

H. MÜGE YAYLA-KÜLLÜ

EDUCATION

Ph.D. in Operations Management, Kenan-Flagler Business School, The University of North Carolina at Chapel Hill
M.S. in Industrial Engineering, Department of Industrial Engineering, Bilkent University, Turkey
B.S. in Industrial Engineering, Department of Industrial Engineering, Bilkent University, Turkey

ACADEMIC EXPERIENCE

Associate Professor of Operations Management
Department of Management Science and Statistics, Alvarez College of Business Administration
University of Texas at San Antonio

Associate Professor of Supply Chain Management
Department of Marketing, College of Business Administration, University of Central Florida

Assistant Professor of Operations Management
Lally School of Management, Rensselaer Polytechnic Institute

Instructor of Operations Management
Kenan-Flagler Business School, University of North Carolina at Chapel Hill

Graduate Research and Teaching Assistant, Kenan-Flagler Business School, UNC-CH

Graduate Research and Teaching Assistant, Industrial Engineering, Bilkent University

PROFESSIONAL EMPLOYMENT HISTORY

Finansbank A. Ş., Turkey – Financial Institution, *Internal Auditor – Inspector*

Havelsan A.Ş., Turkey – Software Company, *SAP Implementation Project Engineer*

Şişecam A.Ş., Turkey – Leading Glass Manufacturing Company, *Intern Engineer*

Tepe – Knauf A.Ş., Turkey – Building Materials Manufacturing Company, *Intern Engineer*

TEACHING INTERESTS

Operations Management, Statistics, Advanced Business Analytics, Supply Chain Analytics, Management Science, Global Supply Chain Management, Service Operations, Inventory Management, Purchasing, and Logistics.

RESEARCH INTERESTS

Operations-Marketing Interface, Service Operations, Socially Responsible Operations, Supply Chain Management, Capacity Management, Operational Flexibility, Management of Product Variety, International Business.

Applications in *Airlines, Sourcing, Inventory, Transportation, Manufacturing, Non-profit, Food and Agriculture, Retail, Real Estate, Healthcare, HR, and Hospitality.*

REFEREED JOURNAL PUBLICATIONS

1. A. Gnanlet, C. McDermott, and H. M. Yayla-Kullu^(b), 2023, “Impact of Workforce Flexibility on Operating Costs: Empirical Evidence from Healthcare”, *Journal of Asia-Pacific Business*, 24 (4), 236-253.
 2. H. M. Yayla-Kullu^(b), O. D. Palsule-Desai, and S. Gavirneni, 2022, “Reining in Onion Prices by Introducing a Vertically Differentiated Substitute: Models, Analysis, and Insights”, *Manufacturing & Service Operations Management*, 24 (6), 3283-3305.
 3. H. M. Yayla-Kullu^(b), J. K. Ryan, and J. M. Swaminathan, 2021, “Product Line Flexibility for Agile and Adaptable Operations”, *Production and Operations Management*, 30 (3), 725-737.
(Finalist for the Best Paper Award at INFORMS Annual Meeting Service Science Cluster)
(Finalist for the Best Analytical Paper Award at DSI Annual Meeting)
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4. A. Gnanlet, C. McDermott, L. Sharma, and H. M. Yayla-Kullu^(b), 2021, "Impact of Workforce Flexibility on Quality of Care: Moderating Effects of Workload and Severity of Illness", *International Journal of Operations and Production Management*, 41 (12), 1785-1806.
5. H. M. Yayla-Kullu^(a), 2019. "Does Competitive Behavior Not Mean Lower Prices? Impact of Growing Demand and Limited Seat Availability in Asia-Pacific Commercial Aviation Industry", *Journal of Asia-Pacific Business*, 20(1), 48-61.
6. H. M. Yayla-Kullu^(b), P. Tansitpong, C. McDermott, A. Gnanlet, and J.F. Durgee, 2015. "Impact of National Culture on Airline Operations", *Operations Management Research*, 8, 101-117.
7. H. M. Yayla-Kullu^(b), P. Tansitpong, A. Gnanlet, C. McDermott, and J.F. Durgee, 2015. "Employees' National Culture and Service Quality: An Integrative Review", *Service Science*, 7(1), 1-18.
(Finalist for the Best Conceptual Paper Award at DSI Annual Meeting)
8. A. Gnanlet and H. M. Yayla-Kullu^(c), 2014. "Impact of National Culture on the Quality of Information Delivery in Services", *Service Business*, 8 (1), 135-169.
9. H. M. Yayla-Kullu^(a), 2013. "Capacity Investment and Product Line Decisions of a Multiproduct Leader and a Focus Strategy Entrant", *Decision Sciences*, 44(4), 645-678.
10. H. M. Yayla-Kullu^(b), A. K. Parlakturk and J. M. Swaminathan, 2013. "Multiproduct Quality Competition: Impact of Resource Constraints", *Production and Operations Management*, 22 (3), 603-614.
11. M. A. Ulku, L. C. Dailey, and H. M. Yayla-Kullu^(b), 2013. "Serving Fraudulent Customers: The Impact of Return Policies on Retailer's Profitability", *Service Science*, 5(4), 296-309.
(Best Paper Runner-Up Award at INFORMS Annual Meeting Service Science Cluster)
(Showcase Article featured with a podcast on INFORMS website)
12. A. Gnanlet and H. M. Yayla-Kullu^(c), 2013. "Impact of International Presence on Service Supply Chain Quality", *International Journal of Supply Chain Management*, 12 (3), 1-9.
13. H. M. Yayla-Kullu^(b) and P. Tansitpong, 2013. "A Critical Evaluation of U.S. Airlines' Service Quality Efficiency: Lower Costs vs. Satisfied Customers", *Journal of Management and Strategy*, 4(4), 1-15.
14. C. McDermott, G. Stock, L. O'Neil, and H. M. Yayla-Kullu^(b), 2013. "A DEA Methodology to Evaluate Multidimensional Quality Performance in Hospitals", *International Journal of Services Sciences*, 5 (1), 1-18.
15. H. M. Yayla-Kullu^(b), A. K. Parlakturk and J. M. Swaminathan, 2011. "Segmentation Opportunities for a Social Planner: Impact of Limited Resources", *Decision Sciences*, 42 (1), 275-296.
(Showcase Article featured in DSI 2011 Brochure)
16. H. M. Yayla-Kullu^(b) and P. Tansitpong, 2011. "Allocating Capacity among Quality Differentiated Products: Evidence from Airline Industry", *Journal of Asia-Pacific Business*, 12 (2), 94-122.
17. M. S. Akturk and H. M. Yayla^(c), 2006. "Management of Product Variety in Cellular Manufacturing Systems", *International Journal of Flexible Manufacturing Systems*, 17 (2), 93-117.

BOOK CHAPTER PUBLICATIONS

18. H. M. Yayla-Kullu^(b), Lana McMurray, 2019. "The pay equity dilemma women face around the world" in H. Yang and R. Qui. (Ed.), *Advances in Service Science*, Springer Nature, Switzerland, pp. 129-137.
19. H. M. Yayla-Kullu^(b), P. Tansitpong, A. Gnanlet, C. McDermott, and J.F. Durgee, 2014. "Managing globally diverse service employees in segmented markets" in Warkentin, M. (Ed.), *Trends and Research in the Decision Sciences*, FT Press, Upper Saddle River, New Jersey, pp. 131-146.

CONFERENCE PROCEEDINGS PUBLICATIONS

20. H. M. Yayla-Kullu^(b), J. K. Ryan, and J. M. Swaminathan, 2022, "Product Line Decisions for the Real Estate Industry under Willingness-To-Pay Uncertainty", *Electronic Proceedings of 2022 MSOM Conference*, TUM, Munich, Germany: INFORMS. **(Refereed)**
21. H. M. Yayla-Kullu^(b) and A.M. Kullu, 2022, "Managing Inventory: Does National Culture Matter?", *Electronic Proceedings of 2022 MSOM Conference*, TUM, Munich, Germany: INFORMS. **(Refereed)**
22. H. M. Yayla-Kullu^(b), Lana McMurray, 2019. "The Pay Equity Dilemma Women Face Around the World", *Proceedings of the 2018 Informs International Conference on Service Science*, Phoenix (AZ), USA. **(Refereed)**
23. H. M. Yayla-Kullu^(b), O. D. Palsule-Desai, and S. Gavirneni, 2017. "Reining in Onion Prices by Introducing a Vertically Differentiated Substitute: Models, Analysis, and Insights", *Electronic Proceedings of 2017 MSOM Conference*, UNC-Chapel Hill, NC: INFORMS. **(Refereed)**
24. H. M. Yayla-Kullu^(b), J.K. Ryan, and J.M. Swaminathan, 2015. "Product Line Design and Capacity Management: The Role of Consumer Behavior Uncertainty", *Electronic Proceedings of 2015 MSOM Conference*, Univ. of Toronto, Toronto (ON), Canada: INFORMS. **(Refereed)**
25. J.F. Durgee, C. McDermott, and H. M. Yayla-Kullu^(b), "Implications of National Culture for Incremental and Radical Service Innovations", 2015. *Proceedings of the 2014 Cornell Hospitality Research Summit*. **(Refereed)**
26. H. M. Yayla-Kullu^(b), J.K. Ryan, and J.M. Swaminathan, 2014. "Economic uncertainty and product line design", *Proceedings of the Decision Sciences Institute 2014 Annual Meeting*, Tampa (FL), USA. **(Refereed)**
27. P. Tansitpong and H. M. Yayla-Kullu^(b), 2014. "Effects of different service dimensions on airline quality rankings", *Proceedings of the Decision Sciences Institute 2014 Annual Meeting*, Tampa (FL), USA. **(Refereed)**
28. H. M. Yayla-Kullu^(b), P. Tansitpong, A. Gnanlet, C. McDermott, and J.F. Durgee, 2014. "Impact of national culture on services design and delivery in a segmented market", *Proceedings of the Decision Sciences Institute 2014 Annual Meeting*, Tampa (FL), USA. **(Refereed)**
29. H. M. Yayla-Kullu^(a), 2014. "Collaborative Sourcing and Product Differentiation", *Proceedings of the POMS 25th Annual Conference*, Atlanta (GA), USA.
30. P. Tansitpong and H. M. Yayla-Kullu^(b), 2014. "Service Operations and the Overall Image of the Firm", *Proceedings of the POMS 25th Annual Conference*, Atlanta (GA), USA.
31. P. Tansitpong and H. M. Yayla-Kullu^(b), 2014. "High Product Variation in the Airline Industry", *Proceedings of the POMS 25th Annual Conference*, Atlanta (GA), USA.
32. A. Gnanlet, H. M. Yayla^(b), and A. M. Kullu, 2013. "Role of Culture on Airline Services", *Proceedings of the Decision Sciences Institute 2013 Annual Meeting*, Baltimore (MD), USA. **(Refereed)**
33. H. M. Yayla-Kullu^(b), P. Tansitpong, and C. McDermott, 2013. "National Culture and Service Delivery: Who pampers customers the best; even at the low-end?", *Electronic Proceedings of 4th Workshop on Information-Intensive Services*, Univ. of Rochester, Rochester (NY), USA. **(Refereed)**
34. H. M. Yayla-Kullu^(a), 2011. "Capacity Investments and Product Mix Choice under Economic Uncertainty", *Electronic Proceedings of 2011 MSOM Conference*, Univ. of Michigan, Ann Arbor (MI), USA: INFORMS. **(Refereed)**
35. H. M. Yayla-Kullu^(b) and P. Tansitpong, 2011. "Impact of Resource Consumptions and Quality Differentiation on Multiproduct Firms' Market Performances", *Electronic Proceedings of 2011 MSOM Conference*, Univ. of Michigan, Ann Arbor (MI), USA: INFORMS. **(Refereed)**

36. H. M. Yayla-Kullu^(b) and J. M. Swaminathan, 2010. "Competing with a Focus Strategy Entrant: Implications on Product Variety and Capacity Investments", *Electronic Proceedings of 2010 MSOM Conference*, Technion, Haifa, Israel: INFORMS. **(Refereed)**
37. H. M. Yayla-Kullu^(b), A. K. Parlakturk and J. M. Swaminathan, 2009. "Impact of Shared Capacity on Multiproduct Competition", *Electronic Proceedings of 2009 MSOM Conference*, MIT, Boston (MA), USA: INFORMS. **(Refereed)**

GUEST RESEARCH LECTURESHIP

- **Carnegie Mellon University**, Tepper School of Business, November 2023, "Product Line Decisions for the Real Estate Industry under Willingness-To-Pay Uncertainty"
- **University of Central Florida**, College of Business, January 2020, "Reining in Onion Prices by Introducing a Vertically Differentiated Substitute: Models, Analysis, and Insights"
- **POMS College of Supply Chain Management**, May 2019 Mini-Conference **Academic Keynote Speaker**, "Reining in Onion Prices by Introducing a Vertically Differentiated Substitute: Models, Analysis, and Insights"
- **Syracuse University**, Whitman School of Management, September 2015, "Product Line Design and Capacity Management: The Role of Uncertainty Regarding Consumer Willingness-to-Pay". (as part of 5th Biennial Workshop on Information Intensive Services)
- **Cornell University**, School of Hotel Administration, October 2014, "Increasing Need for Service Innovation: Globally Diverse Employees, Wide-range of National Cultures, and Segmented Markets" (as part of 3rd Cornell Hospitality Research Summit - innovative presentation with flipping and "big" question discussions)
- **Rensselaer Polytechnic Institute**, Lally School of Management, September 2014, "Impact of Economic Uncertainty on Product Line Design and Capacity Management"
- **Rensselaer Polytechnic Institute**, Lally School of Management, May 2014, "Services and National Culture: An Operations Point of View"
- **University of Rochester**, Simon School of Business, May 2013, "Impact of National Culture on Services Design and Delivery: Who pampers customers the best; even at the low-end?" (as part of 4th Workshop on Information-Intensive Services)
- **Syracuse University**, Whitman School of Management, April 2013, "Capacity Investments and Product Mix Choice under Economic Uncertainty".
- **Rensselaer Polytechnic Institute**, Lally School of Management, December 2010, "How to Respond to a Focus Strategy Entrant: Proliferate, Invest or Ignore?"
- **Rensselaer Polytechnic Institute**, Lally School of Management, April 2009, "Impact of Shared Capacity on Multiproduct Competition".

MEDIA MENTIONS and CONTRIBUTIONS

- **TV Interview**: "Orlando brewery to increase prices as cost of cans go up", by Jesse Canales, Spectrum News 13, Orlando, November 30, 2021.
- **Magazine interview**: "The Kinks in Our Supply Chain", by Robert Stephens, UCF Today – Business & Economy, November 17, 2021.
- **NPR Radio interview**: "Listen in: Supply chain slowdown means Central Florida food banks will get creative with food boxes this Thanksgiving", by Danielle Prieur, WMFE/NPR, October 27, 2021.
- **Podcast**: "Shrinkflators are out there: Is shrinkflation really a thing?" Dean's Blog, UCF College of Business, July 2021.
- **Podcast @INFORMS**: "Fraud at the Checkout Counter: What happens when that slightly used holiday gift is fraudulently returned?", INFORMS-Today, Resoundingly Human: The Podcast Series, February 2014.
- **Guest Blog**: "Integrating Operations and Marketing Decisions to Get the Biggest Bang for the Buck", Lally School Faculty Guest Blog, December 2013.
- **DSI Brochure mention**: "Segmentation Opportunities for a Social Planner: Impact of Limited Resources", Decision Sciences Institute, 2011 Promotional Brochure.

HONORS AND AWARDS

POM Society Award: Named as the **Conference Program Co-Chair** for POMS 2023 Annual Meeting

UCF Teaching Award: Quality Course Designation

For best quality online course design and teaching in MAR 3203

UCF Teaching Award: AIM-High Award

Recognized for hard work and efforts in the *Affordable Instructional Materials (AIM) Initiative*

External Research Award: Finalists for **2 Best Paper Awards** (*Best Analytical and Best Conceptual*) at the DSI Annual Meeting.

External Research Award: Finalist for the **Best Paper Award** at the INFORMS Annual Meeting Service Science Cluster.

External Research Award: "Best Paper Runner-Up Award", INFORMS Annual Meeting Service Science Cluster.

RPI Teaching Award: "Faculty Appreciation Award", Management Honor Society (Lally School Undergraduate Program, Class of 2012)

RPI Teaching Award: Recognized as part of the teaching effort that led to the achievement of **Bloomberg BusinessWeek** specialty rankings for undergraduate business programs. Lally School was ranked at #3 in *Quantitative Methods* and #9 in *Operations Management*.

RPI Teaching Award: Recognized as part of the teaching effort that led to the achievement of **Bloomberg BusinessWeek** specialty rankings for undergraduate business programs. Lally School was ranked at #6 in *Quantitative Methods* and #13 in *Operations Management*.

RPI Teaching Award: Recognized among the **"Instructors with Highest Evaluations"** in Lally School of Mgmt. and Tech., RPI

External Research Award: George and Marion Plossl Research Fellowship Runner-up Award (\$1000) by The APICS Educational and Research (E&R) Foundation

"Best PhD Dissertation Runner-Up Award"

External Research Award: Julie Gatewood Latané Fellowship in *Interdisciplinary Living*, Center for Human Sciences, Chapel Hill, NC (Award of Merit)

Fellowship by Bilkent University Foundation for graduate study (Award of Merit)

Dean's list in 1996, 1997, 1998, 1999 at Bilkent University (Award of Merit)

Fellowship by Bilkent University Foundation for undergraduate study (Award of Merit)

AFFILIATIONS

The Institute for Operations Research and the Management Sciences (INFORMS)

The Manufacturing and Service Operations Management Society (MSOM)

Production and Operations Management Society (POMS)

The Decision Sciences Institute (DSI)