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# NECATI ERTEKIN

Assistant Professor of Supply Chain and Operations Management

Carlson School of Management, University of Minnesota

Carlson School of Management

321 19<sup>th</sup> Ave South,

Minneapolis, MN, 55455

Email: [nertekin@umn.edu](mailto:nertekin@umn.edu)

Phone: 612-624-4093

Fax: 612-624-8804

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## ACADEMIC EXPERIENCE

- *Carlson School of Management, University of Minnesota, Minneapolis, MN*  
Assistant Professor, Supply Chain and Operations Department, 2019-Present
- *Leavey School of Business, Santa Clara University, Santa Clara, CA*  
Assistant Professor, Department of Information Systems & Analytics, 2016-2019

## EDUCATION

- *Ph.D. in Operations & Supply Chain Management, Texas A&M University, College Station, TX, 2011-2016*
- *MBA, Naval Postgraduate School, Monterey, CA, 2007-2008*
- *M.S. in Systems Engineering, Naval Postgraduate School, Monterey, CA, 2006-2008*
- *B.S. in Industrial Engineering, Turkish Naval Academy, Istanbul, Turkey, 1999-2003*

## RESEARCH INTERESTS

- **Topics:** Retail Operations; Omnichannel Retailing; Operations/Marketing Interface; Business Analytics; Consumer Returns
- **Methods:** *Empirical:* Econometric Modeling; Lab Experiment; Field Experiment  
*Analytical:* Constrained Optimization with Nonlinear Programming; Stochastic Modeling

## PUBLICATIONS

- **Ertekin, N., M. Gumus, M. E. Nikoofal.** 2021. Online-exclusive or Hybrid? Channel Merchandising Strategies for Ship-to-Store Implementation. *Management Science* (forthcoming).
- **Ertekin, N., A. Agrawal.** 2021. How Does A Return Period Policy Change Affect Multichannel Retailer Profitability? *Manufacturing & Service Operations Management* **23**(1): 210-229.
- **Ertekin, N., M. Ketzenberg, G. Heim.** 2020. Assessing Impacts of Store and Salesperson Dimensions of Retail Service Quality on Consumer Returns. *Production and Operations Management* **29**(5): 1232-1255.
  - Selected as the finalist for the “2015 *INFORMS Service Science Section Best Student Paper Award Competition Sponsored by IBM Research*”
- **Ertekin, N., J. D. Shulman, H. A. Chen.** 2019. On the Profitability of Stacked Discounts: Identifying Revenue and Cost Effects of Discount Framing. *Marketing Science* **38**(2): 317-342.
  - Featured by *Harvard Business Review*, March-April 2019 , Vol. 97 Issue 2 (pages 26-28), [URL: https://hbr.org/archive-toc/BR1902](https://hbr.org/archive-toc/BR1902)

- **Ertekin, N.** 2018. Immediate and Long-Term Benefits of In-Store Return Experience. *Production and Operations Management* **27**(1): 121-142.

#### **PAPERS UNDER REVIEW**

- Not displayed in order to respect the double blind review process

#### **WORK IN PROGRESS**

- Not displayed in order to respect the double blind review process

#### **INVITED SEMINAR PRESENTATIONS**

- Online-exclusive or Hybrid? Channel Merchandising Strategies for Ship-to-Store Implementation, Oracle Retail Global Business Unit, November 2021
- Strategic Visual Merchandising of New and Open-Box Products: Evidence from Experiment and Retail Data, Faculty of Business Administration, Bilkent University, October 2021
- Strategic Visual Merchandising of New and Open-Box Products: Evidence from Experiment and Retail Data, ECR Retail Loss Group, September 2021
- Online-exclusive or Hybrid? Channel Merchandising Strategies for Ship-to-Store Implementation, Zicklin School of Business, Baruch College, The City University of New York, December 2020
- Online-exclusive or Hybrid? Channel Merchandising Strategies for Ship-to-Store Implementation, Fall 2020 Consortium Friday Virtual Seminars, Indiana University, October 2020
- Online-exclusive or Hybrid? Channel Merchandising Strategies for Ship-to-Store Implementation, Desautels Faculty of Management, McGill University, November 2019
- How Does A Return Period Policy Change Affect Multichannel Retailer Profitability? Gies College of Business, University of Illinois at Urbana-Champaign, December 2018
- How Does A Return Period Policy Change Affect Multichannel Retailer Profitability? Carlson School of Management, University of Minnesota, December 2018
- Assessing Impacts of Store and Salesperson Dimensions of Retail Service Quality on Consumer Returns, Graduate School of Business, Koc University/Turkey, December 2015
- Assessing Impacts of Store and Salesperson Dimensions of Retail Service Quality on Consumer Returns, Alfred Lerner College of Business & Economics, University of Delaware, December 2015
- Assessing Impacts of Store and Salesperson Dimensions of Retail Service Quality on Consumer Returns, Leavey School of Business, Santa Clara University, December 2015

#### **CONFERENCE PRESENTATIONS**

- Strategic Visual Merchandising of New and Open-Box Products: Evidence from Experiment and Retail Data, *COER 2021, CSOM Summer Applied ECON Workshop*
- Online-exclusive or Hybrid? Channel Merchandising Strategies for Ship-to-Store Implementation, *COER 2020, INFORMS 2019 (Invited Session), INFORMS 2018 (Invited Session)*
- How Does A Return Period Policy Change Affect Multichannel Retailer Profitability?, *POMS 2019 (Invited session), COER 2018, POMS 2017 (Invited session)*
- Using Store Labor to Mitigate Perceived Quality Related Consumer Returns, *INFORMS 2019 (Invited session)*

- On the Profitability of Stacked Discounts: Identifying Revenue and Cost Effects of Discount Framing, *POMS 2018 (Invited session)*, *COER 2019 (a practitioners/academic consortium by Harvard Business School and The Wharton School)*, *POMS 2017 (Invited session)*
- Immediate and Long-Term Benefits of In-Store Return Experience, *INFORMS 2016*, *POMS 2016*
- Assessing Impacts of Store and Salesperson Dimensions of Retail Service Quality on Consumer Returns, *INFORMS 2015 (Invited session)*, *POMS 2015*, and *Consumer Returns 2015 (i.e. a practitioners conference)*
- Open-box Returns: Trash or Treasure Trove? *POMS 2015 (Invited session)* and *INFORMS 2014*
- Reducing Consumer Returns: A Field Study in the Jewelry Industry, *POMS 2014*
- Adapting Operations to New Information Technology: A Failed “Internet of Things” Application, *POMS 2013 (Invited session)* and *INFORMS 2013*

### HONORS AND AWARDS

- *Leavey Research Grant* by Leavey School of Business, Santa Clara University, 2018
- *Faculty Outstanding Research Award* by Leavey School of Business, Santa Clara University, 2017
- *Faculty Outstanding Teaching Award* by Leavey School of Business, Santa Clara University, 2017
- *The finalist for the 2015 Best Student Paper Award Competition Sponsored by IBM Research* by INFORMS Service Science Section, 2015
- *Outstanding Research Award by a Doctoral Student* by Mays Business School, Texas A&M University, 2015
- *Outstanding Teaching Award by a Doctoral Student* by Mays Business School, Texas A&M University, 2014
- *Heep Fellowship* by Texas A&M Institute for Advanced Studies (TIAS), 2013
- *PhD Excellence Fellowship* by Texas A&M University, 2011-2013
- *Mays Doctoral Fellowship* by Mays Business School, 2011-2015
- *MBA Faculty Outstanding International Student Award* by Naval Postgraduate School, 2008
- *Outstanding Thesis Award* by Naval Postgraduate School, 2008
- *Full Scholarship for MS study in the USA* by the Turkish Naval Forces, 2006
- *Graduated as the top student of Naval Academy* out of 251 students and honored by the President, Prime Minister, President of Parliament, Commander of Armed Forces, and Chief of Navy, 2003
- *The sword of honor* by Italian Military Attaché, 2003

### MEDIA COVERAGE OF RESEARCH

- *Should Multichannel Retailers Consider Adjusting Their Return Time Windows?*, by Reverse Logistics Magazine, Edition 115 (page 52), September 2021 URL: [Edition115.pdf](#)
- *New Leases On Life: Malls Converting To Fulfillment Centers, Other Non-Retail Uses*, by Forbes, August 14, 2021 URL: [www.forbes.com](http://www.forbes.com)
- *Let Your Salespeople Create A Good Vibe with the Customer: Managing Returns in High Customer Contact Businesses*, by Reverse Logistics Magazine, Edition 104 (page 38), October 2019 URL: [Edition104.pdf](#)
- *Stack or Bundle Those Discounts?* by The Wiglaf Journal, April 2019, URL: <https://www.wiglafjournal.com>
- *Stacked Discounts Hurt Profitability*, by Harvard Business Review, March-April 2019, Vol. 97 Issue 2 (pages 26-28), URL: <https://hbr.org/archive-toc/BR1902>

- *The Secrets of Managing In-Store Product Exchanges*, by Reverse Logistics Magazine, Edition 93 (page 36), July 2018 URL: [Edition93.pdf](#)
- *Sick of Losing Money on Product Returns? Here's How to PROFIT From Them Instead!*, by Frank Reactions, April 18, 2018 URL: [frankreactions.com](#)

## PROGRAM DEVELOPMENT

### *Santa Clara University*

- Co-developed a new undergraduate minor degree in Business Analytics, 2017

## COURSE DEVELOPMENT

### *Santa Clara University*

- Developed a new core course in the area of Business Analytics named “*Econometrics for Business Analytics with R*” for MS in Business Analytics (MSBA) and MBA programs, 2016
- Developed a new elective course in the area of Business Analytics named “*Data Wrangling and Visualization*” for undergraduate students, 2018

## TEACHING EXPERIENCE

### *University of Minnesota*

<u>Course</u>	<u>Group</u>
Retail Operations	PhD
Sales, Inventory, and Operations Planning	MBA/MSSCM
Supply Chain Planning and Control	Undergrad
Statistics	MSSCM

### *Santa Clara University*

<u>Course</u>	<u>Group</u>
Operations Management (Honors class)	Undergrad
Econometrics for Business Analytics with R	MSBA/MBA
Data Wrangling and Visualization	Undergrad
Operations Management	Undergrad

### *Texas A&M University*

<u>Course</u>	<u>Group</u>
Operations and Supply Chain Management	Undergrad

## PROFESSIONAL SOCIETY/EDITORIAL SERVICE

- Editorial Review Board Member for Journal of Operations Management, 2021 - present
- Judge for 2021 INFORMS Behavioral Operations Management Best Working Paper Competition
- Judge for 2021 POMS College of Sustainable Operations Student Paper Competition
- Panel Member for POMS Doctoral Consortium 2021, “The Job Market Experience – The Hired Perspective”
- Session organizer for INFORMS 2019 Annual Conference, M&SOM Sustainable Operations SIG Track
- Session co-organizer for Production and Operations Management 2019 Annual Conference, Retail Operations Track

- Judge for Decision Sciences Institute 2018 Conference Best Paper Award competition
- Session organizer for Production and Operations Management 2018 Annual Conference, Marketing and Operations Management Interface Track
- Session organizer for Production and Operations Management 2017 Annual Conference, Marketing and Operations Management Interface Track
- Session organizer for Production and Operations Management 2015 Annual Conference, Closed-Loop Supply Chain Track
- Panel Member for Production and Operations Management 2015 Annual Conference, Managing Consumer Returns
- Ad-hoc reviewer for Management Science Journal
- Ad-hoc reviewer for Manufacturing & Service Operations Management Journal
- Ad-hoc reviewer for Production and Operations Management Journal

### **PROFESSIONAL MEMBERSHIP**

- The Institute for Operations Research and the Management Science (INFORMS)
- Production and Operations Management Society (POMS)
- Consortium for Operational Excellence in Retailing (COER), by Harvard Business School and The Wharton School initiation to facilitate partnership between academics and retail practitioners

### **TECHNICAL SKILLS**

- STATA; R; Mplus; SAS; SPSS; JMP; Minitab; Simetar; GAMS; Matlab; LabVIEW; Mathematica

### **PROFESSIONAL EXPERIENCE**

- *Zale Corporation* – Dallas, TX, Intern, May-August 2012
  - Managed a research project that aimed to identify best retail practices to reduce consumer returns
  - The project involved 100 retail stores
- *Turkish Naval Research Center (TNRC)* – Istanbul, Turkey, Senior Project Manager, 2008-2011
  - Managed a project to design and develop a Naval Electronic Warfare Support System
  - The project involved six research engineers and five technical personnel
  - Procured commercial off-the-shelf products, developed hardware/software, and conducted several field tests in the scope of the project.
- *NATO Research Task Group (SCI-221)* – Bruxelles, Belgium, Research Engineer, 2010-2011
  - Served in a research group that aims to identify threat radars for NATO countries
  - The research group involved seven participating countries
  - Organized and conducted a field trial in Antalya/Turkey with participating countries
- *Turkish Navy, Golcuk, Turkey, Navy Officer, 2003-2006*
  - Served as a communication officer on Turkish frigates TCG Barbaros and TCG Kemalreis