

Övünç Yılmaz

CONTACT INFORMATION	Leeds School of Business University of Colorado Boulder	✉ ovunc.yilmaz@colorado.edu 🌐 sites.google.com/view/ovuncyilmaz/
EMPLOYMENT	Leeds School of Business, University of Colorado Boulder Assistant Professor of Operations Mendoza College of Business, University of Notre Dame Assistant Professor of Operations	2020- 2017-2020
EDUCATION	Moore School of Business, University of South Carolina Ph.D. in <i>Management Science</i> University of North Carolina at Chapel Hill M.S. in <i>Statistics and Operations Research</i> Koç University, Istanbul - Turkey B.S. in <i>Industrial Engineering</i>	2013-2017 2010-2012 2006-2010
RESEARCH AREA	Revenue management and pricing in airlines, hotels, events, and online marketplaces	
JOURNAL PUBLICATIONS	<p>[1] Ö. Yılmaz, 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. Tereyağoglu, and Ö. Yılmaz* (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">• Featured Article in August 2023 issue. <p>[3] Ö. Yılmaz, 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 Ö Yılmaz* (2022). Data-Driven Sports Ticket Pricing for Multiple Sales Channels with Heterogeneous Customers. <i>Manufacturing & Service Operations Management</i>, 24(2):1241-1260.</p> <ul style="list-style-type: none">• Finalist, 4th POMS Applied Research Challenge. <p>[5] Ö. Yılmaz, P. Pekgün, and M. Ferguson (2017). Would You Like to Upgrade to a Premium Room? Evaluating the Benefit of Offering Standby Upgrades. <i>Manufacturing & Service Operations Management</i> 19(1):1-18.</p> <ul style="list-style-type: none">• Featured/Lead Article in Winter 2017 issue. <p>[6] Ö. Yılmaz, R. Easley, and M. Ferguson (2023). The Future of Sports Ticketing: Technologies, Data, and New Strategies. <i>Journal of Revenue & Pricing Management</i>, 22:219-230.</p> <p>[7] Y. Peng, M. Ferguson, Ö. Yılmaz (2023). Airline Revenue Management around Sporting Mega-Events: An Application Using Data from the Super Bowl XLIX. <i>Journal of Revenue & Pricing Management</i>, 22:188-200.</p>	
WORKING PAPERS/WORK IN PROGRESS	<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">• Minor Revision, <i>Manufacturing & Service Operations Management</i>• Finalist, 2025 M&SOM Practice-Based Research Competition• Oracle Labs ERO funding (\$90,000)	

*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