**SERDAR SAYMAN**

Email: ssayman@ku.edu.tr

**EDUCATION**

1998 Ph.D. in Marketing**, The Wharton School, University of Pennsylvania,**

1994 M.B.A., **Middle East Technical University, Ankara,**

1989 B.S. in Electrical and Electronics Eng., **Middle East Technical U., Ankara**

**FIELDS OF INTERESTS**

* behavioral decision making; valuation and time preference.
* modeling retail strategies; private labels and loyalty programs

**HONORS & AWARDS**

* Finalist in the 2015 INFORMS Revenue Management and Pricing Section Practice Prize for the paper “Cross-Selling Investment Products with a Win-Win Perspective in Portfolio Optimization”
* Finalist in the 2002 John D.C. Little Best Paper Award (for marketing papers in Management Science and Marketing Science) for the article “Positioning of Store Brands”
* Wharton Doctoral Fellowship, 1994-1998
* Vehbi Koç Foundation Scholarship for Undergraduate Education, 1985-1989

**PROFESSIONAL EXPERIENCE**

2008-present Associate Professor of Marketing, Koç University, İstanbul.

1998-2008 Assistant Professor of Marketing, Koç University, İstanbul.

1996-1998 Teaching Assistant, University of Pennsylvania.

**BIBLIOGRAPHY**

**Refereed Publications**

1. Ali, Ö.G., Akçay Y., Sayman S., Özçelik, M.H., and Yılmaz, E. (2016), “Cross-Selling Investment Products with a Win-Win Perspective in Portfolio Optimization,” *Operations Research*, forthcoming.
2. Sayman, Serdar, and Murat Usman (2016), “Price discrimination through multi-level loyalty programs,” *Marketing Letters*, 27(4), p. 687–697.
3. Sayman, Serdar, and Stephen J. Hoch (2014), “Dynamics of Price Premiums in Loyalty Programs,” *European Journal of Marketing*, 48 (3/4), p. 617-640.
4. Sayman, Serdar, and Ayşe Öncüler (2009), “An Investigation of Time Inconsistency,” *Management Science*, 55 (3), p. 470-482.
5. Sayman, Serdar (2008), “Free Samples: A Conceptual Framework,” *Journal of the Marmara University Institute of Social Sciences*, 29 (8), p. 95-101.
6. Sayman, Serdar, and Jagmohan S. Raju, (2007), “Store Brands: From Back to the Future,” in *Review of Marketing Research Volume 3*, N.K. Malhotra (ed.), M.E. Sharpe Inc.
7. Sayman, Serdar, and Ayşe Öncüler (2005), “Effects of Study Design Characteristics on the WTA - WTP Disparity: A Meta Analytical Framework,” *Journal of Economic Psychology*, 26 (2), p. 289-312.
8. Sayman, Serdar, and Jagmohan S. Raju (2004), “How Category Characteristics Affect the Number of Store Brands Offered by the Retailer: A Model and Empirical Analysis,” *Journal of Retailing*, 80 (4), p. 279-287.
9. Sayman, Serdar, and Jagmohan S. Raju (2004), “Investigating the Cross-Category Effects of Store Brands,” *Review of Industrial Organization*, 24 (2), p. 129-141.
10. Sayman, Serdar, Stephen J. Hoch, and Jagmohan S. Raju (2002), “Positioning of Store Brands,” *Marketing Science*, 21 (4), p. 378-397.

**Other Academic Publications**

1. Sayman, Serdar (2013), “Mavi Jeans: Jeans that Fit”, company case in P. Kotler and G. Armstrong, Principals of Marketing, Global Edition, 2013.
2. Sayman, Serdar (2006), “Satış Temsilcilerinin Firmaya Dair İmajı ve İçsel Pazarlama,” *Pazarlama Dünyası*, 20(4), p. 30-31. (Sales Representatives’ Perceptions of the Firm and Internal Marketing, *Marketing World*)

**GRANTS AND PROJECTS**

* Yapı Kredi Bankası, 2010–2011, “YKB Golden Offer Program”
* TÜBİTAK, 2007–2008, “Design of Loyalty Programs and Non-Linear Pricing Strategies”
* KÜMPEM, 2004–2005, “Reverse Preference Reversal for Temporal Prospects”

**GRADUATE STUDENT SUPERVISION**

PHD:

* Selin Erguncu, “Essays on Negativity Bias in Decision-Making,” January 2016.