Pelin Atahan

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Nişantepe District, Orman Street, 34794 Çekmeköy - İSTANBUL
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EDUCATION

2004 – 2009 School of Management, The University of Texas at Dallas
Ph.D. Management Science – Management Information Systems

2001 – 2003 Terry School of Business, University of Georgia
MBA – MIS and Marketing

1994 – 1998 Boğaziçi University, Istanbul, Turkey
BA – Business Administration

ACADEMIC EXPERIENCE

2009 – *present*, Assistant Professor, Özyeğin University
2004 – 2009*,* Teaching Assistant, The University of Texas at Dallas
2001 – 2003, Graduate Assistant, University of Georgia

AREAS OF INTEREST

Research: Personalization, Knowledge Discovery from Data, Social Networks, Open Source Software Development

Teaching: Introduction to Management Information Systems, Database Management Systems, Programming in Visual Basic, Enterprise Resource Planning Systems with ERP, Business Intelligence

JOURNAL PUBLICATIONS

- "Accelerated Learning of User Profiles" with Sumit Sarkar, Management Science, February 2011 (57:2) 215-239.

PUBLICATIONS IN REFEREED CONFERENCES AND WORKSHOPS

- "Composing Offer Sets to Maximize Expected Payoffs" with Monica Johar, Sumit Sarkar, 24th European Conference on Information Systems (ECIS), Istanbul, Turkey, June 2016.

- "Sponsored Search: The Sum is Larger Than its Parts," with Abhijeet Ghoshal, Syam Menon, Sumit Sarkar, the Twenty first Annual Workshop on Information Technologies and Systems (WITS), Shanghai, China, December 2011.

- "Offer Sets, User Profiles, and Firm Payoffs," with Monica Johar and Sumit Sarkar, Fourth China Summer Workshop on Information Management, Wuhan, China, July 2010 (*Best Paper Award Nominee*).

- "Optimizing Offer Sets Based On User Profiles," with Monica Johar and Sumit Sarkar, the Nineteenth Annual Workshop on Information Technologies and Systems (WITS), Phoenix, Arizona, December 2009.

- "Strategic Learning in Recommender Systems," with Monica Johar and Sumit Sarkar, The 4th Mediterranean Conference on Information Systems (MCIS), Athens, Greece, September 2009.

- "Strategic Learning in Recommendation Systems," with Monica Johar and Sumit Sarkar, Workshop on e-Business (WeB) Paris, France, December 2008 (*Best Paper Award Nominee*).

- "Designing Websites to Learn User Profiles Quickly," with Sumit Sarkar, the Seventeenth Annual Workshop on Information Technologies and Systems (WITS), Montreal, Canada, December 2007.

- "A Probabilistic Approach to Learning Profiles from Website Traversals," with Sumit Sarkar, INFORMS Conference on Information Systems and Technology (CIST), Seattle, WA, November 2007.

CONFERENCE PRESENTATIONS

- "Neighborhood Selection Methods to Improve Diversity of Recommendations", INFORMS Annual Meeting, Houston, TX, October 2017

- "A Duopoly Model of Competition in Cloud Computing Services" INFORMS Annual Meeting, Houston, TX, October 2017

- "A Framework for Personalized Sponsored Search" with Abhijeet Ghoshal, Sumit Sarkar and Syam Menon, INFORMS Annual Meeting, Austin, TX, November 2010 (*invited*).

- "Ordering Links on a Web Page When Learning User Profiles," with Sumit Sarkar, INFORMS Annual Meeting, Washington D.C., October 2008 (*invited*).

- "Learning Profiles through Strategic Website Design," with Sumit Sarkar, INFORMS Annual Meeting, Seattle, WA, November 2007(*invited*).

- "Learning Profiles from User Interactions," with Sumit Sarkar, The 5th Annual Big XII Plus MIS Research Symposium, Lawrence, KS, March 2007(*invited*).

- "Learning Profiles from User Interactions," with Sumit Sarkar, The 2007 Winter Conference on Business Intelligence, Salt Lake City, UT, February 2007.

INVITED RESEARCH PRESENTATIONS

- Boğaziçi University, Istanbul, Turkey, November 2015

  "Optimizing Offer Sets by Maximizing Expected Payoffs over Multiple Periods"

- Sabancı University, Istanbul, Turkey, December 2008

  "Accelerated Learning of User Profiles"

- Özyeğin University, Istanbul, Turkey, December 2008

  "Accelerated Learning of User Profiles"

- Boğaziçi University, Istanbul, Turkey, December 2008

  "Accelerated Learning of User Profiles"

WORKING PAPERS

- "Composing Offer Sets To Maximize Expected Payoffs," with Monica Johar and Sumit Sarkar (in preparation for submission to Management Science)

- "Neighborhood Selection Methods to Improve Diversity of Recommendations", (Work-in-Progress)

- "Optimal Pricing in Cloud Computing Services" with Basak Altan and Okan Orsan Ozener

- "A Duopoly Model of Competition in Cloud Computing Services" with Basak Altan and Okan Orsan Ozener

- "Analyzing User Behavior on Online Hotel Search" with Tracy Molho

- "Learning User Profiles from Website Traversals," with Sumit Sarkar (*work-in-progress*)

- "Strategic Learning in Recommendation Systems," with Monica Johar and Sumit Sarkar (*Work-in-Progress*)

- "Sponsored Search: The Sum is Larger Than its Parts," with Abhijeet Ghoshal, Syam Menon, Sumit Sarkar(*Work-in-Progress*)

- "Ordering Links on a Web Page When Learning User Profiles," with Sumit Sarkar (*Work-in-Progress*)

OTHER ACTIVITIES

- Consulting Huawei R&D group - June 2016

TEACHING EXPERIENCE

Özyeğin University

- Programming in Visual Basic (MIS 411), Fall 2010, Spring 2012, Fall 2012, Fall 2014, Fall 2015, Fall 2016, Fall 2017

- Introduction to Management Information Systems (MIS 311), Fall 2010, Fall 2011, Fall 2012, Spring 2015, Spring 2016, Spring 2017, Spring 2018

- Enterprise Data and Knowledge: Organization and Management (MIS 313), Fall 2011, Spring 2013, Fall 2016, Fall 2017

- Database Management Systems (MIS 102) Spring 2013, Fall 2015, Fall 2016, Fall 2017

- Enterprise Resource Planning Systems with ERP (OPER 412), Spring 2013, Spring 2015, Spring 2016, Fall 2016, Fall 2017

- Introduction to Business I (Decision Making) (BUS 101), Fall 2013

The University of Texas at Dallas

- Introduction to Management Information Systems (BA 3351), Spring 2009 (Rating 4.1/5.0).

- Programming in Visual Basic (BA4318), Summer 2008 (Rating 4.2/5.0).

- Programming in Visual Basic (BA4318), Spring 2007 (Rating 3.9/5.0).

PROFESSIONAL SERVICE

Reviewer for Journal

Information Systems Research

INFORMS Journal on Computing

Information Technology and Management

ACM Transactions on Management Information Systems

Reviewer for Conference

International Conference on Information Systems 2008

Workshop on Information Technologies and Systems 2007

European Conference on Information Systems 2016

ASSOCIATIONS AND HONORS

- Member Association of Information Systems (AIS), The Institute for Operations Research and the Management Sciences (INFORMS), INFORMS Information Systems Society (ISS)

- Nominated and got accepted for Design Science Research in Information Systems and Technology (DESRIST) Doctoral Consortium, Atlanta, GA, May 2008.

- Nominated and got accepted for Doctoral Internationalization Consortium, Seattle, WA, June 2008.