

# Ash Gürler-Kandemir

Ph.D. Student

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## EDUCATION:

### Sabanci University

Ph.D. in Management Program (Business Analytics & Operations Management)

Oct. 2023 – Currently Istanbul, Turkey

### Sabanci University

B.Sc. in Industrial Engineering, Faculty of Engineering and Natural Science

Sep. 2016 – Feb. 2021 Istanbul, Turkey

Minor in Business Analytics, School of Management

GPA 3.51/4 (Academic Scholarship & Dean List: High Honor 2021, 2020, 2017; Honor 2019, 2018, 2017)

### Hong Kong Baptist University – Exchange Program

Jan. – May 2019 Hong Kong, China

### Notre Dame de Sion French High School

2011 – 2016 Istanbul, Turkey

## FIELD OF INTEREST:

Human-Artificial Intelligence Collaboration, Decision-Making, Behavioral Operations Management

## ACADEMIC EXPERIENCE:

### PRESENTATION & PROJECT:

#### Decision Sciences Institute (DSI) Annual Conference on Revolutionizing Decision Making

Nov 2025, Florida, United States

Session: Behavioral Operations Management in the Age of AI

#### 5th IMA and OR Society Conference on Mathematics of Operational Research

May 2025, Birmingham, United Kingdom

Session: Behavioral Operations Research

#### PhD in Management Summer Research Showcase

Dec. 2024 Istanbul, Turkey

Session: Brownbag Presentation

#### Business Analytics Workshop

Nov. 2024 Istanbul, Turkey

Session: Poster, and role as Master of Ceremony

#### Tübitak 1001 Project- The Scientific and Technological Research Projects Funding Program

Oct. 2023. – Aug. 2024 Istanbul, Turkey

Worked as a graduate research assistant on literature classification.

## ORGANIZING COMMITTEE:

The Journal of Purchasing and Supply Management Paper Development Workshop

Feb. 2025 Istanbul, Turkey

Business Analytics Workshop

Nov. 2024 Istanbul, Turkey

### TEACHING ASSISTANT:

MGMT 301 - Introduction to Sustainability

Currently Istanbul, Turkey

MFIN 860 - Quantitative Methods in Master in Finance

FIN 301 - Financial Management

MGMT 201 - Introduction to Management

MGMT 203 - Introduction to Data Analytics & Research in Business

### LEARNING ASSISTANT:

IE 402 - Quality Planning and Control – Mean: Minitab

Oct. 2020 – June 2021 Istanbul, Turkey

MATH 102 - Calculus II

Feb. - May 2018 Istanbul, Turkey

### CERTIFICATE COURSE:

Teaching Seminar – Preparing Future Faculty

Sep. 2024 – June. 2025 Istanbul, Turkey

Faculty Masterclass at INSEAD

Jan. 2025 Fontainebleau, France

Behavioral Operations Research PhD Summer School

Sep. 2024 Vienna, Austria

Learner-Centered Approaches in College STEM Education

Sep. 2024 Istanbul, Turkey

Sustainability in Operations Management – Koç University

Jan. 2024 – June 2024 Istanbul, Turkey

## INDUSTRY EXPERIENCE:

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### BUSINESS:

#### Daphne Consulting

*Growth Solutions Analyst*

*June 2021 – Apr. 2023 Istanbul, Turkey*

Client relationship and project management. Budget, marketing, and trading planning. KPI reporting for investors. Cohort and RFM analysis with customer acquisition and retention strategies. Sustainable growth and digitalization strategies. Digital marketing, performance marketing and efficiency audits. Accomplished all through data & analytics.

#### PepsiCo

*Marketing Management Trainee – Business Partnerships & Digital Consumer Promotions*

*Nov. 2020 – June 2021 Istanbul, Turkey*

Improved consumer engagement, UX&UI in mobile app KazandiRio – **Corporate innovation**. Collaborated with multiple PepsiCo brands to deliver their business targets. Executed partnership campaigns with 3<sup>rd</sup> parties. Analysed and tracked digital promotions and monitored campaign performances.

#### Akçansa Çimento Sanayi ve Ticaret A.Ş.

*Aug. – Sep. 2020 Istanbul, Turkey*

*Marketing and Planning, Strategy and Business Development Intern – Project Lead*

Built a flexible optimization model of 2021 Sales Plan. Achieved the target market share, and maximized the gross margin.

#### SFC Koenig AG

*June – Aug. 2019 Dietikon, Switzerland*

*Supply Chain Management Intern – Project Lead*

Research studies on lean tools and waste reduction. Conducted detailed data analysis, and identified the fields of action in production. Minimised waste through lean tools.

### PROJECT:

#### Audit & Consulting Club - Bilkent University

*Nov. – Dec. 2020 Istanbul, Turkey*

Winner of the YapıKredi Case Study

#### Graduation Project (Design and Implementation) - Sabancı University

*Feb. – Jan. 2020 Istanbul, Turkey*

Evaluated the current state of Manufacturing Execution Systems in the industry. Creating a digital manufacturing facility in Python.

#### Program for Undergraduate Research-Undergraduate Research Assistant (PURE)

*July – Aug. 2020 Istanbul, Turkey*

Project: "Understanding Socio-Technical Design Principles of Platform Type Organizations"

Applied the exploratory qualitative research as a methodology. Generated several propositions.

#### Leading an Online Case Discussion on Marketing Strategy - Sabancı University

*July – Aug. 2020 Istanbul, Turkey*

Case: iGaranti: Expanding the Frontiers of Mobile Banking Innovation

Determined the key issues, and generated solutions. Provided a framework to apply theory/ concepts, and reasoned well with the available data.

#### Increasing Brand Sustainability of DHL - Sabancı University

*July – Aug. 2020 Istanbul, Turkey*

Conducted situation analysis such as SWOT, 5C, Porter, Key Success Factors. Developed strategy, goal and an action plan accordingly.

#### Statistical Analysis of Pandemic on the Environment - Sabancı University

*Feb. - May 2020 Istanbul, Turkey*

Analysed data statistically. Exploratory, visualised, and experimented from data. Predicted results, and made an inference.

#### Customer Churn Prediction Model in Banking - Sabancı University

*Sep. – Dec. 2019 Istanbul, Turkey*

Applied CRISP-DM methodology, data mining algorithms, and data visualisations via several business analytic tools. Identified relevant factors of churn.

#### Airport Car Rental Simulation and Optimization Project - Sabancı University

*Sep. – Dec. 2019 Istanbul, Turkey*

Achieved the target customer satisfaction rate, and minimized the total operation cost.

## ACTIVITIES AND SKILLS:

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**Bahçeşehir Rotaract Club** - Founding Member & Board Member & Secretary General, *in Istanbul 2019 2023*.

**Sabancı University**- Civic Involvement Project (CIP) in Kazım Özdemir Primary School, *in Samsun 2018* & CIP in OÇEM, *in Izmit 2017*.

**Notre Dame de Sion French High School** - Social Welfare Society, *in Istanbul 2012, 2013*.

**Language:** Turkish (Native), English (Advanced), French (Upper Intermediate).