



# Alara Taşcıoğlu

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**Date and Place of Birth:** March 23<sup>rd</sup>, 1991 – İstanbul, Turkey

## EDUCATION

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**Ph.D. Candidate in Business Administration, Koç University, Istanbul, Turkey**

*June 2024*

- **Major:** Operations Management & Information Systems
- **Advisors:** Prof. Gürhan Kök and Prof. Selçuk Karabatı
- **Thesis:** Online Product Display Optimization

**Bachelor of Science, Columbia University, New York, NY, USA**

*May 2013*

- **Major:** Industrial Engineering
- **Minor:** Computer Science
- **Cumulative GPA:** 3.7, Dean's List
- Operations Research Group Project: Developed a Manhattan evacuation simulation application for the Office of Emergency Management of NYC for modeling capacity and time-constrained scenarios

**French Scientific Baccalaureate, Lycée Français Pierre Loti, İstanbul, Turkey**

*June 2009*

*Option Mathematics, Honors (Mention Bien)*

## RESEARCH INTERESTS

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- Customer Choice
- Digital Nudging
- Behavioral Operations
- Experimental Analysis
- Optimization & Mathematical Modeling
- Retail Operations and Online Retailing
- OM-Information Systems Interface
- OM-Marketing Interface
- Business Analytics

## WORKING PAPERS

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- Taşcıoğlu, A., Kök A.G., Karabatı S. Digital Nudging for Display Optimization in Product Listing Pages
  - Submitted to M&SOM
- Taşcıoğlu, A., Kök A.G., Karabatı S. Click-Based Analysis of Optimal Digital Nudging Parameters in Product Listing Pages
  - To be submitted to POMS

## CONFERENCE PRESENTATIONS

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**Digital Nudging for Display Optimization in Product Listing Pages**

- The 5<sup>th</sup> Euro Working Group Meeting on Retail Operations, 2022, Istanbul, Turkey
- POMS, 2023, Orlando, FL, USA
- INFORMS, 2023, Phoenix, AZ, USA
- European TOM Seminar Series, 2024

## TEACHING EXPERIENCE

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**Instructor, Koç University, Istanbul, Turkey**

*Summer 2023*

- **Course:** OPSM301 Operations Management
- **Covered Topics:** Project Management, Quality, Supply Chain, Inventory, Linear Programming
- **Student Evaluation** 4.8/5.0
- Delivered lectures to a class of Sophomores, Juniors, and Seniors
- Planned, evaluated, and revised curriculum to facilitate co-teaching, including examples relevant to my business background as well as fit the online teaching environment and summer term requirements
- Initiated, facilitated, and moderated classroom discussions to promote an open learning environment

**Teaching Assistant, Koç University, Istanbul, Turkey**

*2017-2023*

Course	Semester	Lecturer	Tasks
<b>Business Administration Capstone</b>	2018-2023	Prof. Zeynep Akşin Karaesmen Prof. Evrim Didem Güneş Prof. Özden Gür Ali	<ul style="list-style-type: none"> <li>Grading Case Studies</li> </ul>
<b>Big Data and Data Analytics</b>	2022-2023	Prof. Özden Gür Ali	<ul style="list-style-type: none"> <li>PS and Review Session</li> </ul>
<b>Big Data for Business and Public Sector</b>	2023	Prof. Özden Gür Ali	<ul style="list-style-type: none"> <li>PS and Review Session</li> <li>Grading HW and Exams</li> </ul>
<b>Introduction to Managerial Statistics</b>	2022	Prof. Evrim Didem Güneş	<ul style="list-style-type: none"> <li>Grading</li> </ul>
<b>Management Information Systems</b>	2019-2022	Prof. Serpil Sayın	<ul style="list-style-type: none"> <li>PS and Review Session</li> <li>Grading HW</li> </ul>
<b>Operations Strategy</b>	2018-2022	Prof. Selçuk Karabatı Prof. Özden Gür Ali	<ul style="list-style-type: none"> <li>Grading</li> </ul>

## WORK EXPERIENCE

**EY, Senior Management Consultant, Istanbul, Turkey**

2014 – 2017

*Selected Projects:*

- **Sales & Marketing Strategy Improvement** for a leading Turkish textile firm (selling to most well-known textile brands)
- **Customer & Product Analysis** for a Turkish cosmetics giant (with its own brands and stores)
- **Digital Transformation** for a Turkish FMCG
- **Customer Value, Behavior, and Needs Segmentation** for a top 10 international insurance company
- **Market Share Growth Strategy Assessment** for an international financing company (in collaboration with EY Germany)
- **Market Entry Strategy Development** for a Turkish telecommunications firm's call center
- **Company Strategy Assessment and Development** for a leading OEM and IAM automotive parts manufacturer

## SELECTED TRAININGS

- **New Faculty Training**, Koç University, 2023
- **Project Management Training**, 2016
- **Client Interaction Methods**, 2016
- **Teaching Workshop for Graduates**, Koç University, 2021
- **IBM Marketing Training**, 2015
- **Aris Business Process Modelling Training**, 2015

## SKILLS & ABILITIES

### Engineering Softwares

- R, MATLAB, GAMS, C, C++, Visual Basics, Unix (Linux), Java, Python
- Latex, Microsoft Office, SQL
- Qualtrics, MTurk, CloudResearch, Prolific

### Languages

- Fluent: Turkish, French, English
- Conversational: Spanish

### Activities & Interests

- Multicultural Business Association, Senior Advisor, Columbia University (2010-2013)
- Memberships: Columbia Women's Business Society, Society of Women Engineers, Büyük Kulüp
- Skiing (previous member of the Columbia Ski Team), traveling, catamaraning, snorkeling, backgammon, Sudoku

## REFERENCES

**Gürhan Kök** | [gkok@ku.edu.tr](mailto:gkok@ku.edu.tr)

Koç University, Operations Management, College of Administrative Sciences and Economics, Istanbul, Turkey

**Selçuk Karabatı** | [skarabati@ku.edu.tr](mailto:skarabati@ku.edu.tr)

Koç University, Operations Management, College of Administrative Sciences and Economics, Istanbul, Turkey

**Nilüfer Aydınoglu** | [naydinoglu@ku.edu.tr](mailto:naydinoglu@ku.edu.tr)

Koç University, Marketing, College of Administrative Sciences and Economics, Istanbul, Turkey