

## ÖZGEÇMİŞ

- 1. Adı Soyadı** : Özgür Özlük  
**İletişim Bilgileri**  
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- Telefon** : +90 506 765 86 45  
**Mail** : ozgur.ozluk@veriteanalytics.com
- 2. Doğum Tarihi** : 1 Kasım 1972, KIRIKKALE
- 3. Unvanı** : Doçent Doktor
- 4. Öğrenim Durumu** :

Derece	Alan	Üniversite	Yıl
Lisans	Endüstri Mühendisliği	Bilkent Üniversitesi	1994
Yüksek Lisans	Yöneylem Araştırması	UNC Chapel Hill, USA	1996
Doktora	Yöneylem Araştırması	UNC Chapel Hill, USA	1999

### 5. Akademik Unvanlar

Yardımcı Doçent Doktor, San Francisco State University, USA 2002  
Doçent Doktor, San Francisco State University, USA 2010

### 6. Yönetilen Yüksek Lisans ve Doktora Tezleri

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#### 6.1. Yüksek Lisans Tezleri

#### 6.2. Doktora Tezleri

### 7. Yayınlar

#### 7.1. Uluslar arası hakemli dergilerde yayınlanan makaleler

Cholette, S., Özlük, O., Özsen, L. and Ungson, R. U. "Exploring Purchasing Preferences: Local and Ecologically Labeled Foods," Journal of Consumer Marketing, 30 (7), 563-572, September 2013.

Selçuk B. and Özlük, O. "Optimal Keyword Bidding in Search-Based Advertising with Target Exposure Levels," European Journal of Operational Research, 226 (1), pp. 163-172, April 2013.

Cholette, S., Parlar, M. and Özlük, O. "Optimal Keyword Bidding to Allocate Expenditures Across Keywords with Random Ad Positions," *Journal of Optimization Theory and Applications*, 152 (1), pp. 225-244, January 2012.

Catay, B. Özlük, O. and Unluyurt, T. "An Ant Colony Algorithm for the Sequential Testing Problem under Precedence Constraints," *Expert Systems with Applications*, 38 (12), pp. 14945-14951, Dec 2011.

Clark, A., Cholette, S. and Özlük, O. "UCSF Increases Consumer Value through Optimal Vendor Show Scheduling," *Interfaces*, 41(4), pp. 327-337, July 2011.

Özlük, O., Elimam, A. and Interaminense E. "Optimum Service Capacity and Demand Management with Price Incentives," *European Journal of Operational Research*, 204 (2), pp. 316-327, July 2010.

Mehrotra, V., Özlük, O. and Saltzman, R. "Intelligent Procedures for Intra-Day Updating of Call Center Agent Schedules," *Production and Operations Management*, 19 (3), pp. 353-367, July 2010.

Grossman, T. and Özlük, O. "A Spreadsheet Scenario Analysis Technique that Integrates with Optimization and Simulation," *INFORMS Transactions on Education*, 10 (1), pp. 18-33, Sep. 2009.

Grossman, T., Mehrotra, V. and Özlük, O. "Lessons from Mission Critical Spreadsheets," *Communications of the Association for Information Systems (CAIS)*, Volume 20, August 2008.

Özlük, O. and Cholette, S. "Allocating Expenditures across Keywords in Search Advertising," *Journal of Revenue and Pricing Management*, 6 (4), pp. 347-356, July 2007.

Hartmann, M.E. and Özlük, O. "Facets of the p-cycle Polytope," *Discrete Applied Mathematics*, 112 (1), pp. 147-178, Sep 2001.

Hartmann, M.E. and Özlük, O. "Solving the Traveling Circus Problem by Branch & Cut." *Electronic Notes in Discrete Mathematics*, Vol 3, pp. 72-76, 1999.

## **7.2. Uluslar arası bilimsel toplantılarda sunulan ve bildiri kitabında (Proceeding) basılan bildiriler.**

Grossman, T. and Özlük, O. "Spreadsheets Grow Up: Spreadsheet Engineering of Large Financial Planning Models," *EuSpRIG 11th Annual Conference Proceeding*, London, UK, July 2010.

Grossman, T., Özlük, O. and Gustavson, J. "A The Lookup Technique to Replace Nested-If

Formulas in Spreadsheet Programming," EuSpRIG 10th Annual Conference Proceeding, Paris, France, July 2009.

Grossman, T. and Özlük, O. "A Paradigm for Spreadsheet Engineering Methodology," EuSpRIG 5th Annual Conference Proceeding, Klagenfurt, Austria, July 2004.

Grossman, T. and Özlük, O. "Research Strategy and Scoping Survey on Spreadsheet Practices," EuSpRIG 4th Annual Conference Proceeding, Dublin, Ireland, July 2003.

### **7.3. Yazılan Uluslar arası kitaplar veya kitaplarda bölümler.**

Özlük, O., "Search Engine Advertising: An Overview from a Revenue Management Perspective", in Yeoman, I. and McMahon-Beattie, U. (eds.), Revenue Management: A Practical Pricing Perspective, Palgrave Macmillan, London, 2011.

### **7.4. Ulusal hakemli dergilerde yayınlanan makaleler**

### **7.5. Ulusal bilimsel toplantılarda sunulan bildiri kitabında basılan bildiriler**

### **7.6 Diğer Yayınlar**

### **8.Projeler**

### **9.İdari Görevler**

### **10.Bilimsel Kuruluşlara Üyelikleri**

### **11.Ödüller**

## 12.Son iki yılda verdiği lisans ve lisansüstü düzeyindeki dersler

Akademik Yıl	Dönem	Dersin Adı	Haftalık Saati		Öğrenci Sayısı
			Teorik	Uygulama	
2014	Sonbahar	Introduction to Big Data*	1	2	40
2015	Bahar	Pricing & Revenue Mgmt.*	2	1	6
2015	Bahar	Marketing Analytics*	2	1	20
2015	Sonbahar	Big Data Exploration Using R	1	2	18

\* İşaretli dersler, yüksek lisans dersleridir.