

# Inki Sul

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## RESEARCH INTEREST

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Revenue Management & Pricing, Structural Estimation, Retail Operations, Operations-Marketing Interface, Supply Chain Management, Behavioral Operations Management

## ACADEMIC EXPERIENCE

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<b>University at Buffalo School of Management</b>	Buffalo, NY
Assistant Professor of Operations Management and Strategy	<i>Aug 2024 - now</i>
<b>Tepper School of Business, Carnegie Mellon University</b>	Pittsburgh, PA
Visiting Assistant Professor	<i>Aug 2022 - Aug 2024</i>
Operations Management Group	

## EDUCATION

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<b>Naveen Jindal School of Management, The University of Texas at Dallas</b>	Richardson, TX
PhD in Management Science	
Advisors: Özalp Özer and A. Serdar Şimşek	
Thesis title: Customer-Centric Pricing: Maximizing Revenue Through Understanding Customer Behavior	
<b>Kellogg School of Management, Northwestern University</b>	Evanston, IL
M.S., Operations Management	
<b>The Fu Foundation School of Engineering and Applied Science, Columbia University</b>	New York, NY
M.S., Management Science and Engineering	
B.S., Operations Research: Engineering Management Systems	
Minor in Economics	

## AWARDS AND HONORS

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Dean's Excellence Scholarship, UT Dallas (2021-2022)  
1st Place, Jindal School of Management Three Minute Dissertation Competition, UT Dallas (2020)  
Finalist, 2020 MSOM Student Paper Competition, INFORMS (2020)  
Jindal School of Management PhD Scholarship (2016-2021)

Kellogg Research Fellowship (2014-2015)

Dean's List, Columbia Engineering, Columbia University (Spring 2007 – Spring 2012)

Full Undergraduate Scholarship, The Gwanjeong Educational Foundation, Seoul, South Korea (2006-2012) (\$50,000 per year)

## RESEARCH PUBLICATIONS AND WORKS IN PROGRESS

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**Damned if You Buy, Damned if You Wait: An Empirical Investigation of Customer Regret Under Markdown Pricing and Its Implications to Retailing** (with Özalp Özer and A. Serdar Şimşek) (Major Revision at *Management Science*)

- Finalist at 2020 MSOM Student Paper Competition
- Selected for presentation in a Spotlight Session at 2021 INFORMS Revenue Management & Pricing Conference, 2020 Wharton Empirical Workshop in Operations Management
- Presented at 2020 INFORMS Annual Meeting, 2021 POMS Annual Meeting, 2021 MSOM Conference, 2021 INFORMS Annual Meeting

**The Ripple Effect of Price Changes: Exploring the Impact of Adaptive Pricing on Long-term Customer Expenditure** (with Özalp Özer and A. Serdar Şimşek)

- Presented at 2022 INFORMS Annual Meeting, 2023 POMS Annual Meeting, 2023 INFORMS Annual Meeting, 2025 POMS Annual Meeting

**The Impact of Information Acquisition Cost on Customer Purchase Behavior: An Empirical Study** (with Özalp Özer and A. Serdar Şimşek) (Working paper)

**Optimizing Event Revenue by Managing Concurrency** (with Alan Scheller-Wolf) (Working paper)

**Predicting Product Life Cycles: An Experiment from the Gaming Industry** (with Azadeh Arjmand, Milind Sohoni, Aditya Vedantam) (Working paper)

**Risk Aversion and Capacity Anchoring in Event Revenue Management** (with Dinesh Gauri) (Work in progress)

## TEACHING EXPERIENCE

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### University at Buffalo School of Management

*As Instructor*

**Production and Operations Management** (Undergrad core)  
(Fall 2024, Fall 2025)

### Tepper School of Business, Carnegie Mellon University

*As Instructor*

**Supply Chain Management** (MBA elective, in-person and online)  
(Spring 2024, Spring 2023)

**Mathematical Models for Consulting** (Undergraduate elective)  
(Fall 2022)

**Supply Chain Management** (Undergraduate elective)  
(Spring 2024, Spring 2023)

**Naveen Jindal School of Management, The University of Texas at Dallas**

*As Instructor*

**Managerial Methods in Decision Making Under Uncertainty** (Undergraduate core)  
(Summer 2020)

**Managerial Methods in Decision Making Under Uncertainty** (Undergraduate core)  
(Fall 2020)

*As Teaching Assistant*

**Operations Management** (MBA/MS core), **Quantitative Introduction to Risk and Uncertainty in Business** (MBA/MS core), **Operations Analytics** (MBA/MS elective), **Supply Chain Strategy** (MBA/MS elective), **Spreadsheet Modeling and Analytics** (Undergraduate elective)

**Kellogg School of Management, Northwestern University**

*As Teaching Assistant*

**Queueing Networks** (PhD), **Operations Management** (MBA core), **Designing and Managing Business Processes** (MBA elective)

**The Fu Foundation School of Engineering and Applied Science, Columbia University**

*As Teaching Assistant*

**Healthcare Operations Management** (MS elective), **Production Inventory Planning and Control** (Undergraduate core)

CONFERENCE PRESENTATIONS

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POMS Annual Meeting, Atlanta, GA · May 2025

INFORMS Annual Meeting, Phoenix, AZ · October 2023

POMS Annual Meeting, Orlando, FL · April 2023

INFORMS Annual Meeting, Indianapolis, IN · October 2022

POMS Annual Meeting (virtual) · April 2022

INFORMS Annual Meeting, Anaheim, CA (virtual) · October 2021

INFORMS Revenue Management & Pricing Section Conference, Baltimore, MD (virtual) · June 2021

INFORMS MSOM Conference, Bloomington, IN (virtual) · June 2021

POMS Annual Meeting (virtual) · April 2021

INFORMS Annual Meeting (virtual) · November 2020

SELECTED COURSEWORK

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**Theory & Methodology:** Probability and Stochastic Processes, Stochastic Models in OR, Optimal Control Theory and Applications, Stochastic Dynamic Programming, Optimization, Game Theory, Advanced Managerial Economics, Econometrics II, Econometrics III: Causal Inference, Applied Econometrics, Theory of Industrial Organization, Advanced Topics in Knowledge Management, Bayesian Dynamic Models in Marketing, Empirical Structural Models in

Marketing, Intro to Econometrics and Statistical Inference, Behavioral Operations Management, Pricing and Revenue Management, Introduction to Data Science, Computing for Business Research, Game Theoretic Models of Operations

**Operations Management:** Operations Management, Operations Analytics, Supply Chain Strategy, Designing Business Processes

## INDUSTRY EXPERIENCE

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### **Amazon.com LLC**

Seattle, WA (Virtual)

*Research Scientist Intern, Pricing Research Team*

*May–Aug 2021*

Estimated long-term price perception of unfavorable pricing on retail products:  
specified and prototyped model for large-scale estimation implementation

### **Valtech Consulting Korea**

Seoul, South Korea

*Research Assistant, KOSCOM Corporation Project*

*May–Aug 2011*

Built simulation models to support pricing scheme revision project of StockNet, financial data product for KOSCOM, the IT subsidiary of Korea Stock Exchange

### **600th Defense Security Unit, Republic of Korean Army**

Uijeongbu, South Korea

*Korean Military service member (Sergeant – Enlisted)*

*Jul 2008 – Jun 2010*

1st Detachment interpreter and aide-de-camp for ROKA Lt. Col. Kim Jong Tae supporting US 2nd Infantry Division with military intelligence, anti-terrorism/force protection

## TECHNICAL SKILLS

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R, Python, SAS, Stata, MATLAB, Mathematica, SQL, Spark (PySpark), L<sup>A</sup>T<sub>E</sub>X

## LANGUAGES

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Korean (native); English (fluent); German, Mandarin (basic)