

## A. YEŞİM ORHUN

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University of Michigan  
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### ACADEMIC POSITIONS

University of Michigan, Ross School of Business  
Associate Professor of Marketing  
Michael R. and Mary Kay Hallman Fellow

University of Michigan, School of Information  
Associate Professor of Information (courtesy appointment)

### PAST ACADEMIC POSITIONS

University of Michigan, Ross School of Business  
Assistant Professor of Marketing, 2011 – 2019

University of Chicago, Booth School of Business  
Assistant Professor of Marketing, 2006 – 2011

### EDITORIAL BOARD APPOINTMENTS

Associate Editor, *Journal of Marketing Research*, 2020 – present.  
Editorial Review Board Member, *Journal of Marketing Research*, 2018 – present.  
Editorial Review Board Member, *Marketing Science*, 2017 – present

### EDUCATION

Ph.D. in Business Administration, University of California, Berkeley, 2006  
Dissertation: “Product Positioning Strategies”

M.A. in Economics, University of California, Berkeley, 2004  
Fields: Behavioral Economics, Industrial Organization

B.A. in Economics, Koç University, Istanbul, Turkey, 2000

### HONORS, AWARDS AND GRANTS

Winner, Paul E. Green Award, American Marketing Association, 2019.

Michael R. and Mary Kay Hallman Fellowship, University of Michigan, 2019.

AMA Sheth Foundation Doctoral Consortium Faculty Fellow, 2019.

Management Science Meritorious Service Award, 2017.

Runner-up, Full-Time MBA Excellence in Teaching Award, 2017, 2018 and 2019.

University of Michigan MITRE Faculty Research Fund, 2015. "Threat of Entry and Entry: Airlines' Product Responses," with Ying Fan.

University of Michigan MITRE Faculty Research Fund, 2014. "Testing Intrinsic Preferences for Information," with Yusufcan Masatlioglu.

Last Lecture, Invited Speaker, Ross MBA classes of 2014, 2017, and 2018.

3M Corporation Untenured Faculty Award, 2014.

Best Paper Award, Behavioral Operations Management Conference, 2014.

INFORMS Doctoral Consortium Fellow, 2003

Crawford Research Fellowship, University of California, Berkeley, 2002.

## PUBLICATIONS

- [1] Orhun, Y. and Palazzolo, (2019). M. Frugality is Hard to Afford. *Journal of Marketing Research*, vol. 56 (1), 1-17 (lead article).
  - Winner of the Paul E. Green Award
  - Featured by The Atlantic, NPR, The Washington Post, CNN Money, Business Insider.
- [2] Cui, Y., Orhun, Y., and Duenyas, I. (2019). How Price Dispersion Changes when Upgrades are Introduced: Theory and Empirical Evidence from the Airline Industry. *Management Science*, 65 (8), 3835-3852.
- [3] Orhun, Y. (2018). Perceived Motives and Reciprocity. *Games and Economic Behavior*, vol. 109, 436-451.
- [4] Orhun, Y., Venkataraman, S. and Chintagunta, P. (2015). Impact of Competition on Product Decisions: Movie Choices of Exhibitors." *Marketing Science*, vol. 35 (1), 73-92.
- [5] Orhun, Y. (2013). Spatial Differentiation in the Supermarket Industry: The Role of Common Information. *Quantitative Marketing and Economics*, vol. 11 (1), 3-37 (lead article).
- [6] Orhun, Y., Urminsky, O. (2013). Conditional Projection: How Own Evaluations Impact Beliefs about Others Whose Choices Are Known. *Journal of Marketing Research*, vol. 50 (1), 111-124.
- [7] Thomadsen, R., Zeithammer, R., Mayzlin, D., Orhun, Y., Pazgal, A., Purohit, D., Rao, R., Riordan, M., Shin, J., Sun, M., Villas-Boas, J.M. (2012). A Reflection on Analytical Work in Marketing: Three Points of Consensus. *Marketing Letters*, vol. 23 (2), 381-389.
- [8] Orhun, Y. (2009). Optimal Product Line Design When Consumers Exhibit Choice-Set Dependent Preferences. *Marketing Science*, vol. 28 (5), 868-886.
- [9] Draganska, M., Misra, S., Aguirregabiria, V., Bajari, P., Einav, L., Ellickson, P., Horsky, D., Narayanan, S., Orhun, Y., Reiss, P., Seim, K., Singh, V., Thomadsen, R. and Zhu, T. (2008). Interrelated Discrete Choice Models of Firms Strategic Decisions. *Marketing Letters*, vol. 19 (3-4), 399-416.

- [10] Heyman, J., Orhun, Y, Ariely, D. (2004). Auction Fever: The Effect of Opponents and Quasi-Endowment on Product Valuations. *Journal of Interactive Marketing*, vol. 18(4), 7-21.

## **WORKING PAPERS**

- [11] Masatlioglu, Y., Orhun, Y. and Raymond, C. (2017). Intrinsic Information Preferences and Skewness. Revise and resubmit, *American Economic Review*.
- [12] Orhun, Y. and Guo, T. (2018) Reaching for Gold: Consumer Choices, Impact of Status Incentives and Moral Hazard in the Airline Industry. Revise and resubmit, *Marketing Science*.
- [13] Orhun, Y. and A. Krishna (2019) Gender Matters in Business School, revise and resubmit, *Journal of Marketing Research*.
- [14] Cui, Y., Orhun, Y., and M. Hu (2019) Under the Same Roof: Value of Shared Living in Airbnb, revise and resubmit, *Information Systems Research*.
- [15] Guler, U. and Y. Orhun (2019) Category Expansion through Cross-Channel Demand Spillovers.
- [16] Fan, Y., Y. Orhun and D. Turjeman (2020) Heterogeneous Actions, Beliefs, Constraints, and Risk Tolerance during the COVID-19 Pandemic.

## **INVITED TALKS AND CONFERENCE PRESENTATIONS**

- 2019 Seminars: Columbia University, INSEAD, University of Michigan (Center for Bioethics and Social Sciences in Medicine).  
Conferences: SODI, China India Insights Conference, SICS, Marketing Science, Belief-Dependent Preferences Conference.
- 2018 Seminars: Harvard University, Washington University St. Louis, University of Michigan (General Faculty, Ross School of Business)  
Conferences: Marketing Dynamics
- 2017 Seminars: Federal Trade Commission, McGill University, Georgia Institute of Technology, University of Michigan (Business Economics).
- 2016 Seminars: University of Michigan (Department of Psychology).  
Conferences: Invitational Choice Symposium, UTD Bass FORMS Conference, SICS Conference (as discussant), Behavioral IO and Marketing Symposium.
- 2015 Seminars: New York University (Economics Department), University of Texas at Dallas (Marketing Department), Erasmus University Rotterdam (Marketing Department), George Mason University (Economics Department), University of Michigan (Economics Department), University of Michigan (General Faculty, Ross Business School)

Conferences: ESA Conference, SICS Conference, SPI Conference at University of Chicago.

- 2014 Seminars: University of Michigan (School of Information)  
Conferences: Foundations of Utility and Risk Conference, Behavioral Operations Conference, ESA Conference
- 2013 Seminars: Wharton School of University of Pennsylvania  
Conferences: UTD FORMS Conference, Marketing Science, India & China Insights Conference, ESA Conference
- 2012 Conferences: Association for Consumer Research Conference
- 2011 Conferences: Marketing and Industrial Organization Conference.
- 2010 Seminars: Columbia University, New York University, University of Michigan, University of Texas at Dallas, University of Washington.  
Conferences: Invitational Choice Symposium, Marketing Science,  
Seminars: University of California at San Diego
- 2009 Conferences: Marketing in Israel, Marketing Science Conference.
- 2007 Conferences: Invitational 7th Choice Symposium. Quantitative Marketing and Economics Conference (as discussant). SICS conference (as discussant).
- 2006 Seminars: Yale University, Stanford University.
- 2005 Seminars: Duke University, Emory University, Harvard University, HEC, INSEAD, London Business School, MIT, New York University, Northwestern University, University of Minnesota, University of Chicago, University of Toronto, University of Wisconsin, University of Rochester, Washington University, UT Dallas.

## **TEACHING**

Ross School of Business, University of Michigan

- Marketing Management, MBA Program, Core Curriculum, 2011 – present.
- Foundations for Learning Business, BBA Program, Core Curriculum, 2020.
- Identification, PhD program, 2014.
- NFL Business Academy, Ross Executive Education, 2016, 2017, 2018.

The University of Chicago Booth School of Business

- Marketing Strategy, MBA Program, Core Curriculum, 2007-2011.
- Behavioral Economics, Research Course, PhD program, 2008.

University of California, Berkeley

- Graduate Econometrics/Statistics, ECON 240B, Teaching Assistant, Department of Economics PhD program, Fall 2002, Fall 2003.
- Microeconomics, EWMBA 201, Teaching Assistant, Evening MBA program, Haas School of Business, Fall 2004.

**PH.D. THESIS COMMITTEE** (name, department, graduation year, first placement)

University of Michigan, Ross School of Business.

- Dana Turjeman, Marketing, ongoing.
- Zhaohui (Zoey) Jiang, Technology and Operations, ongoing.
- Jiawei Li, Technology and Operations, ongoing.
- Jordan Rhodes, Business Economics, ongoing.
- Zach Yan, Finance, 2019, Cornerstone Research.
- Yifei Wang, Finance, 2019, Cornerstone Research.
- Michael Palazzolo, Marketing, 2016, UC Davis.
- Yao Cui, Technology and Operations, 2015, Cornell University.
- Christina DePasquale, Business Economics, 2014, Emory University.
- Marek Zapletal, Business Economics, 2014, The Brattle Group.
- Hee Mok Park, Marketing, 2013, University of Connecticut.

University of Michigan, School of Information.

- Daphne Chang, 2019, Carnegie Mellon University.

University of Michigan, Economics Department.

- Christopher Sullivan, 2017, University of Wisconsin - Madison.
- Evan Wright, 2017, Bank of America.
- Yu Zhou, 2014, Fudan University.

New York University. Cognate committee Member.

- Sue Ryung Chang, Marketing Department, 2012, University of Georgia.

Washington University at St. Louis. Cognate committee Member.

- Zhenling Jiang, Marketing Department, 2019, Georgia State University.

**PROFESSIONAL SERVICE**

**External**

- Consumer Reports, Board of Directors
  - Treasurer (2019 – present)
  - Member of the Executive Committee (2019 – present)
  - Lead, Board Development and Governance Taskforce (2019 – present)
  - Member of the Performance, Strategy and Impact Committee (2018– present)
  - Member of the Governance Committee (2017 – present)
  - Member of the Audit Committee (2016 - 2017)

## **Reviewing**

- Marketing: Journal of Marketing Research, Management Science, Marketing Science, Quantitative Marketing and Economics, Journal of Marketing, International Journal of Research in Marketing, Journal of Retailing, Journal of Interactive Marketing.
- Related fields: Econometrica, Economic Inquiry, Economic Journal, Games and Economic Behavior, Management Science (Operations, Strategy, Behavioral Economics departments), Operations Research, Production and Operations Management, Journal of Economic Behavior and Organization, Journal of the European Economic Association (JEEA), Journal of Economics & Management Strategy, Journal of Industrial Organization.

## **Conference Organization**

- Organizer, Behavioral IO and Marketing Symposium (2016 – present).  
<https://biomsymposium.org>
- Session co-chair, Invitational Choice Symposium: "Integrating Normative and Behavioral Approaches to Modeling Choice Dynamics" (2016)

## **University of Michigan**

- MBA Faculty Council member (2019 – present)
- Ph.D. Committee member (2019 – present)
- Ross Community Values Committee member (2019 – present)
- Ross Marketing MBA Core Course Coordinator (2012, 2013, 2015, 2016, 2018 – present)
- Marketing Department Research Seminar Series Organizer (2015 – 2019)
- Social, Behavioral, Experimental Economics Seminar Series Organizer (2018 – 2019)
- Faculty Panel, Responsible Conduct of Research and Scholarship Session on Human Subjects Research (2016, 2017, 2019)
- MBA Students Marketing Club Faculty Liaison (2013-2017)
- Diversity Week Workshop, Faculty Panel (2016)
- Ross Marketing Student Awards Committee (2014-2016)
- School for Deans (2015)
- Go Blue Rendezvous, Classroom Experience (2012, 2013, 2014)
- Faculty Recruiting Committee (2012-2013)