. 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

38. 10th Annual Conference on Economic Growth and Development, December 18-20, 2014, New Delhi, India. (presentation by co-author Ananya Sen)
39. Conference on Information Systems and Technology, November 8-9, San Francisco, CA. (presentation by co-author Chris Dellarocas)
40. 12th Conference on Media Economics, October 10-11, 2014, CSEF, Naples, Italy. (presentation by co-author Ananya Sen)
41. 12th Quantitative Marketing and Economics Conference, October 10-11, 2014, USC, LA.
42. 18th Conference of the International Society for New Institutional Economics, June 19 - 21, 2014, Durham, NC.

43. 12th ZEW (European Center for Economic Research) Economics of ICT Conference, June 16-17, 2014, Mannheim, Germany.
44. NBER Summer Meeting on Economics of IT and Digitization, July 17-18, 2014, Boston, MA.
45. Northwestern University, Searle Center, 5th Conference on Internet Search and Innovation, June 5-6, 2014. (Invited as discussant)
46. 36th Informs Marketing Science Conference, Emory, June 12-14, 2014.
47. Wharton-Yale-Columbia-NYU 4 School Colloquium, May 2, 2014, Yale SOM, New Haven, CT.
48. 11th PSI Conference, University of Utah, Feb 1- Feb 2, 2014, Park City, Utah.

2013

49. Yale SOM
50. 11th QME Conference at University of Chicago, September 27-28, 2013, Chicago, IL. (Invited as discussant)
51. 35th Annual Marketing Science Conference, July 10-13, 2013, Istanbul, Turkey.
52. Summer Institute for Competitive Strategy, Haas School, June 24-28, 2013, Berkeley California. (Invited as discussant)
53. 11th ZEW (European Center for Economic Research) ICT Conference, June 21-22, 2013, Mannheim, Germany.
54. Toulouse School of Economics, TIGER Forum, June 4-6, 2013.
55. University of Buffalo, School of Engineering, May 10, 2013.
56. Cornell University Marketing Workshop, April 5, 2013.
57. 10th PSI Conference, University of Utah, Jan 31- Feb 1, 2013, Snowbird, UT.

2012 & earlier

58. University of Pennsylvania, Marketing Colloquia, November 17, 2011.
59. NYU, Marketing Department Seminar, November 8, 2011.
60. Columbia University, Marketing Department Seminar, November 3, 2011.
61. University of Toronto, Marketing Seminar, October 28, 2011.
62. Washington University at St. Louis, Marketing Seminar, October 25, 2011.
63. Emory University, Marketing Department Seminar, October 6, 2011.
64. Georgia State University, Marketing Department Seminar, October 4, 2011.
65. Georgia Institute of Technology, Marketing Department Seminar, October 3, 2011.
66. University of Technology, Sydney, Australia, September 16, 2011.
67. 33rd Informs Marketing Science Conference, June 9-11, 2011, Houston, TX.
68. 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.

69. 1st Annual Marketing Academic Research Colloquium (MARC), University of Maryland, May 6, 2011, College Park, MD.
70. 8th Workshop on Media Economics, Roosevelt Institute, October 16-17, 2010, NYC, NY. (Invited as discussant)
71. 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 Marketing 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

AMA Committee, 2015, 2017 Ph.D. Committee, The Wharton School - Marketing Department, 2014, 2015, 2017

Curriculum Committee, The Wharton School -Marketing Department, 2012, 2013, 2016

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

Last updated: May 2017

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