

SERDAR SAYMAN

Associate Professor of Marketing

MODELING RETAIL STRATEGIES

EMPIRICAL ANALYSIS OF CONSUMER RESPONSE TO RETAIL STRATEGIES

BEHAVIORAL DECISION MAKING

Ph.D. in Marketing, University of Pennsylvania, 1998;

MBA, Middle East Technical University, 1994;

B.S. in Electrical and Electronics Engineering, Middle East Technical University, 1989.

Professor Sayman teaches marketing models, marketing research, and marketing management. His recent research focuses on (i) modeling of marketing and retailing strategies, especially private labels and loyalty programs, (ii) empirical analysis of consumer response to retailing strategies, and (iii) behavioral decision making, investigating the deviations from predictions of normative models.

SELECTED PUBLICATIONS

An Investigation of Time Inconsistency (with Ayşe Öncüler), *Management Science*, 55 (3) March 2009, p. 470-482.

Store Brands: From Back to the Future (with Jagmohan S. Raju), in *Review of Marketing Research Vol.3*, N.K. Malhotra (ed.), 2007, p. 132-151, M.E. Sharpe Inc.

Effects of Study Design Characteristics on the WTA-WTP Disparity: A Meta Analytical Framework (with Ayşe Öncüler), *Journal of Economic Psychology*, 26(2) April 2005, p. 289-312.

How Category Characteristics Affect the Number of Store Brands Offered by the Retailer: A Model and Empirical Analysis (with Jagmohan S. Raju), *Journal of Retailing*, 80 (4) December 2004, p. 279-287.

Investigating the Cross-Category Effects of Store Brands (with Jagmohan S. Raju), *Review of Industrial Organization*, 24 (2) March 2004, p. 129-141.

Positioning of Store Brands (with Stephen J. Hoch and Jagmohan S. Raju), *Marketing Science*, 21(4) Fall 2002, p. 378-397.

EDITORIAL BOARDS

Editorial Board: *Marketing Science* (April 2005 - December 2008)

Reviewer: *Management Science*, *Marketing Science*, *Journal of Retailing*, *Review of Industrial Organization*, *Journal of Modelling in Management*, *Boğaziçi Journal*, Hong Kong UST Research Council

GRANTS and CONSULTING

Consulting

Technology Service Solutions (IBM & Kodak) - USA, Wawa Stores - USA, Michelin - Turkey

Grants

"Reverse Preference Reversal for Temporal Prospects", KÜMPEM Research Grant, 2004-2005

"Loyalty Programs and Non-Linear Pricing Strategies", TÜBİTAK Research Project Grant,

2007-2008

PROFESSIONAL EXPERIENCE

Academic

2008 - present, Associate Professor of Marketing, Koç University

1998 - 2008, Assistant Professor of Marketing, Koç University

1996 - 1998, Teaching Assistant, University of Pennsylvania

Industry Experience

1993 - 1994, Systems Support Engineer, Turkish Petroleum Co. Inc., Ankara

1990, Assistant Systems Analyst, KalHost, Ankara

HONORS AND AWARDS

Nominated for the INFORMS Frank M. Bass Best Dissertation Paper Award 2004 for the article "Positioning of Store Brands"

Finalist in the INFORMS John D.C. Little Best Paper Award 2002 for the article "Positioning of Store Brands"

Wharton Doctoral Fellowship, 1994 - 1998

Vehbi Koç Foundation Scholarship, 1985 - 1989.

MEMBER

INFORMS

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