

Atalay Atasu

Georgia Institute of Technology
College of Management
800, West Peachtree St. 30308, Atlanta, GA
Office: (1) 404 894 4928

Email: atalay.atasu@mgt.gatech.edu

Web: <http://www.prism.gatech.edu/~aatasu3/index.html>

EMPLOYMENT

August 2007-present **Georgia Institute of Technology,**
College of Management **Atlanta, GA**
Assistant Professor of Operations Management

EDUCATION

2003-2007	INSEAD Ph. D. in Management Dissertation: Economics of Reuse Activities	Fontainebleau, France
2003-2005	INSEAD M.S. in Management	Fontainebleau, France
1999-2002	Boğaziçi University M.S. in Industrial Engineering	Istanbul, Turkey
1994-1999	Istanbul Technical University B.S. in Textile Engineering	Istanbul, Turkey

RESEARCH INTERESTS

- Sustainable Operations Management
- Product Recovery Economics: Reuse, Remanufacturing and Recycling.
- Extended Producer Responsibility: Legislative Design and Manufacturer Responses.

PUBLISHED PAPERS

1. **Atasu, A.,** L. Van Wassenhove, M. Sarvary, "Efficient Take-Back Legislation," 2009, *Production and Operations Management*, 18:3, pp: 243-258. **This paper won the 2007 Wickham Skinner Best Paper Award of the Production and Operations Management Society.**
2. **Atasu, A.,** V. D. Guide, L. Van Wassenhove, "Product Reuse Economics in Closed-Loop Supply Chain Research," 2008, *Production and Operations Management*, 17:5, pp: 483-497.

3. **Atasu, A.**, M. Sarvary, L. Van Wassenhove, "Remanufacturing as a Marketing Strategy," 2008, *Management Science*, 54:10, pp: 1731-1747.
4. Geyer, R., L. Van Wassenhove, **A. Atasu**, "Economics of Remanufacturing under Limited Component Durability and Finite Life Cycles," 2007, *Management Science*, 53:4, pp: 88-100.
5. **Atasu A.**, S. Çetinkaya, "Lot Sizing for Optimal Collection and Use of Remanufacturable Products over a Finite Life Cycle," 2006, *Production and Operations Management*, 15:4, pp: 473-487.
6. **Atasu, A.**, L. Van Wassenhove, "Environmental Legislation Regarding Product Take-back and Recovery", "Closed-Loop Supply Chains" EDS. M. Ferguson, G. Souza, Taylor and Francis, 2009.
7. **Atasu, A.**, T. Boyaci, "Take-Back Legislation and Its Impact on Closed Loop Supply Chains", forthcoming, Wiley Encyclopaedia of ORMS, 2009.

PAPERS UNDER REVIEW

1. **Atasu, A.**, V. D. Guide, L. Van Wassenhove, "So What If Remanufacturing Cannibalizes New Product Sales?" under second round review at *California Management Review*, 2009.
2. **Atasu, A.**, L. B. Toktay, L. N. Van Wassenhove, "The Impact of Cost Structure on Reverse Channel Choice," under second round review at *Manufacturing and Service Operations Management*, 2009.
3. Agrawal, V., **A. Atasu**, K. Van Ittersum, "The Effect of Remanufacturing on the Perceived Value of New Products", submitted to *Management Science*, 2009.
4. **Atasu, A.**, O. Özdemir, L.N. Van Wassenhove, "Stakeholder Perspectives under Take-Back Legislation: Taxes or Rates?" under first round review at *Production and Operations Management*, 2009.

WORK IN PROGRESS

1. **Atasu, A.**, R. Subramanian, "Recyclable Product Design Incentives in Take-Back Legislation", under revision for resubmission to *Management Science*, 2009.
2. **Atasu, A.**, M. Kremer, K. Van Ittersum, "Market Segmentation for Remanufactured Products", in preparation (Ongoing data collection), 2009.
3. K. Van Ittersum, **A. Atasu**, "Brand Value in the Presence of Remanufactured Products", in preparation (Ongoing data analysis), 2009.
4. **Atasu, A.**, S. Banerjee, "Sales Force Incentives for Remanufacturing", in preparation, 2009.
5. **Atasu, A.**, G. C. Souza, "How does Product Recovery Affect Quality Choice?" in preparation, 2009.

6. **Atasu, A.**, L. Van Wassenhove, "Coping with Environmental Legislation," in preparation (Target: *Harvard Business Review*), 2009.
7. **Atasu, A.**, L. Van Wassenhove, "An Operations Perspective on Product Take-Back Legislation: Practice, Trends and Research Needs," in preparation, 2009.
8. T. Wang, **Atasu, A.**, M. Kurtulus, "The Forecasting Newsvendor: Benefits of Improving Demand Forecast When Procurement Cost is Increasing," under revision, (Target: *Production and Operations Management*), 2009.
9. Held, C., M. Ferguson, **A. Atasu**, "Repeat Procurement Auctions with Bidder Defection", under revision for *Production and Operations Management*, 2009.

OTHER PUBLICATIONS

1. Atasu, A., L. Van Wassenhove, "Outsourcing Remanufacturing under Finite Life Cycles: Operational and Tactical Issues", *Zeitschrift für Betriebswirtschaft*, 3/2005.
2. Atasu, A., S. Çetinkaya, "Optimal Use of Remanufacturing Returns via Collector-Manufacturer Coordination," *EurOMA 2004 Proceedings*, 2004.

PEDAGOGICAL MATERIALS

- Cycleon (A,B): Postal Networks for Reverse Logistics, INSEAD Case Study
- Closed Loop Supply Chains (Executive/MBA Level 6 hrs)
- Operations Management Core (Undergraduate Level 42 hrs)
- Supply Chain Modelling Elective (MBA/Undergraduate Level 42 hrs)
- Supply Chain Modelling Ph.D.-Elective (21 hrs)

TEACHING EXPERIENCE

MBA

Aug.-Dec. 2009	Georgia Tech, College of Management MBA Elective: Supply Chain Modelling (New course in progress; Fall 2009)	Atlanta, GA
Dec. 2006	INSEAD Operations MBA Core Course Tutorials Evaluations: 4.44/5 (2 Sections)	Fontainebleau, France
April 2006	Mannheim University Business School Closed Loop Supply Chains Section Operations Management MBA course	Mannheim, Germany

UNDERGRADUATE

Aug.-Dec. 2009	Georgia Tech, College of Management Undergraduate Elective: Supply Chain Modelling (New course in progress; Fall 2009)	Atlanta, GA
Jan. 2008 - May 2009	Georgia Tech, College of Management Undergraduate Operations Management Core Instructor Evaluations: 4.2/5 (2 Sections, Spring 2008) 4.8/5 (2 Sections, Spring 2009) In progress (1 Section Fall 2009)	Atlanta, GA

PH. D.

Jan.-May 2009	Georgia Tech, College of Management Ph.D. Supply Chain Modelling Evaluations: N/A due to small class size.	Atlanta, GA
---------------	--	-------------

PROFESSIONAL SERVICE

- **Vice President**, *Production and Operations Management Society*, College of Sustainable Operations, 2008-present
- **Guest Associate Editor** for *Production and Operations Management*
- **Referee**: *Management Science, Manufacturing & Service Operations Management, Operations Research, Production and Operations Management, Journal of Industrial Ecology*.
- **Organizing Committee Member**, Closed Loop Supply Chain Workshop, October 2008, Georgia Institute of Technology.
- **Track Chair**: Production and Operations Management Society 2009 Annual Meeting, Sustainable Operations Track.

HONORS & AWARDS

2009	Georgia Tech Thank a Teacher Program Teaching Award.
2007	Wickham Skinner Best Unpublished Paper Award of Production and Operations Management Society, 2007
2005	Distinction: Ph.D. Comprehensive Exam, INSEAD.
2003-2007	Ph.D. Fellowship awarded by INSEAD.
2002-2003	Ph.D. Fellowship awarded by Texas A&M University.
1999-2001	Koç Foundation Fellowship.

INVITED TALKS and CONFERENCE PRESENTATIONS

INVITED TALKS AND PANELS

1. November 2009, INFORMS Annual Meeting, San Diego, CA, USA. (“**Panel Speaker:** From PhD to Junior Faculty - Challenges and Opportunities”)
2. June 2009, Koc University, Istanbul, Turkey, Atlantic Coast Colleges Inter-Institutional Academic Collaborative Symposium, **Panel Speaker** for Technology and Environment.
3. June 2009, London Business School, London, U.K., LBS Conference on Technology and Innovation in Operations, Speaker on Green and Clean Technologies.
4. December 2008, Vanderbilt University, Owen School of Management, Nashville, TN, U.S.A. (“Design Incentives in Product Take-Back Legislation”)
5. September 2008, INSEAD, IPR Industry Workshop, Fontainebleau, France. **Keynote Speaker** on “Cost and Design Impacts of Various Forms of Extended Producer Responsibility Legislation”.
6. May 2008, McGill University, Desautels Faculty of Management, Canada. (“Design Incentives in Product Take-Back Legislation”)
7. May 2008, Remanufacturing Industry Workshop, Pennsylvania State University, Smeal College of Business, State College, PA, USA. (“So What if Remanufacturing Cannibalizes My New Product Sales?”)
8. February 2008, INSEAD, Waste Electrical and Electronics Equipment Industry Workshop, Fontainebleau, France. (“Efficient Take-Back Legislation”)
9. February 2007, UNC, Kenan-Flagler Business School, Chapel Hill, NC, USA. (“Remanufacturing as a Marketing Strategy”)
10. February 2007, Georgia Institute of Technology, College of Management, Atlanta, GA, USA. (“Remanufacturing as a Marketing Strategy”)
11. January 2007, Universidade Nova de Lisboa, Lisboa, Portugal. (“Remanufacturing as a Marketing Strategy”)
12. January 2007, Pennsylvania State University, Smeal College of Business, State College, PA, USA. (“Remanufacturing as a Marketing Strategy”)
13. January 2007, UC San Diego, Rady School of Business, San Diego, CA, USA. (“Remanufacturing as a Marketing Strategy”)

INVITED CONFERENCE PRESENTATIONS

1. November 2009, INFORMS Annual Meeting, San Diego, CA, USA. (“The Impact of Structural Differences on the Efficiency of Take-Back Legislation”)
2. May 2009, POMS Conference, Orlando, FL, USA. (“The Impact of Structural Differences on the Efficiency of Take-Back Legislation”)
3. October 2008, INFORMS Annual Meeting, Washington D.C. USA. (“Design Incentives in Product Take-Back Legislation”)
4. May 2008, POMS Conference, San Diego, CA, USA. (“United We Act Weaker: Design Incentives in Product Take-Back Legislation”)

5. November 2007, INFORMS Annual Meeting, Seattle, USA. ("The Impact of Cost Structure on Reverse Channel Choice" and "Efficient Take Back Legislation")
6. October 2007, Closed Loop Supply Chain Conference, Thessaloniki, Greece. ("Product Reuse Economics in Closed-Loop Supply Chain Research")
7. May 2007, POMS Conference, Dallas, TX, USA. ("Efficient Take-Back Legislation")
8. April 2007, 7th Trans-Atlantic Ph.D. Conference LBS, London, UK. ("Remanufacturing as a Marketing Strategy")
9. November 2006, INFORMS Annual Meeting, Pittsburgh, PA, USA. ("Remanufacturing as a Marketing Strategy" and "Efficient Take-Back Legislation")
10. April 2006, POMS Conference, Boston, MA, USA. ("Lot Sizing for Optimal Collection and Use of Remanufacturable Products over a Finite Life Cycle")
11. November 2005, INFORMS Annual Meeting, San Francisco, CA, USA. ("Remanufacturing as a Marketing Strategy")
12. October 2005, Closed Loop Supply Chain Conference, Vanderbilt University, Nashville, TN, USA. ("Remanufacturing as a Marketing Strategy")
13. September 2005, Carnegie-Bosch Institute Conference, Stuttgart, Germany. ("Economics of Remanufacturing under Limited Component Durability and Finite Life Cycles")
14. October 2004, Closed Loop Supply Chain Conference, INSEAD, France. ("Economics of Remanufacturing under Limited Component Durability and Finite Life Cycles")
15. June 2004, EurOMA 2004, INSEAD, Fontainebleau, FRANCE. ("Optimal Use of Remanufacturing Returns via Collector Manufacturer Coordination")
16. May 2003, 3rd Trans-Atlantic Ph.D. Conference LBS, London, UK. ("Optimal Use of Remanufacturing Returns via Collector Manufacturer Coordination")

PERSONAL

- Turkish Citizen, Married.
- Member: Institute for Operations Research and Management Sciences, Production and Operations Management Society, Manufacturing and Service Operations Management Society.
- Spoken Languages: Turkish (Native), English (Fluent), French (Fluent), German (Good).