

Pinar Yildirim

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Research Interests

Media and Information Economics, Digital Economy, Economics of Networks, Microeconomic Theory, Political Economy, Market Design

Positions

Wharton School, University of Pennsylvania, Assistant Professor of Marketing, July 2012 – present

Leonard Davis Institute, U. of Pennsylvania, Senior Fellow, September 2014 – present

Yale University, School of Management, Visiting Scholar, July 2017

Stanford University, Graduate School of Business, Visiting Scholar, July – August 2015

Education

Ph.D. in Marketing and Business Economics, University of Pittsburgh, 2012

Co-advisors: Esther Gal-Or, Tansev Geylani

Committee: Kannan Srinivasan, Jeff Inman, Kinshuk Jerath

Ph.D. in Industrial Engineering, University of Pittsburgh, December 2010

M.S., Industrial Engineering, University of Pittsburgh 2006

B. S., Industrial Engineering, & Minor, Mechanical Engineering, METU 2004

Awards, Honors, & Grants

AMA Sheth Consortium at NYU, **Faculty Fellow**, 2019

Excellence in Teaching Award, Wharton School, 2019

Management Science, **Distinguished Service Award**, 2016, 2018

Seenu Srinivasan Young Scholar Award in Quantitative Methodology, 2018

Marketing Science, **Editorial Board**, 2017 –

Marketing Science Institute, **Young Scholar Award**, 2017

Junior **Best Paper Award**, Royal Economic Society Conference, 2015
Net Institute, Research Grant, 2015, 2019
Wharton Public Policy Initiative, Research Support, 2013, 2015, 2016
3rd Annual Mid-Atlantic Doctoral Symposium, invited as Faculty Fellow, 2015
Wharton Social Impact Initiative, Research Grant, 2014
The Rodney L. White Center for Financial Research, Research Grant, 2014
The Carol and Lawrence Zicklin Center for Business Ethics Research, Research Grant, 2014
Mack Institute for Innovation Management, Research Grant, 2013– 2019
ISMS Doctoral Consortium, Faculty Fellow, 2013
AMA Howard Dissertation Award, final round, 2013
Outstanding Research Assistant Award, University of Pittsburgh, 2010
INFORMS Future Academician Colloquium, Fellow, 2008
AMA-Sheth Foundation Doctoral Consortium, Fellow, 2008
Honoree for extraordinary service, University of Pittsburgh, 2008
Institute of Industrial Engineering, Best Paper Award, 2007

Publications

1. Halaburda, H. , Piskorski, M. , Yildirim, P. “Competing by Restricting Choice: The Case of Search Platforms,” *Management Science*, 2018, 64(8), pp. 3469-3970.
 - On curriculum in doctoral courses at Columbia University (Marketplace Design), Cornell (The Design of Online Marketplaces), Stanford
2. Jiang, Y., Liu, Y., Shang, J., Yildirim, P., Zhang, Q., “Optimizing Online Recurring Promotions for Dual-Channel Retailers: Segmented Markets with Multiple Objectives,” *European J. of Operational Research*, 2018, 267(2), 612-627.
3. Wei, Y., Yildirim, P., Van den Bulte, C. and Dellarocas, C. “Credit Scoring with Social Network Data,” *Marketing Science*, 2016, 35 (2), 234–258.
 - Cited by the **Obama White House**, Covered by Knowledge@Wharton
 - Funded by Wharton Social Impact Initiative (2014) & Rodney L. White Financial Center (2014)

4. Zhang, G., Shang, J., Yildirim, P. “Optimal Pricing for Group Buying with Network Effects,” *Omega (Int. J. of Management Science)*, 2016, 63 (September), 69–82.
5. Yildirim, P., Gal-Or, E., Geylani, T. “User-Generated Content and Bias in News Media,” *Management Science*, 2013, 59 (12), 2655–2666.
6. Gal-Or, E., Geylani, T., Yildirim, P. “The Impact of Advertising on Media Bias,” *Journal of Marketing Research*, 2012, 49(1), 92–99.
7. Shang, J., Yildirim, P., Mittal, V., Tadikamalla, P., Brown, L. “Distribution Network Re-Design for Marketing Competitiveness,” *Journal of Marketing*, 2009, 73(2), 146–163.
 - Required reading at doctoral courses at University of Alberta (Marketing Strategy), GSU (Theory Development), CUHK (Information Systems)
8. Groening, C., Yildirim, P., Mittal, V., Tadikamalla, P. “Hedging Customer Risk,” *Customer Needs and Solutions*, 2014, 1(2), 105–116.

Working Papers (Under Review and Being Revised)

9. “Women, Rails, and Telegraphs: An Empirical Study of Information Diffusion, Social Interactions, and Collective Action,” with Camilo Garcia-Jimeno and Angel Iglesias, **Revise & Resubmit**, *American Economic Review*
10. “Social Media and Political Donations: New Technology and Incumbency Advantage in the United States“ with Maria Petrova and Ananya Sen, **Revised & Resubmitted**, *Management Science*
 - Cited by the **Supreme Court of the United States**
11. “Matching Pennies on the Campaign Trail: An Empirical Study of Senate Elections and Media Coverage,” with Camilo Garcia-Jimeno, **Revise & Resubmit**, *Marketing Science*
12. “Clicks and Editorial Decisions: How does Popularity Shape Online News Coverage?” with Ananya Sen, **Revise & Resubmit**, *Journal of Marketing Research*
 - **Junior Best Paper Award**, Royal Economic Society Conference, 2015
 - Awarded Funding by The Mack Institute (2014) & Carol and Lawrence Zicklin Center (2014)

13. “Optimal Network Design for Inducing Effort,” with Christophe Van den Bulte, Yanhao Wei and Joy Lu, **Resubmission invited, *Journal of Marketing Research*** -
14. “Can Less be more in Signaling Wealth?” with Jessie Liu and John Zhang, **Resubmission invited, *Journal of Marketing Research***
15. “Strategic Automation and Decision Making,” with Mustafa Dogan and Alexandre Jacquillat, **Under review, *Marketing Science***
16. “Rewarding the Few or the Many? An Investigation of the Impact of Rewards in Open Innovation Contests,” with Reto Hofstetter and John Zhang, **Under review, *Journal of Marketing Research***
17. “Misrepresentation of Credence Goods and Channel Design,” with Dinah Cohen and Vikas Mittal, **Resubmission invited, *Journal of Marketing Research***
18. “Conspicuous Consumption on the Long Tail: How Can Luxury Brands Benefit from Counterfeits?” with Jessie Liu and John Zhang, **Under Review, *Management Science***
19. “Men vs. Machine: When should firms adopt automation?” with Mustafa Dogan, **Revising**

In Progress

20. "AI resistance and Price Discrimination," with Yi Liu and John Zhang
21. “Information, Donations, and Intergenerational Mobility,” with Ricardo Perez-Truglia, Maria Petrova, and Andrei Simonov
22. “Microlending and Social Networks,” with Geyu Yang
23. “Automation and Polarization” with Maria Petrova and Bledi Taska
24. “Impact of GDPR on Consumer Search’ with Jessie Liu
25. “Designing Networks for Collective Good,” with Joy Lu, Yanhao Wei and Szu-Chi Huang
26. “Negative Advertising,” with Kinshuk Jerath, Gorkem Bostanci
27. “Impact of AI on Channel Coordination, John Zhang and Yi Liu
28. “Participation in Ride-sharing Economy and Labor Market Characteristics,” with Hanming Fang

Teaching

Wharton School, University of Pennsylvania, **Executive Education**

Digital Marketing - Strategies for Multi-sided Platforms, 2017, 2018

Marketing for Financial Firms, 2018

Wharton School, **MBA**

MKTG 777: Marketing Strategy & Technology (MBA Level) [Ratings: 3.5/4]

MKTG 712: Marketing Research

MKTG 756: Marketing Research

Wharton School, **Undergraduate**

MKTG 277: Marketing Strategy & Technology [Ratings: 3.5-3.7/4]

MKTG 212: Marketing Research

Wharton School, **Other**

MBA Alumni Reunion, Lifelong Learning Lecture, 2018

MBA Global Modular Course, Lecture on Turkey, 2014, 2015

MBA Admissions Lecture, 2017

Alumni Reunion, Lifelong Learning, Panel on Social Media, 2014

Invited Talks & Conference Presentations

2019

Duke University, December 2019 [Scheduled]

Choice Symposium, 2019, Maryland, MD [Scheduled]

MIT, 2019 [Scheduled]

Industrial Organization Society Conference, 2019, Boston MA [Scheduled]

Northwestern University, 2019 [Scheduled]

TPM Conference at Columbia University, May 2019 [Scheduled]

Tilburg, 2019 [Scheduled]

Erasmus, 2019 [Scheduled]

University of Maryland, 2019 [Scheduled]

GW IoT Conference, Washington DC 2019 [Scheduled]

2018

New York University, Dec 2018, NYC, NY.

Washington U St Louis, Nov 2018, St Louis, MO.

Marketing Dynamics, Southern Methodist University, July 7-9 2018, Dallas, TX.

Informing Marketing Science Conference, June 2018, Philadelphia PA.

Data, Dollars and Votes Conference, Georgetown University, May 2018, Washington DC.

University of Virginia, May 2018, Charlottesville, VA.

UCLA, March 2018, March 9, 2018 Los Angeles, CA.

UTD Bass Conference, March 1-2, 2018 Dallas, TX.

2017

Marketing in Israel, December 2017

Microsoft Research (New England), November 2017

Marketing Science Conference, June 2017, LA, CA

Northwestern U. 8th Conference on Internet Commerce, June 2017, Chicago, IL

17th Strategy and Bus. Env. Conf. at Duke University, May 2017, Durham, NC

Johns Hopkins University, May 2017, Baltimore, MD

University of Washington, May 2017, Seattle, WA

POMS Conference, May 2017, Seattle, WA

Baruch College, March 28, 2017, NYC, NY

Federal Communications Commission, March 8, 2017, Washington DC

UTD Forms Conference, March 2-4, 2017, Dallas, TX (Presentation by co-author Jessie Liu)

NYC Media Economics Series, March 1, 2017, NYC, NY

Virginia Tech U., Blacksburg VA, Feb 27, 2017, Blacksburg, VA

2016

Stanford Digital Marketing Conference (Presentation by co-author Ananya Sen, due to pregnancy)

Temple University, Philadelphia PA

MIT CODE Conference

Yale China India Conference (Presentation by co-author Ananya Sen)

SICS at Berkeley SF, CA.

Bank of West, Emerging Data & Models Executive Symposium, May 9th, 2016, SF, CA.

Harvard Business School, May 4th, 2016, Boston, MA.

Boston University, May 3rd, 2016, Boston, MA.

Georgetown University, April 29, 2016 Washington DC.

10th Annual UTD Forms Conference, Feb 18-21, 2016, Dallas, TX.

13th PSI and OM Conference, University of Utah, 2016, Park City, Utah.

9th Conf. on The Economics of Intellectual Property, Software and the Internet, Jan 7-8 2016, Toulouse School of Economics, Toulouse, France.

2015

Informa Annual Meeting, November, 2015, Philadelphia, PA.

22nd Annual Conference on Political Economy, W. Allen Wallis Institute of Political Economy, September 25-26, 2015.

1st Annual McGill International Conference on Marketing, August 21-23, 2015.

Stanford University, Marketing Department, August 2015.

Stanford SITE Conference, Session on Empirical Implementation of Theoretical Models of Strategic Interaction and Dynamic Behavior, July 11-13, 2015.

Center for Research in Economics and Strategy Conference on the Foundations of Business Strategy, Washington University in St. Louis, May 22-23, 2015, St. Louis, MO.

Insead Marketing Summer Camp, May 14-15, 2015, Fontainebleau, France.

Wharton-Yale-Columbia-NYU 4 School Colloquium, April 24, 2015, NYU, NY, NY.

Royal Economic Society Conference, March 30- April 1st, 2015, Manchester, UK. (presentation by co-author Ananya Sen)

Modelers Meeting, March 19, 2015, New York, NY.

9th Annual UTD Forms Conference, February 26-28, 2015, Dallas, TX.

8th Bi-Annual Conference on The Economics of Intellectual Property, Software and the Internet, January 8-9 2015, Toulouse School of Economics, Toulouse, France.

2014

10th Annual Conference on Economic Growth and Development, December 18-20, 2014, New Delhi, India. (presentation by co-author Ananya Sen)

Conference on Information Systems and Technology, November 8-9, San Francisco, CA. (presentation by co-author Chris Dellarocas)

12th Conference on Media Economics, October 10-11, 2014, CSEF, Naples, Italy. (presentation by co-author Ananya Sen)

12th Quantitative Marketing and Economics Conference, October 10-11, 2014, USC, LA.

18th Conference of the International Society for New Institutional Economics, June 19 - 21, 2014, Durham, NC.

12th ZEW (European Center for Economic Research) Economics of ICT Conference, June 16-17, 2014, Mannheim, Germany.

NBER Summer Meeting on Economics of IT and Digitization, July 17-18, 2014, Boston, MA.

Northwestern University, Searle Center, 5th Conference on Internet Search and Innovation, June 5-6, 2014. (Invited as discussant)

36th Informs Marketing Science Conference, Emory, June 12-14, 2014.

Wharton-Yale-Columbia-NYU 4 School Colloquium, May 2, 2014, Yale SOM, New Haven, CT.

11th PSI Conference, University of Utah, Feb 1- Feb 2, 2014, Park City, Utah.

2013

Yale SOM

11th QME Conference at University of Chicago, September 27-28, 2013, Chicago, IL. (Invited as discussant)

35th Annual Marketing Science Conference, July 10-13, 2013, Istanbul, Turkey.

Summer Institute for Competitive Strategy, Haas School, June 24-28, 2013, Berkeley California. (Invited as discussant)

11th ZEW (European Center for Economic Research) ICT Conference, June 21-22, 2013, Mannheim, Germany.

Toulouse School of Economics, TIGER Forum, June 4-6, 2013.

University of Buffalo, School of Engineering, May 10, 2013.

Cornell University Marketing Workshop, April 5, 2013.

10th PSI Conference, University of Utah, Jan 31- Feb 1, 2013, Snowbird, UT.

2012 & earlier

Emerging Markets Conference, September 28-29, 2012, The Wharton School, Philadelphia, PA.

University of Pennsylvania, Marketing Colloquia, November 17, 2011.

NYU, Marketing Department Seminar, November 8, 2011.

Columbia University, Marketing Department Seminar, November 3, 2011.

University of Toronto, Marketing Seminar, October 28, 2011.

Washington University at St. Louis, Marketing Seminar, October 25, 2011.

Emory University, Marketing Department Seminar, October 6, 2011.

Georgia State University, Marketing Department Seminar, October 4, 2011.

Georgia Institute of Technology, Marketing Department Seminar, October 3, 2011.

University of Technology, Sydney, Australia, September 16, 2011.

33rd Informs Marketing Science Conference, June 9-11, 2011, Houston, TX.

2nd Annual Conference on Internet Search and Innovation by Northwestern University Searle Center on Law, Regulation and Economic Growth, June 7-8, 2011, Chicago, IL.

1st Annual Marketing Academic Research Colloquium (MARC), University of Maryland, May 6, 2011, College Park, MD.

8th Workshop on Media Economics, Roosevelt Institute, October 16-17, 2010, NYC, NY. (Invited as discussant)

38th Annual Haring Symposium, Kelley School of Business, Indiana University, April 18-19, 2008, Bloomington, IN.

Other Journal & Peer Reviewed Publications

“Use of PDAs in Problem Solving Process Assessment,” with M. Sacre and L. Shuman, IEEE MEEM (2010), 5(3), 19-23.

“Assessing Engineering Problem Solving and Skill Integration Process,” with M. Sacre and L. Shuman, Int. Journal of Engineering Education (2010), 26(4), 1-15.

“Development of a Work Sampling Methodology for Behavioral Observations: Application to Teamwork,” with M. Sacre, L. Shuman, H. Wolfe, and R. Clark, Journal of Engineering Education (2007), 96(4), 335-346.

Shuman, L., M. Sacre, P. Yildirim, K. Bursic, N. Vidic, “CCLI: Model Eliciting Activities: Experiments and Mixed Methods to Assess Student Learning,” in Proceedings of the 118th Annual American Society of Engineering Education Conference, Vancouver, BC, June 26-29, 2011.

Vidic N., L. Shuman, M. Sacre, K. Bursic, P. Yildirim, N. Siewiorek, “Learning Impacts Gained from Introducing Model Eliciting Activities (MEAs) in an Introductory Statistics Course,” in Proceedings of the Institute of Industrial Engineers 61st Annual Research Conference, Reno, NV, May 21-25, 2011.

Yildirim, P., M. Sacre, L. Shuman, “An Engineering Modeling Self-efficacy (EMSE) Scale,” in Proceedings of the 117th Annual American Society of Engineering Education Conference, Louisville, KY, June 20-23, 2010.

Yildirim, P., M. Sacre, L. Shuman, “The Impact of Self-efficacy on Students’ Ability to Create Models,” in Proceedings of the Institute of Industrial Engineers 60th Annual Research Conference, Cancun, Mexico, June 5-9, 2010.

Yildirim, P., M. Sacre, L. Shuman, “Assessment of MEA Impact on Engineering Learning and Problem Solving Capability,” in Proceedings of the Institute of Industrial Engineers 59th Annual Research Conference, Miami, FL, May 30-June 3, 2009.

Yildirim, P., M. Sacre, L. Shuman, “Product Positioning Under Preference Uncertainty,” in Proceedings of the Institute of Industrial Engineers 59th Annual Research Conference, Miami, FL, May 30-June 3, 2009.

Shuman, L., R. Clark, M. Sacre, P. Yildirim, “Ethical Model Eliciting Activities (E-MEA) - Extending the Construct,” in Proceedings of the 38th IEEE FIE Conference, Saratoga Springs, NY, October 22-25, 2008.

Clark, R., M. Sacre, L. Shuman, P. Yildirim, “Assessment of MEA Problem Solving Processes Used by Engineering Students,” in Proceedings of the 38th IEEE FIE Conference, Saratoga Springs, NY, October 22-25, 2008.

Shuman, L., M. Sacre, R. Clark, P. Yildirim, “The Model Eliciting Activity (MEA) Construct: Moving Engineering Research into the Classroom,” in Proceedings of the 9th Biennial ASME Conference on Engineering Systems Design and Analysis ESDA08, Haifa, Israel, July 7-9, 2008.

Yildirim, P., M. Sacre, “Constructing a Comprehensive Measure to Assess Customer Lifetime Value,” in Proceedings of the Institute of Industrial Engineers 58th Annual Research Conference, Vancouver, BC, May 18-20, 2008.

Clark, R., L. Shuman, M. Sacre, P. Yildirim, “Use of Model Eliciting Activities to Improve Problem Solving by Industrial Engineering Students,” in Proceedings of the Institute of Industrial Engineers 58th Annual Research Conference, Vancouver, BC, May 18-20, 2008

Yildirim P., J. Townsend, M. Sacre, L. Shuman, H. Wolfe, “Developing Cognitive Affective Behavioral Work Sampling Methodologies to Assess Student Learning Outcomes,” in Proceedings of the 114th Annual American Society of Engineering Education Conference, Honolulu, Hawaii, June 26-30, 2007.

Yildirim P., M. Sacre, L. Shuman, R. Clark, “An Analysis of Engineering Design using Markov Chains,” Proceedings of the Institute of Industrial Engineers 57th Annual Research Conference, Nashville, TN, May 19-23, 2007. Winner of the Best Paper Award.

Service & Affiliations

Editorial Board

Marketing Science, Editorial Board Member, 2017 – present

Conference Program Committee

Quantitative Marketing and Economics, 2019 (Co-chair)

Junior Program Committee, 16th ACM Conference on Economics and Computation, June 15-19, 2015, Portland, OR.

Review Service

Ad-hoc Reviewer: American Economic Review, J. of the European Economic Association, Journal of Industrial Organization, Marketing Science, Management Science, Operations Research, Journal of Marketing Research, Quantitative Marketing and Economics, Journal of Marketing, Information Systems Research, Production Operations Management, J. of Industrial Economics, J. of Media Economics, J. of Information Economics and Policy, Int. J. of Research in Marketing, California Management Review, Economics of Transition.

University Service

University of Pennsylvania, Marketing Department

Recruitment Committee, 2015, 2017

Ph.D. Committee, 2014, 2015, 2017, 2018, 2019

Curriculum Committee, 2012, 2013, 2016

University of Pittsburgh

Graduate & Professional Student Assembly, President, 2007-2008; Vice President, 2006-2007

University Senate, Member, 2007- 2008

Council on Graduate Studies, Member, 2007- 2008

Board of Trustees Student Affairs Committee, Member, 2007- 2008

Public Service

Attaché for the Turkish Delegation, G-20 Summit, Pittsburgh, PA, 2009

Advising and Doctoral Student Training

Current doctoral students:

Jessie Liu, Penn Economics Dept., Co-advisor with Amit Gandhi, 2018

Qi Pan, Penn Economics Dept., Dissertation Committee, 2018

Michael Kurish, Wharton Marketing Dept., co-advisor, 2017- present

Yu Zhao, Wharton Marketing Dept., co-advisor, 2018- present

Past doctoral students:

Ananya Sen (Toulouse School of Economics), Co-author + Letter Writer (First placement: MIT Postdoc 2016, Assistant Professor, Carnegie Mellon 2019)

Mustafa Dogan, Penn Economics Dept., Co-author + Letter writer (First placement: Carnegie Mellon, Postdoc, 2017)

Yanhao Wei (Penn Economics), Co-author + Letter Writer (First placement: USC, 2016)

Jeffrey Cai, Wharton Marketing Dept., Dissertation Committee (First Placement: Texas A&M, 2015)

Past undergraduate students:

John Beckwith, Joseph Wharton Scholar Thesis Advisor, 2015-2016

Winnie Cheng, Wharton Summer Research Advisor, 2013

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