

EVİRİM DİDEM GÜNEŞ

Email: egunes@ku.edu.tr

EDUCATION

2004	Ph.D. in Management	<i>INSEAD</i> , Fontainebleau, France
2001	M.S. in Management	<i>INSEAD</i> , Fontainebleau, France
1999	M.S. in Industrial Engineering	<i>Bilkent University</i> (Ankara)
1997	B.S. in Industrial Engineering	<i>Bilkent University</i> (Ankara)

FIELDS OF INTERESTS

Service operations management with emphasis on health care system applications, organization of public health programs, delivery of primary health services, behavioral operations management

HONORS & AWARDS

1. AXA Award, 2016
2. Finalist, Journal of Service Research best paper award for the paper "Modeling Customer Reactions to Sales Attempts: When Cross-Selling Backfires", Güneş E.D., Akşin O.Z., Örmeci E.L. and Özden S.E, Journal of Service Research, 13 (3), 168-183, 2010.

PROFESSIONAL EXPERIENCE

2015-present	Associate Professor of Operations Management, College of Administrative Sciences and Economics, Koç University
2004-2015	Assistant Professor of Operations Management, College of Administrative Sciences and Economics, Koç University

PUBLICATIONS

Journals

1. Yaman H. Güneş E.D. (2016) Family practice in Turkey: Observations from a pilot implementation, Scandinavian Journal of Primary Health Care, 34(1), 81-82.
2. Örmeci E.L., Güneş E.D., Kunduzcu D. (2015) "A Modeling Framework for Control of Preventive Services", M&SOM, 18(2), 227-244.
3. Güneş, E.D., Örmeci E.L., Kunduzcu D, (2015) "Preventing and Diagnosing Colorectal Cancer with a Limited Colonoscopy Resource" Production and Operations Management, 24 (1), 1-20.
4. Cayirli, T., and Gunes, E.D. (2014) "Appointment System Modelling in Presence of Seasonal Demand and Walk-ins in Outpatient Care", Journal of the Operational Research Society, 65,512–531.

5. Gunes, E.D., H. Yaman, B. Cekyay and V. Verter (2014) "Matching Patient and Physician Preferences in Designing a Primary Care Facility network", *Journal of the Operational Research Society*, 65, 483–496.
6. Güneş E.D., Akşin O.Z., Örmeci E.L. and Özden S.E (2010) "Modeling Customer Reactions to Sales Attempts: When Cross-Selling Backfires" *Journal of Service Research*, 13 (3), 168-183.
7. Güneş E.D., Chick S.E and L. Van Wassenhove (2010) "Quality Competition for Screening and Treatment Services," *Annals of OR*, 178:201-222.
8. Güneş E.D. and H. Yaman (2010) "Health Network Mergers and Hospital Re-Planning", *Journal of the Operational Research Society*, 61 (2) 275-284.
9. Güneş E.D. (2009) "Modelling Time Allocation for Prevention in Primary Care" *Central European Journal of Operational Research*, 17, 3,359-380.
10. Gunes E.D. and H. Yaman (2008) "Transition to Family Practice in Turkey" *Journal of Continuing Education in the Health Professions*, 28(2):106-112.
11. D. Guide, E.D. Gunes, G. Souza and L.Van Wassenhove (2008) "The Optimal Disposition Decision of Product Returns" *Operations Management Research* 1(1) 1-16.
12. Gunes E.D and H. Yaman (2005) "Modeling Change in a Health System: Implications on Resource Allocations and Patient Flows", *Clinical and Investigative Medicine*, Dec; 28(6):331-3.
13. Gunes E.D., Aksin O.Z. (2004) "Value Creation in Service Delivery: Relating Market Segmentation, Incentives and Operational Performance" *M&SOM*, 6, 4, 338-357.
14. Gunes E.D , Aksin O.Z, and S.E. Chick. (2004) "Breast Cancer Screening Services: Trade-offs in Quality, Capacity, Outreach and Centralization" *Health Care Management Science*, 7 (4) 291-303.
15. Akturk M.S., Ghosh J.B, Gunes E. D. (2004) "Scheduling with Tool Changes to Minimize Total Completion Time: Basic Results and SPT Performance", *European Journal of Operational Research*, vol. 157 (3) 784-790.
16. Akturk M.S., Ghosh J.B, Gunes E.D. (2003) "Scheduling with tool changes to minimize total completion time: a study of heuristics and their performance", *Naval Research Logistics*, 50(1), 15-30.

Edited Books and Book Chapters

1. Güneş E.D., S. Nickel (2015) "Location Problems in Healthcare" chapter in book: *Location Science* eds. Nickel S., Laporte G. and Saldanha-da-Gama, Springer.

2. Acur N., Erkip N., Güneş E.D. (2007) ed. Managing Operations in an Expanding Europe. Proceedings of the 14th International Annual EurOMA Conference, Ankara, Turkey.
3. Van Wassenhove, L., De Meyer, A., Yucesan, E., Gunes, E., Muyldermans, L.(2004), ed. Operations Management as a Change Agent. Proceedings of the 11th International Annual EurOMA Conference, (1 & 2), Fontainebleau, France, Insead

Work in Progress

1. Çayırılı T., Dursun P., Güneş E.D. “Capacity Planning for Outpatient Appointments in Presence of Seasonal Walk-ins”.
2. Örmeci E.L., Koshkenar A., Güneş E.D., Ergönül O. “Neighbourhood Effect in Hospital Infections”
3. Akşin Z., Gençer B., Güneş E.D. ,Pala O. “Decision Making in Queues: A Laboratory Experiment”
4. Güneş E.D and Örmeci “OR Applications in Disease Screening” E.L., forthcoming book chapter

GRANTS AND PROJECTS

2013 – 2015 TUBITAK 1001 (Principal Investigator), 'The Effects of Uncertainty and Information Flow on Customer Behavior in Queuing Systems', 112972 TL

2010 – 2012 TUBITAK 1001(researcher), Appointment System Modeling in Presence of Seasonal Demand and Walk-ins in Outpatient Care, 104,390 (PI: T Cayirli)

2007 – 2010 TUBITAK Career Grant (Principal Investigator), 'Modeling Primary Health Care Service Provision and Analyzing Its Effects on the Health System', 113,735 YTL

GRADUATE STUDENT SUPERVISION

Supervisor of Mehmet Çağrı Dedeoğlu, (M.Sc in IE 2009), Gökçen Avcı (M.Sc in IE 2011)

Co-supervisor of Saadet Hazal Özden, (M.Sc in IE 2006), Taha Doğru (M.Sc in IE 2007), Derya Kunduzcu (M.Sc in IE 2009), Gökhan Geçer (MS in IEOM 2015)

Jury member for M.Sc. thesis of Eren Başar Çil, Deniz Kubalı (M.Sc. in IE), Selen Rodoplu (M.A. in Psychology) and Eda Aksoy (M.A. in Psychology)

Session Chair in INFORMS International 2006. Session Title: Modeling Customers in Operations.