

## O. CEM OZTURK

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### ACADEMIC EMPLOYMENT

**University of South Carolina, Darla Moore School of Business, Columbia, SC**  
Associate Professor of Marketing (with tenure), 2022-Present  
Business Partnership Foundation Dean's Fellow, 2021-Present  
Assistant Professor of Marketing, 2020-2022

**Georgia Institute of Technology, Scheller College of Business, Atlanta, GA**  
Assistant Professor of Marketing, 2012-2020

### EDUCATION

**Emory University, Goizueta School of Business, Atlanta, GA**  
Ph.D. in Marketing, May 2012

**Koç University, Istanbul, Turkey**  
M.S. in Industrial Engineering, June 2006

**Galatasaray University, Istanbul, Turkey**  
B.S. in Industrial Engineering, June 2004

### HONORS AND AWARDS

**University of South Carolina – Assistant Professor**  
Business Partnership Foundation Dean's Fellow (2021 -Present)  
Principal Investigator, Moore School Research Grant - \$6,500 (2021)

**Georgia Institute of Technology – Assistant Professor**  
Full-time MBA Elective Professor of the Year (2020)  
Poets & Quants "The World's Best 40 Under 40 MBA Professors" (2019)  
University-level Class of 1940 W. Roane Beard Outstanding Teacher Award - \$10,000 (2019)  
Full-time MBA Elective Professor of the Year (2018)  
University-level Class of 1940 Course Survey Teaching Effectiveness Award (2017)  
University-level CTL/BP Junior Faculty Teaching Excellence Award - \$3,000 (2017)  
Recipient of Four "CTL Thank a Teacher" Certificates (2017, 2019)  
University-level Class of 1940 Roane Beard Outstanding Teacher Award Nominee (2016, 2017)  
Evening MBA Elective Professor of the Year (2015)  
University-level Class of 1940 Course Survey Teaching Effectiveness Award (2014)  
Full-time MBA Elective Professor of the Year (2014)  
University-level Class of 1940 Course Survey Teaching Effectiveness Award - \$1,000 (2013)

**Emory University – Ph.D. Student**  
Goizueta Fellow, Emory University (2011-2012)  
Recipient of Full Funding, Columbia-Duke-UCLA Workshop on Quantitative Marketing and Structural Econometrics, Duke University (2010)

Recipient of Travel Grant, Marketing Dynamics Conference (2010)  
Fellow, AMA-Sheth Foundation Doctoral Consortium, Texas Christian University (2010)  
Finalist, ISBM Doctoral Dissertation Award Competition (2009)  
Sheth Doctoral Fellow, Emory University (2009)  
Fellow, Marketing Science Doctoral Consortium (2009, 2010)  
Recipient of Professional Development Support Funds, Laney Graduate School (2009, 2010, 2011)  
Doctoral Fellowship, Goizueta Business School, Emory University (2007-2012)

### **Koç University – M.S. Student**

The Scientific and Technological Research Council of Turkey's Research Grant (2006-2007)  
The Scientific and Technological Research Council of Turkey's Scholarship (2006-2007)  
Graduate Student Scholarship, Graduate School of Sciences and Engineering, Koç University (2004-2006)

## **RESEARCH INTERESTS**

*Substantive:* Sustainability (Environmental and Social), Marketing Channels, Marketing and Public Policy, Competitive Strategy, Retailing, Digital Marketing

*Methodological:* Empirical Industrial Organization, Causal Inference Methods, Structural Econometric Models, Spatial Econometrics, Mathematical Programming, Machine Learning

## **PUBLICATIONS**

### **Published and Forthcoming Papers in Academic Journals**

1. He, Cheng\*, O. Cem Ozturk, Chris Gu, and Pradeep K. Chintagunta (2022), "Consumer Tax Credits for EVs: Some Quasi-Experimental Evidence on Consumer Demand, Product Substitution, and Carbon Emissions," accepted at *Management Science*.  
\* Ph.D. student for whom I served as the primary advisor
2. Ozturk, O. Cem and Necati Tereyagoglu (2022), "Distribution Channel Relationships in the Presence of Multimarket Contact," *Production and Operations Management*, Vol. 31(1), pg. 218-238.
3. He, Cheng\*, O. Cem Ozturk, Chris Gu, and Jorge Silva-Risso (2021), "The End of the Express Road for Hybrid Vehicles: Can Governments' Green Product Incentives Backfire?" *Marketing Science*, Vol. 40(1), pg. 80-100.  
\* Ph.D. student for whom I served as the primary advisor
4. Ozturk, Ayse, S. Tamer Cavusgil, and O. Cem Ozturk (2021), "Consumption Convergence Across Countries: Measurement, Antecedents, and Consequences," *Journal of International Business Studies*, Vol. 52(1), pg. 105-120.

5. Ozturk, O. Cem, Pradeep K. Chintagunta, and Sriram Venkataraman (2019), “Consumer Response to Chapter 11 Bankruptcy: Negative Demand Spillover to Competitors,” *Marketing Science*, Vol. 38(2), pg. 296-316.
  - Selected by *Harvard Law School Bankruptcy Roundtable* for a featured summary
  - Selected by *Chicago Business Review* for a featured summary
  - Selected by *Oxford Business Law Blog* for a featured summary
  
6. Ozturk, O. Cem and Selcuk Karabati (2017), “A Decision Support Framework for Evaluating Revenue Performance in Sequential Purchase Contexts,” *European Journal of Operational Research*, Vol. 263 (3), pg. 922-934.
  
7. Ozturk, O. Cem, Sriram Venkataraman, and Pradeep K. Chintagunta (2016), “Price Reactions to Rivals’ Local Channel Exits,” *Marketing Science*, Vol. 35(4), pg. 588-604.
  - Selected by *Marketing Science* for a practitioner-oriented article
  - Selected by *Capital Ideas Magazine* of the Chicago Booth School of Business for a featured summary
  
8. Karabati, Selcuk, Baris Tan, and O. Cem Ozturk (2009), “A Method for Estimating Stock-Out-Based Substitution Rates by Using Point-of-Sale Data,” *IIE Transactions*, Vol. 41, pg. 408-420.

#### **Published Conference Abstracts**

9. Cevik, A, Gulcin Buyukozkan, and O. Cem Ozturk (2004) (in Turkish), “Tedarik Zinciri Entegrasyonu (Supply Chain Integration),” *XXIV Yoneylem Arastirmasi ve Endustri Muhendisligi Ulusal Kongresi Bildiri Ozetleri (Operations Research and Industrial Engineering National Congress Proceedings)*, pg. 382-384, Gaziantep-Adana, Turkey.

#### **PAPERS UNDER REVIEW AND WORKING PAPERS**

1. Ozturk, O. Cem, Cheng He\*, and Pradeep K. Chintagunta, “Do Women Pay More Than Men for Indirect Auto Financing?” under first-round review at *Marketing Science*.
  - \* The first two authors contributed equally
  
2. Ozturk, O. Cem, Chris Gu, and Ayse Ozturk, “#AdiosFord to #AdiosGM: Foreign Direct (Dis)investment Under Political Risk and Negative Online WOM Spillover.”
  
3. Ozturk, O. Cem, Pradeep K. Chintagunta, and Sriram Venkataraman, “Dealership Closings, Brand Equity, and Financial Distress: A Dynamic Structural Analysis of Corporate Bankruptcies.”
  
4. Ozturk, O. Cem and Sriram Venkataraman, “Spatio-Temporal Analysis of Competition between Independent and Affiliate Movie Theaters.”

## WORK IN PROGRESS

1. “Fair Lending in Vehicle Financing: The Impact of CFPB’s Intervention on Dealer Markups and Race Discrimination” with Cheng He and Pradeep K. Chintagunta. *Data collected. Empirical analysis in progress.*
2. “Implications of Direct Sales in the Auto Industry” with Shuqiong (Lydia) Zhao and Pradeep K. Chintagunta. *Data collected. Empirical analysis in progress.*
3. “Do Local Offline Channel Exits Affect Consumers’ Online Search?” with Cheng He, Pradeep K. Chintagunta, and Sriram Venkataraman. *Data collected. Empirical analysis in progress.*

## TEACHING ACTIVITIES

### **University of South Carolina, Darla Moore School of Business**

Full-time MBA – Digital Marketing & Social Media Analytics (MKTG 712)

Fall 2020 – instructor evaluations (out of 5): 5

Undergraduate – Digital Marketing & Social Media Analytics (MKTG 451) (2 sections)

Fall 2020 – instructor evaluations (out of 5): 4.7; 5

### **Georgia Institute of Technology, Scheller College of Business**

Executive MBA – Marketing Analytics (2 sections)

Spring 2017 – global business; management of technology

Full-time MBA – Marketing Research (MGT 6310)

Spring 2013 - 2020 – instructor evaluations (out of 5): 5; 5; 5; 4.8; 5; 5; 4.9; 5<sup>†</sup>

Evening MBA – Marketing Research (MGT 6310)

Spring 2013 - 2020 – instructor evaluations (out of 5): 4.9; 5; 4.9; 4.8; 4.9; 4.9; 4.9<sup>†</sup>

Undergraduate – Marketing Research (MGT 3310)

Spring 2014 - 2016 – instructor evaluations (out of 5): 4.8; 4.7; 5

## CONFERENCE PRESENTATIONS AND INVITED SEMINARS

- INFORMS Marketing Science Conference, University of Chicago (2022)  
“Do Women Pay More Than Men for Indirect Auto Financing?”
- INFORMS Marketing Science Conference, University of Chicago (2022)  
“Fair Lending in Vehicle Financing: The Impact of CFPB’s Intervention of Dealer Markups and Race Discrimination”\*
- INFORMS Marketing Science Conference, University of Rochester (2021)  
“Do Consumer Tax Credits for Electric Vehicles Work? Implications for Product Substitution and Carbon Emissions”

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<sup>†</sup>No teaching evaluations for Spring 2020 due to COVID-19.

\*Denotes presentation by a co-author.

- University of Iowa, Tippie College of Business (2020)
- AMA Winter Academic Conference, San Diego (2020)  
“The Rise of Political Risk and Firm Performance Abroad”\*
- University of South Carolina, Darla Moore School of Business (2019)
- Imperial College Business School (2019)
- AIB 2019 Annual Meeting, Copenhagen (2019)  
“The Rise of Political Risk and Firm Performance Abroad”\*
- INFORMS Marketing Science Conference, Rome (2019)  
“Do Local Offline Channel Exits Affect Consumers’ Online Search”\*
- Purdue University, Krannert School of Management (2019)
- INFORMS Marketing Science Conference, Philadelphia (2018)  
“Consumer Response to Chapter 11 Bankruptcy: Negative Demand Spillover to Competitors”
- INFORMS Marketing Science Conference, Philadelphia (2018)  
“Giving Green to Get Green? Yes and No”\*
- Faculty Seminar Series, Scheller College of Business, Georgia Institute of Technology (2018)  
“Consumer Response to Chapter 11 Bankruptcy: Negative Demand Spillover to Competitors”
- POMS Annual Conference, Seattle (2017)  
“Distribution Channel Relationships and Multimarket Competition”\*
- INFORMS Annual Meeting, San Francisco (2016)  
“Distribution Channel Relationships and Multimarket Competition”\*
- INFORMS Marketing Science Conference, Baltimore (2015)  
“The Impact of Chapter 11 Bankruptcy on Consumer Demand”
- INFORMS Annual Meeting, Philadelphia (2015)  
“Supply Chain Structure and Multimarket Competition”
- POMS Annual Conference, Washington D.C. (2015)  
“Sequencing in Multi-Item Auctions”\*
- Faculty Seminar Series, Scheller College of Business, Georgia Institute of Technology (2015)  
“Price Reactions to Rivals’ Local Channel Exits”
- INFORMS Annual Meeting, San Francisco (2014)  
“Multi-Supplier Contact in the U.S. Ketchup Industry”\*
- MSOM Conference, Foster School of Business, University of Washington (2014)  
“Multi-Supplier Contact in the U.S. Ketchup Industry”\*
- INFORMS Annual Meeting, Minneapolis (2013)  
“An Empirical Analysis of Product Category Entry Decisions”\*
- Marketing Dynamics Conference, the University of North Carolina at Chapel Hill (2013)  
“The Impact of Local Market Exits on Rival Pricing”
- INFORMS Marketing Science Conference, Özyeğin University (2013)  
“The Impact of Local Market Exits on Rival Pricing”
- “How Does Chapter 11 Bankruptcy Impact Consumer Adoption?” (2011)  
Georgia Institute of Technology  
University of British Columbia  
Erasmus University  
Bilkent University  
Özyeğin University  
Carnegie Mellon University

University of Georgia  
Georgia State University  
George Washington University  
Singapore Management University  
Koç University  
Sabancı University

- INFORMS Marketing Science Conference, Rice University (2011)  
“Auto Industry Crisis and Firm Outcomes”
- Marketing Dynamics Conference, Özyeğin University (2010)  
“Assortment Planning in B2B Wholesale Auto Auction Markets”
- INFORMS Marketing Science Conference, University of Cologne (2010)  
“Optimal Assortment Planning in B2B Wholesale Auto Auction Markets”
- INFORMS Marketing Science Conference, University of Michigan (2009)  
“Empirical Analysis of Competition between Affiliate and Independent Theaters”

## **PROFESSIONAL SERVICE AND AFFILIATIONS**

### **Doctoral Student Advising – University of South Carolina**

Arkapravo Sarkar, Marketing (Dissertation Committee Member, 2021-2022)

### **Doctoral Student Advising – Georgia Institute of Technology**

Cheng He, Marketing (Primary Advisor and Dissertation Co-Chair, 2017-2020) (Placement: University of Wisconsin-Madison)

Myoung-Jin Chae, Marketing (Dissertation Committee Member, 2017-2018)

Cheng He, Marketing (First- and Second-Year Paper Supervisor, 2016-2017)

Halil Sahin Tetik, Aerospace Engineering (Dissertation Committee Member, 2015-2016)

### **Ad-hoc Reviewer**

*Journal of Marketing Research*

*Management Science*

*Quantitative Marketing and Economics*

*Production and Operations Management*

MSI Alden G. Clayton Doctoral Dissertation Proposal Competition

### **Session Chair**

Sustainability Session - INFORMS Marketing Science Conference, University of Rochester (2021)

Price Competition Session - INFORMS Marketing Science Conference, Özyeğin University (2013)

### **School Committees and Activities – University of South Carolina**

Member, Darla Moore School of Business Analytics Faculty (2021-Present)

Member, Darla Moore School of Business Graduate Programs Faculty Committee (2020-Present)

Member, Marketing Department Faculty Recruiting Committee (2022)

### **School Committees and Activities – Georgia Institute of Technology**

Member, Scheller College Recruiting Committee for Business Analytics Faculty (2019)

Panelist, 2019 Fall Scheller Ph.D. Workshop (2019)

Panelist, Scheller MBA Marketing Club Event: Professor Panel (2018)

Co-organizer, “*The Rise of MarTech in Digital Branding*” in Scheller MBA Technology and Marketing Series (2018)  
Member, Georgia Tech Center for Teaching and Learning Award Selection Committee (2018)  
Panelist, Business Analytics Club: Business Analytics Academic Advisement Session (2016)  
Guest Speaker, MBA Marketing Club Event on “Using Data in Marketing” (2016)  
Co-organizer, Business Analytics and Big Data Conference Session (2015)  
Member, Analytics Faculty for the M.S. in Analytics Program (2014-2020)  
Member, Marketing Area Faculty Recruiting Committee (2013, 2014, 2015, 2016, 2017)  
Member, Marketing Area Ph.D. Student Recruiting Committee (2013-2020)  
Co-organizer, Marketing Area Research Seminar Series (2012, 2013, 2014, 2015, 2016)  
Representative for the Marketing Area, *MBA Elective Show and Tell* (2012, 2013, 2014)  
Faculty Representative, MBA Marketing Club Event (2014)  
Member, Business Analytics Committee (2012-2013)

**Memberships**

INFORMS Society for Marketing Science  
American Marketing Association