

## A. YEŞİM ORHUN

---

Stephen M. Ross School of Business  
University of Michigan  
701 Tappan St. Ann Arbor MI 48103

phone: (734) 936-0175  
email: aorhun@umich.edu  
personal webpage: yesimorhun.com

---

### Academic Appointments

University of Michigan, Ross School of Business, Assistant Professor of Marketing,  
2011 – present (maternity leaves taken: academic years 2015-2016 and 2017-2018).

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

### Academic Degrees

Ph.D. in Business Administration, University of California, Berkeley, 2006  
Dissertation: “Product Positioning Strategies”

M.A. in Economics, University of California, Berkeley, 2004  
Fields: Behavioral Economics, Industrial Organization

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

### Research Interests

Empirical Industrial Organization, Product Competition, Product Line Design  
Behavioral and Experimental Economics, Beliefs and Decision Making, Information  
Preferences

### Editorial Review Board Appointments

Marketing Science (2017-present); Journal of Marketing Research, 2018-present

### Publications

- [1] Orhun, Y. and Palazzolo, M. “Frugality is Hard to Afford,” *Journal of Marketing Research*, conditionally accepted.
- [2] 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. note: first two authors listed in alphabetical order.
- [3] Orhun, Y. “Perceived Motives and Reciprocity” *Games and Economic Behavior*, vol 109, 2018.

- [4] Orhun, Y., Venkataraman, S. and Chintagunta, P. “Impact of Competition on Product Decisions: Movie Choices of Exhibitors,” *Marketing Science*, 35 (1), 2015.
- [5] Orhun, Y. “Spatial Differentiation in the Supermarket Industry: The Role of Common Information”, *Quantitative Marketing and Economics*, vol. 11, 2013. (lead article)
- [6] 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.
- [7] 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.
- [8] Orhun, Y. “Optimal Product Line Design When Consumers Exhibit Choice-Set Dependent Preferences”, *Marketing Science*, 28 (5), 2009.
- [9] Draganska, M., Misra, S. , Aguirregabiria, V., Bajari, P., Einav, L., Ellickson, P., Horský, 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.
- [10] 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. note: first two authors listed in alphabetical order.

### **Working Papers**

- [11] Masatlioglu, Y., Orhun, Y. and Raymond, C. “Intrinsic Information Preferences and Skewness” revise and resubmit at *American Economic Review*. note: authors listed in alphabetical order
- [12] Orhun, Y. and Guo, T. “Reaching for Gold: Consumer Choices, Impact of Status Incentives and Moral Hazard in the Airline Industry,” *Ross School of Business Working Paper*, 2018.

### **Select Work In Progress**

- [13] Fan Y. and Orhun, Y. “Threat of Entry: Airlines’ Product Responses” note: authors listed in alphabetical order.
- [14] Orhun, Y. “Positive Reciprocity Puzzle: Fitting the Pieces Together”
- [15] Orhun, Y. “Guilt Aversion Revisited: Not All Expectations are Alike”
- [16] Mostagir, M. and Orhun, Y. “Information Feedback and Performance” note: authors listed in alphabetical order.
- [17] Orhun, Y. and Krishna, A. “Gender Disparities in Academic Performance.”

## **Honors, Awards And Grants**

Management Science Meritorious Service Award, 2017.

Runner-up, Full-Time MBA Excellence in Teaching Award, 2017 and 2018.

Last Lecture, Invited Speaker, Ross MBA classes of 2014, 2017, and 2018.

MITRE Faculty Research Award, 2015. “Threat of Entry and Entry: Airlines’ Product Responses”, joint with Ying Fan, University of Michigan.

MITRE Faculty Research Award, 2014. “Testing Intrinsic Preferences for Information”, joint with Yusufcan Masatlioglu, University of Michigan.

3M Corporation Untenured Faculty Award, 2014.

Best Presentation Award, Behavioral Operations Management Conference, 2014.

INFORMS Doctoral Consortium Fellow, 2003

Crawford Research Fellowship, University of California, Berkeley, 2002.

## **Invited Talks And Conference Presentations**

- 2018 Seminars: Harvard University, University of Michigan (General Faculty, Ross School of Business), University of Michigan (Center for Bioethics and Social Sciences in Medicine).  
Conferences: Marketing Dynamics
- 2017 Seminars: Federal Trade Commission, McGill University, Georgia Institute of Technology, University of Michigan (Business Economics).
- 2016 Seminars: University of Michigan (Department of Psychology).  
Conferences: Invitational Choice Symposium, UTD Bass FORMS Conference, SICS Conference (as discussant), Behavioral IO and Marketing Symposium.
- 2015 Seminars: New York University (Economics Department), University of Texas at Dallas (Marketing Department), Erasmus University Rotterdam (Marketing Department), George Mason University (Economics Department), University of Michigan (Economics Department), University of Michigan (General Faculty, Ross Business School)  
Conferences: ESA Conference, SICS Conference, SPI Conference at University of Chicago.
- 2014 Seminars: University of Michigan (School of Information)  
Conferences: Foundations of Utility and Risk Conference, Behavioral Operations Conference, ESA Conference
- 2013 Seminars: Wharton School of University of Pennsylvania  
Conferences: UTD FORMS Conference, Marketing Science, India & China Insights Conference, ESA Conference

- 2012 Conferences: Association for Consumer Research Conference
- 2011 Conferences: Marketing and Industrial Organization Conference.
- 2010 Seminars: Columbia University, New York University, University of Michigan, University of Texas at Dallas, University of Washington.  
Conferences: Invitational Choice Symposium, Marketing Science,  
Seminars: University of California at San Diego
- 2009 Conferences: Marketing in Israel, Marketing Science Conference.
- 2007 Conferences: Invitational 7th Choice Symposium. Quantitative Marketing and Economics Conference (as discussant). SICS conference (as discussant).
- 2006 Seminars: Yale University, Stanford University.
- 2005 Seminars: Duke University, Emory University, Harvard University, HEC, INSEAD, London Business School, MIT, New York University, Northwestern University, University of Minnesota, University of Chicago, University of Toronto, University of Wisconsin, University of Rochester, Washington University, UT Dallas.

## **Teaching**

Ross School of Business, University of Michigan

- Marketing Management, MBA Program, Core Curriculum, 2011 – present.
- Identification, Research Course, PhD program, 2014.
- NFL Business Academy, Ross Executive Education, 2016, 2017, and 2018.

The University of Chicago Booth School of Business

- Marketing Strategy, MBA Program, Core Curriculum, 2007-2011.
- Behavioral Economics, Research Course, PhD program, 2008.

University of California, Berkeley

- Graduate Econometrics/Statistics, ECON 240B, Teaching Assistant, Department of Economics PhD program, Fall 2002, Fall 2003.
- Microeconomics, EWMBA 201, Teaching Assistant, Evening MBA program, Haas School of Business, Fall 2004.

## **Phd Thesis Committee** (name, department, graduation year, first placement)

University of Michigan, Ross School of Business.

Yifei Wang, Finance Department. Ongoing.

Michael Palazzolo, Marketing Department, 2016, UC Davis.

Yao Cui, Technology and Operations Department, 2015, Cornell University.

Christina DePasquale, Business Economics Department, 2014, Emory University.

Marek Zapletal, Business Economics Department, 2014, The Brattle Group.

Hee Mok Park, Marketing Department, 2013, University of Connecticut.

University of Michigan, Economics Department.

Daphne Chang, (also, School of Information). Ongoing.

Christopher Sullivan, 2017, University of Wisconsin - Madison.

Evan Wright, 2017, Bank of America.

Yu Zhou, 2014, Fudan University.

New York University. Cognate committee Member.

Sue Ryung Chang, Marketing Department, 2012, University of Georgia.

## **Professional Service**

### Reviewing

- Editorial Board: Marketing Science (2016 –present), Journal of Marketing Research (2018-present).
- Marketing: Journal of Marketing Research, Management Science, Marketing Science, Quantitative Marketing and Economics, Journal of Marketing, International Journal of Research in Marketing, Journal of Retailing, Journal of Interactive Marketing.
- Related fields: Econometrica, Games and Economic Behavior, Management Science (Operations, Strategy, Behavioral Economics departments), Operations Research, Production and Operations Management, Journal of Economic Behavior and Organization, Economic Inquiry, Journal of Economics & Management Strategy, Journal of Industrial Organization.

### Conference Organization

- Behavioral IO and Marketing Symposium, conference organizer (2016 – present)
- Invitational Choice Symposium, session co-chair: "Integrating Normative and Behavioral Approaches to Modeling Choice Dynamics" (2016)

### University of Michigan

- Marketing Department Research Seminar Series Organizer (2015 – present)
- Social, Behavioral, Experimental Economics Seminar Series Organizer (2018 – present)
- Ross Marketing MBA Core Course Coordinator (2012, 2013, 2015, 2016, present)
- Faculty Panel, Responsible Conduct of Research and Scholarship Session on Human Subjects Research (2016, 2017)
- MBA Students Marketing Club Faculty Liaison (2013-2017)
- Diversity Week Workshop, Faculty Panel (2016)
- Ross Marketing Student Awards Committee (2014-2016)
- School for Deans (2015)
- Go Blue Rendezvous, Classroom Experience (2012, 2013, 2014)
- Faculty Recruiting Committee (2012-2013)

### External

- Consumer Reports, Board Member and Member of the Governance Committee