

Pinar Yildirim

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Employment History & Affiliations

The Wharton School, University of Pennsylvania

Associate Professor of Marketing (with tenure), July 2022—present

Associate Professor of Economics (secondary, with Dept. of Economics), July 2022—present

Assistant Professor, July 2012—2022

Leonard Davis Institute, Senior Fellow, 2014—present

Carey Law School, University of Pennsylvania

Faculty Affiliate, Center for Technology, Innovation, & Competition, 2022—present

NBER Faculty Research Fellow, April 2022—present

Short Visits

Weizenbaum Institut, Berlin, Visiting Scholar, December 2022

Microsoft Research New England, Visiting Scholar, November 2017

Yale University, School of Management, Visiting Scholar, July 2017

Stanford University, Graduate School of Business, Visiting Scholar, July—August 2015

Education

Ph.D., Marketing & Business Economics, University of Pittsburgh; coursework & dissertation at Carnegie Mellon U., 2012

Ph.D., Industrial Engineering, University of Pittsburgh, 2010

M.S., Industrial Engineering, University of Pittsburgh, 2006

B.S., Industrial Engineering, minor in Mechanical Engineering, METU, 2004

Published and Forthcoming

1. “Negative Advertising and Competitive Product Positioning.” Forthcoming, **Management Science**, 2022, with G. Bostanci and Kinshuk Jerath
2. “Implications of Revenue Models and Technology for Content Moderation Strategies.” Forthcoming, **Marketing Science**, 2022, with Y. Liu and J. Zhang
 - Best Paper Award, ZEW Conference on ICT, 2021
3. “Information Networks and Collective Action: Evidence from the Women’s Temperance Crusade.” **American Economic Review**, 2022, 112(1), 41–80, with Camilo Garcia Jimeno and A. Iglesias Diaz
4. “A Theory of Maximalist Luxury.” **Journal of Economics & Management Strategy**, 2022, 31(2), 284–323, with Z. Liu, and ZJ Zhang
5. “Managing Automation in Teams.” **Journal of Economics & Management Strategy**, 2022, 31(1), 146–170, with M. Dogan
6. “Social Media and Political Contributions: The Impact of New Technology on Political Competition.” **Management Science**, 2021, 67(5), 2997–3021.
with M. Petrova and A. Sen
 - Noted in the Federal Communications Commission’s Notice of Proposed Rulemaking 21-91
 - PhD seminar reading list (NYU, PSU)
7. “Social Network Design for Inducing Effort.” **Quantitative Marketing and Economics**, 2020, 18(4), 381–417, with Y. Wei, C. Van den Bulte, J. Lu
8. “Competing by Restricting Choice: The Case of Matching Platforms.” **Management Science**, 2018, 64(8), 3574–3594, with H. Halaburda and M. Piskorski
 - PhD seminar reading list (Columbia, Cornell, and Stanford)
9. “Credit Scoring with Social Network Data.” **Marketing Science**, 2016, 35(2), 234–258, with Y. Wei, Y., C. Van den Bulte, and C. Dellarocas.
 - Most cited analytical paper in Marketing Science, 2016-2021.
10. “User-Generated Content and Bias in News Media.” **Management Science**, 2013, 59(12), 2655–2666, with Esther Gal-Or and Tansev Geylani.
11. “The Impact of Advertising on Media Bias.” **Journal of Marketing Research**, 2012, 49(1), 92–99, with Esther Gal-Or and Tansev Geylani.
12. “Distribution Network Redesign for Marketing Competitiveness.” **Journal of Marketing**, 2009, 73(2), 146–163, with Jen Shang, V. Mittal, P. Tadikamalla and Larry Brown

13. “Hedging Customer Risk.” **Customer Needs and Solutions**, 2014, 1(2), 105–116 with C. Groening, C., V. Mittal, P. Tadikamalla.
14. “Optimizing Online Recurring Promotions for Dual-Channel Retailers: Segmented Markets with Multiple Objectives.” **European Journal of Operational Research**, 2018, 267(2), 612–627, with Y. Jiang, Y. Liu, J. Shang, Q. Zhang.
15. “Optimal Pricing for Group Buying with Network Effects.” **Omega**, 2016, 63(C), 69–82, with G. Zhang and J. Shang.

Working Papers

16. “Are Political and Charitable Giving Substitutes? Evidence from the United States.” *minor revision*, **Management Science**, with Andrei Simonov, Maria Petrova, Ricardo Perez-Truglia
– Covered by the Wall Street Journal
17. “Strategic Automation and Decision-Making Authority.” with Mustafa Dogan and Alex Jacquilat
18. “A Theory of Minimalist Luxury.” with Jessie Liu and John Zhang
19. “Matching Pennies on the Campaign Trail: An Empirical Study of Senate Elections and Media Coverage.” with Camilo Garcia-Jimeno
20. “Privacy Regulations and Online Search Friction: Evidence from GDPR.” with Yu Zhao and Pradeep Chintagunta
21. “Hunting for Eyeballs: Consumer Demand and Online News.” with Ananya Sen
– Best Paper Award, Royal Economic Society Conference PhD Symposium
22. *Liu, Y., Yildirim, P., Zhang, J. “Consumer Preferences and Firm Technology Choice.”

Research in Progress

23. “Automation, Career Values, and Support for Populism” with Maria Petrova, Gregor Schubert, and Bledi Taska
24. “How do Brand Networks Break in Face of a Crisis?” with C. Garcia Jimeno, Martina Pocchiari
25. “Effects of Wage Transparency Regulation” with Yu Zhao, Isaac Dinner

Awards & Panels

MSI Scholar, 2023

Teaching Excellence Award, The Wharton School, 2021

Best Paper Award, ZEW Conference on Economics of ICT, 2021

Inform's Marketing Science - Women's Workshop, Panelist, 2020

NBER Digitization Meeting, Stanford, Keynote Panel, 2020

AMA Erin Anderson Award for Emerging Female Scholar and Mentor, 2020

AMA-Sheth Consortium, Faculty Fellow, 2019

Teaching Excellence Award, The Wharton School, 2018

Distinguished Service Award, Management Science, 2018

AMA Seenu Srinivasan Young Scholar Award in Quantitative Methodology, 2018

Marketing Science Institute, Young Scholar Award, 2017

Distinguished Service Award, Management Science, 2016

Best Paper Award, Royal Economic Society Conference PhD Symposium, 2015

3rd Annual Mid-Atlantic Doctoral Symposium, Faculty Fellow, 2015

ISMS Doctoral Consortium, Faculty Fellow, 2013

Outstanding Research Assistant Award, University of Pittsburgh, 2010

Haring Symposium, Fellow, 2008

INFORMS Future Academician Colloquium, Fellow, 2008

AMA-Sheth Consortium, Consortium Fellow, 2008

Honoreé Award for Extraordinary Service, University of Pittsburgh, 2008

Teaching

The Wharton School, Executive Education

- Business in the Metaverse Economy
- Platform Strategy [co-creator with Rahul Kapoor]
- Digital Marketing - Strategies for Multi-sided Platforms
- Marketing for Financial Firms
- Cryptocurrencies

The Wharton School, MBA

- MKTG 747: Marketing Strategy for Technology Platforms
- MKTG 777: Marketing Strategy
- MKTG 712: Marketing Research

The Wharton School, Undergraduate

- MKTG 247: Marketing Strategy for Technology Platforms
- MKTG 277: Marketing Strategy
- MKTG 212: Marketing Research

The Wharton School, Other Lectures

MBA Alumni Reunion – Lifelong Learning Keynotes, 2014, 2018, 2021

Global Modular Course, Lecture on Turkey, 2014, 2015

MBA Admissions Lecture, 2017

Invited Talks, Conference Presentations

2023

Temple, April 2023 [scheduled]

Harvard, March 2023 [scheduled]

Stanford, March 2013 [scheduled]

NBER Digitization Spring meeting [scheduled]

TSE Platform Economics Series, Discussant, February 2023 [scheduled]

Platform Economics Seminar Series, January 2023 [scheduled]

MSI Scholars Gathering, January 2023 [scheduled]

London School of Economics, TBA

Cornerstone, TBA

2022

NYU, December 2022

Wharton Business Journalists Workshop, October 2022

Modelers Meeting at New York, October 2022

NBER Summer Institute, July 2022 (Discussant)

Swiss Society for Economics and Statistics, Keynote on Social Media & Economic Policy, June 2022

UC Berkeley, May 2022

MIT, May 2022

Columbia University, April 2022

NBER Conference on Privacy, April 2022

University of Toronto, March 2022

TSE Platforms Conference, March 2022 (Discussant)

Annual UTD Forms Conference, March 2022 (co-author presentation)

2021

Yale University, December 2021

London Business School, November 2021

Cambridge University, November 2021

Summer Institute in Competitive Strategy, Berkeley, CA, August 2021 (discussant)

NewMR Seminar Series, July 2021

Paris Digital Economics Seminar Series, July 2021

ZEW Conference on Digital Economy, June 2021

Theory and Practice Conference, Wharton School, Philadelphia, PA, June 2021

Marketing Science Conference, Rochester, NY, June 2021

Imperial College London, May 2021

Bilkent University, Turkey, May 2021

Rochester University, April 2021

Paris Digital Economy Conference, April 2021

Becker Friedman Institute Networks Conference, University of Chicago, March 2021

Forms Bass Conference, University of Texas Dallas, TX, February 2021

Virtual Digital Economy Seminar, February 2021

ASSA Conference, January 2021 (discussant)

2020

WISE Conference, December 2020

University of Delaware, November 2020

University of Southern California, November 2020

UC Berkeley, October 2020

Virtual Quant Marketing Seminars, July 2020

Economics of Advertising Conference, July 2020 [Cancelled due to Covid-19]

Marketing Science Conference, June 2020

London Business School, Marketing Camp, June 2020 [Cancelled due to Covid-19]

International Industrial Organization Conference, May 2020 [Cancelled due to Covid-19]

Columbia University, IO seminar, April 2020 [Cancelled due to Covid-19]

University of Chicago, Becker Friedman Institute, March 2020 [Cancelled due to Covid-19]

University of Chicago, March 2020

Forms Bass Conference, University of Texas Dallas, TX, February 2020 (presentation by co-author)

2019

Duke University, December 2019

Choice Symposium, Maryland, MD, May 2019

MIT, May 2019

Northwestern University, May 2019

Industrial Organization Society Conference, Boston, MA, May 2019 (presentation by co-author)

Theory and Practice Conference, Columbia University, NYC, NY, May 2019

University of Maryland, April 2019

Internet of Things Conference, GWU, Washington DC, 2019 (presentation by co-author)

2018

NYU, Information Systems Department, December 2018

Washington University St Louis, November 2018

Marketing Dynamics Conference, Southern Methodist University, Dallas, TX, July 2018

Informing Marketing Science Conference, Philadelphia, PA, June 2018

Data, Dollars and Votes Conference, Georgetown University, Washington DC, May 2018

University of Virginia–Darden, May 2018

UCLA, March 2018

Forms Bass Conference, University of Texas Dallas, TX, March 2018

2017

Marketing in Israel Conference, Israel, December 2017

Microsoft Research (New England), November 2017

Marketing Science Conference, Los Angeles, CA, June 2017

8th Conference on Internet Commerce, Northwestern University, Chicago, IL, June 2017

17th Strategy and Business Environment, Duke University, Durham, NC, May 2017

Johns Hopkins University, May 2017

University of Washington, May 2017

POMS Conference, Seattle, WA, May 2017

Baruch College, March 2017

Federal Communications Commission, March 2017

Bass Forms Conference, University of Texas Dallas, Dallas, TX, March 2017

NYC Media Economics Series, NYC, NY, March 2017

Virginia Tech, February 2017

2016

Digital Marketing Conference, Stanford, Palo Alto, CA, December 2016 (presentation by co-author)

Temple University, November 2016

CODE Conference, MIT, Boston, MA, October 2016

Summer Institute in Competitive Strategy, Berkeley, CA, July 2016

China-India Conference, Yale University, July 2016 (presentation by co-author)

ZEW ICT Conference, Mannheim, Germany, June 2016 (presentation by co-author)

Emerging Data & Models Executive Symposium, Bank of West, San Francisco, CA, May 2016

Harvard Business School, Technology and Operations Management Unit, May 2016

Boston University, May 2016

Georgetown University, April 2016

Bass Forms Conference, University of Texas Dallas, Dallas, TX, February 2016

13th PSI and OM Conference, Park City, UT, February 2016

9th Conference on the Economics of IP, Software & the Internet, Toulouse School of Economics, Toulouse, France, January 2016

2015

Inform's Annual Meeting, Philadelphia, PA, November 2015

22nd Conference on Political Economy, Wallis Institute, September 2015 (presentation by co-author)

1st International Conference on Marketing, McGill University, Montreal, Canada, August 2015

Stanford University, August 2015

SITE Conference, Stanford University, Palo Alto, CA, July 2015

Conference on the Foundations of Business Strategy, Wash. U. St. Louis, St. Louis, MO, May 2015

INSEAD, Marketing Research Camp, Fontainebleau, France, May 2015

Royal Economic Society Conference, UK, March 2015 (presentation by co-author)

Modelers Meeting, New York, NY, March 2015

9th Annual UTD Forms Conference, Dallas, TX, February 2015

2014

12th Conference on Media Economics, Italy, October 2014 (presentation by co-author)

Duke University, Int. Society for New Institutional Economics Conference, Durham, NC, June 2014

12th ZEW Economics of ICT Conference, Mannheim, Germany, June 2014

NBER Summer Meeting on Economics of IT and Digitization, Boston, MA, July 2014

Internet Search & Innovation Conference, Northwestern University, Chicago, IL, June 2014 (discussant)

36th Inform's Marketing Science Conference, Emory University, Atlanta, GA, June 2014

4-School Conference, Yale School of Management, New Haven, CT, May 2014

11th PSI Conference, University of Utah, Park City, UT, February 2014

2013

Yale University, October 2013

QME Conference, University of Chicago, Chicago, IL, September 2013 (discussant)

Informing Marketing Science Conference, Istanbul, Turkey, July 2013

Summer Institute in Competitive Strategy, Berkeley, CA, June 2013 (discussant)

ICT Conference, ZEW (European Center for Economic Research), Mannheim, Germany, June 2013

TIGER Forum, Toulouse School of Economics, Toulouse, France, June 2013

University of Buffalo School of Engineering, May 2013

Cornell University, April 2013

10th PSI Conference, Snowbird, UT, January 2013

(Select from) 2012 & earlier

Emerging Markets Conference, The Wharton School, Philadelphia, PA, September 2012

University of Pennsylvania, November 2011

NYU, November 2011

Columbia University, November 2011

University of Toronto, October 2011

Washington University at St. Louis, October 2011

Emory University, October 2011

Georgia Institute of Technology, October 2011

Marketing Science Conference, Houston, TX, June 2011

Conference on Internet Search & Innovation, Northwestern University, Chicago, IL, June 2011

Marketing Academic Research Colloquium, University of Maryland, College Park, MD, May 2011

Workshop on Media Economics, Roosevelt Institute, NYC, NY, October 2010 (discussant)

Haring Symposium, Indiana University, Bloomington, IN, April 2008

Service & Editorial Assignments

Editorial Assignments

Marketing Science, Editorial Board, 2017—present

Journal of Marketing Research, Editorial Board, 2020—2022

International Journal of Research in Marketing, Area Editor, 2021—present

Marketing Letters, Editorial Board, 2021—present

Conference Chair & Program Committee

NBER Digitization Spring Meeting, 2023 (Co-organizer)

Quantitative Marketing and Economics at UCLA, 2021 (Program Committee)

Quantitative Marketing and Economics, 2019 (Co-chair)

16th ACM Conference on Economics and Computation, 2015 (Program Committee)

Review Service

Grants & Prize Committees: NSF Grant Panel (2020), Clayton Dissertation Prize (2020, 2022), Dick Wittink Prize Committee (2019)

Ad-hoc Reviewer: American Economic Review, Quarterly Journal of Economics, AEJ: Micro, Marketing Science, Management Science, Journal of Marketing, Operations Research, Journal of Marketing Research, J. of the European Economic Association, Journal of Economics & Management Strategy, Journal of Industrial Organization, Quantitative Marketing and Economics, J. of Economic Behavior & Organization, Information Systems Research, Production Operations Management, J. of Industrial Economics, J. of Media Economics, J. of Information Economics and Policy, Int. J. of Research in Marketing, California Management Review

University Service

University of Pennsylvania, Marketing Department

Diversity Search Advisor, 2022

Recruitment Committee Chair, 2022

Recruitment Committee, 2015, 2017, 2019

Ph.D. Committee, 2014, 2015, 2017, 2018

Curriculum Committee, 2012, 2013, 2016, 2021

Wharton Marketing Colloquia, 2013, 2016, 2020, 2022

Mentorship and Doctoral Student Training

Doctoral Students at Penn (Co-Advisor):

1. Yu Zhao, Wharton Marketing Dept., expected graduation 2024
2. Yi Liu, Wharton Marketing Dept., 2022, first placement: University of Wisconsin, Madison
3. Michael Kurish, Wharton Marketing Dept., 2022, first placement: Instacart
4. Jessie Liu, Penn Economics Dept., 2020, first placement: Johns Hopkins University

Doctoral Students at Penn (Committee Member):

5. Lucie L'Heude, Penn Economics Dept., expected graduation 2023
6. Qi Pan, Penn Economics Dept., 2021, first placement: CUHK
7. Jeffrey Cai, Wharton Marketing Dept., 2015, first placement: Texas A&M

Other Doctoral Student Training at Penn:

8. Gorkem Bostanci, Penn Economics Dept., 2021, co-author, first placement: University of British Columbia
9. Angel Iglesias Diaz, Penn Economics Dept., co-author
10. Mustafa Dogan, Penn Economics Dept., 2017, co-author + letter writer, first placement: Carnegie Mellon University/MIT Sloan (post-doc)
11. Joy Lu, Wharton Marketing Dept., 2017, co-author, first placement: Carnegie Mellon University

12. Yanhao Wei, Penn Economics Dept., 2016, co-author + letter writer, first placement: University of Southern California

Doctoral student/post-doc training outside of Penn:

13. Martina Pocchiari, Erasmus University, Marketing Dept., co-author + letter writer, 2022, first placement: NUS
14. Benson Tsz-Kin Leung, Cambridge University Economics Dept. (post-doc), 2021, co-author + letter writer, first placement: HK Baptist University
15. Ananya Sen, Toulouse School of Economics, 2016, co-author + letter writer, first placement: MIT Sloan (post-doc), current: Carnegie Mellon University

Undergraduate Thesis/Summer Research Advisor:

16. Aashna Jain, 2019
17. Ellie Chi, 2018
18. Jack Beckwith, 2016
19. Winnie Cheng, 2013

Last updated: December 2022
<http://www.pinaryildirim.com>