

## BAHRIYE CESARET

Assistant Professor of Operations Management

Faculty of Business, Ozyegin University

Alemdag, Cekmekoy 34794, Istanbul, TURKEY

Telephone: 90-216-564-9817, Email: bahriye.cesaret@ozyegin.edu.tr

October, 2023

### RESEARCH INTERESTS

---

Behavioral Operations, Pricing & Revenue Management, Retail Operations, Omni-Channel Retailing, Supply Chain Management.

### EDUCATION

---

<b>The University of Texas at Dallas</b> , Richardson, TX <i>Doctor of Philosophy</i> , Operations Management	2015
<b>Dissertation Title:</b> “Behavioral Issues in Revenue Management and Resource Allocation” <b>Advisor:</b> Elena Katok <b>Co-Advisor:</b> Milind Dawande	
<i>Master of Business Administration</i>	2013
<i>Master of Science</i> , Supply Chain Management	2013
<b>Koç University</b> , Istanbul, Turkey <i>Master of Science</i> , Industrial Engineering	2010
<b>Istanbul Technical University</b> , Istanbul, Turkey <i>Bachelor of Science</i> , Industrial Engineering	2008
<b>Vienna University of Technology</b> , Vienna, Austria <i>Erasmus Exchange Student</i> , Industrial Engineering	2006-2007

### ACADEMIC POSITIONS

---

Faculty of Business, Ozyegin University, Istanbul, Turkey Assistant Professor of Operations Management	2015-Present
Jindal School of Management, The University of Texas at Dallas, TX, USA Instructor	2014-2015

### RESEARCH

---

#### PUBLICATIONS IN REFEREED JOURNALS

- Cesaret B., Bayram A. “*Competitive Dynamic Pricing under Capacity Constraints: An Experimental Study*,” **Production and Operations Management**, forthcoming.
- Bayram A., Solak S., Harmanli O., Cesaret B. 2023. “*Selecting a Winning Team: Management of Surgical Team Composition in Robotic Surgery*,” **Computers and Industrial Engineering**, **175**.
- Bayram A., Cesaret B. 2021. “*Order Fulfillment Policies for Ship-from-Store Implementation in Omni-Channel Retailing*,” **European Journal of Operational Research**, **294**(3), 987–1002.
- Cesaret B., Dawande M., Rajapakshe T. 2019. “*On Member-Driven, Efficient and Fair Timeshare Exchanges*,” **Production and Operations Management**, **28**(1), 189–205.
- Cesaret B., Oğuz C., Salman F. S. 2012. “*A Tabu Search Algorithm for Order Acceptance and Scheduling*,” **Computers & Operations Research**, **39**(6), 1197–1205.

## BOOK CHAPTERS

- Konur D., Yildirim G., Cesaret B. 2021. “*Carrier Selection for Less-Than-Truckload (LTL) Shipments,*” **International Encyclopedia of Transportation**, 388–394.
- Yu M., Bayram A., Cesaret B. 2019. “*Curb Space Management in Urban Mobility System,*” **Optimization in Large Scale Problems: Industry 4.0 and Society 5.0 Applications**, 293–304.

## PUBLICATIONS IN REFEREED CONFERENCE PROCEEDINGS

- Cesaret B., Bayram A. 2020. “*Analysis of Customer Switching Behavior in Omni-Channel Retailing,*” **Proceedings of the 2020 IISE Annual Conference**, May 30-June 2, 2020 New Orleans, Louisiana, USA.
- Bayram A., Cesaret B. 2017. “*Ship-from-Store Operations in Omni-Channel Retailing,*” **Proceedings of the 2017 IISE Annual Conference**, May 20-23, Pittsburgh, USA.
- Cesaret B., Oğuz C., Salman F. S. 2010. “*A Tabu Search Algorithm for Order Acceptance and Scheduling,*” **Proceedings of the 12th International Conference on Project Management and Scheduling (PMS)**, 141–144, April 26-28, Tours, France.

## SUBMITTED/WORKING PAPERS

- Cesaret B., Katok E, “*A Behavioral Study of Capacity Allocation in Revenue Management,*” under review.

## WORK IN PROGRESS

- Cesaret B. “*Decision Heuristics in Competitive Dynamic Pricing.*”
- Cesaret B., Bayram A. “*Analysis of Customer Switching Behavior in Omni-Channel Retailing.*”
- Cesaret B. “*A DP-Based Heuristic for Omni-Channel Fulfillment Decisions.*”

## TEACHING EXPERIENCE

---

**Assistant Professor of Operations Management**, Ozyegin University, Faculty of Business

Operations Management (Undergraduate Core).

Retail Operations (Undergraduate Elective).

Revenue Management (Undergraduate Elective).

**Instructor**, The University of Texas at Dallas, Naveen Jindal School of Management

Operations Management (Undergraduate Core).

Managerial Methods in Decision Making Under Uncertainty (Undergraduate Core).

## CONFERENCE PRESENTATIONS

---

- *Omni-Channel Fulfillment Models*,
  - 12<sup>th</sup> Annual International Conference on Industrial Engineering and Operations Management 2022, Istanbul, Turkey.
- *Ship-from-Store Operations in Omni-Channel Retailing*,
  - 30<sup>th</sup> European Conference on Operational Research 2019, Dublin, Ireland.
  - POMS 30<sup>th</sup> Annual Meeting 2019, Washington, DC.

- 29<sup>th</sup> European Conference on Operational Research 2018, Valencia, Spain.
- INFORMS Annual Meeting 2017, Houston, TX.
- *Competitive Dynamic Pricing under Capacity Constraints: An Experimental Study*,
  - POMS 2017 International Conference, Sydney, Australia.
  - YAEM 2017, Istanbul, Turkey.
  - INFORMS Annual Meeting 2016, Nashville, TN.
  - POMS Annual Meeting 2016, Orlando, FL.
  - INFORMS Annual Meeting 2015, Philadelphia, PA.
- *A Behavioral Study of Capacity Allocation in Revenue Management*,
  - INFORMS Annual Meeting 2014, San Francisco, CA.
  - DSI Annual Meeting 2014, Tampa, FL.
  - INFORMS Pricing and Revenue Management Conference 2014, Istanbul, Turkey.
  - POMS 2014 Annual Conference, Atlanta, GA.
  - INFORMS Annual Meeting 2013, Minneapolis, MN.
  - INFORMS Behavioral Operations Management (BOM) Conference 2013, Young Scholars Workshop, Ann Arbor, MI.
- *Coordination in Supply Networks*,
  - INFORMS BOM Conference 2014, Young Scholars Workshop, Cologne, Germany.
- *Bi-Criteria Timeshare Exchanges*,
  - POMS 2013 Annual Conference, Denver, CO.
  - INFORMS Annual Meeting 2012, Phoenix, AZ.
- *A Tabu Search Algorithm for Order Acceptance and Scheduling*,
  - 24<sup>th</sup> European Conference on Operational Research 2010, Lisbon, Portugal.
  - 12<sup>th</sup> International Conference on Project Management and Scheduling 2010, Tours, France.

## ASSOCIATIONS, AWARDS AND HONORS

---

- **Principal Investigator, The Scientific and Technological Research Council of Turkey (TUBITAK), 3501 National Young Researchers Career Development Program Grant**, June 2023- December 2025. Project Title: Design Principles for Omni-Channel Retail Operations.
- **Principal Investigator, The Scientific and Technological Research Council of Turkey (TUBITAK), 2232 Postdoctoral Reintegration Fellowship Grant**, September 2016 August 2017. Project Title: Capacity Allocation under Price Competition.
- **Outstanding Student Teacher Award**, Naveen Jindal School of Management, The University of Texas at Dallas, TX, 2013-2014.
- **Visiting Scholar, Warrington College of Business Administration, University of Florida, USA**, March 2012 (Joint Research with Tharanga Rajapakshe).
- Graduate Scholarship, The University of Texas at Dallas, 2010 - 2015.
- Doctoral Consortium Grants (\$2000), The University of Texas at Dallas, 2014.
- PhD Small Grants (\$3000), The University of Texas at Dallas, 2012-2014.

- Grant for International Academic Activities, TUBITAK (The Scientific & Technological Research Council of Turkey), 2010.
- Graduate Scholarship, TUBITAK (The Scientific & Technological Research Council of Turkey), Ankara, Turkey, 2008 - 2010.
- Scholarship of Tuition Waiver and Housing, Koç University, Istanbul, Turkey, 2008 - 2010.
- Full Scholarship for Erasmus-Exchange Student, Life Long Learning Program: Erasmus, Ankara, Turkey, 2006 - 2007.
- Success Scholarship based on a higher ranking of university entrance exam (ÖSS), Istanbul Technical University, Istanbul, Turkey, 2003 - 2007.
- Housing Scholarship, Istanbul Technical University, Istanbul, Turkey, 2004 - 2006.
- Member: INFORMS, POMS.

## ACADEMIC SERVICE

---

- Reviewer for the Annual IEOM 2022 Conference.
- Referee for 2020 METU Parlar Foundation - Research Incentive Award.
- Served as a Judge for the INFORMS 2020 Poster Competition (August-October 2020).
- Reviewer for the 2020 IISE Annual Conference.
- Member of the academic organizing committee for the 2018 MSOM Conference.
- Referee:
  - *Management Science, Production and Operations Management, European Journal of Operational Research, International Journal of Production Economics, Journal of Scheduling, International Journal of Industrial and Systems Engineering.*