

Associate Professor ÖZGÜR ÖZLÜK
ozgur@sfsu.edu

EDUCATION

University of North Carolina at Chapel Hill	Ph.D. in Operations Research, 1999
University of North Carolina at Chapel Hill	M.S. in Operations Research, 1997
Bilkent University, Ankara, Turkey	B.S. in Industrial Engineering, 1994

PROFESSIONAL EXPERIENCE

SFSU, College of Business, Department of Decision Sciences

Assistant Professor, Fall 2002 - Spring 2010

Associate Professor, Spring 2010 - Present

Classes Taught:

DS	212	Business Statistics
DS	412	Operations Management
DS	601	Applied Management Science
BUS	786	Operations Analysis
DS	852	Managerial Decision Making
BUS	886	Statistics and Operations Management for Executives

University of Nice Sophia Antipolis, Business School

Adjunct Professor, Winter 2012 and 2013 Business Statistics for MBAs

Sabancı University, School of Management

Adjunct Professor, Summer 2010 Introduction to Management

USF, School of Business and Professional Studies

Adjunct Professor, Fall 2009 Quantitative Business Analysis

Monterey Institute of International Studies, Fisher Graduate School of International Business

Adjunct Professor, Spring 2009 Operations Management

Manugistics, Inc. Mountainview CA (formerly Talus Solutions)

Senior Model Analyst, 2000-2002

Developed and implemented mathematical models for forecasting, optimization, price sensitivity, and pricing management.

Caleb Technologies Inc., Austin TX

O.R. Analyst, 1999

Worked on the mathematical modeling phase of the “Crew Scheduling” problem for Northwest Airlines.

PUBLICATIONS

During Period Under Review

Cholette, S., Özlük, O., Özsen, L. and Ungson, R. U. "Exploring Purchasing Preferences: Local and Ecologically Labeled Foods," accepted for publication in the *Journal of Consumer Marketing*, September 2013.

Selçuk B. and Özlük, O. "Optimal Keyword Bidding in Search-Based Advertising with Target Exposure Levels," *European Journal of Operational Research*, 226 (1), pp. 163-172, April 2013.

Cholette, S., Parlar, M. and Özlük, O. "Optimal Keyword Bidding to Allocate Expenditures Across Keywords with Random Ad Positions," *Journal of Optimization Theory and Applications*, 152 (1), pp. 225-244, January 2012.

Catay, B. Özlük, O. and Unluyurt, T. "An Ant Colony Algorithm for the Sequential Testing Problem under Precedence Constraints," *Expert Systems with Applications*, 38 (12), pp. 14945-14951, Dec 2011.

Clark, A., Cholette, S. and Özlük, O. "UCSF Increases Consumer Value through Optimal Vendor Show Scheduling," *Interfaces*, 41(4), pp. 327-337, July 2011.

Özlük, O., Elimam, A. and Interaminense E. "Optimum Service Capacity and Demand Management with Price Incentives," *European Journal of Operational Research*, 204 (2), pp. 316-327, July 2010.

Grossman, T. and Özlük, O. "Spreadsheets Grow Up: Spreadsheet Engineering of Large Financial Planning Models," *EuSpRIG 11th Annual Conference Proceeding*, London, UK, July 2010.

Prior to Period Under Review

Mehrotra, V., Özlük, O. and Saltzman, R. "Intelligent Procedures for Intra-Day Updating of Call Center Agent Schedules," *Production and Operations Management*, 19 (3), pp. 353-367, July 2010.

Grossman, T. and Özlük, O. "A Spreadsheet Scenario Analysis Technique that Integrates with Optimization and Simulation," *INFORMS Transactions on Education*, 10 (1), pp. 18-33, Sep. 2009.

Grossman, T., Özlük, O. and Gustavson, J. "A The Lookup Technique to Replace Nested-If Formulas in Spreadsheet Programming," *EuSpRIG 10th Annual Conference Proceeding*, Paris, France, July 2009.

Grossman, T., Mehrotra, V. and Özlük, O. "Lessons from Mission Critical Spreadsheets," *Communications of the Association for Information Systems (CAIS)*, Volume 20, August 2008.

Özlük, O. and Cholette, S. "Allocating Expenditures across Keywords in Search Advertising," *Journal of Revenue and Pricing Management*, 6 (4), pp. 347-356, July 2007.

Grossman, T. and Özlük, O. "A Paradigm for Spreadsheet Engineering Methodology," *EuSpRIG 5th Annual Conference Proceeding*, Klagenfurt, Austria, July 2004.

Grossman, T. and Özlük, O. "Research Strategy and Scoping Survey on Spreadsheet Practices," *EuSpRIG 4th Annual Conference Proceeding*, Dublin, Ireland, July 2003.

Hartmann, M.E. and Özlük, O. "Facets of the p-cycle Polytope," *Discrete Applied Mathematics*, 112 (1), pp. 147-178, Sep 2001.

Hartmann, M.E. and Özlük, O. "Solving the Traveling Circus Problem by Branch & Cut." *Electronic Notes in Discrete Mathematics*, Vol 3, pp. 72-76, 1999.

OTHER CONTRIBUTIONS

During Period Under Review

Özlük, O., "Spreadsheets Standards: When is it okay to break the rules?" Podcast in f1f9 Financial Modelling Blog (online at <http://www.f1f9academy.com/2012/09/podcast-özgür-özlük-of-the-college-of-business-at-san-francisco-state-university>)

Özlük, O., "Search Engine Advertising: An Overview from a Revenue Management Perspective", in Yeoman, I. and McMahon-Beattie, U. (eds.), *Revenue Management: A Practical Pricing Perspective*, Palgrave Macmillan, London, 2011.

Özlük, O., "Search-based advertising and revenue management", in Yeoman, I. (ed.), *Practical Pricing and Revenue Management: Fundamentals and practical applications*, The Marketing & Management Collection, Henry Stewart Talks Ltd, London (online at <http://www.hstalks.com/?t=MM0932228-Ozluk>), November 2009.

Prior to Period Under Review

United States Patent 7,133,848, "Dynamic Pricing System", November 2006

WORK IN PROGRESS

Selcuk, B. Özlük, O. and Unluyurt, T. "Joint optimization of batching and testing strategies in sequential testing problems", August 2013.

Clark, A., Cholette, S. and Özlük, O. "Enablement Optimization for UC Procurement Department", August 2013.

Collan, M. and Özlük, O. "Simple probabilistic real option valuation based on cash-flow scenarios: probabilistic pay-off method for real option valuation", August 2013.

PRESENTATIONS

During Period Under Review

“Bringing Spreadsheet Reality into the Business Analytics Classroom,” INFORMS Phoenix, October 2012

“Spreadsheet Engineering: Preaching to the Choir,” Guest Lecture, f1f9 Inc., New Delhi, India, May 2012

“Search-Based Advertising: A Framework,” Guest Lecture, Lappeenranta University of Technology, Lappeenranta, Finland, April 2012

“Search-Based Advertising: A Framework,” Brown Bag Seminars, European School of Management and Technology (ESMT), Berlin, Germany, March 2012

“Optimal Keyword Bidding in Search-Based Advertising with Target Click-Through Rates,” ICAOR 2011, Istanbul, Turkey, August 2011

“Optimal Keyword Bidding to Allocate Expenditures Across Keywords: A Stochastic Optimization Analysis,” EURO 2010, Lisbon, Portugal, July 2010

Prior to Period Under Review

“A Framework for Optimizing Bid Prices for Maximal Customer Response to Search Ad,” Rotman School of Business, University of Toronto, Toronto, Canada, November 2007

“A Framework for Optimizing Bid Prices for Maximal Customer Response to Search Ad,” EURO 2008, Prague, Czech Republic, July 2007

“Intra-Day Updating of Call Center Agent Schedules Based on Variable Arrival Rates,” INFORMS Pittsburgh, November 2006

“An Intelligent Intra-Day and Intra-Week Updating Model for Call Center Scheduling,” POMS-CSO Conference, Carmel, July 2006

“An Intelligent Intra-Day and Intra-Week Updating Model for Call Center Scheduling,” INFORMS San Francisco, November 2005

“Critically Important Spreadsheets,” INFORMS San Francisco, November 2005

“Scheduling for Optic-Fiber Financial Networks,” INFORMS San Francisco, November 2005

“Understanding Inventory Management Concepts,” 2 Day Seminar at GAP Inc., January 2005

“A Survey of Spreadsheet Practices,” INFORMS Denver, October 2004

“Spreadsheets: Are you using your Swiss army knife to its fullest,” A. B. Freeman School of Business, Tulane University, October 2004

“Understanding Inventory Management Concepts,” 2 Day Seminar at Banana Republic, August 2004

“An Investigation on Pricing Management,” Euro-INFORMS Istanbul, July 2003

“Pricing for Profit vs. Pricing for Revenue,” INFORMS San Jose, November 2002

“Facets of the p-cycle polytope,” Combinatorial Optimization '98, Brussels, Belgium, April 1998

PROFESSIONAL AFFILIATIONS

Associate Editor for INFORMS Transactions of Education

Member of Institute for Operations Research and the Management Sciences (INFORMS)