

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. (leaves taken during 2014-15 and 2017-18 academic years)

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, (2018). M. Frugality is Hard to Afford. *Journal of Marketing Research*, forthcoming.

[2] Cui, Y., Orhun, Y., and Duenyas, I. (2018). How Price Dispersion Changes when Upgrades are Introduced: Theory and Empirical Evidence from the Airline Industry. *Management Science*, forthcoming. Note: first two authors listed in alphabetical order.

[3] Orhun, Y. (2018). Perceived Motives and Reciprocity. *Games and Economic Behavior*, vol. 109.

- [4] Orhun, Y., Venkataraman, S. and Chintagunta, P. (2015). Impact of Competition on Product Decisions: Movie Choices of Exhibitors.” *Marketing Science*, 35 (1), 73-92.
- [5] Orhun, Y. (2013). Spatial Differentiation in the Supermarket Industry: The Role of Common Information. *Quantitative Marketing and Economics*, 11 (1), 3-37.
- [6] Orhun, Y., Urminsky, O. (2013). Conditional Projection: How Own Evaluations Impact Beliefs about Others Whose Choices Are Known. *Journal of Marketing Research*, 50 (1), 111-124.
- [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. (2012). A Reflection on Analytical Work in Marketing: Three Points of Consensus. *Marketing Letters*, vol 23 (2), 381-389.
- [8] Orhun, Y. (2009). Optimal Product Line Design When Consumers Exhibit Choice-Set Dependent Preferences. *Marketing Science*, 28 (5), 868-886.
- [9] 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. (2008). Interrelated Discrete Choice Models of Firms Strategic Decisions. *Marketing Letters*, 19 (3-4), 399-416.
- [10] Heyman, J., Orhun, Y, Ariely, D. (2004). Auction Fever: The Effect of Opponents and Quasi-Endowment on Product Valuations. *Journal of Interactive Marketing*, 18(4), 7-21. Note: first two authors listed in alphabetical order.

Working Papers (available at yesimorhun.com/research)

- [11] Masatlioglu, Y., Orhun, Y. and Raymond, C. (2017). Intrinsic Information Preferences and Skewness. Revise and resubmit, *American Economic Review*. Note: authors listed in alphabetical order.
- [12] Orhun, Y. and Guo, T. (2018) Reaching for Gold: Consumer Choices, Impact of Status Incentives and Moral Hazard in the Airline Industry. Under review, *Marketing Science*.

Select Work In Progress

- [13] Reverse Projection in Strategic Contexts, with Oleg Urminsky.
- [14] Guilt Aversion Revisited: Not All Expectations Are Alike.
- [15] Information Feedback and Performance, with Mohamed Mostagir.
- [16] Positive Reciprocity Puzzle: Fitting the Pieces Together.
- [17] Threat of Entry: Airlines’ Product Responses, with Ying Fan.
- [18] Gender Disparities in Academic Performance, with Aradhna Krishna.

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 Fund, 2015. “Threat of Entry and Entry: Airlines’ Product Responses,” with Ying Fan, University of Michigan.

MITRE Faculty Research Fund, 2014. “Testing Intrinsic Preferences for Information,” 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, EW MBA 201, Teaching Assistant, Evening MBA program, Haas School of Business, Fall 2004.

Ph.D. 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, Journal of Marketing Research.
- 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