

# Ece Güliz Gülserliler

INSEAD, Boulevard de Constance, Fontainebleau, France, 77300  
[eceguliz.gulserliler@insead.edu](mailto:eceguliz.gulserliler@insead.edu) | [egulserliler.com](http://egulserliler.com) | +33 638 26 67 88

## EDUCATION

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### INSEAD

Ph.D. in Management

Area: Technology and Operations Management

Dissertation committee: Atalay Atasu, Luk N. Van Wassenhove (co-chairs),

Dan A. Iancu, Guillaume Roels

Master in Management Sciences

Fontainebleau, France  
2023 (expected)

2020

### Eindhoven University of Technology

M.Sc. in Operations Management and Logistics, Excellence Track in Research

Thesis supervisor: Jan C. Fransoo

Eindhoven, Netherlands  
2018

### Bilkent University

B.Sc. in Industrial Engineering

Ankara, Turkey  
2016

## RESEARCH INTERESTS

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Humanitarian operations, humanitarian financing, sustainable operations, circular economy

## PUBLICATIONS

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Gülserliler, E. G., Blackburn, J. D., and Van Wassenhove, L. N. (2021). Consumer acceptance of circular business models and potential effects on economic performance: The case of washing machines. *Journal of Industrial Ecology*.

<https://doi.org/10.1111/jiec.13202>

## WORKS IN PROGRESS

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- Gülserliler, E. G., Atasu, A., and Van Wassenhove, L. N. (2022). Business Model Choice under Right-to-Repair: Economic and Environmental Consequences. *INSEAD Working Paper No. 2022/05/TOM*. Available at SSRN: <https://ssrn.com/abstract=4011640>
  - Job market paper, will be submitted to *Manufacturing & Service Operations Management* by September 15, 2022.
  - Selected into the Early-Career Sustainable Operations Management Workshop, 2022.
  - Selected into the 3rd European Technology and Operations Management Day, 2022.
- Gülserliler, E. G., Atasu, A., Iancu, D., and Van Wassenhove, L. N. (2022). The Price of Funding Inflexibility in Humanitarian Operations. *In progress*.

## INVITED TALKS AND PRESENTATIONS

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- Business Model Choice under Right-to-Repair:
  - **INFORMS Annual Meeting, Indianapolis, 2022 (scheduled): Oct 18, 11.00 - 12.15 AM, Location: M- Marriott 7.**
  - 3rd European Technology and Operations Management Day, hosted by IESE Business School, Barcelona, 2022 (scheduled).
  - Manufacturing & Service Operations Management Annual Conference, Munich, 2022.
  - Research talk at Rotterdam School of Management, Erasmus University, Rotterdam, 2022.
  - Production & Operations Management Society Annual Meeting, Virtual, 2022.
  - Early-Career Sustainable Operations Management Workshop, Virtual, 2022.
  - INFORMS Annual Meeting, Virtual, 2021.
- Consumer Adoption and Economic Performance of Circular Business Models:
  - Production & Operations Management Society Annual Meeting, Washington DC, 2019.

## GRANTS AND AWARDS

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- Luk N. Van Wassenhove Ph.D. Student Research Award, INSEAD TOM Faculty, 2021.
- Outstanding Tutor Award, INSEAD MBA Programme, 2020.
- INSEAD Ph.D. Fellowship, 2018-2023 (expected).
- ALSP/HS Scholarship, Eindhoven University of Technology and the Dutch Government, 2016-2018.
- Full Merit Scholarship, Bilkent University, 2012-2016.
- Achievement Grant for Bachelor's, Prime Ministry of Turkey (awarded to the first 100 students in the National University Entrance Exam), 2012-2016.

## TEACHING

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- Process and Operations Management (MBA core), Nov-Dec 2019.
  - Tutor for Enver Yücesan and Florin Ciocan.
  - Evaluation: 4.70/5.00, awarded Outstanding Tutor Award.
- Business Sustainability Thinking (MBA elective), June 2022.
  - Teaching Assistant for Atalay Atasu.

## SERVICE

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- Ad-hoc reviewer for *Production and Operations Management*, *Journal of Industrial Ecology*, *International Transactions in Operational Research*.
- TR-HOPES member (Working group of Turkish academics for advising the government on humanitarian operations), 2022.
- Ph.D. representative of Technology and Operations Management Area at INSEAD, 2021-2023 (expected).
- INSEAD Technology and Operations Management Workshop for Ph.D Students, founder and organizer, 2020.
- 8th INSEAD-Wharton Doctoral Consortium Organization Committee member, 2019.

## SKILLS AND INTERESTS

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**Programming skills:** Matlab, R, Mathematica.

**Language skills:** Turkish (native speaker), English (business fluent), French (intermediate).

**Interests:** Yoga, meditation, sewing, knitting.

## REFERENCES

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**Luk N. Van Wassenhove**

[luk.van-wassenhove@insead.edu](mailto:luk.van-wassenhove@insead.edu)

Emeritus Professor of Technology and Operations Management at INSEAD  
The Henry Ford Chaired Professor of Manufacturing

**Dan A. Iancu**

[daniancu@stanford.edu](mailto:daniancu@stanford.edu)

Associate Professor of Operations, Information and Technology at the Graduate School of Business, Stanford University

**Atalay Atasu**

[atalay.atasu@insead.edu](mailto:atalay.atasu@insead.edu)

Professor of Technology and Operations Management at INSEAD  
The Bianca and James Pitt Chair in Environmental Sustainability