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Curriculum Vitae A. Gürhan Kök

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Duke University
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PROFESSIONAL EXPERIENCE

The Fuqua School of Business, Duke University

Associate Professor of Operations Management with Tenure, July 2011 – present

Associate Professor of Operations Management, July 2007 – June 2011

Assistant Professor of Operations Management, August 2003 – June 2007

Koç University, Graduate School of Business, İstanbul, Turkey

Visiting Associate Professor, Koç University MIGROS Retail Research Center, 2011

EDUCATION

The Wharton School, University of Pennsylvania

Ph.D. in Operations and Information Management, 2003.

Thesis: Management of Product Variety in Retail Operations.

Advisors: Marshall L. Fisher, Gérard P. Cachon

M.A. in Applied Economics, 2000.

Bilkent University, Turkey

M.S. in Industrial Engineering, 1998. B.S. in Industrial Engineering, 1996.

AWARDS & GRANTS

- Marie Curie International Fellowship, IIF, European Commission 7th Framework Programme.
- MBA Outstanding Core Teacher Award, The Fuqua School of Business, 2011.
- ICI-Unilever (ECR-Europe) Research Grant. Principal Investigator. €20,000.
- M&SOM Meritorious Service Award for 2007, 2010.
- Honorable mention, INFORMS Junior Faculty Paper Competition, 2005.
- Honorable mention, INFORMS M&SOM Society Student Paper Competition, 2003.
- Fellowship by OPIM Department, The Wharton School, University of Pennsylvania, 1998-2002.
- Grant by Scientific and Technical Research Council of Turkey within the scope of NATO Science Scholarship Programme in the field of Industrial Engineering, July 1996.

PUBLICATIONS

Published/Forthcoming papers

- [1] Kök, A.G. Y. Xu. 2010. Optimal and competitive assortments with endogenous pricing under hierarchical choice models. *Management Science*. **57** (9) 1546–1563
- [2] Bernstein, F., A.G. Kök., L. Xie. 2011. The role of commonality in product assortment decisions. *Manufacturing & Service Operations Management*. **13**(2) 261-270.
- [3] Cachon, G., A.G. Kök. 2010. Competing manufacturers in a retail supply chain: On contractual form and coordination. *Management Science*. **56** (3) 571–589.
- [4] Bernstein, F., A.G. Kök. 2009. Dynamic cost reduction through process improvement in assembly networks. *Management Science*. **55** (4) 552–567.
- [5] Kök, A.G., M. Fisher, R. Vaidyanathan. 2008. Retail assortment planning: Review of literature and industry practice. In *Retail Supply Chain Management*, Eds. N. Agrawal, S.A. Smith. Springer.
- [6] Kök, A.G., M. Fisher. 2007. Demand estimation and assortment optimization under substitution: methodology and application. *Operations Research*. **55** (6) 1001–1021.
This paper received Honorable Mention in the INFORMS 2003 MSOM Student Paper Competition.
- [7] Cachon, G., A.G. Kök. 2007. Category management and coordination in retail assortment planning in the presence of basket shopping consumers. *Management Science*. **53** (6) 934-951.
- [8] Kök, A.G., K. Shang. 2007. Inspection and replenishment policies for systems with inventory record inaccuracy. *Manufacturing & Service Operations Management*. **9**(2) 185-205.
This paper received Honorable Mention in the INFORMS 2005 Junior Faculty (JFIG) Paper Competition.
- [9] Cachon, G., A.G. Kök. 2007. Implementation of the newsvendor model with clearance pricing: how to (and how not to) estimate a salvage value. *Manufacturing & Service Operations Management*. **9** (3) 276-290.
- [10] Sabuncuoglu, I., E. Erel, A.G. Kök. 2002. Analysis of Assembly Systems for Interdeparture Time Variability and Throughput, *IIE Transactions*, **34** (1) 23-40.
- [11] Erel E., I. Sabuncuoglu, A.G. Kök. 2004. Analyses of serial production line systems for interdeparture time variability and WIP inventory. *Inter. Jour. of Oper. and Quant. Management* **10** (4): 275-296.

Working papers

- [12] Chen, L., A.G. Kök., J. Tong. 2010. The effect of payment timing on inventory decisions in a newsvendor experiment. Minor revision at *Management Science*.

- [13] Bernstein, F., A.G. Kök., L. Xie. 2010. Dynamic assortment customization with limited inventories. Under review with *Operations Research*.
- [14] Kök, A.G., K. Shang. 2009. Evaluation of supply chains with inventory record inaccuracy and implications on IT investments. Under review.

Manuscripts in preparation

- [15] Honhon, D., A.G. Kök. Dynamic assortment strategies for variety-seeking consumers. *This project is supported by an ICI-Unilever (ECR-Europe) Research Grant.*
- [16] Bernstein, F., A.G. Kök. A. Meca. Knowledge sharing and cost allocation in assembly networks.

APPLIED RESEARCH PROJECTS

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| 1999 – Present | Harvard – Wharton Consortium for Operational Excellence in Retailing. Academy-industry collaboration project with more than 30 participating retailers. |
| 2007 | System Design to Improve Childhood Immunization Rates in Zambia
Joint project with Duke Clinical Research Institute |
| 2006 – 2007 | Performance Evaluation & Strategy Development for the Organized Industrial Zones
A project led by Dokuz Eylul University of Izmir, Turkey, prepared for and funded by National Planning Agency of Turkey. |
| 2000 – 2002 | Royal AHOLD N.V., The Netherlands. Merchandising and Replenishment Coherence |
| 1999 | Nine West Group, Inc., NY. Management of Size of Apparel and Shoe Products |
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CONSULTING EXPERIENCE

- FLO Retail Stores, Turkey - Seasonal demand and inventory planning
 B/E Aerospace, FL. - Global inventory optimization, Strategic procurement system design
 Albert Heijn, Royal AHOLD N.V. The Netherlands. - Demand estimation and assortment optimization.
 Best Buy, MN. - Managing allocation and flow of short life-cycle good inventories to stores
 Nine West Group, Inc., NY. - Estimation of store-level size distribution and inventory planning
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TEACHING EXPERIENCE

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| 2003 – Present | Duke University, Fuqua School of Business

OPS 370, MBA core in Operations Management (2004-2011)
GATE: CHINA. MBA elective (2007, 2008)
EGRMGMT262, Operations Elective in Master of Engineering Management, Pratt School of Engineering (2004, 2006, and 2007)
BA 591, Ph.D. Course, Supply Chain and Revenue Management (2006, 2008, 2009) |
| 1998 – 2003 | Teaching and Research Fellow, Operations and Information Management Department, The Wharton School, University of Pennsylvania. |

1996 – 1998 Teaching Assistant, Dept. of Industrial Eng., Bilkent University, Turkey.

PROFESSIONAL SERVICE

Editorial Positions

- Associate Editor, *Manufacturing & Service Operations Management*, 2011-present
- Senior Editor, *Production and Operations Management*, 2010-present.

Referee Work

- Referee for *Management Science, Operations Research, Manufacturing & Service Operations Management, Naval Research Logistics, Production and Operations Management, IIE Transactions, European Journal of Operational Research.*

Committees

- Cluster Co-Chair, INFORMS Annual Meeting, Charlotte, NC, November 2011.
- Co-Chair, 2010 Student Paper Competition of the Manufacturing & Service Operations Management Society.
- Judge for MSOM Student Paper Competition 2006, 2007, 2009.
- Judge for POMS Student Paper Competition 2008, 2011.
- Fuqua School of Business, Operations Area Ph.D. Program Committee (2006-2010)
- Fuqua School of Business, Operations Area Teaching Committee.

Memberships

- Member, Institute for Operations Research and Management Sciences.
 - Member, Manufacturing & Service Operations Management Society.
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DISSERTATION COMMITTEES AND DOCTORAL STUDENTS

- Jordan Tong
 - Lei Xie (2010) (co-advisor, currently at Shanghai Jiao Tong University)
 - Liu Yang (2010)
 - Zhengliang Xue (2008)
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PRESENTATIONS

Invited Talks at Academic Institutions

- University of Chile, Center for Retailing, Santiago, Chile, 2011
- Columbia University, Graduate School of Business, 2011

- Southern Methodist University, Cox School of Business, 2011
- Stanford University, Graduate School of Business, 2010
- Stanford University, Management Science and Engineering Department, 2010
- Northwestern University, Kellogg School of Business, 2010
- University of California, Los Angeles, Anderson School of Business, 2010
- New York University, Stern School of Business, 2010
- Bilkent University, Industrial Engineering Department, Turkey, 2010
- Koc University, School of Administrative Sciences, Turkey, 2009
- Washington University, St. Louis, Olin School of Business, 2009
- Cornell University, Johnson School of Business, 2009
- University of Texas at Austin, McCombs School of Business, 2009
- University of North Carolina, Chapel Hill, Kenan-Flagler School of Business, 2008
- University of California, Berkeley, Haas School of Business, 2007
- Koc University, School of Administrative Sciences, Turkey, 2005
- Keio School of Business, Japan, 2005
- University of North Carolina, Chapel Hill, Department of Operations Research, 2005
- Duke University, Fuqua School of Business, 2003
- Cornell University, Johnson School of Business, 2003
- University of British Columbia, Sauder School of Business, 2003

Conference Presentations

- Dynamic assortment strategies for variety-seeking consumers
INFORMS 2010, Austin, TX.
- The effect of payment timing on inventory decisions in a newsvendor experiment
INFORMS 2010, Austin, TX; MSOM 2011, Ann Arbor, MI. INFORMS 2011, Charlotte, NC.
- Hierarchical choice models and properties of optimal and competitive assortments.
INFORMS 2009, San Diego, CA. MSOM 2011, Ann Arbor, MI. INFORMS 2011, Charlotte, NC.
- Dynamic assortment customization with limited inventories.
INFORMS 2009, San Diego, CA; INFORMS 2010, Austin, TX.
- Role of component commonality in assortment decisions.
INFORMS 2008, Washington, DC; MSOM 2009, Boston, MA.
- Evaluation of supply chains with inventory record inaccuracy.
INFORMS 2007, Seattle, WA; MSOM 2008, College Park, MD; MSOM 2010, Supply Chain SIG, Haifa, Israel.
- Competing manufacturers in a retail supply chain.

INFORMS 2006, Pittsburgh, PA; INFORMS 2007, Seattle, WA;
INFORMS 2008, Washington DC.

- Process innovation in assembly networks.

INFORMS 2005, San Francisco, CA; MSOM 2006, Atlanta, GA; IFORS 2006, Hong Kong.

- Replenishment and inspection policies.

MSOM 2005, Evanston, IL; INFORMS 2004, Denver, CO.

- Demand estimation and assortment optimization.

INFORMS 2003, Atlanta, GA.

- Heuristic equilibrium.

MSOM 2003 Los Angeles, CA; INFORMS 2002 San Jose, CA.

- Coordination of retail categories.

INFORMS 2002 San Jose, CA; INFORMS 2001 Miami, FL.

- Assembly systems.

INFORMS 1998 Seattle, WA.

- Serial production systems.

INFORMS 1997 San Diego, CA.