

PELİN PEKGÜN

Thomas H. Davis Professor in Business and Professor of Analytics
Wake Forest University School of Business

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RESEARCH INTERESTS

Applications of operations research and management science in

- pricing and revenue management
- supply chain management
- marketing/operations interface
- humanitarian and non-profit operations
- behavioral operations management

EDUCATIONAL BACKGROUND

- | | |
|-------------|--|
| 2002 - 2007 | Ph.D. in Industrial Engineering, Georgia Institute of Technology , Atlanta, GA
<i>Concentration: Supply Chain Management and Logistics</i> |
| 2005 | M.S. in Industrial Engineering, Georgia Institute of Technology , Atlanta, GA
<i>Concentration: Supply Chain Management and Logistics</i> |
| 2000 - 2001 | M.S. in Industrial Engineering, Bogazici University , Istanbul, TURKIYE
<i>Concentration: Supply Chain Management</i> |
| 1997 - 2000 | Certificate in Vocal Studies, Istanbul University , Istanbul, TURKIYE
<i>Part-time Vocal Section of the Opera Department in the State Conservatory</i> |
| 1996 - 2000 | B.S. in Industrial Engineering, Bogazici University , Istanbul, TURKIYE |

WORK EXPERIENCE

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|--------------|---|
| 7/24-present | Wake Forest University, School of Business
<i>Thomas H. Davis Professor in Business</i> |
| 1/24-present | Wake Forest University, School of Business
<i>Professor of Analytics</i> |
| 12/20-12/23 | University of South Carolina, Darla Moore School of Business
<i>Faculty Director, Master of Science in Business Analytics Program</i> |
| 8/18-12/23 | University of South Carolina, Darla Moore School of Business
<i>Associate Professor of Management Science</i> |
| 8/12-8/18 | University of South Carolina, Darla Moore School of Business
<i>Assistant Professor of Management Science</i> |

8/11-8/12	Georgia Institute of Technology, H. Milton Stewart School of Industrial and Systems Engineering (ISyE) <i>Visiting Assistant Professor</i>
9/06-7/11	JDA Software Group, Inc., Marietta, GA, Information Technology and Services Industry, Pricing and Revenue Management Group <i>Manager, Analytical Services</i> 10/09-7/11 <i>Solution Architect, Operations Research</i> 2/09-9/09 <i>Senior Consultant, Operations Research</i> 4/07-1/09 <i>Intermediate Consultant, Operations Research</i> 9/06-3/07
5/05-8/06	Manugistics, Inc., Atlanta, GA, Information Technology and Services Industry <i>Intern, Revenue Management Group</i>
1/05-5/05	School of Industrial & Systems Engineering, Georgia Institute of Technology <i>Instructor - Engineering Optimization</i>
1/02-12/04	School of Industrial & Systems Engineering, Georgia Institute of Technology <i>Graduate Research/Teaching Assistant</i>
9/00-12/01	Industrial Engineering Department, Bogazici University, Istanbul, TURKIYE <i>Graduate Teaching Assistant & Public Relations Representative</i>
08/99	Tekfen Holding, Istanbul, TURKIYE, Agricultural Industry <i>Summer Intern, IT Department</i>
07/99	ABB Electrical Company, Istanbul, TURKIYE, Electrics & Electronics Industry <i>Summer Intern, Automation Department</i>
07/98	Arthur Andersen Consulting, Istanbul, TURKIYE, Management Consulting <i>Summer Intern, Human Resources Department</i>

RESEARCH

Published or Forthcoming Papers in Refereed Journals

- S. Cho, M. Ferguson, J. Im and **P. Pekgün** (2024), "Robust Demand Estimation with Customer Choice-Based Models for Sales Transaction Data", *Production and Operations Management*, 33(9), 1801-1820.
- L. Sharma, **P. Pekgün**, O. Öztürk and S. Ahire (2024), "When do part-time workers increase effectiveness? A study of food banks and the SNAP program outreach", *Journal of Operations Management*, 70(4), 654-673.
- S. Cho, **P. Pekgün**, R. Janakiraman and J. Wang (2024), "The Competitive Effects of Online Reviews on Hotel Demand", *Journal of Marketing*, 88(2), 40-60.
 - **2019 INFORMS Social Media Section Best Student Paper Award Third Place Winner**
 - **2019 INFORMS Service Science Best Paper Award Finalist**
 - Featured on The JM Buzz by Journal of Marketing on Spotify, "[Hotels Should Pay Attention to Their Competitors' Reviews Too](#)"
 - Featured on Scholarly Insights series by Journal of Marketing, "[A Secret for Boosting Hotel Bookings: Analyze Online User Reviews for Both Your Hotel and Your Competitors](#)"

- S. Cho, M. Ferguson, **P. Pekkün** and A. Vakhutinsky (2023), “Estimating Personalized Demand with Unobserved No-purchases using a Mixture Model: An Application in the Hotel Industry”, *Manufacturing and Service Operations Management*, 25(4), 1245-1262.
 - **2020/21 M&SOM Practice-Based Research Competition Finalist**
 - Featured with a [press release](#) on INFORMS website
- D. Kim, P. Keskinocak, **P. Pekkün** and İ. Yıldırım (2022), “The Balancing Role of Distribution Speed against Varying Efficacy Levels of COVID-19 Vaccines under Variants”, *Scientific Reports*, 12:7493 (open access).
- Ö. Yılmaz, M. Ferguson, **P. Pekkün** and G. Shang (2022), “Strategic Behavior for Hotel Standby Upgrade Programs: Empirical Evidence and Pricing Implications”, *Journal of Operations Management*, 68, 675-701.
- D. Kim, **P. Pekkün**, İ. Yıldırım and P. Keskinocak (2021), “Resource Allocation for Two Types of Vaccines against COVID-19: Tradeoffs and Synergies between Efficacy and Reach”, *Vaccine*, 39(47), 6876-6882.
- **P. Pekkün**, M. Park, P. Keskinocak and M. Janakiram (2019), “Does Forecast-Accuracy Based Allocation Induce Customers to Share Truthful Order Forecasts?”, *Production and Operations Management*, 28(10), 2500-2513.
- S. L. Ahire and **P. Pekkün** (2018), “Harvest Hope Food Bank Optimizes its Promotional Strategy to Raise Donations using Integer Programming”, *INFORMS Journal on Applied Analytics (Interfaces)*, 48(4), 291-306.
 - **Selected as Featured/Lead Article in July–August 2018 issue**
 - Featured in Moore School News in November 2018; [“Moore School faculty members publish research to benefit food banks”](#)
- **P. Pekkün**, M. Galbreth and B. Ghosh (2018), “How Perceptions of User Reviews Impact Competition under Partial Consumer Awareness”, *Decision Sciences*, 49(2), 250-274.
 - Featured in Moore School News in February/March 2018; [“Your Voice Matters: The Impact of User Reviews”](#)
- Ö. Yılmaz, **P. Pekkün** and M. Ferguson (2017), “Would You Like to Upgrade to a Premium Room? Evaluating the Benefit of Offering Standby Upgrades”, *Manufacturing and Service Operations Management*, 19(1), 1-18.
 - **Selected as Featured/Lead Article in Winter 2017 issue**
 - Featured with a [press release](#) on INFORMS website, in M&SOM [review](#), and on social media by the Editor-in-Chief, Christopher Tang
- G. Shang, **P. Pekkün**, M. Ferguson and M. Galbreth (2017), “How Much Do Online Consumers Really Value Free Product Returns?”, *Journal of Operations Management*, 53-56, 45-62.
 - **Journal of Operations Management - Jack Meredith Best Paper Award Finalist, 2018**
- **P. Pekkün**, P. M. Griffin and P. Keskinocak (2017), “Centralized vs. Decentralized Competition for Price and Lead-time Sensitive Demand”, *Decision Sciences*, 48(6), 1198-1227.
- **P. Pekkün**, B. Garner and E. Uyar (2014), “Applying Pricing and Revenue Management in the Golf Industry: Key Challenges”, *Journal of Revenue & Pricing Management*, 13, 470-482.

- **P. Pekkün**, R. P. Menich, S. Acharya, P. G. Finch, F. Deschamps, K. Mallery, J. van Sistine, K. Christianson, J. Fuller (2013), “Carlson Hotels Maximizes Revenue through Improved Demand Management and Price Optimization”, *INFORMS Journal on Applied Analytics*, 43(1), 21-36.
 - **2012 INFORMS Franz Edelman Award Finalist**
 - **2013 INFORMS Revenue Management and Pricing Section Practice Prize Finalist**
- **P. Pekkün**, P. M. Griffin and P. Keskinocak (2008), “Coordination of marketing and production for price and lead-time decisions”, *IIE Transactions*, 40 (1), 12-30
 - **IIE Transactions Best Paper Award in Scheduling and Logistics, 2009**
 - The third most downloaded (from informaworld) IIE Transactions article in 2009; the first two most downloaded were both review articles.
 - Featured in the January 2008 issue of the Industrial Engineer magazine; “Fast Delivery or a Lower Price?”
- Ü. Bilge, F. Kırac, M. Kurtulan and **P. Pekkün** (2004), “A tabu search algorithm for parallel machine total tardiness problem”, *Computers & Operations Research*, 31, 397-414.

Working Papers

i. Papers in Review Process

- F. Zou, L. Sharma, **P. Pekkün** and S. Ahire, “Reducing Food Waste in U.S. Food Banks: The Role of Distribution Strategies”, *invited for second revision*.
- S. Mumbower and **P. Pekkün**, “Price Endogeneity in Demand Models for Revenue Management: Linear Demand and Discrete Choice”, *under review*.
- Y. Han, L. Sharma and **P. Pekkün**, “Enhancing Fundraising Productivity through Strategic Staffing and Revenue Diversification Decisions: Evidence from Food Banks”, *invited for revision*.
- Y. Han, L. Sharma, **P. Pekkün**, O. Perdikaki, “Achieving Resilience with Redundancy in Food Bank Operations”, *under revision for resubmission*.
 - **2023 DSI Annual Conference Doctoral Research Showcase Award Winner**
- O. Öztürk, **P. Pekkün** and K. Ruffini, “Free School Meals and Demand for Community Food Resources”, *invited for revision*.
- M. Park, **P. Pekkün**, M. Malhotra and S. Venkataraman, “Investigating Buyers' Ordering Behavior under Uniform Allocation in a Two-Stage Supply Chain”, *under revision for resubmission*.

ii. Papers in Progress

- S. Cho, **P. Pekkün** and M. Galbreth, “The Effects of Social Learning on Product Assortment and Pricing Strategy”, *Working Paper*.
- Ö. Yılmaz, M. Ferguson, **P. Pekkün** and G. Shang, “Team-specific ticket options: A safety play for fans”, *Working Paper*.
- S. Mumbower, **P. Pekkün**, Y. Peng and S. Cho, “Empirically Estimating Unobserved Mix of Airline Customer's Trip Purposes”, *Working Paper*.
- **P. Pekkün**, P. M. Griffin and P. Keskinocak, “Estimating Price Elasticities in the Travel Industry under Revenue Management Controls”, *Working Paper*.

Review Articles and Book Chapters

- M. Çelik, Ö. Ergun, B. Johnson, P. Keskinocak, Á. Lorca, **P. Pekkün** and J. Swann (2012), “Humanitarian Logistics”, in *TutORials in Operations Research* (J. C. Smith Ed.), Chapter 2, pp. 18-49.
- **P. Pekkün** (2012), “Book Review: Revenue Management for Manufacturing Companies”, *Journal of Revenue & Pricing Management* 11(3), pp. 350-351.
- **P. Pekkün** (2011), “Pricing and Lead-Time Decisions”, in *Wiley Encyclopedia of Operations Research and Management Science*.

Other Publications

- D. Wani, M. Galbreth and **P. Pekkün** (2013), “Investigating the Key Factors on the Time to Fund Patients in an Online Crowd-funding Platform”, *Project Report*, University of South Carolina, Columbia, SC.
- B. Kotrba and **P. Pekkün** (2012), “The Data-Driven Competitor Strategy”, *JDA Real Results Magazine*, 7(1), 64-66.
- **P. Pekkün** (2007), “An Analysis of Pricing and Leadtime Policies within the Marketing/Operations Interface”, *Ph.D. Thesis*, Georgia Institute of Technology, Atlanta, GA
- **P. Pekkün** (2001), “Analysis of coordination perspectives in a two-stage supply chain system”, *M.S. Thesis*, Bogazici University, Istanbul, TURKIYE.
- B. Vurgun and **P. Pekkün** (1999), “Buhar Kazanları Kontrol ve Kumanda Stratejileri-1.Bölüm”, *Otomasyon* 88, Ekim, 68-71.
- B. Vurgun and **P. Pekkün** (1999), “Kazan Verimliliğinin Geliştirilmesi-2/3.Bölüm”, *Otomasyon* 88, Kasım/Aralık, 116-121/46-49.

TEACHING

Courses Taught

*School of Business, Wake Forest University, Winston Salem, NC**

- **Graduate Classes**

BAN 6057: Process and Supply Chain Analytics (MSBA Class)

Spring 2024 (3.11/5.0; 64/129 responses) *co-taught over three sections

*Moore School of Business, University of South Carolina, Columbia, SC**

- **Graduate Classes**

MGSC 776: Supply Chain Modeling (MBA & MSBA Elective/Hybrid Class)

Spring II 2023 (4.65/5.0; 24/39 responses)

Spring II 2022 (4.36/5.0; 21/41 responses)

Spring II 2021 (4.67/5.0; 14/29 responses)

Spring 2017 (4.82/5.0; 10/14 responses)

Spring 2016 (4.45/5.0; 15/22 responses)

Spring 2015 (4.58/5.0; 9/15 responses)

Spring 2014 (4.52/5.0; 14/34 responses)

Spring 2013 (4.26/5.0; 20/23 responses)

MGSC 778: Revenue Management (MBA & MSBA Elective/Hybrid Class)

Spring I 2023 (4.38/5.0; 26/50 responses)
Spring I 2022 (4.67/5.0; 24/62 responses)
Spring I 2021 (4.73/5.0; 23/53 responses)
Spring I 2020 (4.41/5.0; 33/59 responses)
Spring I 2019 (4.30/5.0; 27/46 responses)

MGSC 894: Advanced Topics in Management Science (PhD Seminar)

Spring 2020: Applied Game Theory with Supply Chain and Revenue Management Applications

- **Undergraduate Classes**

MGSC 491 – Supply Chain Management (Undergraduate Elective)

Spring 2019 (4.80/5.0; 28/73 responses**)
Spring 2018 (4.68/5.0; 73/149 responses***)
Spring 2017 (4.77/5.0; 50/101 responses**)
Spring 2016 (4.62/5.0; 59/112 responses**; Recipient of “Thank a Prof” certificate)
Spring 2015 (4.52/5.0; 62/101 responses**)
Spring 2014 (4.45/5.0; 20/43 responses)
Fall 2013 (4.65/5.0; 42/84 responses**)
Spring 2013 (4.68/5.0; 36/53 responses)
Fall 2012 (4.57/5.0; 26/40 responses)

** Overall instructor performance ratings in course evaluation surveys*

***The average ratings over two sections.*

****The average ratings over three sections.*

IBUS490 – Special Study in International Business

2016-2019, 2022-2023: Program director/co-director for the Maymester study-abroad course “Business in Germany”; class of 20. This undergraduate course focuses on the conduct of business in Germany and provides students with contextual & factual knowledge to understand the institutional and competitive environment faced by German firms.

MGSC497/897 – Operations and Supply Chain Capstone Consulting Project

Fall 2018-Spring 2022: Lead mentor/faculty advisor of MBA and undergraduate projects for UPS global freight forwarding on salesforce coverage optimization, predictive customer lifetime value modeling, identification of key factors that impact customer churn, and analysis and improvement of customer support tools and processes.

Fall 2017: Co-mentor of undergraduate project for Carolinas Healthcare System on optimizing delivery routes from the distribution center to their network of care facilities.

- **Graduate Classes**

- ISyE 6230 – Economic Decision Analysis (Spring 2012)

- Core course in the Economic Decision Analysis and Supply Chain Engineering graduate (M.S./Ph.D.) program tracks (also videotaped for distance learning)
 - Overall effectiveness rated: 4.12/5.0 (36/57 responses in in-class section), 4.75/5.0 (3/6 responses in distance learning section). Recipient of “Thank a Teacher” certificate.

- ISyE 8901 – Special Problems in OR (Fall 2011/Spring 2012)

- Directed independent study of two Ph.D. students on experimental data analysis and technical software development for investigating strategic behavior of buyers for ordering and forecasting in supply chains through an interactive simulation game.

- **Undergraduate Classes**

- ISyE 4106 - Senior Design (Fall 2011)

- Advised four senior design teams consisting of 7-8 students per team on supply chain/logistics industry projects. The Caterpillar team selected as a **Finalist out of 17** senior design teams in the Fall 2011 ISyE Senior Design Competition.
 - Overall effectiveness as a senior design project advisor rated 4.9/5.0 in the course evaluation surveys over 29 students (“Considering everything, your project advisor was effective.” with 5.0 corresponding to “Strongly Agree”).

- ISyE 4231 – Engineering Optimization (Spring 2005; 4.2/5.0 , 48 students)

- Selected as the sole nominee from ISyE for the CETL Outstanding Teaching Assistant Award.

Curriculum Development

MGSC 491/776 - Supply Chain Management/Modeling:

This course develops an understanding of the issues, principles, tools and decision processes involved in designing and effectively managing a supply chain. A supply chain consists of all players that are involved in satisfying a customer’s request; suppliers, manufacturers, distributors, retailers and even customers. The activities in a supply chain range from tactical decisions such as demand forecasting, inventory management and transportation to strategic decisions such as network design & planning. Completely redesigned the course using a combination of lectures, case discussions and simulation games to provide a better understanding of modeling supply chain issues as well as develop analytical modeling skills.

Guest Lectures

- “Revenue Management Applications in the Hotel Industry”
IE 468 (undergraduate class), Pricing and Revenue Optimization, Bilkent University, Istanbul, Turkiye, 29 December 2021 (invited by Dr. Alper Şen)

- “Choice Modeling vs. Price Optimization for Revenue Management”
MGSC 894, Doctoral Seminar, Advanced Topics in Management Science, University of South Carolina, Columbia, SC, 4 November 2016 (invited by Dr. Mark Ferguson)
- “Operations Management Applications in Healthcare and Humanitarian Logistics”
HSPM 800, Doctoral Seminar, Arnold School of Public Health, University of South Carolina, Columbia, SC, 1 December 2015 (invited by Dr. Jan Probst)
- “Introduction to Behavioral Operations Management”
MGSC 894, Doctoral Seminar, Advanced Topics in Management Science, University of South Carolina, Columbia, SC, 11 April 2014 (invited by Dr. Carrie Queenan)
- “Maximizing Revenue through Improved Demand Management and Price Optimization”
MGSC 778 (MBA class), Revenue Management, University of South Carolina, Columbia, SC, 26 February 2013 (invited by Dr. Mark Ferguson)
- “Price Sensitive Forecasting & Optimization for Revenue Management”
MGT 4803 (undergraduate class), MGT 6401 (MBA class), Supply Chain Modeling, Georgia Institute of Technology, Atlanta, GA, 29 September 2011 (invited by Dr. Atalay Atasu)
- “The Next Frontier in Revenue Management – Price Sensitive Forecasting and Optimization”
MGT 6400 (MBA class), Pricing Analytics and Revenue Management, Georgia Institute of Technology, Atlanta, GA, 15 April 2010 (invited by Dr. Mark Ferguson)
- “An Empirical Study for Estimating Price Elasticities in the Travel Industry”
MGT 6362 (MBA class), Supply Chain Modeling and Revenue Management, Georgia Institute of Technology, Atlanta, GA, 24 January 2008 (invited by Dr. Mark Ferguson)
- “Game Theory and Contracting Analysis for Price and Lead-time Optimization”
ISyE 6230 (graduate class), Economic Decision Analysis, Georgia Institute of Technology, Atlanta, GA, 4 March 2010/20 February 2007 (invited by Dr. Julie Swann)

Executive Teaching

- “Forecasting” (MGSC 778)
Part of 4-week Advanced Business Analytics Certification (ABAC) program for the U.S. Army, Summer 2017, Summer 2019, Spring 2020 (online), Spring 2021 (online), Spring 2022, Summer 2022 (online), Spring 2023.
- “Pricing and Revenue Management”
Breakfast & Learn Series by Georgia Tech Panama Logistics Innovation and Research Center and Panama Canal Authority, Panama City, Panama, April 10, 2012
- “Gaming in the Supply Chain” (with Pinar Keskinocak)
Supply Chain and Logistics Institute (SCL) short course on Inventory Planning and Management, February 28 - March 1, 2012.
- “The Next Frontier in Revenue Management – Price Sensitive Forecasting and Optimization”
Executive MBA Class visiting from ICN Business School (France), Georgia Institute of Technology, Atlanta, GA, 16 June 2011 (invited by program director Dr. Stanislas D'eyrames; extended lecture included introduction to core concepts in revenue management)

Workshops

- “Leveraging Generative AI in Advancing Research and Streamlining Teaching Administration”
Peer-to-Peer AI seminar organizer/facilitator, sponsored by the Center for Advancement of Teaching, focusing on the fundamental concepts and capabilities of Gen AI and its potential applications in research and teaching, providing participants hands-on experience with a diverse set of AI tools to enhance research and teaching productivity, and fostering discussion on ethical use of AI in research and teaching (18 faculty participants), October 4 & 11, 2024.

Student Advising

Ph.D. Dissertation Chair/Co-chair

- Yingru (Ruby) Han, University of South Carolina, 2020-present (co-chair with Dr. Luv Sharma)
- Sanghoon Cho, University of South Carolina, 2017-2022 (co-chair with Dr. Mark Ferguson)
 - *Academic placement:* Texas Christian University, Neeley School of Business, Assistant Professor of Business Analytics
 - **2023 DSI Annual Conference Elwood S. Buffa Doctoral Dissertation Award Winner**
- Övünç Yılmaz, University of South Carolina, 2013-2017 (co-chair with Dr. Mark Ferguson)
 - *Academic placement:* University of Notre Dame, Mendoza College of Business, Assistant Professor of Information Technology, Analytics, and Operations
 - *Current position:* University of Colorado Boulder, Leeds School of Business, Assistant Professor of Operations
- Minseok Park, University of South Carolina, 2012-2017 (co-chair with Dr. Manoj Malhotra)
 - *Academic placement:* Salisbury University, Perdue School of Business, Assistant Professor of Information Systems & Decision Sciences
 - *Current position:* Salisbury University, Perdue School of Business, Associate Professor of Information Systems & Decision Sciences

Ph.D. Dissertation Committee Member

- Daniel Kim, H. Milton Stewart School of Industrial and Systems Engineering, Georgia Tech, 2024. (outside member)
- Aditya Balaram, Moore School of Business, University of South Carolina, 2023.
- Zaid Alibadi, Department of Computer Science and Engineering, University of South Carolina, 2019-2020. (outside member)
- Mohammad Torkjazi, Department of Civil and Environmental Engineering, University of South Carolina, 2019-2020. (outside member)
- Md Majbah Uddin, Department of Civil and Environmental Engineering, University of South Carolina, 2018-2019. (outside member)
- Samaneh Shiri, Department of Civil and Environmental Engineering, University of South Carolina, 2017-2018. (outside member)
- Fateme Fotuhiardakani, Department of Civil and Environmental Engineering, University of South Carolina, 2015-2017. (outside member)
- Hilmi Atahan Atadil, The College of Hospitality, Retail and Sport Management, University of South Carolina, 2015-2016. (outside member)
- Guangzhi Shang, Moore School of Business, University of South Carolina, 2014.

- Narges Kaveshgar, Department of Civil and Environmental Engineering, University of South Carolina, 2014. (outside member)
- Mariana Nicolae, Moore School of Business, University of South Carolina, 2013.

Ph.D. Student Independent Study

- Haibo Zhu, University of South Carolina, 2023-present (co-advised with Necati Tereyagoglu).
- Daniel Kim, Georgia Institute of Technology, 2019-2021 (co-advised with Pinar Keskinocak).
- Fan Zou, University of South Carolina, 2017-2020.
- Can Özüretmen, Georgia Institute of Technology, 2011-2012.
- Michael Roytman, Georgia Institute of Technology, 2011-2012.

Undergraduate Student Advising

- Jessica Schneider, Honors Thesis, University of South Carolina, Spring 2019 (Second Reader of Thesis).
- Yingru Han, Honors Thesis, University of South Carolina, Spring 2018 (Director of Thesis).
- Taylor S. Clarke, Honors Thesis, University of South Carolina, Spring 2018 (Second Reader of Thesis).
- Abigail Hardee, Honors Thesis, University of South Carolina, Spring 2017 (Director of Thesis).
- Jack Bowling, Magellan Scholar Mentor, 2016-2017.
- Abigail Hardee, Honors College Funded Research Advisor, 2015-2016.
- Katherine Dail, Honors Thesis, University of South Carolina, Spring 2014 (Director of Thesis).
- Richard Andrew Hesse, Honors Thesis, University of South Carolina, Spring 2015 (Second Reader of Thesis).

PRESENTATIONS

Invited Research Talks

- Doing Good with OM/OR Workshop, NC State University, Raleigh, NC, November 22, 2024.
- Workshop on Food Waste Reduction, Technical University of Munich (TUM), Straubing, Germany, September 23-24, 2024.
- University of Hyderabad, School of Management Studies, PhD Talk Series, Virtual Seminar, September 15, 2023.
- Wake Forest University, School of Business, Winston-Salem, NC, April 4, 2023
- Bogazici University, Industrial Engineering Department, Istanbul, Turkiye, Virtual Seminar, December 24, 2021
- Sabanci University, Industrial Engineering Department, Istanbul, Turkiye, Virtual Seminar, December 22, 2021
- Bilkent University, Industrial Engineering Department, Ankara, Turkiye, Virtual Seminar, December 17, 2021
- Baruch College, The City University of New York, Zicklin School of Business, OMEGA Series Virtual Seminar, March 12, 2021
- Oracle Hospitality Customer Advisory Board Meeting, San Diego, CA, January 27, 2020
- University of South Carolina, Moore School of Business, Columbia, SC, November 8, 2019 (Management Science Department Seminar Series)
- Koc University, College of Administrative Sciences and Economics, Istanbul, Turkiye, May 31, 2019
- Oracle Labs, ERO Tech Talk Series, Web Conference, January 9, 2019
- IBM Research, Yorktown Heights, NY, June 12, 2018
- University of Texas at Dallas, Naveen Jindal School of Management, Dallas, TX, October 9, 2017
- Bogazici University, Industrial Engineering Department, Istanbul, Turkiye, June 2, 2017

- University of Mannheim Business School, Mannheim, Germany, May 22, 2017
- Georgia Tech, Scheller College of Business, Atlanta, GA, March 10, 2017
- University of South Carolina, Moore School of Business, Columbia, SC, April 4, 2014 (Management Science Department Seminar Series)
- Oracle Science Journal Club, Web Conference, October 31, 2013
- University of South Carolina, Department of Civil & Environmental Engineering, Columbia, SC, April 17, 2013
- University of South Carolina, Moore School of Business, Columbia, SC, January 23, 2012
- MIT, Sloan School of Management, Boston, MA, January 13, 2012
- Dartmouth College, Tuck School of Business, Hanover, NH, January 4, 2012

Conference Presentations (excluding student and co-author presentations)

- Y. Han, L. Sharma, P. Pekgün and Olga Perdikaki, “Achieving Resilience with Redundancy in Food Bank Operations”
 - INFORMS Annual Meeting, Seattle, WA, October 22, 2024 (Sponsored session)
 - POMS International Conference, Istanbul, Turkiye, June 25, 2024 (Contributed session)
- S. Cho, P. Pekgün, R. Janakiraman and J. Wang, “The Relative Effects of Online Reviews on Hotel Demand: The Role of Competition”
 - INFORMS Annual Meeting, Indianapolis, IN, October 17, 2022 (Sponsored session)
- Ö. Yılmaz, P. Pekgün, M. Ferguson and G. Shang, “Strategic Behavior for Hotel Standby Upgrade Programs: Empirical Evidence and Pricing Implications”
 - EC-22 Revenue Management Workshop, Boulder, CO, July 15, 2022 (Invited session)
- F. Zou, L. Sharma, P. Pekgün and S. Ahire, “An Empirical Study of Food Waste in U.S. Food Banks”
 - POMS Annual Conference (virtual), April 22, 2022 (Invited session)
 - DSI Annual Conference (virtual), November 20, 2021 (Invited session)
- S. Cho, M. Ferguson, P. Pekgün and A. Vakhutinsky, “Estimating Personalized Demand with Unobserved No-purchases using a Mixture Model: An Application in the Hotel Industry”
 - M&SOM Practice-Based Research Competition (virtual), June 7, 2021 (Finalist presentation)
- S. Cho, P. Pekgün and M. Galbreth, “The Effects of Social Learning on Product Assortment and Pricing Strategy”
 - INFORMS Annual Meeting, Seattle, WA, October 21, 2019 (Sponsored Session)
- S. Cho, P. Pekgün, R. Janakiraman and J. Wang, “The Effect of User Generated Content on Hotel Demand Under A Competitive Framework”
 - INFORMS Annual Meeting, Phoenix, AZ, November 7, 2018 (Sponsored Session)
- Ö. Yılmaz, P. Pekgün, M. Ferguson and G. Shang, “Empirically Investigating Strategic Behavior for Hotel Standby Upgrades”
 - INFORMS Revenue Management and Pricing Section Conference, Toronto, Canada, June 22, 2018 (Abstract reviewed)
- G. Shang, P. Pekgün, M. Ferguson and M. Galbreth, “How much do online consumers really value free product returns? Evidence from eBay”
 - POMS Annual Conference, Houston, TX, May 5, 2018 (Invited Session)
- P. Pekgün, M. Galbreth and B. Ghosh, “How Unequal Perceptions of User Reviews Impact Price Competition”
 - POMS Annual Conference, Seattle, WA, May 6, 2017 (Invited Session)
 - INFORMS Annual Meeting, Nashville, TN, November 15, 2016 (Sponsored Session)
 - POMS Annual Conference, Orlando, FL, May 7, 2016 (Invited Session)
- Ö. Yılmaz, P. Pekgün, M. Ferguson and G. Shang, “An Analytical and Empirical Look at Hotel Standby Upgrades”
 - INFORMS Annual Meeting, Houston, TX, October 22, 2017 (Sponsored Session)
 - MSOM Conference, Chapel Hill, NC, June 21, 2017 (Abstract reviewed)
 - POMS Annual Conference, Seattle, WA, May 5, 2017 (Invited Session)

- P. Pekgün, M. Park and P. Keskinocak, “Does a Forecast-Accuracy Based Allocation Scheme Induce Customers to Share Truthful Forecasts?”
 - POMS Annual Conference, Orlando, FL, May 6, 2016 (Invited Session)
 - Behavioral Operations Conference, Ithaca, NY, June 25, 2015 (Abstract reviewed)
 - POMS Annual Conference, Washington, DC, May 9, 2015 (Invited Speaker)
- P. Pekgün, P. Griffin and P. Keskinocak “Estimating Price Elasticities in the Travel Industry under Revenue Management Controls”
 - POMS Annual Conference, Washington, DC, May 8, 2015 (Invited Speaker)
- P. Pekgün, M. Ferguson “Choice Modeling vs. Price Optimization for Revenue Management”
 - INFORMS Revenue Management and Pricing Section Conference, Istanbul, Turkiye, June 6, 2014 (Abstract reviewed)
 - POMS Annual Conference, Atlanta, GA, May 9, 2014 (Invited Speaker)
 - INFORMS Annual Meeting, Minneapolis, MN, October 6, 2013 (Invited Session)
- P. Pekgün, P. Keskinocak, M. Janakiram, T. Maku “Investigating Strategic Customer Behavior through an Interactive Supply Chain Game”
 - International Institute of Industrial Engineers (IIE) Conference, Istanbul, Turkiye, June 26, 2013 (Abstract reviewed)
 - POMS Annual Conference, Denver, CO, May 4, 2013 (Invited Speaker)
 - INFORMS Conference on Business Analytics & Operations Research, San Antonio, TX, April 8, 2013 (Oral Presenter)
 - Behavioral Operations Conference, Young Scholars’ Workshop, Washington, DC, June 9, 2012
 - INFORMS Annual Meeting, Phoenix, AZ, October 14-17, 2012 (Invited Session)
- P. Pekgün, B. Garner, E. Uyar “Applying Revenue Management and Pricing in Golf Industry: Key Challenges”
 - INFORMS Revenue Management and Pricing Section Conference, Atlanta, GA, June 7, 2013 (Abstract reviewed)
- P. Pekgün, S. Acharya, K. Mallery, J. van Sistine, K. Christianson, J. Fuller “Carlson Hotels Maximizes Revenue through Improved Demand Management and Price Optimization”
 - INFORMS Revenue Management and Pricing Section Practice Prize Competition, Atlanta, GA, June 6, 2013 (Finalist)
- P. Pekgün, R. P. Menich, “Luxury Yacht Rentals – Forecasting and Price Optimization”
 - POMS Annual Conference, Denver, CO, May 4, 2013 (Invited Speaker)
 - INFORMS Annual Meeting, Phoenix, AZ, October 14-17, 2012 (Invited Session)
- P. Pekgün, R. P. Menich, S. Acharya, P. G. Finch, F. Deschamps, K. Mallery, J. van Sistine, K. Christianson, J. Fuller “Carlson Hotels Maximizes Revenue through Improved Demand Management and Price Optimization”
 - INFORMS Franz Edelman Award Competition, Huntington Beach, CA, April 16, 2012 (Finalist)
 - INFORMS Annual Meeting, Phoenix, AZ, October 14-17, 2012 (Reprise Session)
- P. Pekgün, P. Keskinocak, S. Xia “Competition for Demand via Price and Service Offerings”
 - POMS Annual Conference, Chicago, IL, April 20, 2012 (Invited Speaker)
- P. Pekgün, “Early Years in Industry Career” session
 - INFORMS Practitioner Colloquium, Charlotte, NC, November 12, 2011 (Invited Speaker)
- P. Pekgün, “Investigating Strategic Customer Behavior through an Interactive Game”
 - Revenue Management & Price Optimization Conference, Georgia Institute of Technology, Atlanta, GA, October 7, 2011
- P. Pekgün, “Why Knowing Your Competitors is Key to Your Pricing Strategy”
 - JDA FOCUS 2011 Annual Global Conference, Orlando, FL, May 2, 2011
 - JDA Pricing and Revenue Management Conference, London UK, March 24, 2011
- P. Pekgün, “So, who are your true competitors?”
 - INFORMS Revenue Management and Pricing Section Conference, Ithaca, NY, June 16-18, 2010 (Abstract reviewed)

- P. Pekgün, “Communication Skills”, “Career Paths” sessions
 - INFORMS Practitioner Colloquium, Austin, TX, November 06, 2010 (Colloquium Chair)
 - INFORMS Practitioner Colloquium, San Diego, CA, October 10, 2009 (Invited Speaker)
- P. Pekgün, P. Griffin and P. Keskinocak “Decentralizing Price and Lead-time Decisions under Competition”
 - INFORMS Annual Meeting, San Diego, CA, October 11-14, 2009 (Invited Session)
- P. Pekgün, “Network Price Optimization for Passenger Travel and Hospitality Industries”
 - INFORMS Annual Meeting, San Diego, CA, October 11-14, 2009 (Invited Session)
- P. Pekgün, “The Next Frontier in Price Sensitive Revenue Management: Network Price Optimization”
 - INFORMS Revenue Management and Pricing Section Conference, Evanston, IL, June 22-23, 2009 (Abstract reviewed)
- P. Pekgün, “Latest Innovations in Pricing Optimization”
 - JDA Revenue Management and Pricing Conference, London UK, April 1, 2009
- P. Pekgün, “So, you’ve landed your dream job, now what”
 - INFORMS Practitioner Colloquium, Washington, DC, October 11, 2008 (Invited Speaker)
- P. Pekgün, “An Analysis of Pricing and Leadtime Policies within the Marketing/Operations Interface”
 - INFORMS Annual Meeting, Washington, DC, October 12-15, 2008 (Invited Session – Dantzig Dissertation Award Finalist)
- P. Pekgün, P. Griffin and P. Keskinocak “An Empirical Study for Estimating Price Elasticities in the Travel Industry”
 - INFORMS Annual Meeting, Seattle, WA, November 4-7, 2007 (Invited Session)
- P. Pekgün, P. Griffin and P. Keskinocak “Centralized vs. decentralized decision making under competition for price and lead-time sensitive demand”
 - INFORMS Annual Meeting, Pittsburgh, PA, November 5-8, 2006 (Invited Session)
 - Manufacturing and Service Operations Management (MSOM) Conference, Atlanta, GA, June 19-20, 2006. (Abstract reviewed)
- P. Pekgün, P. Griffin and P. Keskinocak “Coordination of marketing and production for price and lead-time decisions”
 - INFORMS Annual Meeting, San Francisco, CA, November 13-16, 2005 (Interactive Sessions – Poster Presentation)
 - Manufacturing and Service Operations Management (MSOM) Conference, Evanston, IL, June 27-28, 2005. (Abstract reviewed)
 - INFORMS Marketing Science Conference, Atlanta, GA, June 16-18, 2005.
 - Institute of Industrial Engineers (IIE) Annual Conference, Atlanta, GA, May 14-18 2005.
 - INFORMS Annual Meeting, Denver, CO, October 24-27, 2004 (Invited Session).

Other Invited Talks/Panels

- INFORMS Annual Meeting, Seattle, WA, October 19, 2024 (“Research Pathways Panel” at INFORMS Minority Issues Forum (MIF) Undergraduate Student Workshop)
- DSI Annual Conference, Atlanta, GA, November 18-19, 2023
 - “Develop Research Streams Panel” in the Early Career Faculty Development Consortium
 - “How to Engage with Industry, Government and Professional Associations for Research, Education and Service Panel” in the Doctoral Consortium
 - “DEI Matters in Academia: Now and Beyond Panel”
- INFORMS Annual Meeting, Indianapolis, IN, October 16, 2022 (“Career Fair Panel”)
- EC-22 Revenue Management Workshop, Boulder, CO, July 15, 2022 (“Hospitality Industry as an Opportunity for Developing New Analytical Solutions” panel)
- Third Online Doctoral Workshop on Supply Chain Analytics (virtual), June 1, 2022 (“Transitioning to a Faculty Member” panel)

- DSI Annual Conference (virtual), November 18, 2021 (“How to Publish Articles Based on Industry Collaborations” panel)
- INFORMS New Faculty Colloquium, Phoenix, AZ, November 3, 2018 (“Professional Service” panel)
- POMS Annual Conference, Houston, TX, May 5, 2018 (“Practice of Revenue Management and Pricing” panel)
- University of South Carolina, Columbia, SC, November 28, 2016 (“Business in Germany” panel organized by Sigma Omega Upsilon - International Business Fraternity)
- INFORMS Doctoral Colloquium, Nashville, TN, November 12, 2016 (“Academia vs Industry: The Billion Dollar Question” panel)
- University of South Carolina, Columbia, SC, April 13, 2016 (Net Impact Symposium)
- INFORMS Doctoral Colloquium, Charlotte, NC, November 12, 2011 (“Academia vs Industry” panel)

GRANTS AND CONTRACTS

- Research Grant from Radix. (\$90,000), “Pricing Analytics for Multi-Family Housing,” January-December 2022. (PIs: P. Pekgün, N. Tereyağoğlu)
- PMBA Curriculum Development Grant from Darla Moore School of Business, University of South Carolina. (\$6,000), Summer 2021. (PI: P. Pekgün)
- Research Grant from Oracle Labs External Research Office. (\$90,000), “Personalized Pricing for Room Features, Upgrades and Ancillary Services in the Hotel Industry: A Choice Modeling and Machine Learning Approach,” September 2019 – September 2020. (PIs: P. Pekgün, M. Ferguson)
- Research Grant from Darla Moore School of Business, University of South Carolina. (\$4,880), “Investigating the Effect of User Generated Content on Hotel Demand, Pricing and Competition,” November 2019 – October 2020. (PIs: P. Pekgün, R. Janakiraman)
- Research Grant from Darla Moore School of Business, University of South Carolina. (\$5,000), “Investigating the Effect of User Generated Content on Hotel Demand, Pricing and Competition: An Empirical Investigation,” November 2018 – October 2019. (PIs: P. Pekgün, R. Janakiraman)
- Research Grant from Darla Moore School of Business, University of South Carolina. (\$4,400), “Investigating the Effect of User Generated Content on Hotel Demand, Pricing and Competition: An Empirical Investigation,” November 2017 – October 2018. (PIs: P. Pekgün, R. Janakiraman)
- Magellan Scholar Grant (\$2,500) and Magellan Mini-Grant (\$500) from University of South Carolina with undergraduate student Jack Bowling, “Cross-sector Collaboration for Humanitarian Response to Refugee Crisis”, January – December 2017.
- Research Grant from Darla Moore School of Business, University of South Carolina. (\$5,000), “Investigating Strategic Ordering and Forecasting Behavior in a Two-Stage Supply Chain,” November 2016 – June 2018. (PIs: P. Pekgün, S. Venkataraman, M. Malhotra)
- Research Grant from Darla Moore School of Business, University of South Carolina. (\$3,500), “Gaming the Supply Chain,” November 2014 – May 2016. (PI: P. Pekgün)
- PMBA Curriculum Development Grant from Darla Moore School of Business, University of South Carolina. (\$10,000), March 2013 –August 2015. (PI: P. Pekgün)
- Research Grant from Darla Moore School of Business, University of South Carolina. (\$5,000), “Gaming the Supply Chain,” January 2013 –June 2014. (PI: P. Pekgün)
- Research Grant from Georgia Institute of Technology/Intel. (\$2000), “Gaming the Supply Chain,” October 2012 – May 2013. (PI: P. Pekgün)
- Gift from Shaw Industries (\$54,000), “Business-to-business Pricing Decisions,” November 2011 – July 2012. Georgia Institute of Technology (PIs: P. Keskinocak, P. Pekgün, J. Swann)

SERVICE

Conference/cluster/session/workshop/colloquium organization

Conference Chair

- DSI Annual Conference (2023) – Chair of Pedagogical Research in the Conference Leadership Team

Cluster/Track Chair

- INFORMS Business Analytics Conference (2015-2022) – Revenue Management and Pricing Track (co-chair: Tudor Bodea, IHG)
- DSI Annual Conference (2021) – Business Analytics Track (co-chair: Necati Tereyağoğlu)
- INFORMS Annual Meeting (2016) Nashville, TN – Revenue Management and Pricing Cluster (co-chair: Necati Tereyağoğlu, Georgia Tech)
- POMS Annual Conference (2014), Atlanta, GA – Revenue Management and Pricing Track (co-chair: Necati Tereyağoğlu, Georgia Tech)
- INFORMS Annual Meeting (2013) Minneapolis, MN – Revenue Management and Pricing Cluster (co-chair: Ronald P. Menich, Predictix)

Session Chair

- INFORMS Annual Meeting (2024) Seattle, WA
 - “Novel Applications of Pricing and Demand Modeling” (Sponsored Session, co-chair: Sanghoon Cho)
- POMS Annual Conference (2024) Minneapolis, MN
 - “Novel Applications of Pricing and Demand Modeling” (Invited Session, co-chair: Sanghoon Cho)
- DSI Annual Conference (2023) Atlanta, GA
 - Keynote Session: “Supply Chain Management: Integrating AI, Optimization, and Human Insights for People, Profit, and Planet” by Anne Robinson (Kinaxis)
 - Decision Sciences in Practice Panel: “AI & Responsible AI in Practice”
- INFORMS Annual Meeting (2023) Phoenix, AZ
 - “Behavioral Aspects in Humanitarian, Non-profit and Retail Operations with Societal Impact” (Invited Session)
- INFORMS Annual Meeting (2021) Virtual Conference
 - “Forecasting, Ordering and Allocation under Strategic Behavior” (Invited Session; co-chair: Minseok Park)
- POMS Annual Conference (2021) Virtual Conference
 - “Innovative Applications in Revenue Management” (Invited Session, co-chair: Övünç Yılmaz)
 - “Personalized Strategies in Pricing and Revenue Management” (Invited Session, co-chair: Sanghoon Cho)
- INFORMS Annual Meeting (2020) Virtual Conference
 - “Data-Driven Research in Humanitarian, Health, and Non-Profit Operations” (Invited Session)
- INFORMS Annual Meeting (2019) Seattle, WA
 - “Behavioral aspects in humanitarian operations, non-profits and public policy” (Invited Session)

- “Interaction of social media with Revenue Management & Pricing” (Sponsored Session, co-chair: Sanghoon Cho)
- “Innovative practices in pricing and revenue management” (Sponsored Session, co-chair: Övünç Yılmaz)
- POMS Annual Conference (2019) Washington, DC
 - “Innovative Revenue Management Applications” (Invited Session, co-chair: Övünç Yılmaz)
 - “A Modern Intersection between Social Media and Revenue Management” (Invited Session, co-chair: Sanghoon Cho)
- INFORMS Annual Meeting (2018) Phoenix, AZ
 - “Topics in Revenue Management and Assortment Optimization” (Sponsored Session, co-chair: Övünç Yılmaz)
 - “Innovative practices in pricing and revenue management” (Sponsored Session, co-chair: Övünç Yılmaz)
- POMS Annual Conference (2018) Houston, TX - “Innovative Practices in Revenue Management and Pricing” (Invited Session, co-chair: Övünç Yılmaz)
- INFORMS Annual Meeting (2017) Houston, TX - “Innovative Practices in Hotel and Sports Revenue Management” (Sponsored Session, co-chair: Övünç Yılmaz)
- POMS Annual Conference (2017) Seattle, WA - “A Close Look at Modern Revenue Management & Pricing Practices” (Invited Session, co-chair: Övünç Yılmaz)
- INFORMS Annual Meeting (2016) Nashville, TN
 - “New Revenue Management Practices in Airline and Hotel Industries” (Sponsored Session, co-chair: Övünç Yılmaz)
 - “Pricing, Promotions and Bundling for Revenue Management” (Sponsored Session)
 - “Strategic Customer Behavior in Retail and Manufacturing” (Sponsored Session)
- POMS Annual Conference (2016) Orlando, FL - “Strategic Decision Making and Customer Behavior in Supply Chains” (Invited Session)
- INFORMS Annual Meeting (2015) Philadelphia, PA
 - “Data-Driven Revenue Management” (Sponsored Session)
 - “Strategic Behavior and Decision Making within Supply Chains” (Sponsored Session)
- POMS Annual Conference (2015) Washington, DC - “Revenue Management for the Travel Industry” (Invited Session)
- INFORMS Annual Meeting (2014) San Francisco, CA
 - “Innovative Applications in Pricing and Revenue Management” (Sponsored Session)
 - “Academic Job Search Panel” (Invited Panel Session)
- INFORMS Revenue Management and Pricing Section Conference (2014) Istanbul, Türkiye - “Current Trends and Future Directions in Pricing and Revenue Management” (Invited Panel Session)
- POMS Annual Conference (2014) Atlanta, GA - “Industry Panel: Revenue Management and Pricing” (Invited Panel Session)
- INFORMS Annual Meeting (2013) Minneapolis, MN - “Analytics and Segmentation for Pricing and Revenue Management” (Sponsored Session)
- POMS Annual Conference (2013) Denver, CO - “Industry Panel: Revenue Management and Pricing” (Invited Panel Session)
- INFORMS Annual Meeting (2010) Austin, TX - “New Frontiers in Revenue Management Applications” (Sponsored Session)

- IIE Annual Conference (2005) Atlanta, GA – “Price and Lead-time Management in Supply Chains” (Invited Session)
- INFORMS Annual Meeting (2005) San Francisco, CA – “Recent Innovations in Teaching OR/MS” (Invited Session)

Colloquium Chair

- Academic Chair, INFORMS Doctoral Student Colloquium, October 19, 2024, Seattle, WA.
- Chair, INFORMS Practitioner Colloquium, November 6, 2010, Austin, TX.

Service in Professional Organizations

- Secretary, INFORMS Board of Directors and Executive Committee, 2025.
- Board Member, POMS Board, 2024-present.
- Member, INFORMS Practice Section Board, 2017-present.
- Vice President, INFORMS Practice Section, 2024.
- Member, INFORMS Strategic Planning Committee, 2024.
- Judge, INFORMS Franz Edelman Award, 2019, 2024.
- Member, INFORMS Franz Edelman Award Committee, 2013-2015, 2017-2019, 2024.
- VP of Membership and Professional Recognition, INFORMS Board of Directors, 2020-2023.
- Member, INFORMS Practice Strategy Committee, 2018-2022.
- VP of Communications, POMS College of Supply Chain Management, 2018-2021.
- Reviewer, National Science Foundation (NSF), 2020-2021.
- Chair, INFORMS Membership and Member Services Committee, 2018-2019.
- Judge, POMS College of Supply Chain Management Student Paper Competition, 2019.
- Judge, INFORMS Daniel H. Wagner Prize, 2018.
- Finalist Team Coach, INFORMS Franz Edelman Competition, 2014-2016, 2018.
 - Coach of the 2018 Edelman Finalist – Intel (with Carrie Beam)
 - Coach of the 2016 Edelman Finalist – NYPD (with Jack Theurer)
 - Coach of the 2015 Edelman Finalist – Ingram Micro (with Shelen Jain)
 - Coach of the 2014 Edelman Winner – CDC/KidRisk for Polio Eradication (with Sid Hess)
- Member, INFORMS Nicholson Prize Committee, 2016-2017.
- Judge, SAS and INFORMS Analytics Society Student Analytical Scholar Competition, 2017.
- Judge, INFORMS Revenue Management and Pricing Section Practice Prize, 2014, 2016, 2017.
- Referee, INFORMS Behavioral Operations Management Section Best Working Paper Award, 2015-2016.
- Judge, INFORMS Interactive Session at the Annual Meeting, 2009-2012.
- Chair, INFORMS Professional Recognition Committee, 2012-2014.
- Member, INFORMS Professional Recognition Committee, 2010-2011; 2015.

Service in University Committees

Wake Forest University, Winston-Salem, NC

- Chair, Analytics Faculty Search Committee, 2024-2025.
- Member, Operations Management Faculty Search Committee, 2024-2025.
- Member, Promotion and Tenure Guidelines Revision Task Force, 2024-2025.

- Member, Master of Science in Business Analytics Program Review Taskforce, 2024-2025.

University of South Carolina, Columbia, SC

- Chair, Master of Science in Business Analytics Program Committee, 2020-2023.
- Chair, Management Science Department Analytics Strategic Planning Subcommittee, 2023.
- Member, Management Science Department Tenure & Promotion Committee, 2018-2023.
- Chair, Clinical Faculty Search Committee, 2021.
- Chair, Tenure Track Faculty Search Committee, 2018-2019.
- Member, Faculty Senate, 2015-2018.
- Member, Clinical Faculty Search Committee, 2012-2013, 2017-2018.

Editorial

- Special Issue Editor for the Franz Edelman Award, INFORMS Journal on Applied Analytics (Interfaces), 2022 - present.
- Associate Editor, Manufacturing & Service Operations Management, 2021 – present.
- Associate Editor, Decision Sciences, 2017- present
- Associate Editor, INFORMS Journal on Applied Analytics (Interfaces), 2017- 2022.
- Topical Editor, Applications with Societal Impact, Wiley Encyclopedia of Operations Research and Management Science, Oct 2012 – present
- Editorial Board Member, Journal of Revenue and Pricing Management, 2013-2015.

Ad Hoc Referee for Technical Journals and Books

Management Science, Manufacturing & Service Operations Management, Operations Research, Production and Operations Management, Journal of Operations Management, Decision Sciences Journal, Transportation Science, Journal of Revenue and Pricing Management, Naval Research Logistics, IIE Transactions, Computers & OR, European Journal of Operational Research, Omega, Journal of the Operational Research Society, Computers & Industrial Engineering, International Journal of Production Research, Cornell Hospitality Quarterly, Wiley Encyclopedia of Operations Research and Management Science, Asia-Pacific Journal of Operational Research, The International Journal of Management Science, International Journal of Revenue Management, The Service Industries Journal, Vaccine.

Society Memberships

- Member, INFORMS, 2004 - present.
- Member, POMS, 2012 - present.
- Member, DSI, 2021 - present.
- Member, IIE, 2004-2008.

HONORS, AWARDS, and RECOGNITION

Research Awards

- 2020/21 M&SOM **Practice-Based Research Competition Finalist**; S. Cho, M. Ferguson, P. Pekgün and A. Vakhutinsky, “Estimating Personalized Demand with Unobserved No-purchases using a Mixture Model: An Application in the Hotel Industry”.

- 2019 INFORMS Service Science **Best Paper Award Finalist**; S. Cho, P. Pekkün, R. Janakiraman and J. Wang, "Competitive Spillover Effects of User Generated Content on Hotel Demand".
- 2018 Journal of Operations Management - Jack Meredith **Best Paper Award Finalist**; G. Shang, P. Pekkün, M. Ferguson and M. Galbreth, "How Much do Online Consumers Really Value Free Product Returns? Evidence from eBay".
- 2013 INFORMS Revenue Management and Pricing Section **Practice Prize Finalist**; P. Pekkün, S. Acharya, K. Mallery, J. van Sistine, K. Christianson, J. Fuller, "Carlson Hotels Maximizes Revenue through Improved Demand Management and Price Optimization".
- 2012 INFORMS Franz **Edelman Award Finalist**; P. Pekkün, R. P. Menich, S. Acharya, P. G. Finch, F. Deschamps, K. Mallery, J. van Sistine, K. Christianson, J. Fuller, "Carlson Hotels Maximizes Revenue through Improved Demand Management and Price Optimization".
- 2009 IIE Transactions **Best Paper Award** in Scheduling and Logistics; P. Pekkün, P. M. Griffin and P. Keskinocak, "Coordination of marketing and production for price and lead-time decisions".
- 2008 INFORMS George B. Dantzig **Dissertation Award Honorable Mention**; P. Pekkün, "An Analysis of Pricing and Leadtime Policies within the Marketing/Operations Interface".

Teaching and Service Awards

- 2024 **INFORMS Volunteer Service Award**.
- 2022 Recipient of September **Golden Gamecock Award** in the Moore School Management Science department in recognition of accomplishments in the areas of teaching and service
- 2020 **M&SOM Meritorious Service Award**.
- **Thank a Prof** Certificate, University of South Carolina. May 2016.
- **Thank a Teacher** Certificate, Georgia Tech. May 2012.

Professional Recognition

- 2024-2026 **Thomas H. Davis Professor** honorary title, Wake Forest School of Business.
- 2024 **Senior Member** of INFORMS.
- Recognized as one of the **Top 50 Women Leaders of South Carolina** for 2022 by Women We Admire.
- 2022-2025 **Dean's Fellow**, Darla Moore School of Business, University of South Carolina.

Media/Press

- Food Waste Reduction
 - Wake Forest School of Business News, October 16, 2024; "[Food Waste Reduction: A Practice in Sustainability and Supply Chain Management](#)"
- Hotel Reviews
 - The JM Buzz by Journal of Marketing on Spotify, Jan 4, 2024, "[Hotels Should Pay Attention to Their Competitors' Reviews Too](#)"
 - Scholarly Insights series by Journal of Marketing, September 5, 2023, "[A Secret for Boosting Hotel Bookings: Analyze Online User Reviews for Both Your Hotel and Your Competitors](#)"

- Personalized Demand Estimation in Hospitality
 - INFORMS press release, July 12, 2022, "[Vacation Time! New Research Uses Characteristics of Consumers to Segment Buyers and Offer Personalized Prices and Perks](#)"
- Inflation, Prices, and Supply Chains
 - [Money Life Show](#) by Chuck Jaffe, May 11, 2022
 - [Need to Know](#) with Jeff Angelo, iHeartRadio, February 21, 2022
 - INFORMS Interview, January 29, 2022, "[The Current Drivers Behind our Inflationary Economy and Higher Prices](#)"
- COVID-19 and Vaccines
 - News-Medical.Net, written by Lakshmi Supriya, April 15, 2021, "[Speed of vaccination is key to reducing COVID-19 spread, says study](#)"
- Hotel Standby Upgrades
 - INFORMS press release, December 16, 2016, "[New research shows room upgrade programs can increase hotel profits by up to 35 percent. But wait, there's a catch...](#)"
 - M&SOM Review, January 16, 2017, "[Would You Like to Upgrade to a Premium Room? Evaluating the Benefit of Offering Standby Upgrades](#)"
- User Reviews
 - Moore School News, February 14, 2018; "[Your Voice Matters: The Impact of User Reviews](#)"
- Food Bank Operations
 - Moore School News, November 17, 2018; "[Moore School faculty members publish research to benefit food banks](#)"
- Coordination of Marketing and Production for Price and Leadtime Decisions
 - Industrial Engineer Magazine, January 2008, Executive Summary Edited by C. Yano; "Fast Delivery or a Lower Price?"
- Top 50 Women Leaders of South Carolina for 2022 by Women We Admire
 - <https://thewomenweadmire.com/2022/07/04/the-top-50-women-leaders-of-south-carolina-for-2022/>
 - [Georgia Tech Health and Humanitarian Systems Fall 2022 Newsletter](#)
- MSBA Program, Darla Moore School of Business
 - [Program Spotlight: Master of Science in Business Analytics](#)