

Ayşe Çetinel

Özyeğin University
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RESEARCH INTERESTS

Topics: Empirical Operations Management, Marketing-Operations Interface, Retail Operations, Omnichannel Retailing, Ecommerce, Digital Platforms, Platform Operations, Data-Driven Decision Making, Artificial Intelligence, Digital Transformation, Sustainable Operations.

Methods: Causal Inference, Applied Econometrics, Quasi-Experimental Designs, Randomized Field Experiments, Difference-in-Differences, Big Data Analytics, Machine Learning, Predictive Analytics, Statistical Modeling, Optimization.

ACADEMIC EXPERIENCE

Özyeğin University, School of Business
Assistant Professor

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 Rooderkerk, 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

PUBLICATIONS

Peer-Reviewed Articles

- Çetinel, A, Kök A G, Rooderkerk R P (2026) The Value of Experience-Centric Stores in Omnichannel Retail: A Multi-Method Approach at the Category Level. *Production and Operations Management*. Advance online publication. <https://doi.org/10.1177/10591478261454766>

Practitioner Articles

- Çetinel, A, Kök A G, Rooderkerk R P (2026) What Physical Retail Stores Deliver in a Digital Economy. *Harvard Business Review (digital)*.

WORK IN PROGRESS

- Çetinel, A, Kesavan S, Kök A G, Roederkerk R P. Rightsizing Store Labor: A Field Experiment for Voluntary Real-time Schedule Adjustments. Target Journal: *Management Science*. Working paper.

INDUSTRY EXPERIENCE

Dot Grup , Consultant, Istanbul and Silicon Valley	2014 - 2017
Starters Lab , Managing Director, Silicon Valley	2012 - 2014
Shutterfly.com , Silicon Valley Business Manager of a Digital Native Vertical Brand (DNVB) Operations Finance Manager of Multiple DNVBs	2009 - 2012
Williams Sonoma , Senior Financial Analyst, San Francisco	2008 - 2009
Charlotte Russe , Senior Financial Analyst, San Diego.	2006 - 2008
Marriott Hotel , Assistant Controller, San Diego.	2004 - 2006

AWARDS, FELLOWSHIPS, GRANTS

- **Özyeğin University Seed Research Grant**, 2025 Research Competition. **\$2500**.
- **The Association of European Operational Research Societies, Working Group on Retail Operations**, 2025 Doctoral Dissertation Prize.
- **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 Jeunesse et de l'Éducation Populaire**, 1999 International Research Fellowship Programme for University Students.

PRESENTATIONS

Conference Presentations

- Consortium for Operational Excellence in Retailing Conference, Wharton School, Pennsylvania, 2025.
- 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.

Professional Education

- Migros – Technology and Innovation Strategy: From Technology to Competitive Advantage, 2026.
- İzmit Chamber of Commerce (KTO) – GenAI, LLM and Responsible AI, 2026.
- İzmit Chamber of Commerce (KTO) – Prompt Engineering and Agentic AI, 2026.
- Özyeğin University AI Week – Prompt Engineering: Harnessing AI with Smart Prompts, 2025.

Panels and Moderated Sessions

- AI Platform Conference, Özyeğin University, Swissôtel, Istanbul, 2026. Moderator, keynote session with Hanzade Doğan Boyner.
- Özyeğin University AI Platform Roundtable – From Impact to Governance in AI, 2026. Moderator, Retail Roundtable.
- Özyeğin University AI Platform Roundtable – From Dialogue to Action, 2025. Moderator, Retail Roundtable.

TEACHING EXPERIENCE

- Operations Management (OPER 502), Core MBA Course, Özyeğin University (Fall 2026, Fall 2024).
- Business Analytics (BUS 301), Core Undergraduate Course, Özyeğin University (Fall 2026, 2025-2026, 2024-2025).
- Operations Management (OPER 202), Core Undergraduate Course, Özyeğin University (Fall 2025).
- Operations and Supply Chain Management (OPSM 301), Core Undergraduate Course, 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)

STUDENT SUPERVISION

- Barlas Armatlı, Postdoctoral Researcher, Özyeğin University (2026–2027).
- Hüdanur Karayıl, Independent Study – AI-Powered Text Mining of Retail Operational Strategy from Public Company Filings (Spring 2026).
- Summer Research Undergraduate Internship Program, Özyeğin University – AI on AI in Retail Filings project (2026).
- Summer Research High School Internship Program, Özyeğin University – AI for Sustainability: What Companies Say and What They Do for the Environment project (2026).

SERVICE

Özyeğin University, School of Business

- Assurance of Learning Committee, member (2024–2025, 2025–2026).
- AI Committee, member (2025–2026).
- MBA Admissions Interview Committee, member (2025–2026).

ADDITIONAL INFORMATION

Technical Skills

- Python, Stata, and R.

Relevant Trainings

- Amazon Web Services, 2026.
- 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.