

PROMOTION RECOMMENDATION
The University of Michigan
Stephen M. Ross School of Business

Ayse Y. Orhun, assistant professor of marketing, Stephen M. Ross School of Business, is recommended for promotion to associate professor of marketing, with tenure, Stephen M. Ross School of Business.

Academic Degrees

Ph.D.	2006	University of California at Berkeley, Business Administration, Berkeley, California
M.A.	2004	University of California at Berkeley, Behavioral Economics and Industrial Organization, Berkeley, California
B.A.	2000	Koc University, Economics, Istanbul, Turkey

Professional Record:

2011 – Present	Assistant Professor of Marketing, University of Michigan, Stephen M. Ross School of Business, Ann Arbor, MI
2006 – 2011	Assistant Professor of Marketing, University of Chicago, Booth School of Business, Chicago, IL.

Summary of Evaluation:

Teaching: Professor Orhun has taught the Marketing MBA Core Management course MKT503 since her arrival at Ross in 2011. Marketing management is a complex business function that requires a systematic and disciplined approach involving marketing tools, analytic skills, and logical reasoning. Professor Orhun has taught this course numerous times, to an impressive 14 sections of students over this time period, with an average enrollment of 78 students per section, an average course evaluation (Q8) score¹ of 4.6 out of 5. She has done well with this challenging course, which is arguably the most critical for the area in terms of student impact and a course that had been struggling in the past. Professor Orhun has been nominated twice for the full-time MBA Teaching Excellence Award and selected by MBA students to deliver a “Last Lecture” multiple times. Overall, she has been a very strong asset to the marketing group in terms of delivery of a notoriously demanding core course. She also has taught in the PhD program, and served on the dissertation committees of a good number of business school and economics department (in LS&A) PhD students. Finally, it is rare that a junior faculty member participates in Executive Education programs, but Professor Orhun has been very successful in the one program she has been active in, namely the NFL Business Academy.

Research: Professor Orhun’s research focuses on two areas, “the study of determinants and consequences of firms’ strategic product choices,” and “the study of beliefs and how they affect decisions.” She is truly interdisciplinary and brings the best perspectives and methods from several different fields or subfields (e.g., economics, optimization, psychology, experimental) to address

questions none alone could. Professor Orhun's work has a consistent emphasis on quality. She is very highly capable and very smart. Her work is notable for bringing together a variety of ideas, for its breadth and her intellectual curiosity, and a strong penchant for nuanced perfectionism that is highly valued by her colleagues and co-authors. In particular, she is very careful when it comes to causality and identification in all her research. She is also an independent thinker, and has produced a good number of high-quality single-authored papers, which is unusual and appreciated in her field of study. Her visibility is high for someone pre-tenure as she has regularly been invited to give talks at top schools, presents her work at important conferences, and has been appointed to the review boards of two major journals in marketing. She also organized and ran an important specialist conference.

Recent and Significant Research:

Orhun, Y. (2018). Perceived Motives and Reciprocity. *Games and Economic Behavior*, vol. 109.

Masatlioglu, Y., Orhun, Y. and Raymond, C. (2017). Intrinsic Information Preferences and Skewness. Revise and resubmit, *American Economic Review*.

Orhun, Y., Venkataraman, S. and Chintagunta, P. (2015). Impact of Competition on Product Decisions: Movie Choices of Exhibitors. *Marketing Science*, 35 (1), 73-92.

Orhun, Y. (2013). Spatial Differentiation in the Supermarket Industry: The Role of Common Information. *Quantitative Marketing and Economics*, 11 (1), 3-37.

Orhun, Y. (2009). Optimal Product Line Design When Consumers Exhibit Choice-Set Dependent Preferences. *Marketing Science*, 28 (5), 868-886.

Service: Professor Orhun's service contributions are well above the bar for a pre-tenure faculty member. Her contributions to the Ross School, which include her work as core course coordinator and mentor for other faculty members with whom she has taught the core marketing class, and organizing the marketing seminar series every year since 2015, on their own would suffice for a pre-tenure faculty member. She shines even more in terms of her service to the profession at large. She has made a major contribution to the field by organizing the Behavioral Organization and Marketing Symposium, which brought together at Ross many top scholars from the fields of marketing, economics and operations who are working at the intersection of quantitative marketing and behavioral economics. This conference not only serves the field in bringing leading researchers together to present and discuss interdisciplinary work, but also increased the visibility of the Ross School in this research domain. She also serves on the editorial review boards of *Marketing Science* and *Journal of Marketing Research*, two premier journals in Marketing. Professor Orhun has been invited to present at numerous university seminars at some of the field's most selective conferences and give talk at top schools. Finally, she brings her expertise to the world of practice as a Board Member and Member of the Governance Committee at *Consumer Reports*.

External Reviewers:

Reviewer A: “Based on her research I would enthusiastically recommend her for tenure. Exceptionally thoughtful, immense potential, exceptionally creative, ‘brilliant piece of research,’ (many) ‘sole-authored articles,’ ‘exceptionally clever study,’ ‘brilliant researcher who is worth nurturing.’ She is an exceptionally thoughtful researcher with immense potential to do outstanding marketing research. She has successfully published sole-authored papers in diverse areas, such as analytical modeling, structural analysis, and experimental economics in top journals. This is a testimony to the breadth of her skills. I view Professor Orhun as a very competent and exceptionally creative marketing researcher.”

Reviewer B: “Dr. Orhun does impressive service for the research community, especially for someone at her stage of career. She organizes the Behavioral Industrial Organization and Marketing Symposium, an important conference for behavior marketing, economics and operations researchers with shared interests. She is also an Associate Editor at two leading marketing journals, *Marketing Science* and the *Journal of Marketing Research*. You asked if Dr. Orhun would make tenure at my place. I have no doubt she would. What I would call your attention to is Dr. Orhun’s ability to think deeply and successfully about problems that are in essence cross disciplinary, a valuable and unusual talent. I strongly recommend that you promote her with tenure.”

Reviewer C: “She is a good researcher, is smart, is a great presenter and teacher, and strikes me as a good colleague. Her most impactful papers are solo-authored. Yesim is an active member of the international academic research community. She has given many invited talks at top-flight schools, she is reviewing for the top marketing journals, and she is a frequent presenter at conferences. In closing, given a sufficient body of high quality research appears combined with what I perceive as an exceptional teaching portfolio; my view is that Yesim Orhun passes the threshold for appointment at Associate Professor at your excellent school.”

Reviewer D: “Professor Orhun’s research is of excellent quality and has made a large contribution to marketing scholarship, particularly in the area of adding behavioral assumptions to our standard models. Her pipeline shows that she will continue to produce high quality and impactful research. Relative to recent tenure cases in quantitative marketing, there is little doubt that she is near the top. In terms of quantity and quality, her research record is comparable, or dominates, many other quantitative marketing scholars who have been tenured at top schools.”

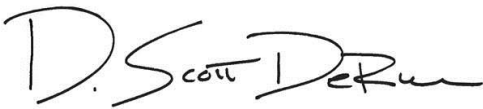
Reviewer E: “The quality of the research program is first-rate. She also has significant research independence as evidenced by her three sole-authored papers in top journals. Keeping all aspects in mind, Yesim’s scholarly worth would be comparable with other top notch scholars who received tenure in the past couple years such. I strongly support Professor Yesim Orhun’s case for promotion to Associate Professor with tenure.”

Reviewer F: “The papers I have read asked challenging and interesting research questions and were, in general, skillfully constructed. They reflect Orhun’s ability to identify interesting research questions and study them carefully. The teaching and service dimensions of the case appear to be very strong. With respect to school service, Yesim is clearly an excellent citizen, serving the

department, the school, and the university. I would like Yesim to be my colleague and I believe that a decision by Ross Business School to promote Professor Orhun to Associate Professor with tenure would be an excellent choice.”

Reviewer G: “When comparing Professor Orhun’s work to recent tenure cases at top schools, I would rank her case as comparable to other tenure cases when it comes to productivity in terms of number of papers or citations, but as a very strong case when it comes to the uniqueness and quality of her research. I believe Yesim has a creative aspect to her work that is hard to find and is a key ingredient in excellent research. It is unusual to have a tenure case in marketing with two solo papers. Yesim performance when it comes to service to the field is impressive. I recommend the appointment of Professor Yesim Orhun to an associate professor with tenure at the University of Michigan; I would be in favor of her promotion if her case came up for promotion here at [my institute].”

Summary of Recommendation: Professor Orhun’s research is of high quality, and reflect both breadth and strong intellectual curiosity. In regards to teaching, she has been a great asset to the Ross marketing department through her delivery of, and mentoring of other faculty members who have taught, the notoriously demanding Marketing 503 core course. Professor Orhun’s service is superb for a pre-tenure faculty member, having organized seminar series, a successful conference (“Behavioral Industrial Organization and Marketing Symposium”), worked with Ross doctoral students, and already serving on editorial and other boards. With this in mind, I am pleased to recommend the promotion of Ayse Y. Orhun to associate professor of marketing, with tenure, Stephen M. Ross School of Business.

A handwritten signature in black ink that reads "D. Scott DeRue". The signature is written in a cursive, flowing style.

D. Scott DeRue
Edward J. Frey Dean of Business
Stephen M. Ross School of Business

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