

CURRICULUM VITAE
SERDAR SAYMAN
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Koç University
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EDUCATIONAL BACKGROUND

Ph.D. in Marketing, The Wharton School, University of Pennsylvania, August 1998.
Title: Positioning of Store Brands
Supervisors: Stephen J. Hoch and Jagmohan S. Raju

M.B.A., Middle East Technical University, Ankara, June 1994.

B.S. in Electrical and Electronics Eng., Middle East Technical U., Ankara, June 1989.

ACADEMIC EXPERIENCE

Academic Positions

Associate Professor of Marketing, Koç University, İstanbul, 2008 – present.
Assistant Professor of Marketing, Koç University, İstanbul, 1998 – 2008.
Teaching Assistant, University of Pennsylvania, 1996 – 1998.

Courses Taught

Behavioral Decision Theory (PhD)
Marketing Research (MBA and Undergraduate)
Marketing Models (MBA)
Marketing Management (Undergraduate)

Teaching Interests

Marketing management, marketing research, mathematical methods in marketing, marketing strategy.

INDUSTRIAL EXPERIENCE

Systems Support Engineer, Turkish Petroleum Co. Inc., Ankara, 1993 – 1994.
Assistant Systems Analyst, KalHost, Ankara, 1990.

RESEARCH

Refereed Publications

- Sayman, Serdar, and Ayşe Öncüler (2009), “An Investigation of Time Inconsistency,” *Management Science*, 55 (3) March, p. 470-482.
- Sayman, Serdar (2008), “Free Samples: A Conceptual Framework,” *Journal of the Marmara University Institute of Social Sciences*, 29 (8) January, p. 95-101.
- Sayman, Serdar, and Jagmohan S. Raju, (2007), “Store Brands: From Back to the Future,” in *Review of Marketing Research Volume 3*, N.K. Malhotra (ed.), M.E. Sharpe Inc.
- Sayman, Serdar, and Ayşe Öncüler (2005), “Effects of Study Design Characteristics on the WTA – WTP Disparity: A Meta Analytical Framework,” *Journal of Economic Psychology*, 26 (2) April, p. 289–312.
- Sayman, Serdar, and Jagmohan S. Raju (2004), “How Category Characteristics Affect the Number of Store Brands Offered by the Retailer: A Model and Empirical Analysis,” *Journal of Retailing*, 80 (4) December, p. 279–287.
- Sayman, Serdar, and Jagmohan S. Raju (2004), “Investigating the Cross-Category Effects of Store Brands,” *Review of Industrial Organization*, 24 (2) March, p. 129–141.
- Sayman, Serdar, Stephen J. Hoch, and Jagmohan S. Raju (2002), “Positioning of Store Brands,” *Marketing Science*, 21 (4) Fall, p. 378–397.

Other Academic Publications

- Sayman, Serdar (2006), “Satış Temsilcilerinin Firmaya Dair İmajı ve İçsel Pazarlama,” *Pazarlama Dünyası*, 20(4) July, p. 30-31.
(Sales Representatives’ Perceptions of the Firm and Internal Marketing, *Marketing World*)

Research in Progress

- Market Expansion Effort in a Common Retailer Channel with Asymmetric Manufacturers: Analytic and Empirical Analysis (with Gangshu Cai)
- Dynamics of Price Premiums in Frequency Programs (with Stephen J. Hoch)
- Buyer Heterogeneity and the Design of Frequency Programs (with Murat Usman)

Conference Presentations

- Sayman, Serdar, and Murat Usman, “Buyer Heterogeneity and the Design of Frequency Programs,” Marketing Science Conference, University of Pittsburgh, Pittsburgh, June 8–10, 2006.
- Sayman, Serdar, and Ayşe Öncüler, “Reverse Time Inconsistency,” Marketing Science Conference, Emory University, Atlanta, June 16–18, 2005.
- Sayman, Serdar, and Stephen J. Hoch, “Buyer Switching in Frequency Programs,” Marketing Science Conference, Erasmus University, Rotterdam, June 24–27, 2004.
- Sayman, Serdar, and Jagmohan S. Raju, “How Category Characteristics Affect the Number of Store Brands Offered by the Retailer: A Model and Empirical Analysis,” EURO-INFORMS Joint Meeting, İstanbul, July 6–10, 2003.
- Sayman, Serdar, Stephen J. Hoch, and Jagmohan S. Raju, “Positioning of Store Brands,” Marketing Science Conference, University of California, Los Angeles, June 22–25, 2000.
- Sayman, Serdar, and Jagmohan S. Raju, “Positioning of Store Brands: Do Copycats Bring More Profits?” Marketing Science Conference, University of California, Berkeley, March 21–23, 1997.

Conference Activities

- Co-Organizer and Chair of Special Session 51/8 “Store Brands” in EURO-INFORMS Joint Meeting, İstanbul, July 6–10, 2003.

Reviewing / Editorial Activities

- Editorial Board: *Marketing Science* (April 2005 - December 2008)
- Reviewer: *Marketing Science*, *Management Science*, *Journal of Retailing*, *Marketing Letters*, *Journal of Economic Psychology*, *Review of Economic Studies*, *Review of Industrial Organization*, *Journal of Modelling in Management*, *Boğaziçi Journal*, *Hong Kong UST Research Council*

Research Interests

- modeling retail strategies, private labels and loyalty programs in particular
- empirical analysis of consumer response to retail strategies
- behavioral decision making; deviations from normative models

Research Grants

- KÜMPER, 2004-2005, “Reverse Preference Reversal for Temporal Prospects”
- TÜBİTAK, 2007-2008, “Design of Loyalty Programs and Non-Linear Pricing Strategies”

HONORS AND AWARDS

Finalist in the 2002 John D.C. Little Best Paper Award (for marketing papers in Management Science and Marketing Science) for the article “Positioning of Store Brands”
Wharton Doctoral Fellowship, 1994 – 1998
Vehbi Koç Foundation Scholarship for Undergraduate Education, 1985 – 1989

CORPORATE ACTIVITIES

Consulting

Technology Service Solutions (IBM–Kodak venture) – USA.
Wawa Stores – USA.
Michelin – Turkey.
Yapı Kredi Bankası - Turkey

Corporate Seminars

Product Category Characteristics and Private Labels (Ürün Kategori Özellikleri ve Özel Markalar), in *Future Trends in Private Labeling*, İstanbul, November 2001.

Executive Training

Marketing Research: Aygaz (2004), Pfizer (2004, 2005)
Pricing: Aygaz (2004), Sony Eurasia (2005), Turquality (2007, 2008, 2009)
Product Management: Sony Eurasia (2005)

PROFESSIONAL AFFILIATIONS

Institute for Operations Research and the Management Sciences (INFORMS)