

# Övünç Yılmaz

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CONTACT INFORMATION	Leeds School of Business University of Colorado Boulder	✉ ovunc.yilmaz@colorado.edu 🔗 <a href="https://sites.google.com/view/ovuncyilmaz/">sites.google.com/view/ovuncyilmaz/</a>
EMPLOYMENT	<b>Leeds School of Business, University of Colorado Boulder</b> Assistant Professor of Operations	2020-
	<b>Mendoza College of Business, University of Notre Dame</b> Assistant Professor of Operations	2017-2020
EDUCATION	<b>Moore School of Business, University of South Carolina</b> Ph.D. in Management Science	2013-2017
	<b>University of North Carolina at Chapel Hill</b> M.S. in Statistics and Operations Research	2010-2012
	<b>Koç University, İstanbul - Turkey</b> B.S. in Industrial Engineering	2006-2010
RESEARCH AREA	Revenue management and pricing in airlines, hotels, events, and online marketplaces	
JOURNAL PUBLICATIONS	<p>[1] <b>Ö. Yılmaz</b>, Y. Son, G. Shang, and H. A. Arslan (2024). Causal Inference under Selection on Observables in Operations Management Research: Matching Methods and Synthetic Controls. <i>Journal of Operations Management</i>, 70(5):831-859</p> <p>[2] H. A. Arslan, N. Tereyağlu, and <b>Ö. Yılmaz*</b> (2023). Scoring a Touchdown with Variable Pricing: Evidence from a Quasi-Experiment in the NFL Ticket Markets. <i>Management Science</i>, 69(8):4435-4456.</p> <ul style="list-style-type: none"><li>• Featured Article in August 2023 issue.</li></ul> <p>[3] <b>Ö. Yılmaz</b>, M. Ferguson, P. Pekgün, and G. Shang (2022). Strategic Behavior for Hotel Standby Upgrade Programs: Empirical Evidence and Pricing Implications. <i>Journal of Operations Management</i>, 68(6-7):675-701.</p> <p>[4] H. A. Arslan, R. Easley, R. Wang, and <b>Ö. Yılmaz*</b> (2022). Data-Driven Sports Ticket Pricing for Multiple Sales Channels with Heterogeneous Customers. <i>Manufacturing &amp; Service Operations Management</i>, 24(2):1241-1260.</p> <ul style="list-style-type: none"><li>• Finalist, 4th POMS Applied Research Challenge.</li></ul> <p>[5] <b>Ö. Yılmaz</b>, P. Pekgün, and M. Ferguson (2017). Would You Like to Upgrade to a Premium Room? Evaluating the Benefit of Offering Standby Upgrades. <i>Manufacturing &amp; Service Operations Management</i> 19(1):1-18.</p> <ul style="list-style-type: none"><li>• Featured/Lead Article in Winter 2017 issue.</li></ul> <p>[6] <b>Ö. Yılmaz</b>, R. Easley, and M. Ferguson (2023). The Future of Sports Ticketing: Technologies, Data, and New Strategies. <i>Journal of Revenue &amp; Pricing Management</i>, 22:219-230.</p> <p>[7] Y. Peng, M. Ferguson, <b>Ö. Yılmaz</b> (2023). Airline Revenue Management around Sporting Mega-Events: An Application Using Data from the Super Bowl XLIX. <i>Journal of Revenue &amp; Pricing Management</i>, 22:188-200.</p> <p>[8] Data-Driven Pricing for Availability-Based Upgrades under a Multiple Binary Choice Model with Copula (with F. Ekbatani, Z. Zhao, R. Wang, A. Vakhutinsky)</p> <ul style="list-style-type: none"><li>• Minor Revision, <i>Manufacturing &amp; Service Operations Management</i></li><li>• Finalist, 2025 M&amp;SOM Practice-Based Research Competition</li><li>• Oracle Labs ERO funding (\$90,000)</li></ul>	
WORKING PAPERS/WORK IN PROGRESS		

\*Authors are listed alphabetically.

[9] Consumer Choice and Assortment Optimization under the Random Threshold Multinomial Logit Model (with Z. Zhao, C. Ke, and R. Wang)

- Reject & Resubmit, *Management Science*

[10] Unlocking the Benefit of Exchangeable tickets: A Study of Consumer Behavior in Sports Events (with H. A. Arslan, Y. Cui, and R. Rotwein)

- Submitted, *Management Science*

[11] The effects of price transparency laws on the vacation rental markets: Evidence from California (with S. Mehder, M. Cohen, and A. Khamoshi)

- Under preparation for *Management Science*

[12] The effects of in-cart price increases on consumer behavior: Evidence from field experiments (with D. Fabrizi, S. Mehder, J. Sun, and Z. Zhao)

- Under preparation for *Management Science*

NON-ACADEMIC  
PUBLICATIONS

[13] What's Dynamic Pricing? An Operations Management Scholar Explains (2022).  
*The Conversation*.

TEACHING  
EXPERIENCE

**Leeds School of Business, University of Colorado Boulder  
Instructor**

*Data Analytics with AI* (MSBA): Summer 2026 -

*Advanced Data Analytics* (MSBA, MBA): Fall 2024, Fall 2025

*Operations Management* (PhD): Fall 2023

*Principles of Operations Management* (Undergrad): Fall 2020 - Fall 2023

**Mendoza College of Business, University of Notre Dame  
Instructor**

*Introduction to Process Analytics* (Undergrad): 2017-2019

**Moore School of Business, University of South Carolina  
Instructor**

*Introduction to Operations Management* (Undergrad): Spring 2016

**University of North Carolina at Chapel Hill  
Instructor**

*Decision Models for Economics* (Undergrad): Fall 2012

*Introductory Statistics* (Undergrad): Spring 2012, Summer 2012

INVITED TALKS

Colorado Winter Operations Workshop, December 2025

Rotman School of Management, University of Toronto, July 2025

Católica Lisbon School of Business & Economics, May 2025

George Washington School of Business, November 2024

Johns Hopkins Carey Business School, October 2024

Expedia Group, August 2024

Oracle Labs, July 2024

Bilkent University, June 2023

University of Zurich, May 2023

Leeds School of Business, University of Colorado Boulder, December 2019

Florida State University College of Business, December 2019

Mendoza College of Business, University of Notre Dame, January 2017

PROFESSIONAL  
ACTIVITIES

**Track Chair**

Marketing & Consumer Behavior Track, 2026 DSI Annual Conference (San Francisco)

Revenue Management & Pricing Track, 2023 POMS Annual Conference (Orlando)

**Session Chair**

2021 INFORMS Annual Meeting (Anaheim), 2021 POMS Annual Conference (online), 2020 INFORMS Annual Meeting (online), 2019 INFORMS Annual Meeting (Seattle), 2019 POMS Annual Conference (Washington DC), 2018 INFORMS Annual Meeting (Phoenix), 2018 POMS Annual Conference (Houston), 2017 INFORMS Annual Meeting (Houston), 2017 POMS Annual Conference (Seattle), 2016 INFORMS Annual Meeting (Nashville)

**Reviewer**

Guest Associate Editor for *Journal of Operations Management*  
Reviewer for *Management Science*, *Manufacturing & Service Operations Management*, *Production and Operations Management*, *Journal of Operations Management*  
Reviewer for *MSOM Service SIG Conference* and *MSOM Supply Chain SIG Conference*

**Judge**

Leeds Business Ethics Case Competition, 2025  
MSOM Student Paper Competition, 2020-  
MSOM Practice-Based Research Competition, 2021  
INFORMS Interactive Sessions Competition, 2018

**Professional Development**

CU Boulder Online Teaching Academy, 2026  
CU Boulder Leadership Education for Advancement and Promotion, 2022  
POMS Emerging Scholars Program, 2019  
Darla Moore School of Business Faculty Development Program, 2016  
University of Maryland National Transportation Center Summer School, 2016

**AWARDS &  
HONORS**

Finalist, *M&SOM Practice-Based Research Competition*, 2025  
Finalist, Kahle Family Research Award, 2023 & 2024  
Meritorious Service Award, *Manufacturing & Service Operations Management*, 2021-23  
Finalist, *POMS Applied Research Challenge*, 2020/21  
Winner, *Leeds Kolb Teaching Award*, 2020  
Finalist, *MIT Sloan Sports Analytics Conference Poster Competition*, 2020  
Doctoral Student Fellowship, Darla Moore School of Business, 2013-17  
Graduate Student Fellowship, University of North Carolina, 2010-12  
Winner, *North American Collegiate Bridge Championship*, 2012  
Full Merit Scholarship, Koç University, 2006-10