

**A. YEŞİM ORHUN**  
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## **EDUCATION**

2006                      Ph.D. in Business Administration  
University of California, Berkeley

2004                      M.A. in Economics  
University of California, Berkeley

2000                      B.A. in Economics  
Koç University, Istanbul, Turkey

## **ACADEMIC EMPLOYMENT**

2011 - present              University of Michigan, Ross School of Business  
Assistant Professor of Marketing

2006-2011                  University of Chicago, Booth School of Business  
Assistant Professor of Marketing

## **RESEARCH INTERESTS**

Product Competition, Price Discrimination, Retail Competition  
Beliefs and Decision Making, Information Preferences, Reciprocity

## **PUBLICATIONS**

1. Cui, Y., Orhun, Y., and Duenyas, I. “How Price Dispersion Changes when Upgrades are Introduced: Theory and Empirical Evidence from Airline Industry,” *Management Science*, forthcoming.
2. Orhun, Y. “Perceived Motives and Reciprocity” *Games and Economic Behavior*, vol 109, 2018.
3. Orhun, Y., Venkataraman, S. and Chintagunta, P. “Impact of Competition on Product Decisions: Movie Choices of Exhibitors,” *Marketing Science*, 35 (1), 2015.
4. Orhun, Y. “Spatial Differentiation in the Supermarket Industry: The Role of Common Information”, *Quantitative Marketing and Economics*, vol. 11, 2013.

5. Orhun, Y., Urminsky, O. “Conditional Projection: How Own Evaluations Impact Beliefs about Others Whose Choices Are Known” *Journal of Marketing Research*, vol 50, Issue 1, 2013.
6. Thomadsen, R., Zeithammer, R., Mayzlin, D., Orhun, Y., Pazgal, A., Purohit, D., Rao, R., Riordan, M., Shin, J., Sun, M., Villas-Boas, J.M. “A Reflection on Analytical Work in Marketing: Three Points of Consensus” *Marketing Letters*, vol 23 (2), 2012.
7. Orhun, Y. “Optimal Product Line Design When Consumers Exhibit Choice-Set Dependent Preferences”, *Marketing Science*, 28 (5), 2009.
8. Draganska, M., Misra, S. , Aguirregabiria, V., Bajari, P., Einav, L., Ellickson, P., Horsky, D., Narayanan, S., Orhun, Y., Reiss, P., Seim, K., Singh, V., Thomadsen, R. and Zhu, T..“Interrelated Discrete Choice Models of Firms Strategic Decisions” *Marketing Letters*, 19(3-4), 2008.
9. Heyman, J., Orhun, Y, Ariely, D. “Auction Fever: The Effect of Opponents and Quasi-Endowment on Product Valuations” *Journal of Interactive Marketing*, 18(4), 2004.

**WORKING PAPERS (available at [yesimorhun.com/research](http://yesimorhun.com/research))**

1. Orhun, Y. and Palazzolo, M. “Frugality is Hard to Afford” *Ross School of Business Working Paper*. (Journal of Marketing Research, status: 3<sup>rd</sup> revision submitted)
2. Masatlioglu, Y., Orhun, Y. and Raymond, C. “Intrinsic Information Preferences and Skewness” *Ross School of Business Working Paper*, (American Economic Review, status: 2<sup>nd</sup> revision requested).
3. Cui, Y., Orhun, Y., and Hu, M. “Under the Same Roof: Value of Shared Living in Airbnb” *Ross School of Business Working Paper*. (submitted to MSOM)
4. Guo, T. and Orhun, Y. “Reaching for the Gold: Impact of Status Incentives and Moral Hazard on Choices in the Airline Industry,” *Ross School of Business Working Paper*.

**WORK IN PROGRESS**

1. Orhun, Y. “Guilt Aversion Revisited: Not All Expectations are Alike”
2. Fan Y. and Orhun, Y. “Threat of Entry: Airlines’ Product Responses”
3. Orhun, Y. and Krishna, A. “Gender Disparities in Performance”

## TEACHING EXPERIENCE

- “Marketing Management,” Ross MBA Core, 2011 – present.
- “PhD Marketing Seminar – Identification,” Ross School of Business, 2014.
- “PhD Marketing Seminar – Behavioral Economics,” Chicago Booth, 2008.
- “Marketing Strategy,” Chicago Booth, 2007-2011.
- “Graduate Econometrics/Statistics 240B,” Teaching Ast., Economics, UC Berkeley, 2002-2003.

## PRESENTATIONS AT CONFERENCES AND INVITED SEMINARS

- 2018 Harvard University
- 2017 Federal Trade Commission, McGill University, Georgia Institute of Technology, Behavioral IO and Marketing Symposium
- 2016 Invitational Choice Symposium, UTD Bass FORMS Conference, SICS Conference at University of California, Berkeley, Behavioral IO and Marketing Symposium.
- 2015 ESA Conference, Erasmus University Rotterdam, George Mason University, New York University, SICS Conference at University of California, Berkeley, SPI Conference at University of Chicago, University of Michigan, University of Texas at Dallas.
- 2014 Foundations of Utility and Risk Conference, Behavioral Operations Conference, ESA Conference
- 2013 UTD FORMS Conference, Marketing Science, India & China Insights Conference, Wharton School of University of Pennsylvania, ESA Conference
- 2012 Association for Consumer Research Conference
- 2011 Marketing and Industrial Organization Conference.
- 2010 Invitational Choice Symposium, Marketing Science, Columbia University, New York University, University of Michigan, University of Texas at Dallas, University of Washington.
- 2009 University of California at San Diego, Marketing in Israel, Marketing Science Conference.
- 2007 Invitational 7th Choice Symposium. Quantitative Marketing and

Economics Conference (discussant). Summer Institute in Competitive Strategy (discussant).

2006 Yale University, Stanford University.

2005 Duke University, Emory University, Harvard University, HEC, INSEAD, London Business School, M.I.T., New York University, Northwestern University, University of Minnesota, University of Chicago, University of Toronto, University of Wisconsin, University of Rochester, Washington University at St. Louis, UT Dallas.