

Pinar Yildirim

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Employment History & Affiliations

The Wharton School, University of Pennsylvania

Associate Professor of Marketing, July 2022—present

Secondary appointment 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 Institute, 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; with coursework and dissertation committee at Carnegie Mellon University

Ph.D., Industrial Engineering, University of Pittsburgh

M.S., Industrial Engineering, University of Pittsburgh

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

Published and Forthcoming Articles

1. “Strategic Automation and Decision-Making Authority.” Forthcoming, *Journal of Economics & Management Strategy*, 2023, with Mustafa Dogan and Alex Jacquillat
2. “Less is More: A Theory of Minimalist Luxury.” Forthcoming, *Journal of Economics & Management Strategy*, 2023, with Jessie Liu and Z. John Zhang
3. “Consumer Preferences and Firm Technology Choice.” Forthcoming, *IJRM*, 2023, with Yi Liu, and Z. John Zhang
4. “Negative Advertising and Competitive Product Positioning.” *Management Science*, 2023, 69(4):2361-2382, with G. Bostanci and Kinshuk Jerath
5. “Implications of Revenue Models and Technology for Content Moderation Strategies.” *Marketing Science*, 2022, 41(4): 831–847, with Y. Liu and Z.J. Zhang
 - Best Paper Award, ZEW Conference on ICT, 2021
6. “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
7. “A Theory of Maximalist Luxury.” *Journal of Economics & Management Strategy*, 2022, 31(2), 284–323, with Z. Liu, and Z.J. Zhang
8. “Managing Automation in Teams.” *Journal of Economics & Management Strategy*, 2022, 31(1), 146–170, with Mustafa Dogan
9. “Social Media and Political Contributions: The Impact of New Technology on Political Competition.” *Management Science*, 2021, 67(5), 2997–3021, with Maria Petrova and Ananya Sen
 - Noted in the Federal Communications Commission’s Notice of Proposed Rulemaking 21-91
 - PhD seminar reading list (NYU, PSU)
10. “Social Network Design for Inducing Effort.” *Quantitative Marketing and Economics*, 2020, 18(4), 381–417, with Max Wei, C. Van den Bulte, Joy Lu
11. “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)
12. “Credit Scoring with Social Network Data.” *Marketing Science*, 2016, 35(2), 234–258, with Y. Wei, Y., C. Van den Bulte, and C. Dellarocas
13. “User-Generated Content and Bias in News Media.” *Management Science*, 2013, 59(12), 2655–2666, with Esther Gal-Or and Tansev Geylani
14. “The Impact of Advertising on Media Bias.” *Journal of Marketing Research*, 2012, 49(1), 92–99, with Esther Gal-Or and Tansev Geylani

15. “Distribution Network Redesign for Marketing Competitiveness.” *Journal of Marketing*, 2009, 73(2), 146–163, with Jen Shang, V. Mittal, P. Tadikamalla and Larry Brown
16. “Hedging Customer Risk.” *Customer Needs and Solutions*, 2014, 1(2), 105–116, with C. Groening, C., V. Mittal, P. Tadikamalla
17. “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
18. “Optimal Pricing for Group Buying with Network Effects.” *Omega*, 2016, 63(C), 69–82, with G. Zhang and J. Shang

Book Chapters

19. “New technologies and political competition: The impact of social media communication on political contributions,” with Maria Petrova, Ananya Sen, forthcoming in the “The Political Economy of Social Media,” Filipe Campante, Ruben Durante and Andrea Tesei, eds., CEPR (Center for Economic Policy Research).

Other Writing

20. “Social Media and Electoral Dynamics: Reversing Incumbency Advantage in the US,” *The Globe Post*, Op-Ed with Maria Petrova, and Ananya Sen, July 24, 2020
21. “Social media, political donations and incumbency advantage in the US” with Maria Petrova, Ananya Sen, *Voxeu.org*, 28 February 2017
22. “Hunting for Eyeballs: Consumer Demand and Online News” with Ananya Sen, *Ideas for India*, 18 May 2015
23. “Smarter Engagement: Bypass Biases in Social Media,” *Think with Google*, June 2013

Working Papers

24. “Are Political and Charitable Giving Substitutes? Evidence from the United States,” with Maria Petrova, Ricardo Perez Truglia, Andrei Simonov
– Covered by the *Wall Street Journal*
25. “Matching Pennies on the Campaign Trail: An Empirical Study of Senate Elections and Media Coverage,” with Camilo Garcia-Jimeno
26. “Privacy Regulations and Online Search Friction: Evidence from GDPR,” with Yu Zhao and Pradeep Chintagunta
27. “Automation, Career Values, and Support for Populism,” with Maria Petrova, Gregor Schubert, and Bledi Taska

Research in Progress

28. “Company Branding and Job Ads” with Yu Zhao, Isaac Dinner, and Joseph Zucker
29. “How do Brand Networks Break in Face of a Crisis?” with C. Garcia Jimeno, Martina Pocchiari
30. “Effects of Online Dating Platforms on Marriage and Health Outcomes” with Jessica Fong, Daniel Ershov
31. “Strategic Incentives and Collaboration in Work From Home” with Yi Liu and Mustafa Dogan

Inactive Working Papers

32. “Hunting for Eyeballs: Consumer Demand and Online News.” with Ananya Sen
– Best Paper Award, Royal Economic Society Conference PhD Symposium
33. Leung, B. T-K., Yildirim, P. “Competition, Politics, & Social Media.”

Honors, Awards, Keynotes, & Panels

Meritorious Service Award, Management Science, 2023

Critical Stances towards AI, Weizenbaum Institute, Deutsches Haus, Panel, NYC, 2023

SSRC Workshop on Social Media, Keynote Panel, July 2023

Marketing Science Institute, Scholar Award, 2023

Marketing Science, Service Award, 2022

Distinguished Service Award, Management Science, 2022, 2018, 2016

Swiss Society for Economics and Statistics, Keynote Speaker, 2022

Teaching Excellence Award, The Wharton School, 2021, 2018

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

Informa 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

AMA Seenu Srinivasan Young Scholar Award in Quantitative Methodology, 2018

Marketing Science Institute, Young Scholar Award, 2017

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

Digital Transformation

Business in the Metaverse Economy

Platform Strategy [co-director with Rahul Kapoor]

Digital Marketing - Strategies for Multi-sided Platforms

Marketing for Financial Firms

Cryptocurrencies

The Wharton School, Wemba

MKTG 777: Marketing Strategy

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

Recent Invited Talks, Conference Presentations

2024

Wharton Global Forum, Brazil, 2024

University of Toronto, SRI, TBA

Ivey Business School, TBA

Bocconi University, TBA

Cornell University, TBA

Erasmus, TBA

University of Vienna, TBA

2023

Stanford GSB, November 2023 [scheduled]

Harvard, Fall 2023 [scheduled]

HEC Paris, November 2023 [scheduled]

Northwestern University, Searle Center, November 2023

TSE Platform Economics Series, September 2023 (discussant)

SSRC Workshop on Social Media, Panelist, Keynote Panel, July 2023

Cornerstone, June 2023

Columbia Workshop on Media Effects, May 2023 (discussant)

Platform Analytics Conference, April 2023 (discussant)

NBER Digitization Spring meeting, Tutorial, March 2023

TSE Platform Economics Series, February 2023 (discussant)

Online Seminar on Digital Businesses, January 2023, MSI Scholars Conference, January 2023

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

Marketing Science Conference, June 2020

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

Inform's 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

Informs 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 Informs 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)
Informs 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)

SSRC Workshop on the Economics of Social Media at NYU, 2023 (Organizing Committee)

Online Research Seminar on Digital Businesses, 2023—present (Organizing Committee)

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

Grant Committees:

NSF Grant Panel (2020)

Prize Committees:

Erin Anderson Award Committee (2020, 2023), Clayton Dissertation Prize (2020, 2022, 2023), Dick Wittink Prize Committee (2019)

Ad-hoc Reviewer:

American Economic Review, Quarterly Journal of Economics, Restud, AEJ: Micro, AEJ: Economic Policy, Restat, Rand Journal of Economics, Marketing Science, Management Science, Journal of Marketing Research, Journal of Marketing, Operations Research, Science, Economic Journal, 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

NRR Recruitment Committee Chair, 2023

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 (Advisor/Co-Advisor):

1. Anna Guo, Wharton Marketing Dept., expected graduation 2025
2. Yu Zhao, Wharton Marketing Dept., expected graduation 2024
3. Yi Liu, Wharton Marketing Dept., 2022, first placement: University of Wisconsin, Madison
4. Michael Kurish, Wharton Marketing Dept., 2022, first placement: Instacart
5. Jessie Liu, Penn Economics Dept., 2020, first placement: Johns Hopkins University

Doctoral Students at Penn (Committee Member):

6. Hangcheng Zhao, Wharton Marketing Dept., expected graduation 2025
7. Lucie L'Heude, Penn Economics Dept., 2023, first placement: Bates White
8. Qi Pan, Penn Economics Dept., 2021, first placement: CUHK
9. Jeffrey Cai, Wharton Marketing Dept., 2015, first placement: Texas A&M

Other Doctoral Student Training at Penn:

10. Gorkem Bostanci, Penn Economics Dept., 2021, co-author, first placement: University of British Columbia
11. Angel Iglesias Diaz, Penn Economics Dept., co-author
12. Mustafa Dogan, Penn Economics Dept., 2017, co-author + letter writer, first placement: Carnegie Mellon University/MIT Sloan (post-doc)
13. Joy Lu, Wharton Marketing Dept., 2017, co-author, first placement: Carnegie Mellon University
14. Yanhao Wei, Penn Economics Dept., 2016, co-author + letter writer, first placement: University of Southern California

Doctoral student/post-doc training outside of Penn:

15. Martina Pocchiari, Erasmus University, Marketing Dept., co-author + letter writer, 2022, first placement: NUS
16. Benson Tsz-Kin Leung, Cambridge University Economics Dept. (post-doc), 2021, co-author + letter writer, first placement: HK Baptist University
17. 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:

18. Aashna Jain, 2019
19. Ellie Chi, 2018

20. Jack Beckwith, 2016

21. Winnie Cheng, 2013

Last updated: November 2023
<http://www.pinaryildirim.com>