

## Necati Tereyağođlu

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University of South Carolina  
Darla Moore School of Business  
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### EDUCATION

**The Wharton School, University of Pennsylvania**  
**Ph.D. in Operations and Information Management**, August 2012.

**The Wharton School, University of Pennsylvania**  
**M.A. in Statistics**, May 2011.

**Bilkent University, Ankara, Turkey.**  
**B.Sc. in Industrial Engineering**, May 2007.

### EMPLOYMENT

**Darla Moore School of Business, University of South Carolina**, Columbia, SC.  
Distinguished Moore Fellow, 2025 – present.  
Moore Research Fellow, 2022 – 2025.  
Associate Professor (with tenure), 2021 – present.  
Academic Director of Center for Applied Business Analytics, 2020 – 2024.  
Assistant Professor, 2019 – 2021.

**Scheller College of Business, Georgia Institute of Technology**, Atlanta, GA.  
Assistant Professor of Operations Management and Business Analytics, 2012 - 2019.

### RESEARCH INTERESTS

Pricing and Revenue Management, Marketplace Analytics, Online Platforms

### PUBLICATIONS

1. N. Tereyağođlu and S. Veeraraghavan. 2012. Selling to conspicuous consumers: Pricing, production, and sourcing decisions. *Management Science* 58(12) 2168-2189.
2. N. Tereyağođlu, P. S. Fader, and S. Veeraraghavan. 2017. Pricing theater seats: The value of price commitment and monotone discounting. *Production and Operations Management* 26(6) 1056-1075.
3. N. Tereyağođlu, P. S. Fader, and S. Veeraraghavan. 2018. Multiattribute loss aversion and reference dependence: Evidence from the performing arts industry. *Management Science* 64(1) 421-436.  
– Selected for 2014 Wharton Empirical OM Workshop
4. K. Ramachandran, N. Tereyağođlu, and Y. Xia. 2018. Multidimensional decision making in operations: An experimental investigation of joint pricing and quantity decisions. *Management Science* 64(12) 5544-5558.
5. O. C. Ozturk and N. Tereyağođlu. 2022. Distribution channel relationships in the presence of multimarket contact. *Production and Operations Management* 31(1) 218-238.
6. W. Fu, A. Atasu, and N. Tereyağođlu. 2022. Warranty length, product reliability, and secondary markets. *Manufacturing & Service Operations Management* 24(4) 2240-2255.
7. X. Huang, A. Atasu, N. Tereyağođlu, and L. B. Toktay. 2023. Lemons, trade-ins, and certified pre-owned programs. *Manufacturing & Service Operations Management* 25(2) 737-755.

8. H. A. Arslan, N. Tereyağoğlu, and Ö. Yılmaz. 2023. Scoring a touchdown with variable pricing: Evidence from a quasi-experiment in the NFL ticket markets. *Management Science* 69(8) 4435-4456.
  - Featured in [INFORMS Press Release](#)
  - Selected as Featured Article in the Management Science journal
  - Media Mentions: [USC Moore School News](#); [UTSA Today](#)
  - Finalist, 2020 MIT Sloan Sports Analytics Conference Poster Competition
9. K. Ramachandran, N. Tereyağoğlu, and M. Unal. 2026. Help or hindrance? The role of familiarity in product development teams. *Journal of Operations Management* 72(1) 4-20.

#### **WORKING PAPERS**

1. T. C. Clarkson, S. Li, N. Tereyağoğlu, and S. Venkataraman. The spillover effects of giveaways on gaming platforms: Evidence from a quasi-experiment on Steam. (invited for 2<sup>nd</sup> round of review at *Manufacturing & Service Operations Management*)
2. T. C. Clarkson, N. Tereyağoğlu, and S. Venkataraman. The production benefits of personalized agricultural advice: A case study of mKrishi in Buland Shahar. (invited for 2<sup>nd</sup> round of review at *Manufacturing & Service Operations Management*)
  - Selected for 2022 Early-Career Sustainable Operations Workshop
3. G. Kok, A. S. Simsek, and N. Tereyağoğlu. Variety and inventory trade-off in retail: Unpacking the role of inventory concentration. (revising for resubmission)
4. H. A. Arslan and N. Tereyağoğlu. Does tuition differentiation work under the Deferred Acceptance Mechanism? Evidence from centralized college admissions in Türkiye.

#### **BOOK CHAPTER**

1. N. Tereyağoğlu, 2016, *Market Behavior Towards Remanufactured Products*, in *Environmentally Responsible Supply Chains: Opportunities and Challenges*, Atasu, A. (Ed.) Springer Publishing, pp. 19-28.

#### **RESEARCH in PROGRESS**

1. H. Zhu, P. Arora, N. Tereyağoğlu, and S. Venkataraman. Impact of short-term vacation rentals on discretionary spending and utilization of auxiliary services.
2. H. Zhu, P. Pekkün, and N. Tereyağoğlu. Post-COVID pricing dynamics in the apartment rental market.
3. T. C. Clarkson, S. Li, N. Tereyağoğlu, and S. Venkataraman. Using choice experiments to measure the value of platform features.

#### **HONORS AND AWARDS**

- Research Grant from Darla Moore School of Business, University of South Carolina (\$5,000), “The impact of digital platform features on user engagement: Evidence from a field experiment,” 2025. (PIs: N. Tereyağoğlu, S. Venkataraman)
- Research Scholar of the Year Award (\$1,000), Management Science Department, Darla Moore School of Business, University of South Carolina, 2025
- Distinguished Moore Fellowship, Darla Moore School of Business, University of South Carolina, 2025 – 2029.
- Research Grant from Darla Moore School of Business, University of South Carolina (\$3,600), “The spillover effects of giveaways on gaming platforms: Evidence from a quasi-experiment on Steam,” 2025. (PIs: N. Tereyağoğlu, S. Venkataraman)

- 2023 M&SOM Meritorious Service Award,
- 2023 Management Science Meritorious Service Award,
- 2022 Management Science Meritorious Service Award,
- Moore Research Fellowship, Darla Moore School of Business, University of South Carolina, 2022 – 2025.
- Sponsored Research Award from Radix (\$90,000), “Lease pricing for multi-family housing”, 2022. (PIs: P. Pekgun, N. Tereyagolu),
- 2021 M&SOM Meritorious Service Award,
- 2021 Management Science Distinguished Service Award,
- 2020 Management Science Meritorious Service Award,
- Research Grant from Darla Moore School of Business (\$10,000), University of South Carolina, “How green is online shopping? The effect of online food delivery on traffic congestion and carbon emissions,” 2020. (PIs: N. Tereyagolu, M. Ferguson, O. Perdikaki, L. Sharma),
- 2018 M&SOM Meritorious Service Award,
- 2018 Evening MBA Elective Professor of the Year Award, Scheller College of Business,
- 2017 M&SOM Meritorious Service Award,
- 2017 Management Science Meritorious Service Award,
- 2017 Full-time MBA Elective Professor of the Year Award, Scheller College of Business,
- 2016 Full-time MBA Elective Professor of the Year Award, Scheller College of Business,
- Fishman-Davidson Research Grant (2010-2012),
- Wharton Doctoral Fellowship (2007-2011),
- President’s Award for Outstanding Academic Excellence, Bilkent University (2004-2007).

#### **INVITED SEMINARS**

2022: Questrom School of Business, Boston University.

2020: Simon Business School, University of Rochester,  
Consortium Friday Virtual Seminar Series, Indiana University.

2019: Poole College of Management, North Carolina State University.

2018: Darden School of Business, University of Virginia,  
Poole College of Management, North Carolina State University,  
Kogod School of Business, American University,  
School of Business, George Mason University,  
Carlson School of Management, University of Minnesota,  
Darla Moore School of Business, University of South Carolina,  
Questrom School of Business, Boston University,  
Goizueta Business School, Emory University,  
Desautels Faculty of Management, McGill University.

2017: Cox School of Business, Southern Methodist University,  
McDonough School of Business, Georgetown University,  
Owen Graduate School of Management, Vanderbilt University,  
Bilkent University, Turkey (Annual Workshop on Supply Chain and Logistics),  
Darla Moore School of Business, University of South Carolina,  
Scheller College of Business, Georgia Institute of Technology (Faculty Seminar Series).

2015: Carroll School of Management, Boston College,  
Scheller College of Business, Georgia Institute of Technology (Environmentally Responsible Supply Chain Workshop),

Scheller College of Business, Georgia Institute of Technology (Faculty Seminar Series).  
 2014: The Wharton School, University of Pennsylvania (Empirical OM Workshop).  
 2012: Krannert School of Management, Purdue University,  
 University College London, London, United Kingdom,  
 College of Management, Georgia Institute of Technology,  
 Isenberg School of Management, University of Massachusetts Amherst,  
 Kelley School of Business, Indiana University,  
 Fisher College of Business, Ohio State University,  
 School of Business Administration, University of San Diego,  
 Leavey School of Business, Santa Clara University.

## CONFERENCE PRESENTATIONS

### Reviewed Conference Presentations:

- June 2017, MSOM Conference, Chapel Hill, NC. *Familiarity in creative teams: The effect of task nature.*
- June 2014, MSOM Conference, Seattle, WA. *Multi-supplier contact in the U.S. ketchup industry.*
- June 2013, INFORMS Revenue Management and Pricing Section Conference, Atlanta, GA. *An empirical analysis of the impact of customer price and sales expectations on dynamic pricing strategies.*
- June 2012, MSOM Conference, New York, NY. *Pricing theater seats: Impact of posted prices and dynamic discounts.*
- June 2011, INFORMS Revenue Management and Pricing Section Conference, New York, NY. *Pricing theater seats: Impact of posted prices and dynamic discounts.*
- June 2009, MSOM Conference, Cambridge, MA. *Selling to conspicuous consumers: Pricing, production, and sourcing decisions.*
- June 2009, INFORMS Revenue Management and Pricing Section Conference, Evanston, IL. *Selling to conspicuous consumers: Pricing, production, and sourcing decisions.*

### Invited Conference Presentations:

- October 2023, INFORMS Annual Conference, Phoenix, AZ.
  - *The production benefits of personalized agricultural advice: A case study of mKrishi*
- October 2021, INFORMS Annual Conference, Anaheim, CA.
  - *Warranty length, product reliability, and secondary markets.*
- October 2019, INFORMS Annual Conference, Seattle, WA.
  - *Not every game is created equal: The impact of variable pricing on NFL ticket markets.*
  - *Help or hindrance? The role of familiarity in collaborative product development.*
- May 2019, POMS Annual Conference, Washington, D.C.
  - *Psychological overage and underage costs in three-part tariff plans: Evidence from bike-sharing economy.*
  - *Help or hindrance? The role of familiarity in collaborative product development.*
- November 2018, INFORMS Annual Conference, Phoenix, AZ.
  - *Psychological overage and underage costs in three-part tariff plans: Evidence from bike-sharing economy*
- May 2018, POMS Annual Conference, Houston, TX.
  - *Help or hindrance? The role of familiarity in collaborative product development.*
- October 2017, INFORMS Annual Conference, Houston, TX.
  - *Help or hindrance? The role of familiarity in collaborative product development.*
  - *Multi-dimensional decision making in operations: An experimental investigation of joint pricing and quantity decisions.*
- May 2017, POMS Annual Conference, Seattle, WA.
  - *Familiarity in creative teams: The effect of task nature.*
  - *Distribution channel relationships and multimarket competition.*

- *Multattribute loss aversion and reference dependence: Evidence from the performing arts industry.*
- November 2016, INFORMS Annual Conference, Nashville, TN.
  - *Subscription box business models: Pricing and quality decisions.*
  - *Distribution channel relationships and multimarket competition.*
- May 2016, POMS Annual Conference, Orlando, FL.
  - *The differential effects of buyer safeguards on new and refurbished products in an online marketplace.*
  - *Pricing theater seats: The value of price commitment and monotone discounting.*
- November 2015, INFORMS Annual Meeting, Philadelphia, PA.
  - *Multi-attribute loss aversion and reference dependence: Evidence from the performing arts industry.*
  - *Supply chain structure and multimarket competition.*
  - *Dynamic pricing, product evaluation behavior, and evolution of product reviews.*
- May 2015, POMS Annual Conference, Washington D.C.
  - *Multi-attribute loss aversion and reference dependence: Evidence from the performing arts industry.*
  - *Effects of buyer safeguards on prices for new, used, and remanufactured products.*
- November 2014, INFORMS Annual Meeting, San Francisco, CA.
  - *Multi-attribute loss aversion and reference dependence: Evidence from the performing arts industry.*
  - *Effects of buyer safeguards on prices for new, used and remanufactured products.*
  - *Multi-supplier contact in the U.S. Ketchup Industry.*
- May 2014, POMS Annual Conference, Atlanta, GA.
  - *An empirical analysis of the impact of customer price and sales expectations on dynamic pricing strategies.*
  - *Effects of buyer safeguards on sales and prices of new, remanufactured, and used Products.*
  - *A new “Golden Rule” in town: Multisupplier contact in the U.S. ketchup industry.*
- October 2013, INFORMS Annual Meeting, Minneapolis, MN.
  - *Revenue management by semi-parametric estimation of ticket sales.*
  - *Measuring price expectations from availability of seats.*
  - *An empirical analysis of product category entry decisions.*
- May 2013, POMS Annual Conference, Denver, CO.
  - *Measuring price expectations from availability of seats.*
  - *Consumer preferences for seller and product specific attributes of new and remanufactured products.*
- October 2012, INFORMS Annual Meeting, Phoenix, AZ.
  - *Semi-parametric estimation of ticket purchases at a theater.*
- April 2012, POMS Annual Conference, Chicago, IL.
  - *Revenue management at a theater: Estimating the impact of posted prices and dynamic discounts.*
- November 2011, INFORMS Annual Meeting, Charlotte, NC.
  - *Filling seats at a theater: Estimating the impact of posted prices and dynamic discounts.*
  - *Selling to conspicuous consumers: Pricing, production, and sourcing decisions.*
- October 2008, INFORMS Annual Meeting, Washington, D.C.
  - *Selling to conspicuous consumers: Pricing, production and sourcing decisions.*

## TEACHING EXPERIENCE

Darla Moore School of Business, University of South Carolina at Columbia (Average of Q10 – Q16)

- Undergraduate:
  - MGSC 491 – Supply Chain Management
    - Spring 2020: (4.82, 4.62) / 5
    - Spring 2021: (4.61, 4.64) / 5

- Spring 2022: (4.67, 4.68) / 5
- Spring 2023: (4.77, 4.69) / 5
- Spring 2024: 4.78 / 5
- Spring 2025: (4.70, 4.75) / 5
- Full-time MBA
  - MGSC 778 – Revenue Management
    - Fall 2022: 5.00 / 5
- Professional MBA:
  - MGSC 776 – Supply Chain Modeling
    - Spring 2020: 4.53 / 5
    - Spring 2024: 4.46 / 5
    - Spring 2025: 4.82 / 5
- PhD:
  - MGSC 894 – Empirical Research in Pricing & Revenue Management
    - Fall 2020: (No evaluation is collected for classes with less than 5 students)
- Executive Programs:
  - Advanced Business Analytics Executive Education Program for the U.S. Army
    - MGSC 790 – Data Resource Management, Spring 2021.

Scheller College of Business, Georgia Institute of Technology

- Full-time and Evening MBA
  - MGT 6400 - Pricing Analytics & Revenue Management
    - Spring 2014: (4.10, 4.63) / 5
    - Spring 2015: (4.65, 4.89) / 5
    - Spring 2016: (4.70, 4.99) / 5
      - Recipient of 2016 Full-time MBA Elective Professor of the Year Award.
    - Spring 2017: (4.93, 4.90) / 5
      - Recipient of 2017 Full-time MBA Elective Professor of the Year Award.
    - Spring 2018: (4.50, 5.00) / 5
      - Recipient of 2018 Evening MBA Elective Professor of the Year Award.
    - Spring 2019: (4.90, 4.80) / 5
- Undergraduate:
  - MGT 3501 (core) - Operations Management
    - Spring 2013: (4.21, 4.46) / 5
  - MGT 4367 - Revenue Analytics
    - Spring 2014: 4.81 / 5
    - Spring 2015: 4.87 / 5
    - Spring 2016: 4.97 / 5
    - Spring 2017: 4.90 / 5
    - Spring 2018: 4.90 / 5
    - Spring 2019: 4.90 / 5
- Custom Executive Programs:
  - Leveraging the Power of Data for Coca-Cola, Scheller College of Business, 2017.

**PROFESSIONAL ACTIVITIES & SERVICE**

Editorial and Reviewer Service:

- Senior Editor, *Production and Operations Management*, September 2022 – present.
- Guest Associate Editor, *Manufacturing & Service Operations Management*, 2026 – present.
- Referee for *Management Science*, *Manufacturing & Service Operations Management*, *Operations Research*, *Production and Operations Management*, *Service Science*.
- MSOM Service Management SIG Conference, 2013, 2020, 2022, 2023, 2024.
- MSOM Sustainable Operations SIG Conference, 2014, 2018, 2022, 2025.
- POMS College of Behavior in Operations Management Junior Scholar Paper Competition, 2022.
- INFORMS TIMES Best Working Paper Award Competition, 2022.
- Reviewer, Management Science Reproducibility Project, 2023.

Conference Chair:

- INFORMS Revenue Management and Pricing Conference, Atlanta, GA, 2013 (co-chair with Laurie Garrow).

Workshop Organizer/Committee Member:

- Early-career Sustainable Operations Workshop, Atlanta, GA, 2018 (program committee co-member with Vishal Agrawal, Basak Kalkanci, Morvarid Rahmani),
- Workshop on Journey of Experiment-based Decision Makers, 2021 DSI Annual Conference.

Conference Track Chair:

- POMS 2014 (Revenue Management and Pricing Track, co-chair with Pelin Pekgun),
- INFORMS 2016 (Revenue Management and Pricing Cluster, co-chair with Pelin Pekgun),
- DSI 2021 (Business Analytics Track, co-chair with Pelin Pekgun).

Conference Session Chair:

- INFORMS 2014 (Revenue Management and Pricing Cluster),
- INFORMS 2015 (Revenue Management and Pricing Cluster),
- POMS 2016 (Marketing and Operations Management Track),
- INFORMS 2016 (Revenue Management and Pricing Cluster, Operations Management - Marketing Cluster),
- INFORMS 2017 (M&SOM Cluster),
- POMS 2018 (Product Innovation & Technology Management Track),
- INFORMS 2019 (TIME Cluster),
- POMS 2022 (POM in Food and Agriculture Track),
- POMS 2025 (Service Operations Track).

Paper Discussant in a Conference:

- INFORMS Revenue Management and Pricing Section Conference 2021.
- Early-career Sustainable Operations Workshop 2023.

Panelist in a Conference:

- Academic Job Search Panel, 2021 INFORMS Annual Meeting.

Doctoral Supervision

- Advisor for:
  - T. Campbell Clarkson, 2025. First Position: Florida State University.

- Haibo Zhu, PhD in Progress.
- Dissertation Committee Member for:
  - Ximin (Natalie) Huang, 2016.
  - Wayne Fu, 2017.
  - Sanghoon Cho, 2022.
  - Abhishek Deshmane, 2023.

School Committees and Activities:

- Organizer, Applied Analytics Forum: Moneyball – How Analytics is Changing Sports, Darla Moore School of Business, University of South Carolina, 2024.
- Organizer, Applied Analytics Forum: Analytics, Commerce, and Start-ups, Darla Moore School of Business, University of South Carolina, 2023.
- Organizer, Data for Good Hackathon with Final Victory Animal Rescue, Darla Moore School of Business, University of South Carolina, 2022.
- Academic Director, Center for Applied Business Analytics, Darla Moore School of Business, University of South Carolina, 2020 – 2024.
- Committee Member, Post-Tenure Review Committee, Management Science department, Darla Moore School of Business, University of South Carolina, Fall 2025 – Spring 2026.
- Committee Member, PhD Program Review Committee, Management Science department, Darla Moore School of Business, University of South Carolina, Summer 2024.
- Committee Member, Professional MBA / One Year MBA Program Committee, Darla Moore School of Business, University of South Carolina, 2024 – present.
- Committee Member, MS in Business Analytics Program Task Force, Darla Moore School of Business, University of South Carolina, 2019 – 2024.
- Committee Member, Certificate Electives Approval Committee (Formerly Data Analytics Task Force), Darla Moore School of Business, University of South Carolina, August 2020 – present.
- Committee Member, Research Advisory Committee, Darla Moore School of Business, University of South Carolina, Fall 2021 – present.
- Committee Member, Tenure-track Faculty Hiring Committee, Management Science department, Darla Moore School of Business, University of South Carolina, Fall 2019, Spring 2024, Fall 2025.
- Committee Member/Chair, Professional Track Faculty Hiring Committee, Management Science department, Darla Moore School of Business, University of South Carolina, Spring 2020, Spring 2021, Fall 2021, Spring 2022, Fall 2022.
- Committee Member, Center Outreach Manager Hiring Committee for OSC and CABA, Management Science department, Darla Moore School of Business, University of South Carolina, Spring 2022, Fall 2022.
- Committee Chair, Operations Manager for CABA Hiring Committee, Management Science department, Darla Moore School of Business, University of South Carolina, Spring 2021.
- Co-Mentor, Student Team UPS project, Operations and Supply Chain Center, Darla Moore School of Business, University of South Carolina, Fall 2020, Spring 2020.
- Organizer, OM Seminar Series, Scheller College of Business, Georgia Institute of Technology, 2013-2016 (co-organizer).
- Member, Business Analytics Committee, Scheller College of Business, Georgia Institute of Technology, 2012-2014.
- Member, Business Analytics Center, Scheller College of Business, Georgia Institute of Technology, 2014-2019.

Society Memberships:

INFORMS, MSOM Society, INFORMS Revenue Management & Pricing, INFORMS Behavioral Operations Management, POMS