

SERKAN S. EREN

Columbia Business School
3022 Broadway
Uris Hall
New York, NY 10027

435 West 119th Street, Apt. 3F
New York, NY 10027
Phone: 1-(646)-525-6476
E-mail: se2027@columbia.edu

RESEARCH INTERESTS

Revenue Management, Quantitative Pricing, Strategic Pricing, Product Differentiation, Robust Optimization, Nonparametric Estimation, Limited Information in Operations Research Models

EDUCATION

- 2002-2007 **COLUMBIA BUSINESS SCHOOL**, New York, NY
Ph.D. in Operations Management, expected completion: June 2007
 Dissertation Topic: "Pricing and Revenue Management under Limited Market Information"
 Advisors: Prof. Costis Maglaras and Prof. Garrett van Ryzin
 Coursework includes: Pricing Strategies, Pricing and Revenue Optimization, Microeconomics, Game Theory, Logistics & Distribution, Linear/Nonlinear Optimization, Stochastic Modeling, Stochastic Processes, Integer Programming, Dynamic Programming (GPA: 3.94/4.00)
- 1996-2001 **METU UNIVERSITY**, Ankara, Turkey
B.Sc. in Industrial Engineering
 Coursework includes: Operations Research, Mathematical Programming, Project Management, Management for Engineers, Cost Accounting, Production Planning, Managerial Economics, Engineering Economy, Micro & Macro Economics

RESEARCH PAPERS

- 2006 Pricing without Market Information, S. Eren and C. Maglaras. *Working paper, Columbia University, New York, NY. Targeted outlet: Operations Research*
- 2006 Product Line Positioning without Market Information, S. Eren and G. van Ryzin. *Working paper, Columbia University, New York, NY. Submitted to Management Science*
- 2006 Revenue Management Heuristics under Limited Market Information: A Maximum Entropy Approach, S. Eren and C. Maglaras. *Working paper, Columbia University, New York, NY. Targeted outlet: Operations Research*

TEACHING EXPERIENCE

Teaching Assistant (Columbia Business School) :

Managerial Statistics, core MBA course, Professors Glasserman (2003), Stier (2004), Maglaras (2006)
 Pricing Strategies, MBA Marketing elective course, Prof. Wadhwa (2006, both MBA & Executive MBA)
 Pricing and Revenue Optimization, MBA elective course, Prof. Maglaras (2006)

Cases:

NY Health Club Case A & B (Revenue Management MBA Case), under the supervision of Prof. Maglaras

Other:

Helping Prof. Van Ryzin and Prof. Kolesar develop MBA Elective course on Operations Consulting.

PROFESSIONAL EXPERIENCE

2001-2002	Ford Motor Co., Kocaeli, Turkey Management Trainee
2000-2001	Argon International Consultancy & Engineering, Ankara, Turkey Part-time Business Analyst
2001	Restructuring Project at CHP – Largest Liberal Political Party in Turkey, Ankara, Turkey Volunteer Work as Consultant
2000	Tandans Dancing Courses, Ankara, Turkey Database Designer and Project Leader
2000	I-Bimsa IBM Turkey, Istanbul, Turkey Summer Intern
1999	Mercedes-Benz Turk, Istanbul, Turkey Summer Intern

HONORS AND AWARDS

2006	Informs Future Academician Colloquium
2002-2007	Columbia Business School Graduate Fellowship covering tuition, plus stipend
1996-2001	High Honor List of METU University
1996-2001	METU University Undergraduate Fellowship covering tuition, plus stipend
1996	Ranked 34 th among 1.5 million at the national university entrance examination in Turkey
1996	Ranked 1 st at graduation from the top-rated high school, Izmir Science High School, in Turkey
1995	Member of the team that ranked 1 st among 198 teams in a city-wide high school science competition

CONFERENCES AND INVITED PRESENTATIONS

2006	Pricing without Market Information, Informs Annual Meeting, Pittsburgh
2006	Product Positioning without Market Information, Informs Annual Meeting, Pittsburgh
2006	Revenue Management Heuristics under Limited Market Information: A Maximum Entropy Approach, Informs Annual Meeting, Pittsburgh
2006	Pricing and Product Positioning without Market Information, M&SOM Conference, Atlanta
2006	Revenue Management Heuristics under Limited Market Information: A Maximum Entropy Approach, Informs Revenue Management and Pricing Section Conference, New York
2005	Pricing and Product Positioning without Market Information, Informs Annual Meeting, San Francisco
2004	Robust Controls for Revenue Management Problems, Informs Annual Meeting, Denver.

PROFESSIONAL ACTIVITIES

2003-2004	Business school representative of Graduate Student Advisory Council at Columbia University Referee for: Operations Research, and Manufacturing and Service Operations Management
2002-2007	Member of Informs
1997-2000	Member of METU Productivity Club and METU Management Club

PERSONAL INTERESTS

Amateur photographer, portfolio at <http://seren.photosite.com/>
 Soccer fan, played in school teams for ten years, regularly follow European Champions League

REFERENCES

Garrett van Ryzin
Decision, Risk and Operations Division
Graduate School of Business
Columbia University
Uris Hall, Room 412
3022 Broadway
New York, NY 10027
Phone: 212-854-4280
gjv1@columbia.edu

Costis Maglaras
Decision, Risk and Operations Division
Graduate School of Business
Columbia University
Uris Hall, Room 409
3022 Broadway
New York, NY 10027
Phone: 212-316-9180
cm479@columbia.edu

Alp Muharremoglu
Decision, Risk and Operations Division
Graduate School of Business
Columbia University
Uris Hall, Room 410
3022 Broadway
New York, NY 10027
Phone: 212-854-9817
alp2101@columbia.edu