

Bilal Gokpinar

Professor of Operations, Technology and Innovation

Head of Marketing & Analytics

UCL School of Management

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ACADEMIC POSITIONS

- Professor of Operations, Technology and Innovation, UCL School of Management, University College London, 2020-present
- Head, Marketing & Analytics, 2018-present
- Interim Director of Research, UCL School of Management (2023-2024)
- Head, Operations & Technology, 2018-2021
- Associate Professor, UCL School of Management, University College London, 2018-2020
- Visiting Lecturer, London School of Economics (LSE), Department of Management, 2017-2018
- Visiting Lecturer, HEC Paris, Department of Information Systems and Operations Management, 2016-2017
- Assistant Professor, UCL School of Management, University College London, 2015-2018
- Assistant Professor, Department of Management Science and Innovation, University College London, 2008-2015

EDUCATION

- M.S. (2005) and PhD (2008), Northwestern University, IL, USA
Industrial Engineering and Management Sciences
- B.S. (2004) Purdue University, IN, USA
Industrial Engineering (with Economics and Mathematics) *Distinction*

RESEARCH INTERESTS

Product and service innovation, technology management, digital transformation, operations management, healthcare management

JOURNAL ARTICLES

- ["Incentivizing flexible workers in the gig economy: The case of ride-hailing."](#) (with C. Selcuk). *Production and Operations Management*. November 20, 2025.
- ["Strategic Cross Subsidization in Healthcare Capitation Programs: Evidence from Medicare Advantage"](#) (with Z. She, T.Ayer and D.Hughes). 2024. *Manufacturing & Service Operations Management*. 26 (6) 2085-2101 – *Finalist, 2023 INFORMS Pierskalla Best Paper Award*.

- [“Product Development in Crowdfunding: Theoretical and Empirical Analysis”](#) (with S. Tunc Candogan, P. B. Cornelius, E. Korpeoglu, and C. S. Tang). 2024. *Manufacturing & Service Operations Management*. 26(2), 701-721. - *Finalist, INFORMS TIMES Best Working Paper Award*
- [“Effect of removing the 4-hour access standard in the ED: a retrospective observational study”](#) (with Momesso, T., Ibrahim, R., & Boyle, A. A.). 2023. *Emergency Medicine Journal*, 40(9), 630-635.
- [“Sequential Innovation in Mobile App Development”](#) (with N. Kaushik). 2023. *Manufacturing & Service Operations Management* 25(1), 182-199.
- [How Temporary Assignments Boost Innovation](#) (with P. Cornelius and F. Sting). *MIT Sloan Management Review*. 62 (3). Spring 2021.
- [“Sparking Manufacturing Innovation: How Interplant Assignments Increase Employee Idea Values”](#) (with P. Cornelius and F. Sting). 2021. *Management Science*. 67 (4) 2231-2250.
- [“The Effect of Failure on Performance over Time: The Case of Cardiac Surgery Operations](#) (with E. Avgerinos and I.Fragkos). 2020. *Journal of Operations Management*. 66 (4) 441-463.
- [“The Role of Customer Investor Involvement in Crowdfunding Success”](#) (with P.B. Cornelius). 2020. *Management Science*. 66 (1) 452-472.
- [“Task Variety in Professional Service Work: When It Helps and When It Hurts”](#) (with E. Avgerinos). 2018. *Production and Operations Management*. 27 (7) 1368-1389.
- [“Selling Innovative Products in the Presence of Externalities](#) (with Y. Huang, O.S. Yoo and C. Tang). 2018. *Production and Operations Management*. 27 (7) 1236-1250.
- [“Fixed vs. Flexible Pricing in a Competitive Market”](#) (with C. Selcuk). 2018. *Management Science*. 64 (12) 5584-5598.
- [“Time Allocation in Entrepreneurial Selling: Impact of Consumer Peer Learning and Incumbent Reaction”](#) (with Y. Huang and O.S. Yoo). 2018. *IEEE Transactions on Engineering Management*. (Special issue on Entrepreneurship). 65 (4) 590-603.
- [“Team Familiarity and Productivity in Cardiac Surgery Operations: The Effect of Dispersion, Bottlenecks, and Task Complexity”](#) (with E. Avgerinos). 2017. *Manufacturing & Service Operations Management*. 19 (1) 19-35.
 - o Selected as Featured/Lead Article in the Winter 2017 issue.
- [“In-house Globalization: The Role of Globally Distributed Design and Product Architecture on Product Development Performance”](#) (with W.J Hopp and S.M.R Iravani). 2013. *Production and Operations Management*. 22 (6) 1509–1523.
- [“The Impact of Misalignment of Organizational Structure and Product Architecture on Quality in Complex Product Development”](#) (with W.J Hopp and S.M.R Iravani). 2010. *Management Science*. 56 (3) 468-484.

PAPERS UNDER REVISION AND WORKING PAPERS

- New Technology Adoption and Peer Effects among Service Workers: Evidence from Aadhaar Enabled Payment System (with D Bhardwaj and A. Chhatre). - *Finalist, POMS PITM Best Student Paper Competition, 2025*
- The NHS Blended Payment Scheme: Incentive Issues and Optimal Reform (with S Mohammadi and K. Arifoglu). - *Winner, INFORMS Health Applications Society (HAS) Best Student Paper Competition 2025*
-*Finalist, MSOM Best Student Paper Competition 2025.*

- The Role of Contextual Information in Customer Reviews: A Field Experiment on a Mental Health Platform (with G Cheng, ST Candoğan, J Goh) - *Finalist, POMS PITM Best Student Paper Competition, 2025*
- When Things Go Wrong: How Worker Discretion Affects Customer Retention (with D Bhardwaj)
- “How Do Robots Affect Firms’ Innovation Performance? Evidence from Spanish Manufacturers” (with Y. Zhou)
- “The Role of Non-Clinical Workforce on Efficiency and Quality of Patient Service: Evidence from NHS Medical Helpline” (with E. Avgerinos) (*Under review*).
- “Why Fixed-Price Policy Prevails: The Effect of Trade Frictions and Competition” (with C. Selcuk). (*Under review*).

BOOK CHAPTERS and REFEREED PROCEEDINGS

1. “Digital Innovation Platforms” (with S. T. Candogan and P. Cornelius) in *Cambridge Handbook on Digital Platforms*, Sokol, D.D., Dukes, A., Sun, T., Zhu, F., eds. (2025) Cambridge University Press, Cambridge, UK.
2. “Selling Innovative Products to Anxious Consumers” in *Channel Strategies and Marketing Mix in a Connected World*, Ray, S., and Yin, S (eds.), Springer Publisher, 2019 (with Y. Huang, O.S. Yoo and C. Tang)
3. “Globally Distributed Product Innovation: Efficacy of Distributed Teams,” in *Research in the Decision Sciences for Global Business* (with W.J Hopp and S.M.R Iravani), G. Vastag (ed), Upper Saddle River, NJ: Pearson, 2015.
4. “Contrast Coefficients as a Tool for Aligning Organization Structure with Product Architecture”, 2008. *Proceedings of 2008 NSF Engineering Research and Innovation Conference*, Knoxville, Tennessee. (with W.J. Hopp and SMR Iravani)

RESEARCH SUPERVISION

Primary supervisor -PhD

1. Yufei Huang (Graduation: 2016) (joint with Steve Yoo)
 - Placement: Assistant Professor, University of Bath School of Management, UK.
 - Currently: Associate Professor, Trinity College Dublin, Ireland
2. Emmanouil Avgerinos (Graduation: 2016)
 - Placement: Assistant Professor, IE Business School, Madrid, Spain.
 - Currently: Associate Professor, IE Business School, Madrid, Spain.
 - Poets&Quants 2025 Best 40-Under-40 MBA Professors
3. Philipp Cornelius (Graduation: 2017)
 - Placement: Assistant Professor, Erasmus University, Rotterdam School of Management, Netherlands.
 - Currently: Associate Professor, Erasmus University, Rotterdam School of Management, Netherlands.
 - 2018 Best Dissertation Award -Third place, INFORMS Technology, Innovation Management and Entrepreneurship Section (TIMES)
4. Nilam Kaushik (Graduation: 2019)
 - Placement: Assistant Professor, Indian Institute of Management Bangalore (IIMB), India
 - IIMB Young Faculty Research Chair

- Poets&Quants 2023 Best 40-Under-40 MBA Professors
5. Sidika Tunc Candogan (Graduation: 2022)
 - Placement: Assistant Professor, NUS Business School, National University of Singapore.
 6. Yiyao Zhou (2019-present)
 - Houlden Fellow, Warwick Business School 2025-26
 7. Deepanshi Bhardwaj (2020- present)
 8. Tomás Momesso (2020- present) (joint with Rouba Ibrahim)
 9. Sara Mohammadi (2022-present)(joint with Kenan Arifoglu)
 10. Jiafan Lu (2022-present) (joint with Wei Liu)

Primary supervisor -Research Associate (Post-doc)

11. Dr Mecit Can Emre Simsekler (2014-2016)
 - Placement: Assistant Professor, Khalifa University, UAE (currently Associate Professor)
 - Visiting Scholar, Boston Children’s Hospital (Harvard Medical School) and Cleveland Clinic Abu Dhabi

External advisor- PhD

12. Zhaowei She (PhD student at Georgia Institute of Technology) (Graduation: 2021)
 - Placement: Assistant Professor, Lee Kong Chian School of Business, Singapore Management University

PhD Dissertation Jury (Examiner)

- Kraig Delana, London Business School, UK (2019)
- Amrita Kundu, London Business School, UK (2020)
- Antoaneta Momcheva, IE Business School, Spain (2022)
- Xingyi Li, UCL School of Management (2024)
- Leonce Ano, IESE Business School, Spain (2024)

RESEARCH FUNDING AND INDUSTRY PROJECTS

- **Technology Strategy Board**, UK. Regenerative Medicine Programme: Value Systems and Business Models, **Co-Investigator** (£1,199,575.), 2010-2012
- **Turk Telekom**, Turkey. Organizational Architecture and Productivity Management Group, Research Collaborator, 2011-2012
- **General Motors R&D and Strategic Planning**, Detroit, MI, USA., Summer Researcher, 2006, 2007

TEACHING EXPERIENCE

- Module Designer and Leader, University College London
 - Operations, UCL-Peking University MBA, 2018-present
 - Operations Management, UCL Online MBA, 2019-present
 - Operations and Technology Management (MSING715), MSc Management, 2010-present
 - Operations Modelling, Co-lecturer, PhD course, 2012
 - Project Management (CEGEG041), MSc Civil Engineering, 2009, 2010
 - Technology Management, Co-lecturer, BSc Computer Science (COMP3001), 2009-10.

- Instructor, Goldman Sachs 10,000 Small Businesses Programme, UCL
 - Strategic Growth Through Operations, Executive course, 2012
- Teaching Assistant, Industrial Engineering and Management Sciences, Northwestern University
 - Production Planning and Scheduling, 2006,2007
 - Service Operations Management, 2005-2006
 - Introduction to Probability and Statistics, 2006, 2007
- Teaching Assistant, Kellogg School of Management, Northwestern University
 - Factory Physics, 2006-2007
 - Operations Management, 2006-2007

PROFESSIONAL SERVICE

- President, POMS College of Product Innovation and Technology Management (April 2024-present)
- External Member, Departmental Review Panel, Imperial College Business School, 2025
- Co-Chair, UCL-USC Cross-disciplinary Conference on Digital Platforms at UCL School of Management, Sept 2023
- Academic Advisor, UCL Brand Project, Office of the Vice President External Engagement, 2023-24
- Judge, INFORMS TIMES Best Working Paper Competition 2022
- Judge, INFORMS TIMES Best Dissertation Award 2021
- Judge, INFORMS TIMES Best Paper Award 2020
- Senior Faculty Recruitment Panel, UCL Department of Economics, 2021, 2022
- Research committee, UCL School of Management, 2013-present
- Academic promotions panel, UCL School of Management, 2018-present
- Academic recruitment panel, UCL School of Management, 2008-present
- PhD Program Director, UCL School of Management, 2010-2018.
- PhD Admissions Committee, UCL School of Management, 2018-present
- Faculty research degrees committee, UCL Engineering, 2012-2018
- Research Seminar Series Organiser, UCL Management Science and Innovation 2009-2012
- Steering Committee Member, UCL ESRC Doctoral Training Centre, 2011-2012.
- Co-founder and Organising Committee Member, Data for Policy, 2015-2019
- Program Chair, INFORMS Midwest Conference: Management Science, Theory and Emerging Applications, 2007
- President, INFORMS Northwestern University Chapter, 2006-2007

EDITORIAL SERVICE

- **Senior Editor, *Production and Operations Management***, 2021-present.
- **Associate Editor, *Journal of Operations Management***, 2016- 2021.
- **Special Issue Associate Editor, *Decision Sciences Journal***, 2013
 - **Ad hoc Referee:** *Management Science, Operations Research, Manufacturing & Service Operations Management, Production and Operations Management, Journal of Operations Management, Information Systems Research, California Management Review, European Journal of Operational Research, Decision Sciences, Systems Engineering.*

INVITED TALKS

Conferences

Research presented in more than 60 invited sessions at premier international conferences of the field: INFORMS Annual Meeting, POMS Annual Conference, MSOM Annual Conference, among others. 2007-Present

Seminars, Talks, Lectures, Panels

- Panelist, 'The augmented workforce: getting the balance right on automation', The Economist AI and Business Innovation Summit, March 2025 London
- Panelist, the Economist Business Innovation Summit on Harnessing AI, March 2024 London
- Khalifa University, UAE (2023)
- ESSEC, France (2023)
- Imperial College London (2023)
- Bilkent University, Turkey (2022)
- London Tech Week, Future of Work Summit, Discussant (2022)
- Keynote speaker, NETSA BLISS Conference, Boston: Supply Chain Disruptions and Business Innovations (2022)
- Digital Platforms and Policy Meeting London (2022)
- Indian Institute of Management Kozhikode (2021)
- Bilkent University, Turkey (2020)
- Newcastle University Business School (2020)
- Warwick Business School (2019)
- Peking University, China (2019)
- London Business School, UK (2018)
- University of Bath School of Management, UK (2018)
- Instituto de Empresa, Spain (2018)
- ETH Zurich, Switzerland (2017)
- Indiana University, Kelley School of Business, USA (2015)
- University of Edinburgh, UK (2015)
- University of California Berkeley, Fung Institute, USA (2014)
- London School of Economics and Political Science (LSE), UK (2011)
- Imperial College Business School, UK (2011)
- University of Cambridge, Judge Business School, UK (2011)
- Carlson School of Management, University of Minnesota, USA (2008)
- IESE Business School, Spain (2008)
- IBM Research, Communities of Practice, USA (2008)

HONOURS & AWARDS

- Winner, INFORMS Health Applications Society (HAS) Best Student Paper Competition 2025 for Sara Mohammadi “The NHS Blended Payment Scheme: Incentive Issues and Optimal Reform” (Sara Mohammadi, Kenan Arifoglu, Bilal Gokpinar)
- Finalist, MSOM Best Student Paper Competition 2025 for Sara Mohammadi “The NHS Blended Payment Scheme: Incentive Issues and Optimal Reform” (Sara Mohammadi, Kenan Arifoglu, Bilal Gokpinar)
- Finalist, POMS PITM Best Student Paper Competition, 2025 for Deepanshi Bhardwaj “New Technology Adoption and Peer Effects among Service Workers: Evidence from Aadhaar Enabled Payment System” (D. Bhardwaj, B Gokpinar, A Chhatre)
- Finalist, INFORMS TIMES Best Working Paper Award 2024 for “Product Development in Crowdfunding: Theoretical and Empirical Analysis” (with S. Tunc Candogan, P. B. Cornelius, E. Korpeoglu, and C. S. Tang). 2024
- Finalist, 2023 INFORMS Pierskalla Best Paper Award
- 2nd prize, 2021 INFORMS TIMES Best Working Paper Competition for “Product Development in Crowdfunding: Theoretical and Empirical Analysis” with S. Tunc Candogan, P. B. Cornelius, Korpeoglu, and C. S. Tang.
- INFORMS TIMES Paper of the Month 2022, for “Sparking Manufacturing Innovation: How Interplant Assignments Increase Employee Idea Values” (with P. Cornelius and F. Sting).
- PhD Supervisor: Best Dissertation Award -Third place (Philipp Cornelius), INFORMS Technology, Innovation Management and Entrepreneurship Section (TIMES), 2018
- Track Co-Chair, “Innovation, Learning and Technology Management”, POM 2016 Annual Conference, Orlando, Florida.
- Track Co-Chair: “Technology and Innovation”, Decision Sciences Institute Annual Meeting 2016, Austin, Texas
- Faculty Mentor, POM Doctoral Consortium, 2016
- POMS Emerging Scholars Program, 2011
- INFORMS Judith Liebman Award, 2007
- Walter P. Murphy Fellowship, Northwestern University, 2004-2005
- Contel Corporation Industrial Engineering Junior Design Award, 2003
- Turkish Prime Ministry scholarship for undergraduate studies in the USA, 2001-2004
- 3rd place in National Science High Schools Entry examination (among ~250,000 students), Turkey, 1997

SELECT MEDIA COVERAGE and PROFESSIONAL ARTICLES

- INFORMS Press Release, October 2024: [New Research Calls for Transparency in Medicare Advantage Operations](#)
- News Medical.net, Oct 2024: [Transparency and rigorous oversight urged for U.S. Medicare Advantage program](#)
- Harvard Business Review, March 2024: [Customers Prefer to Crowdfund Products They Can Improve](#)
- The Wall Street Journal, Sep 2021: [The Secrets to Successful Crowdfunding](#)
- Harvard Business Review, March 2021: [“Crowdfunding Can Deliver More Than Just Money”](#)
- Financial Times, May 2021: [Business School Briefing, recommended academic reading](#)
- Forbes, April 2021: [“Moving Front-Line Staff Between Company Locations Might Be Key To Boost Innovation”](#)

- Manufacturing Today, Issue 187, 2021: "[Mobility Mindset](#)"
- Forbes, April 2021: "[Lifesaving Leadership Lessons to Boost Healthcare Teams' Performance](#)"
- Angel News, May 2021: "[The benefits of crowdfunding go far beyond investment](#)"
- Business Insider, January 2021: "[How to raise prices without alienating customers](#)"
- CoBS Insights, September 2020: "[Sales, Entrepreneurs, and Time Management](#)"
- Quality Digest Magazine, April 2010: "Mapping Social Networks to Improve Product Quality"
- Reliable Plant and Lean Manufacturing Magazine, 2010 "How to Improve Product Quality through Social Networks"

PROFESSIONAL AFFILIATIONS

- Institute for Operations Research and the Management Sciences (INFORMS)
- The Manufacturing and Service Operations Management Society (M&SOM)
- Production and Operations Management Society (POMS)