

# Cagla Ergul

Ross School of Business, University of Michigan  
cergul@umich.edu — LinkedIn

## EDUCATION

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<b>PhD Candidate, Technology and Operations</b> Stephen M. Ross School of Business, University of Michigan – Faculty Advisors: Stephen Leider, Ruslan Momot	2022 - Present
<b>MSc, Industrial Engineering</b> Bilkent University, Ankara, Turkey – Faculty Advisor: Alper Sen Thesis Title: Product line design under multinomial logit model.	2020 - 2022
<b>BSc, Industrial Engineering</b> Bilkent University, Ankara, Turkey	2016 - 2020

## RESEARCH INTERESTS

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Topic: Behavioral Operations Management, Consumer Privacy, Human-AI Collaboration, Technology Adoption  
Methodology: Laboratory Experiments, Experimental Design, Econometrics, Data Analysis

## WORKING PAPERS

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- Privacy, Risk and Fatalism. (Link)  
– with Stephen Leider and Ruslan Momot  
– Major Revision at **Management Science**

## CONFERENCE TALKS (\* denotes scheduled)

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- POMS Annual Conference, 2025  
INFORMS Annual Conference, 2025  
Behavioral Operations Conference\*, 2026

## TEACHING

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Instructor, Ross School of Business – TO 313: Operations Management	Fall 2025
Teaching Assistant, Ross School of Business – TO 435 & BE 635: Behavioral Economics & Behavioral Operations Management	Winter 2026
Teaching Assistant, Bilkent University – IE 468: Pricing & Revenue Optimization	2021 - 2022
– IE 376: Production Information Systems	2020 - 2021
– IE 202: Introduction to Modeling & Optimization	2019
– IE 102: A Process Outlook for Industrial Engineering	2018

## HONORS & AWARDS

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Ross School of Business Fellowship, University of Michigan	2022 - 2027
Graduate Scholarship, Bilkent University	2020 - 2022
4th Place in Cohort, Bilkent University	2020
Undergraduate Scholarship, Bilkent University	2017 - 2020

## PROFESSIONAL EXPERIENCE

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<b>Senior Year Project Engineer</b> Unilever, Istanbul, Turkey	2019 - 2020
– Worked on the stock optimization problem. Developed a decision support tool that determines order amounts on an SKU basis. Improved service level by 18%.	
<b>Payment Systems Intern</b> Akbank, Istanbul, Turkey	2019
– Analyzed customer purchasing behavior using SQL. Designed targeted campaigns to increase customer loyalty in using the bank's credit cards.	
<b>Manufacturing Intern</b> Toyota Motor Manufacturing Turkey, Sakarya, Turkey	2018
– Analyzed the processes of Assembly and Plastics shops and made Kaizen suggestions.	

## OTHER

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<b>Coding Language</b>	R, Stata, SQL, Mathematica, Python Turkish (native), English (fluent), French (introductory)
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