

## 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 ROLES, CONFERENCE LEADERSHIP

Board member, VP of Electronic Communication, ISMS, 2024 – present.  
Conference chair, Behavioral IO and Marketing Symposium, 2016 – present.  
FTC Conference on Marketing and Public Policy, Scientific Committee, 2024.  
Associate Editor, *Journal of Marketing Research*, 2020 – present.  
Associate Editor, *International Journal of Marketing Research*, 2021 – present.  
Editorial Review Board Member, *Marketing Science*, 2017 – present.  
Editorial Review Board Member, *Journal of Marketing Research*, 2018 – 2020.

### 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

### RESEARCH AWARDS, RECOGNITIONS

Winner, Arnold M. and Linda T. Jacob Faculty Developmental Award, 2024  
Finalist, Weitz, Winer, O’Dell Long-term Impact Award, 2024  
Finalist, Paul E. Green Award, American Marketing Association, 2022  
MSI Scholar, 2020  
Winner, Paul E. Green Award, American Marketing Association, 2019

## HONORS, FELLOWSHIPS AND GRANTS

University of Michigan ADVANCE Faculty Fellow, 2023-24.  
Michael R. and Mary Kay Hallman Fellowship, University of Michigan, 2019 - present.  
University of Michigan, BOLD Challenges Grant, 2021-2023.  
AMA Sheth Foundation Doctoral Consortium Faculty Fellow, 2019.  
3M Corporation Untenured Faculty Award, 2014.  
Best Paper Award, Behavioral Operations Management Conference, 2014.  
University of Michigan MITRE Faculty Research Fund, 2014, 2015.

Marketing Science Service Award, 2022.  
ISMS Service Award, 2021.  
Management Science Meritorious Service Award, 2017.

Graduation Speaker, EMBA Program, 2024  
Last Lecture Speaker for graduating Ross MBA classes of 2014, 2017, and 2018. Runner-up,  
Full-Time MBA Excellence in Teaching Award, 2017, 2018 and 2019.

## PUBLICATIONS

1. Orhun, Y., C. Raymond, A. Cohn (2024). Motivated Optimism across Time and Stakes, *Economic Journal*, forthcoming.
2. Masatlioglu, Y., Orhun, Y. and Raymond, C. (2023). Intrinsic Information Preferences and Skewness. *American Economic Review*, vol. 113, no. 10, pp. 2615-44.
3. Fan, Y., Y. Orhun and D. Turjeman (2023). Tale of Two Pandemics: The Partisan Gap over Time, *PlosONE*, 18, no.10.
4. Krishna, A. and Orhun, Y. (2022) Gender (Still) Matters in Business School. *Journal of Marketing Research*, 59(1), pp.191-210.  
Finalist, Paul E. Green Award  
Krishna, A. and Orhun, Y. (2020) [How Business Schools Can Help Close the Gender Gap](#), Harvard Business Review, December 23, 2020.
5. Orhun, Y., Guo, T., Hagemann, A. (2022). Reaching for Gold: Frequent-Flyer Status Incentives and Moral Hazard. *Marketing Science*, 41(3), 548-574.
6. Orhun, Y. and Palazzolo, M. (2019). Frugality is Hard to Afford. *Journal of Marketing Research*, vol. 56 (1), 1-17 (lead article).  
Winner, Paul E. Green Award  
Selected media coverage: The Atlantic, NPR, The Washington Post, CNN Money, Business Insider.
7. 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.
8. Orhun, Y. (2018). Perceived Motives and Reciprocity. *Games and Economic Behavior*, vol. 109, 436-451.
9. 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.

10. 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).
11. 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.
12. 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.
13. Orhun, Y. (2009). Optimal Product Line Design When Consumers Exhibit Choice-Set Dependent Preferences. *Marketing Science*, vol. 28 (5), 868-886.
14. 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.
15. 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**

16. Unpacking the Instrumental Variables Approach, with Rajdeep Grewal (invited to *JMR Impact*)
17. Misguided Effort, with Christoph Drobner

#### **RESTING PAPERS**

18. Heterogeneous Actions, Beliefs, Constraints, and Risk Tolerance during the COVID-19 Pandemic, with Ying Fan and Dana Turjeman, NBER working paper no.27211.

#### **WORK IN PROGRESS**

19. Revisiting the Target Income Hypothesis, with Yuqing Gu
20. School's Out, Now What? with Zoey Chopra
21. Gendered Performance Expectations, with Christine Exley and Christoph Drobner
22. Physician Time Use, with Zoey Chopra and Jeff Kulgren
23. Academic Performance and Classroom Seating, with Jun Li, Jagadeesh Sivadasan, Helen Wang
24. Representativeness and Targeting of Ads, with Aishwarya Joshi

#### **INVITED TALKS AND CONFERENCE PRESENTATIONS**

- 2024 Seminars: UNC, Boston College, George Mason University, ICOS  
Conferences: AMA Winter Panel on Identification, BDRM
- 2023 Seminars: Wharton, Ivey, UC Merced  
Conferences: Marketing Science, Choice Symposium, Discrimination in the 21st Century, Junior Faculty Development Forum at Washington University at St. Louis.

- 2022 Seminars: Carnegie Mellon University, University of Toronto, MidExLab Seminar Series, Ohio State University, University of Vienna, Vrij University.
- 2021 Seminars: University of Chicago, Cornell University, Georgetown University, Yale University, University of Illinois at Urbana-Champaign, Bilkent University, QME Rossi Seminar (panelist), Virtual Quant Marketing Seminar (presenter), Virtual Quant Marketing Seminar (panelist).  
Conferences: Bass FORMS Conference, Marketing Science Conference
- 2020 Seminars: University of Florida
- 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**

Strategic Marketing Planning, MBA and Executive MBA 2023 –  
Causal Inference, Ph.D and Master of Business Analytics. 2022 –  
Foundations for Learning Business, BBA Program, Core Curriculum, 2020 – 2021.  
Marketing Management, MBA Program, Core Curriculum, 2011 – 2019  
Identification, PhD program, 2014.  
Ross Executive Education Program

### **The University of Chicago Booth School of Business**

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

### **University of California, Berkeley**

Graduate Econometrics/Statistics, Teaching Assistant, Department of Economics PhD program, 2002, 2003.  
Microeconomics, Teaching Assistant, Evening MBA program, Haas School of Business, 2004.

### **PH.D. THESIS ADVISORSHIP** (name, department, graduation year, placement)

Zoey Chopra, Economics (current student)  
Yuqing Gu, Business Economics (current student)  
Aishwarya Joshi, Marketing (current student)

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

University of Michigan, Ross School of Business.

Jiawei Li, Technology and Operations, 2022, Amazon.  
Dana Turjeman, Marketing, 2021, Interdisciplinary Center (IDC).  
Zhaohui (Zoey) Jiang, Technology and Operations, 2020, Carnegie Mellon University.  
Jordan Rhodes, Business Economics, 2020, Federal Trade Commission.  
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.

Colin Watson, 2020, Amazon.  
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, Wharton School, University of Pennsylvania.

## **PROFESSIONAL SERVICE**

### **External**

**Consumer Reports, Board of Directors** (2016 – 2020)  
Member of the Executive Committee (2019 – 2020)  
Lead, Board Development and Governance Taskforce (2019 – 2020)  
Treasurer (2019 – 2020)  
Member of the Governance Committee (2017 – 2020)  
Member of the Performance, Strategy and Impact Committee (2018– 2020)  
Member of the Audit Committee (2016 - 2017)

### **Service to the Field**

#### **Leadership Roles**

ISMS Officer, VP of Electronic Communications (2024)  
ADVANCE Fellow, Academic Workload Inequity (2023-2024)  
Behavioral IO and Marketing Conference Organizer (2016 - present)  
Marketing Science Conference, Organizing Committee, Track Chair (2021)

ISMS Doctoral Award Committee Member (2021)

### **Editorial Roles**

Associate Editor, *Journal of Marketing Research*, 2020 – present.

Associate Editor, *International Journal of Marketing Research*, 2021 – present.

Editorial Review Board Member, *Marketing Science*, 2017 – present.

Editorial Review Board Member, *Journal of Marketing Research*, 2018 – 2020.

### **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*.

Economics: *American Economic Review*, *Econometrica*, *Economic Inquiry*, *Economic Journal*, *Games and Economic Behavior*, *RAND*, *Management Science*, *Journal of Economic Behavior and Organization*, *Journal of the European Economic Association (JEEA)*, *Journal of Economics & Management Strategy*, *Journal of Industrial Organization*.

Operations: *Management Science*, *Operations Research*, *Production and Operations Management*.

### **Service to University of Michigan**

UM ADVANCE RISE Committee (2021 – 2025)

Ross DEI Committee (2022 - 2023)

Foundations for Learning Business (BA100) Core Course Coordinator (2020, 2021)

Executive MBA and Executive Education Faculty Council member (2020, 2021)

Ph.D. Committee member (2019 – 2022)

Ross Community Values Committee member (2019 – present)

MBA Faculty Council member (2019)

Ross Marketing MBA Core Course Coordinator (2012- 2020, excl. 2014 and 2017)

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)