

BURCU TAN ERCIYES

September 2019

The University of New Mexico
Anderson School of Management
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ACADEMIC APPOINTMENTS

University of New Mexico , Albuquerque, NM Assistant Professor	August 2017-Present
Tulane University , New Orleans, LA Assistant Professor	2011-2017

EDUCATION

The University of Texas at Austin PhD in Operations Management	December 2010
Bogazici University, Turkey Master of Science in Industrial Engineering	July 2005
Bogazici University, Turkey Bachelor of Science in Industrial Engineering	July 2003

RESEARCH

REFEREED JOURNAL PUBLICATIONS

- Parker, G.G., Tan, B., Kazan, O. (2019). Electric Power Industry: Operational and Public Policy Challenges and Opportunities, forthcoming at *Production and Operations Management*.
- Tan, B., Anderson, E.G., Parker, G. G. (2019). Platform Pricing and Investment to Drive Third Party Value Creation in Two-Sided Networks, forthcoming at *Information Systems Research*.
- Anderson, E.G., Parker, G. G., Jiang, X., Tan, B. (2019) Systems Integration and the Dynamics of Partial Outsourcing, *Production and Operations Management*, 28(2), 319-340.

- Chen, W., Tan, B. (2016) Dynamic Procurement from Multiple Suppliers with Random Capacities, *Annals of Operations Research*, September 2016, doi: 10.1007/s10479-016-2285-2.
- Tan, B., Feng, Q., Chen, W. (2016). Dual Sourcing under Random Supply Capacities: The Role of the Slow Supplier, *Production and Operations Management*, 25(7), 1232-1244.
- Anderson, E.G., Parker, G. G., Tan, B. (2014). Platform Performance Investment with Network Externalities, *Information Systems Research*, 25 (1), 152-172.
- Tan, B., Anderson, E. G., Dyer, J. S., Parker, G. G. (2010). Evaluating System Dynamics Models of Risky Projects Using Decision Trees: Alternative Energy Projects as an Illustrative Example, *System Dynamics Review*, 26 (1), 1-17.

BOOK CHAPTERS

- Tan, B., Anderson, E. G. (2016). Using System Dynamics and Decision Trees to Value Managerial Options: Valuation of Capital Investment Projects as an Illustrative Example, in *Analytical Handbook in System Dynamics*, eds. Hazhir Rahmandad, Rogelio Oliva, and Nathaniel Osgood. Boston: MIT Press.

CONFERENCE PROCEEDINGS (refereed)

- Digital Transformation through Internet of Things Services; Hawaii International Conference on System Sciences; Hawaii, 2019.
- On Modeling Endogenous Growth in Contested Markets, International System Dynamics Conference; Delft, Netherlands, 2016.
- Using Binomial Decision Trees and Real Options Theory to Evaluate System Dynamics Models of Risky Projects; International System Dynamics Conference; Albuquerque, 2009
- A Dynamic Analysis of the Impact of Genetically Modified Crops on Agriculture; International System Dynamics Conference; Nijmegen, Netherlands; 2006
- Decision Making Tests with Different Variations of the Stock Management Game; International System Dynamics Conference; Oxford, UK; 2004

WORKING PAPERS

- Supply Management and Supply Risk (joint work with Gokce Esenduran and John V. Gray)
- Strategic Investments by Platforms to Facilitate Consumer and Developer Adoption

- On Modeling Endogenous Growth in Contested Markets (joint work with Edward G. Anderson)
- Digital Transformation through Internet of Things Services (joint work with Tayfun Keskin)

RESEARCH AND TEACHING INTERESTS

Research: Two-sided (platform) markets, Supply Chain Management, Product Development, Business Analytics, System Dynamics

Teaching: Business Analytics, Operations Management, Supply Chain Management, Business Statistics, Sustainable Operations, Global Sourcing, Simulation, Decision Analysis and Risk Management

TEACHING EXPERIENCE

MGMT 490 - Business Analysis Tools, Anderson School of Management, UNM

- Most recent teaching evaluation: **4.63**/5.0, Fall 2018

MGMT 501 – Data Driven Decision Making, Anderson School of Management, UNM

- Most recent teaching evaluation: **4.76**/5.0, Fall 2018

INFO 3010 - Business Modeling, Freeman School of Business, Tulane University

- Undergraduate core class
- Most recent teaching evaluation: **6.7**/7.0, Spring 2016

MGMT6020 - Operations Management, Freeman School of Business, Tulane University

- MBA and Master of Management core class
- Most recent teaching evaluation: **6.8**/7.0, Spring 2017

FELLOWSHIPS, HONORS AND AWARDS

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|---|-----------|
| ▪ Outstanding Work Performed as a Reviewer for POM Journal | 2015 |
| ▪ University of Texas Graduate School Continuing Fellowship | 2010 |
| ▪ McCombs School of Business Dean's Fellowship | 2005-2010 |
| ▪ McCombs Preemptive Fellowship | 2005-2006 |
| ▪ Honorable mention in Dana Meadows Student Paper Prize in the International System Dynamics Conference | 2006 |
| ▪ Honorable mention in Dana Meadows Student Paper Prize in the International System Dynamics Conference | 2004 |

CONFERENCE PRESENTATIONS

- 2019-POMS, Washington D.C.: *Supply Management and Supply Risk*
- 2018-INFORMS, Phoenix: *Supply Management and Supply Risk*

- 2018-POMS, Houston: *Supply Management and Supply Risk*
- 2016-DSI, Austin: *Platform Integration in the Age of “the Internet of Things”*
- 2016-DSI, Austin: *Partial Outsourcing and Linked Learning Processes*
- 2016-DSI, Austin: *Strategic Investments by Platforms to Facilitate Consumer and Developer Adoption*
- 2016-INFORMS, Nashville: *Platform Integration in the Age of “the Internet of Things”*
- 2016-INFORMS, Nashville: *Partial Outsourcing and Linked Learning Processes*
- 2016-International System Dynamics Conference, Delft, Netherlands: *On Modeling Endogenous Growth in Contested Markets*
- 2016-ISA, Minneapolis: *Energy Industry Operational and Public Policy Challenges and Opportunities*
- 2016-POMS, Orlando: *Strategic Investments by Platforms to Facilitate Consumer and Developer Adoption*
- 2015-POMS, Washington D.C.: *Platform Investment in Third Party Content Development*
- 2014-CIST, San Francisco: *Platform Investment in Third Party Content Development*
- 2014-POMS, Atlanta: *Platform Investment in Third Party Content Development*
- 2014-ISA, Portland: *Platform Investment in Third Party Content Development*
- 2013-INFORMS, Minneapolis: *Designing Platforms for Supplier Aggregation and Integration*
- 2011-PSI Winter Conference, Utah: *Performance Investment in the Presence of Network Externalities*
- 2010-System Dynamics Society PhD Colloquium, *Using Binomial Decision Trees and Real Options Theory to Evaluate System Dynamics Models of Risky Projects*
- 2009-INFORMS, San Diego: *Lead Time, Reliability and Procurement Cost*
- 2009-INFORMS, San Diego: *Performance Investment in the Presence of Network Externalities*
- 2009-INFORMS, San Diego: *A Constant-Q Heuristic for Spot and Forward Procurement*
- 2009-Manufacturing and Service Operations Management Conference, Boston: *Lead Time, Reliability and Procurement Cost*
- 2009-POMS, Orlando: *Performance Investment in the Presence of Network Externalities*
- 2009-POMS, Orlando: *Lead Time, Reliability and Procurement Cost*
- 2009-International System Dynamics Conference, Albuquerque: *Using Binomial Decision Trees and Real Options Theory to Evaluate System Dynamics Models of Risky Projects*
- 2008- INFORMS, Washington, D.C.: *Platform Feature Investment in the Presence of Network Externalities*
- 2007-International System Dynamics Conference, Boston: *Evaluating System Dynamics Models of Risky Projects Using Decision Trees: Alternative Energy Projects as an Illustrative Example*

PROFESSIONAL SERVICES AND AFFILIATIONS

- **Senior Editor** at *Production and Operations Management*
- **Reviewer:** Management Science, European Journal of Operational Research, Decision Sciences, Manufacturing and Service Operations Management, International System Dynamics Conference
- **Member:** INFORMS, POMS, Industry Studies Association, System Dynamics Society
- **Policy Council Member** (2011-2012) and (2016,-), System Dynamics Society
- **Thread chair** for International System Dynamics Conference (2016, -)
- **PhD Colloquium Organizer**, International System Dynamics Conference (2010)