

GOKHAN YILDIRIM

CONTACT INFORMATION Imperial College Business School
Marketing Group
South Kensington Campus, London
SW7 2AZ, UK
Phone: (+44)(0)20 7594 1082
Cell: (+44)(0)758 3395333
E-mail: g.yildirim@imperial.ac.uk

EMPLOYMENT Associate Professor of Marketing (**September 2019-present**)
Imperial College Business School

Assistant Professor of Marketing (September 2016-August 2019)
Imperial College Business School

Assistant Professor of Marketing Analytics (September 2012-September 2016)
Lancaster University Management School, Department of Management Science

RESEARCH INTERESTS *Substantive:* Return on Marketing Investment
(Digital Marketing, Long-term Marketing Effectiveness, Marketing Resource Allocation, Customer Mindset Metrics)
Methodological: Applied Time Series Econometrics, Dynamic Programming

EDUCATION **Universidad Carlos III de Madrid (UC3M), SPAIN**
• PhD in Business Administration and Quantitative Methods, cum laude|2006–2012
• Dissertation Title: Three Essays on Marketing Dynamics
• Thesis Committee:
• Alejandro Balbas (UC3M,Spain)
• Barbara Deleersnyder (Tilburg University, the Netherlands)
• Oded Koenigsberg (London Business School, UK)
• Koen Pauwels (Northeastern University, USA)
• Julian Villanueva (IESE Business School, Spain)
• Advisors:Mercedes Esteban-Bravo (UC3M, Spain) & Jose Manuel Vidal-Sanz (UC3M)

Marmara University, Istanbul–TURKEY
• Msc in Quantitative Methods/Business Administration, 2003–

Marmara University, Istanbul–TURKEY
• BA in Business Administration, 1999–2003

RESEARCH STAY Visiting Researcher (March 15-June 15, 2012)
• Tilburg University, the Netherlands
• Contact Person: Marnik Dekimpe

PUBLICATIONS App Popularity: Where in the World Are Consumers Most Sensitive to Price and User Ratings? (with **R. Kubler**, **K. Pauwels** and **T. Fandrich**),*Journal of Marketing*, 82(5), 20-44, 2018.

Can Retail Sales Volatility be Curbed through Marketing Actions? (**with Mercedes Esteban-Bravo and Jose M. Vidal-Sanz**),*Marketing Science*,36(2),232-253, 2017.

The Impact of Brand Familiarity on Online and Offline Media Effectiveness and their Synergy (with **K. Pauwels, S. Srinivasan** and **C. Demirci**), *International Journal of Research in Marketing*, 33(4), 739-753, 2016.

Historical impact of technological change on the US mass media advertising expenditure (with **Mercedes Esteban-Bravo** and **Jose M. Vidal-Sanz**), *Technological Forecasting and Social Change*, 100,306-316, 2015.

Consumer Attitude Metrics for Guiding Marketing Mix Decisions (with **D.M. Hanssens, K. Pauwels, S. Srinivasan** and **M. Vanhuele**), *Marketing Science*, 33(4), 534-550, 2014.

– Finalist for Robert D. Buzzel Best Paper Award, 2015

– Top 10 Most-Read Article by MSI, 2015

Valuing Customer Portfolios with Endogenous Mass-and-Direct Marketing Interventions Using a Stochastic Dynamic Programming Decomposition (with **Jose M. Vidal-Sanz** and **Mercedes Esteban-Bravo**), *Marketing Science*, 33(5), 621-640, 2014.

Winning Hearts, Minds and Sales: How Marketing Communication Enters the Purchase Process in Emerging and Mature Markets (with **Koen Pauwels** and **Selin Erguncu**), *International Journal of Research in Marketing*, 30(1), 57-68, 2013.

Book chapter:

How Consumer Mindset Response and Long-Term Marketing Effectiveness Differ in Emerging versus Mature Markets (with **Selin Erguncu**) in *Brand Management in Emerging Markets: Theories and Practices*, IGI Global, 51-71, 2014.

OTHER
PUBLICATIONS

Conditions for Owned, Paid and Earned Media Impact and Synergy (with *Ceren Demirci, Koen Pauwels* and *Shuba Srinivasan*), **Marketing Science Institute Report**, 2014, 14-101.

Should You Adapt Your Pricing and Ratings Reaction to a Country's Cultural and Socioeconomic Setting? (with *Raoul Kubler, Koen Pauwels* and *Thomas Fandrich*), **Marketing Science Institute Report**, 2016, 16-100.

RESEARCH UNDER
REVIEW &
WORKING PAPERS

Wharton Customer Analytics Initiative (WCAI) Project:
Quantifying Marketing Effectiveness for a Multichannel Multinational Retailer across Countries and Customer Segments (with *Albert Valenti, Shuba Srinivasan* and *Koen Pauwels*), **Submitted to Marketing Science**, 2018.

Disadoption Patterns in Fast Moving Consumer Goods (with *Donald R Lehmann, Selin Penez* and *Koen Pauwels*), **Working Paper**, 2018.

Synergistic Effect of Customer and Employee Satisfaction on Customer Spending, (with *Albert Valenti* and *Shuba Srinivasan*), **Working Paper**, 2017.

The Hierarchy of Effects Model, Dead or Alive: Does the Operating Hierarchy of Effects Vary across Categories and Brands? (with *Koen Pauwels, Shuba Srinivasan, Marc Vanhuele* and *Albert Valenti*), **Working Paper**, 2015.

Coping with Market Turbulance Following a Major New Product Innovation, (*with Barbara Deleersnyder*), **Working Paper**, 2015.

Marketing Mix Effectiveness and Regime Switching for Paid, Owned and Earned Media (*Single Author*), **Working Paper**, 2015.

CONFERENCE
PRESENTATIONS

Direct Mail to Prospects and Email to Current Customers? Managing Multichannel Marketing for L'Occitane, INFORMS Marketing Science Conference, Philadelphia, USA, June 2018.

Disadoption Patterns in Fast Moving Consumer Goods (*with Donald R Lehmann, Selin Penez and Koen Pauwels*), INFORMS Marketing Science Conference, Philadelphia, USA, June 2018.

Presented by: Donald R Lehmann.

Driving Marketing Effectiveness for a Multinational Retailer: Do Customer Value Segments or Country Effects Matter More?, EMAC, Oslo, May 2016.

Presented by: Albert Valenti.

Conditions for Owned, Paid and Earned Media Impact and Synergy (with Ceren Demirci, Koen Pauwels and Shuba Srinivasan), EMAC, Leuven, May 2015.

Can We Curb Retail Sales Volatility Through Marketing Mix Actions?(with Jose M. Vidal-Sanz and Mercedes Esteban-Bravo), *INFORMS Marketing Science Conference*, Boston, USA, June 2012.

Consumer Attitude Metrics For Guiding Marketing Resource Allocation (with Mike Hanssens, Koen Pauwels, Shuba Srinivasan and Marc Vanhuele), *Theory and Practice in Marketing Conference*, Harvard Business School, May 2012. Presented by: Mike Hanssens.

US Advertising Expenditure Trends: Long-Run Effects and the Structural Changes with New Media Introductions (with Jose M. Vidal-Sanz and Mercedes Esteban-Bravo), *Marketing Dynamics Conference*, Tilburg, Netherlands, August 2012.

Valuing Customer Portfolios with Mass and Direct Marketing Endogenous Interventions (with Jose M. Vidal-Sanz and Mercedes Esteban-Bravo), *Marketing Dynamics Conference*, Ozyegin University, Istanbul, Turkey, June 2010.

Valuing Customer Portfolios under Endogenous Marketing Investments (with Jose M. Vidal-Sanz and Mercedes Esteban-Bravo), *INFORMS Marketing Science Conference*, Cologne, Germany, June 2010. Presented by: Jose M. Vidal-Sanz.

RESEARCH
GRANTS &
AWARDS

2017-2018 Gary Lilien ISMS-MSI-EMAC Practice Prize Award Winner, "**Direct Mail to Prospects and Email to Current Customers? Managing Multichannel Marketing for L'Occitane**", (*with Albert Valenti, Shuba Srinivasan, and Koen Pauwels*)

Wharton Customer Analytics Initiative (WCAI) Research Grant for Data Access, "**That's the Way Brand Love Grows: Role of Customer Engagement across Markets**", 2015-2016, (*with Albert Valenti, Shuba Srinivasan, and Koen Pauwels*)

Research Grant by Spanish Ministry of Science and Innovation for the project "**Tecnicas Analiticas de Marketing en Entornos con Riqueza de Datos**", 2016-2018 (*with*

Mercedes Esteban Bravo, Jose M. Vidal-Sanz and Agata Leszkiewicz), Research Grant of €8,107; Grant Number ECO2015-67763-R.

AiMark Research Grant, "**Coping with Market Turbulance Following a Major New Product Innovation**," 2014-2015, (*with Barbara Deleersnyder*)

Research Grant by Spanish Ministry of Science and Innovation for the project "**Herramientas Analíticas para Marketing Interactivo**", 2012-2014 (*with Mercedes Esteban Bravo, Jose M. Vidal-Sanz and Agata Leszkiewicz*), Research Grant of €30,000; Grant Number ECO2011-30198.

Winner of the Marketing Science Institute "Communication and Branding in a Digital Era" Research Competition, 2011:

"Conditions for Owned, Paid and Earned Media Effectiveness: The Performance Impact of Online Customer-Initiated Actions for Better versus Lesser Known Brands of Search and Experience Goods" (*with Ceren Demirci, Koen Pauwels and Shuba Srinivasan*), Research Grant of \$10,000; Grant number 4-1714.

Mobility Grant & Research Grant, "Programa Propio de Investigacion, 2011-2012", Carlos III University of Madrid: €2,250

PhD scholarship, Department of Business Administration, 2006-2012.

TEACHING
EXPERIENCE

Participant of International Teachers Program (ITP), hosted by LBS, 2019

Teaching Certificate in Academic Practice (CAP) Module 1, UK

Courses that I taught:

Marketing Management, Executive MBA, Imperial College London, 2016-present
– Teaching Score in 2019: 4.8/5 (around 40 students)

Marketing Analytics, MBA Elective, Imperial College London, 2019-present
– Teaching Score in 2019: 4.7/5 (around 40 students)

Business Forecasting, Master Course, Lancaster University, 2016
– Teaching Score: 4.17/5 (around 80 students)

E-Marketing, Master Course, Lancaster University, 2013-2016
– Teaching Score: 4.42/5 (around 60 students)

Marketing Research Methods, Master Course, Lancaster University, 2012-2016
– Teaching Score: 4.08/5 (around 25 students)

Introduction to Business Analytics, Undergrad Course, Lancaster University, 2012-2016
– Teaching Score: 3.9/5 (around 400 students)

Thesis Supervision:

Supervision of 3 company-based master theses on various marketing topics, Lancaster University, 2013-2016.

Special Mention by Dean upon obtaining the highest average score based on students' assessment (Essentials of Business in 2011-2012, Undergrad Course at UC3M)

SERVICE

PhD Committee Member:

– Albert Valenti, Boston University, USA, defended April 2018. "Dissertation topic: Assessing Marketing Resource Allocation in Retail". Initial Placement: IESE Business School.

Imperial College London

- Faculty Research Committee, 2019
- Research Coordinator for the PhD program, 2019
- Faculty Hiring Committee, 2018-2019
- Departmental reorganization working group, 2018.

Lancaster University

- Head of the Master Program in Management Science and Marketing Analytics, Lancaster University, 2015-2016.
- UG Admissions Tutor of the Business Analytics program, Lancaster University.

WORK
EXPERIENCE

Universidad Carlos III de Madrid, SPAIN

- Teaching Assistant, 2006–2012
- SANKO Holding A.S., Istanbul, TURKEY**
- Junior Marketing Executive, 2005–2006

COURSES AND
WORKSHOPS

Workshops:

Promotion Modeling and Forecasting, London, 2015, Organizing Committee
Madrid Marketing Workshop I, UC3M, 2010.
Madrid Marketing Workshop II, UAM, 2011.

Selected Courses that I attended:

Doctoral Seminar, 'Advanced Research Methods and Design', by *Jacob Hornik-TAU*, 2010-2011.
Mini Course on Innovation and Entrepreneurship by *Rajesh Chandy - LBS*, 2009-2010.
Time Series Econometrics, PhD course by *Jesus Gonzalo - UC3M*, 2008-2009.
Research Methods in Marketing, PhD course by *Jose M. Vidal-Sanz-UC3M*, 2007-2008
Optimization, PhD course by *Javier Nogales - UC3M*, 2007-2008.
Operations Research, PhD course by *Jose Nino Mora - UC3M*, 2006-2007.
Financial Time Series Analysis, Master course by *Boo Sjoo - Linkoping University*, 2004-2005.
Forecasting Techniques, Master course by *Bahar Sennaroglu - Marmara University*, 2003-2004.

REVIEWING
ACTIVITIES

Ad hoc reviewer:

International Journal of Research in Marketing (IJRM) (2014,2019)
International Journal of Forecasting (2013)
Applied Marketing Analytics (2017)

LANGUAGES

Turkish (Native)

English (Fluent)

Spanish (Fluent-6 years of residence)

COMPUTER SKILLS

Matlab, R, Stata, \LaTeX , OX/PC Give, RATS, Eviews, SPSS.

CITIZENSHIP

Dual citizen: Republic of Turkey and United Kingdom(UK)

REFERENCES

Available upon request.