Alara Taşçıoğlu

Mobile: (+33) 6 51 22 17 23
E-mail: atascioglu@escp.eu
LinkedIn: linkedin.com/in/alara-tascioglu-4aa46a3b
Nationality: Turkish

EDUCATION

Ph.D. in Business Administration, Koç University, Istanbul, Turkey   *August 2024*
- **Major:** Operations Management & Information Systems
- **Advisors:** Prof. Gürhan Kök and Prof. Selçuk Karabatı
- **Thesis:** Digital Nudging for Online Product Listing Pages

Bachelor of Science, Columbia University, New York, NY, USA   *May 2013*
- **Major:** Industrial Engineering
- **Minor:** Computer Science
- **Cumulative GPA:** 3.7, Dean's List
- Operations Research Group Project: Developed a Manhattan evacuation simulation application for the Office of Emergency Management of NYC for modeling capacity and time-constrained scenarios

French Scientific Baccalaureate, Lycée Français Pierre Loti, İstanbul, Turkey   *June 2009*
Option Mathematics, Honors (Mention Bien)

RESEARCH INTERESTS

- Customer Choice
- Digital Nudging
- Behavioral Operations
- Experimental Analysis
- Optimization & Mathematical Modeling
- Artificial Intelligence
- OM-Information Systems Interface
- OM-Marketing Interface
- Business Analytics
- Human-Computer Interactions

WORKING PAPERS

- Taşçıoğlu, A., Kök A.G., Karabatı S. Digital Nudging for Display Optimization in Product Listing Pages
  - Re-submitted to M&SOM
- Taşçıoğlu, A., Kök A.G., Karabatı S. Digital Nudging in LLM-Based Human-Computer Interactions
  - To be submitted to POMS in 2026
- Taşçıoğlu, A. Generative AI as a Solution and a Product: Designing Ethical and Reliable AI Services for Business
  - To be submitted as an ESCP Impact Paper

CONFERENCE PRESENTATIONS

Digital Nudging for Display Optimization in Online Product Listing Pages
- The 5th Euro Working Group Meeting on Retail Operations, 2022, Istanbul, Turkey
- POMS, 2023, Orlando, FL, USA
- INFORMS, 2023, Phoenix, AZ, USA
- European TOM Seminar Series, 2024

TEACHING EXPERIENCE

Instructor, ESCP Business School, Paris, France & Koc University, Istanbul, Turkey   *2023-2025*

Course	Term	Level	Responsibilities
GenAI for my Studies	Spring 2025	Schoolwide	Content design and delivery for session on advanced prompting with videos, written content, and MCQs
AI for Big Data Management	Spring 2025	B2	Content design, coordination (Paris, Madrid, Turin), and instruction (Paris), including cross-campus guest speaker sessions
GenAI for my Research	Spring 2025	PhD	Content design & half of sessions on idea generation and quantitative analysis with GenAI

Information Systems Management	Fall 2024	MBD	Entire course & content redesign
Operations Management (Koc University)	Summer 2023	B2, B3, B4	Half of the course

Teaching Assistant, Koç University, Istanbul, Turkey *2017-2023*

Course	Semester	Lecturer
Business Administration Capstone	2018-2023	Prof. Zeynep Akşin Karaesmen Prof. Evrim Didem Güneş Prof. Özden Gür Ali
Big Data and Data Analytics	2022-2023	Prof. Özden Gür Ali
Big Data for Business and Public Sector	2023	Prof. Özden Gür Ali
Introduction to Managerial Statistics	2022	Prof. Evrim Didem Güneş
Management Information Systems	2019-2022	Prof. Serpil Sayın
Operations Strategy	2018-2022	Prof. Selçuk Karabatı Prof. Özden Gür Ali

WORK EXPERIENCE

ESCP, Post-Doctoral Research Fellow, Paris, France *September 2024*
- **Teaching:** taught for 4 different courses with varying responsibilities in different programs on or around Information Systems & AI (as shown above)
- **Research:** consolidated entire thesis and resubmitted the resulting paper to M&SOM at the end of April 2025, submitted an Impact Paper based on case studies developed with the two guest speakers invited to the AI for Big Data Management seminar, developing two other case studies
- **Management & Citizenship:** created and coordinated a seminar on federal level, created and gave a mini-workshop on a course creation GPT to faculty, co-juried MBD thesis work, interviewed Bachelors and MBD candidates, tutored an apprenti, advised thesis work for BiM/MiM students
- **External Visibility:** participated in AI conferences & OpenAI events, produced interview video for communications on OpenAI partnership, conducted discussions with the ESCP Foundation and other stakeholders (alumni ESCP, foundation ESCP, high schools & Prépas in the program) on the Égalité des Chances seminar, participated in the JPO

EY, Senior Management Consultant, Istanbul, Turkey *2014 –2018*
Selected Projects:
- **Sales & Marketing Strategy Improvement** for a leading Turkish textile firm (selling to most well-known textile brands)
- **Customer & Product Analysis** for a Turkish cosmetics giant (with its own brands and stores)
- **Digital Transformation** for a Turkish FMCG
- **Customer Value, Behavior, and Needs Segmentation** for a top 10 international insurance company
- **Market Share Growth Strategy Assessment** for an international financing company (in collaboration with EY Germany)
- **Market Entry Strategy Development** for a Turkish telecommunications firm's call center
- **Company Strategy Assessment and Development** for a leading OEM and IAM automotive parts manufacturer

SELECTED TRAININGS
- **New Faculty Training**, Koç University, 2023
- **Project Management Training**, 2016
- **Client Interaction Methods**, 2016
- **Teaching Workshop for Graduates**, Koç University, 2021
- **IBM Marketing Training**, 2015
- **Aris Business Process Modelling Training**, 2015

SKILLS & ABILITIES
Engineering Software
- Python, R, MATLAB, GAMS, C, C++, Visual Basic, Unix (Linux), Java
- LaTeX, Microsoft Office, SQL, GenAI
- Qualtrics, M Turk, Cloud Research, Prolific

Languages
- Fluent: Turkish, French, English
- Conversational: Spanish