

# Övünç Yılmaz

---

CONTACT INFORMATION	Leeds School of Business University of Colorado Boulder	✉ <a href="mailto:ovunc.yilmaz@colorado.edu">ovunc.yilmaz@colorado.edu</a> 🌐 <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 <i>Management Science</i>	2013-2017
	<b>University of North Carolina at Chapel Hill</b> M.S. in <i>Statistics and Operations Research</i>	2010-2012
	<b>Koç University, Istanbul - Turkey</b> B.S. in <i>Industrial Engineering</i>	2006-2010
RESERCH AREA	Revenue management and pricing in airline, hotel & event industries.	
JOURNAL PUBLICATIONS	<p>[1] Hayri A. Arslan, Necati Tereyağoğlu, and <b>Övünç 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>[2] <b>Övünç Yılmaz</b>, Mark Ferguson, Pelin Pekgün, and Guangzhi 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>[3] Hayri A. Arslan, Rob Easley, Ruxian Wang, and <b>Övünç 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, <i>4th POMS Applied Research Challenge</i>.</li></ul> <p>[4] <b>Övünç Yılmaz</b>, Pelin Pekgün, and Mark 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>[5] <b>Övünç Yılmaz</b>, Rob Easley, and Mark 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>[6] Yuqi Peng, Mark Ferguson, <b>Övünç 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>	
SUBMITTED MANUSCRIPTS	<p>[7] <b>Övünç Yılmaz</b>, Yoonseock Son, Guangzhi Shang, and Hayri A. Arslan (2022). Causal Inference under Selection on Observables in Operations Management Research: Matching Methods and Synthetic Controls</p> <ul style="list-style-type: none"><li>• Under the third round review, <i>Journal of Operations Management</i>.</li></ul>	
WORKING PAPERS/WORK IN PROGRESS	<p>[8] Multiple Discrete Choice Models with Copula: An Application to Hotel Standby Upgrades (with Andrew Vakhutinsky, Ruxian Wang, and Zifeng Zhao)</p>	

---

\*Authors are listed alphabetically.

[9] Unlocking the Power of Exchangeable Tickets: A Study of Consumer Behavior in Sports Events (with Hayri A. Arslan and Yao Cui)

TEACHING  
EXPERIENCE

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

**Instructor**

*Advanced Operations Management Modeling*: Fall 2023

*Principles of Operations Management*: 2020-

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

**Instructor**

*Introduction to Process Analytics*: 2017-2019

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

**Instructor**

*Introduction to Operations Management*: Spring 2016

**University of North Carolina at Chapel Hill**

**Instructor**

*Decision Models for Economics*: Fall 2012

*Introductory Statistics*: Spring 2012, Summer 2012

PROFESSIONAL  
ACTIVITIES

**Track Chair**

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).

**Judge**

MSOM Student Paper Competition, 2020-

MSOM Practice-Based Research Competition, 2021

MSOM Service SIG Conference 2020-

INFORMS Interactive Sessions Competition, 2018

**Professional Development**

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

**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*, *Decision Science*, and *Service Science*.

AWARDS &  
HONORS

Meritorious Service Award, *Manufacturing & Service Operations Management*, 2021 & 2022

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

Vehbi Koç Scholar, Koç University, 2010

Full Merit Scholarship, Koç University, 2006-10