

BAHRIYE CESARET

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

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RESEARCH INTERESTS

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

EDUCATION

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

ACADEMIC POSITIONS

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

RESEARCH

PUBLICATIONS IN REFEREED JOURNALS

- Cesaret B., Katok E. 2024. “*A Behavioral Study of Capacity Allocation in Revenue Management*,” **Journal of the Operational Research Society**, forthcoming.
- Cesaret B., Bayram A. 2024. “*Competitive Dynamic Pricing under Capacity Constraints: An Experimental Study*,” **Production and Operations Management**, **33**(7), 1475–1496. (supported by TUBITAK 2232 Grant).
- 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. “*Decision Heuristics in Competitive Dynamic Pricing.*”

WORK IN PROGRESS

- Cesaret B., Bayram A. “*Analysis of Customer Switching Behavior in Omni-Channel Retailing.* (currently being supported by **TUBITAK 3501** Grant).
- Cesaret B. “*A DP-Based Heuristic for Omni-Channel Fulfillment Decisions.* (currently being supported by **TUBITAK 3501** Grant).

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, Jindal School of Management

Operations Management (Undergraduate Core).

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

CONFERENCE PRESENTATIONS

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- *Channel Switching in Omni-Channel Retailing,*
 - 33th European Conference on Operational Research 2024, Copenhagen, Denmark.
 - International Conference on Optimization and Decision Science 2024, Sardinia, Italy.
 - *Omni-Channel Fulfillment Models,*
 - YAEM 2023, Gaziantep, Turkey.

- 12th Annual International Conference on Industrial Engineering and Operations Management 2022, Istanbul, Turkey.
- *Ship-from-Store Operations in Omni-Channel Retailing*,
 - 30th European Conference on Operational Research 2019, Dublin, Ireland.
 - POMS 30th Annual Meeting 2019, Washington, DC.
 - 29th 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*,
 - 24th European Conference on Operational Research 2010, Lisbon, Portugal.
 - 12th 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 Teaching Award**, 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.*