Cagla Ergul

Ross School of Business, University of Michigan

cergul@umich.edu — Linkedin

EDUCATION

PhD Candidate, Technology and Operations   2022 - Present
Stephen M. Ross School of Business, University of Michigan
  – Faculty Advisors: Stephen Leider, Ruslan Momot

MSc, Industrial Engineering   2020 - 2022
Bilkent University, Ankara, Turkey
  – Faculty Advisor: Alper Sen
    Thesis Title: Product line design under multinomial logit model.

BSc, Industrial Engineering   2016 - 2020
Bilkent University, Ankara, Turkey

RESEARCH INTERESTS

Topic: Behavioral Operations Management, Consumer Privacy
Methodology: Laboratory Experiments, Experimental Design, Econometrics, Data Analysis

WORKING PAPERS

Privacy, Risk and Fatalism. (SSRN)
  – with Stephen Leider and Ruslan Momot

CONFERENCE TALKS (* denotes scheduled)

POMS Annual Conference, 2025
INFORMS Annual Conference, 2025

TEACHING

Instructor, Ross School of Business
  – TO 313: Operations Management   Fall 2025
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

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

Senior Year Project Engineer 2019 - 2020
Unilever, Istanbul, Turkey
– Worked on the stock optimization problem. Developed a decision support tool that determines order amounts on an SKU basis. Improved service level by 18%.

Payment Systems Intern 2019
Akbank, Istanbul, Turkey
– Analyzed customer purchasing behavior using SQL. Designed targeted campaigns to increase customer loyalty in using the bank's credit cards.

Manufacturing Intern 2018
Toyota Motor Manufacturing Turkey, Sakarya, Turkey
– Analyzed the processes of Assembly and Plastics shops and made Kaizen suggestions.

OTHER

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