

Ayşe Çetinel

Özyeğin University
School of Business
Nişantepe Mah. Orman Sok. 34794 Çekmeköy, Istanbul, Turkey

Email: ayse.cetinel@ozyegin.edu.tr
Phone: 90-216-5649361

RESEARCH INTERESTS

Topics: Empirical Operations Management, Marketing-Operations Interface, Retail Operations, Omnichannel Retail, Digital Transformation, Data-driven Decision Making, Store Openings, and Store Labor Staffing.

Methods: Data Analytics (Big Data), Econometrics, Quasi-experiments, Field experiments, Surveys, Staggered Difference-in-Differences, Statistical Modeling, Predictive Analytics, and Constrained Optimization with Nonlinear Programming.

ACADEMIC EXPERIENCE

Özyeğin University, School of Business
Assistant Professor (tenure-track)

Sept 2024 - Present

Visiting positions:

▪ **Rotterdam School of Management, Erasmus University**, Visiting scholar

April - June 2022

EDUCATION

Ph.D. in Operations Management and Information Systems, Koç University (3.6/4). *2024*

Thesis: Stores in an Omnichannel World:
Understanding Their Role and Improving Their Performance

Advisors: Prof. Gürhan Kök, Koç University
Assoc. Prof. Robert Roederkerk, Rotterdam School of Management

M.Sc. in Big Data and Business Analytics, Istanbul Technical University (3.8/4). *2018*

B.Sc. in Finance, Fisher College of Business, The Ohio State University (3.9/4). *2003*

Lycée de Galatasaray, Istanbul. *1998*

INDUSTRY EXPERIENCE

Dot Grup, Consultant, Istanbul and Silicon Valley *2014 - 2017*

Starters Lab, Managing Director, Silicon Valley *2012 - 2014*

Shutterfly.com, Silicon Valley *2009 - 2012*

Business Manager of a Digital Native Vertical Brand (DNVB)
Operations Finance Manager of Multiple DNVBs

Williams Sonoma, Senior Financial Analyst, San Francisco *2008 - 2009*

Charlotte Russe, Senior Financial Analyst, San Diego.

2006 - 2008

Marriott Hotel, Assitant Controller, San Diego.

2004 - 2006

AWARDS, FELLOWSHIPS, GRANTS

- **Koç University Graduate School of Business**, 2024 Graduate Studies Excellence Award.
- **Scientific and Technological Research Council of Turkey (TUBITAK)**, 2023 International Research Fellowship Programme for PhD Students. **EUR 20,400**.
- **Marketing Science Institute Grant**, 2021 Research Competition. **\$9,000**.
- **Institut National de la Jeuness et de l'Education Populaire**, 1999 International Research Fellowship Programme for University Students.

PUBLICATION

- Çetinel, A., A.G. Kök, R.P. Roorderkerk. 2023. [The Value of Experience-Centric Stores in Omnichannel Retail: A Multi-Method Approach at the Category Level](#). *Marketing Science Institute Working Paper Series*. Report No. 23-144.

PAPER UNDER REVIEW

- Çetinel, A., A.G. Kök, R.P. Roorderkerk. The Value of Experience-Centric Stores in Omnichannel Retail: A Multi-Method Approach at the Category Level. Minor revision (1st round) at *Production and Operations Management*.

WORK IN PROGRESS

- Çetinel, A., S. Kesavan, A.G. Kök, R.P. Roorderkerk. Right-sizing Store Labor: A Field Experiment. Target Journal: *Management Science*. Working paper.

PRESENTATIONS

Conference Presentations

- EURO Working Group on Retail Conference, Istanbul, 2022.
- MSOM Conference, Munich, 2022.

Invited Talks

- Nova School of Business and Economics, Lisbon, 2024.
- Bilkent University, Faculty of Business Administration, Ankara, 2024.
- Özyeğin University, Faculty of Business, Istanbul, 2024.
- European Technology & Operations Management Virtual Seminar Series, 2024.
- Koç University, School of Administrative Sciences, Istanbul, 2021.

TEACHING EXPERIENCE

- Business Analytics (BUS 301), Core Undergraduate Course, Özyeğin University.
- Operations Management (OPM 501), Core MBA Course, Özyeğin University.
- Operations and Supply Chain Management (OPSM 301), Koç University, (Summer 2023). Average rating: 4.5 [scale 1 - 5 = highest]
- New Venture Creation (Innovation and Entrepreneurship Track), Bahçeşehir University, (Spring 2014).
- Teaching Assistant, Operations Management and Information Systems at Koç University

Executive MBA: Operations and Supply Chain Management (OPSM 901)

MBA: Quantitative Methods in Business (QMBU 501)
Operations and Supply Chain Management (OPSM 501)

Undergraduate: Operations and Supply Chain Management (OPSM 301)
Service Operations Management (OPSM 302)
Retail Management (MGMT 421/MKTG 421)
Production Strategy (OPSM 410)
Business Administration Capstone (BUSA 499)

ADDITIONAL INFORMATION

Technical Skills

- Python, Stata, and R.

Relevant Trainings

- New Faculty Training Program, Koç University, 2023.
- Applied Survey Research Workshop by Timo Mandler, 2022.
- Advances in Difference-in-differences Workshop by Scott Cunningham, 2022.
- Marketing Analytics Course, University of California Berkeley, 2010.
- 80 hours of Leadership Training, 2005.

Volunteer Work

- Executive Board Member, Turkish American Business Association, San Francisco, 2008-2015.