

OLGA PERDIKAKI

EDUCATION	<p>University of North Carolina, Chapel Hill, NC. 2004-2009 Kenan-Flagler Business School Ph.D. in Operations, Technology, and Innovation Management Dissertation Title: Essays on Retail Operations Dissertation Advisor: Jayashankar M. Swaminathan</p> <p>University of Florida, Gainesville, FL. 2001-2003 M.Sc. in Industrial Engineering Dissertation Title: Modeling the Work Center Design Problems for Thermal Processes in Semiconductor Manufacturing Dissertation Advisor: Elif Akçalı</p> <p>University of Piraeus, Athens, Greece. 1994-1998 B.Sc. in Industrial Management Graduated with Honors</p>
ACADEMIC APPOINTMENT	Assistant Professor, Texas A&M, College Station, TX, 2009-Present
RESEARCH INTERESTS	Operations Marketing Interface, Retail Operations, Supply Chain Conflict and Coordination
PUBLICATIONS AND SUBMITTED PAPERS	<p>Perdikaki, O., D. Kostamis, and J. M. Swaminathan, 2011, "Timing of Price and Service Level Decisions for Retailers under Competition and Demand Uncertainty", submitted at <i>Manufacturing & Service Operations Management</i>.</p> <p>Perdikaki, O., S. Kesavan, and J. M. Swaminathan, 2011, "Effect of Traffic on Sales and Conversion Rates of Retail Stores", <i>forthcoming in Manufacturing & Service Operations Management</i>.</p> <p>Perdikaki, O. and J. M. Swaminathan, 2011, "Improving Valuation Under Consumer Search: Implications for Pricing and Profits", <i>forthcoming in Production and Operations Management</i>.</p> <p>Cattani, K., O. Perdikaki, and A. Marucheck, 2007, "The Perishability of Online Grocers", <i>Decision Sciences</i>, 38(2), pp 329-355.</p>

WORK IN PROGRESS

Base Warranties and Retail Service Plans with Dimitris Kostamis
Social Networking and E-retailer Performance with Greg Heim and David Peng

HONORS AND AWARDS

- Kenan-Flagler Business School “Outstanding Student Teaching Award”, 2009 *Interdisciplinary Ph.D. student award for excellence in teaching in the Business Administration Program*
- Kenan-Flagler Business School “Outstanding Graduating Student Award”, 2009 *Interdisciplinary Ph.D. student award for excellence in the Business Administration Program*
- UNC Graduate School “Dissertation Completion Fellowship”, 2008-2009 *Competitive, university-wide award in recognition of quality of scholarly research and progress towards the degree.*
- INFORMS Doctoral Student Consortium, Baltimore, Maryland, 2008.
- Kenan-Flagler Business School “M. Wayne DeLozier Fellowship”, 2007 *Interdisciplinary Ph.D. student award for excellence in the Business Administration Program*
- Research Assistantship, Kenan-Flagler Business School, UNC, 2004-2008
- German Exchange Service Scholarship, 2000 *Academic excellence scholarship to attend summer school in Heidelberg, Germany*
- Greek State Scholarship Foundation Awards, 1994-1998 *Academic excellence award throughout all years of undergraduate studies*
- Ranked 1st in the Department of Industrial Management, University of Piraeus, Greece, 1994-1998
- Ranked 1st among all graduates in the University of Piraeus, Greece, 1998

CONFERENCE PRESENTATIONS

- “Timing of Price and Service Level Decisions under Competition and Demand Uncertainty” (with D. Kostamis, and J. M. Swaminathan)
- POMS Annual Meeting, Reno, April 2011 (invited).
 - MSOM Annual Meeting, Ann Arbor, June 2011 (refereed).
- “Effect of Traffic on Sales and Conversion Rate of Retail Stores” (with S. Kesavan and J. M. Swaminathan)
- INFORMS Annual Meeting, Austin, October 2010 (contributed).
- “The Impact of Traffic Characteristics on Conversion Rates” (with S. Kesavan and J. M. Swaminathan)
- INFORMS Annual Meeting, San Diego, October 2009 (invited).
- “Managing Conversion Rates for Better Retail Store Performance” (with S. Kesavan and J. M. Swaminathan)
- INFORMS Annual Meeting, Washington DC, October 2008 (invited).
 - DSI Annual Meeting, Baltimore, November 2008.
- “Improving Valuation Under Consumer Search: Implications for Pricing and Profits” (with J. M. Swaminathan)
- INFORMS Annual Meeting, Pittsburg, November 2006 (invited).

- INFORMS Annual Meeting, Seattle, November 2007 (invited).
- POMS Annual Meeting, San Diego, May 2008 (invited).
- MSOM Annual Meeting, Maryland, June 2008 (refereed).

“The Perishability of Online Grocers” (with K. Cattani and A. Marucheck), POMS Annual Meeting, Boston, May 2006.

INVITED SEMINAR PRESENTATIONS

“Improving Valuation Under Consumer Search: Implications for Pricing and Profits”,
Dec 2008-Feb 2009

- ESSEC Business School, Cergy-Pontoise, France.
- Texas A&M University, Mays Business School, College Station, TX, USA.
- University of Delaware, Alfred Lerner College of Business & Economics, Newark, DE, USA.
- University of Groningen, Faculty of Economics and Business, Groningen, Netherlands.
- University of Houston, C.T. Bauer College of Business, Houston, TX, USA.

INTERNAL SERVICE

Member, Library Committee 2010-2011, 2011-2012
Member, Hiring Committee 2011-2012
Department Research Seminar Co-organizer 2011-2012
Member, Master’s Committee, Tsung-Han Yang, Economics, 2011

PROFESSIONAL SERVICE

Ad-hoc Referee
Decision Sciences, European Journal of Operational Research, Management Science, Naval Research Logistics, Production and Operations Management.

Session Chair

- DSI Annual Meeting, Baltimore, November 2008
- POMS Annual Meeting, Boston, May 2006

OTHER EDUCATION & TRAINING

Consortium for Operational Excellence in Retailing (COER), The Wharton School, University of Pennsylvania, Philadelphia, 2008.

POMS Doctoral Consortium, San Diego, California, 2008.

DSI Doctoral Consortium, Baltimore, Maryland, 2009.

Consortium for Operational Excellence in Retailing (COER), Harvard Business School, Harvard University, Massachusetts, 2011.

Faculty Teaching Academy 2011-2012.

Mays Academy for Learning and Teaching 2011.

TEACHING EXPERIENCE	<p>Instructor <i>Mays Business School, Texas A&M</i> , Spring 2010-2011 INFO 364 Operations Management (core undergraduate)</p> <p><i>Kenan-Flagler Business School, UNC</i>, Summer 2008 BUSI 403 Operations Management (core undergraduate)</p> <p>Teaching Assistant <i>Kenan-Flagler Business School, UNC</i>, 2007-2008 BUSI 403 Operations Management (core undergraduate) OneMBA 703 Global Operations Management (MBA elective) MBA 718 Global Supply Chain Management (MBA elective)</p> <p>Teaching Assistant <i>University of Florida, Dept. of Industrial and Systems Engineering</i>, 2001-2003 EIN 4354 Engineering Economy (core undergraduate) EIN 6357 Advanced Engineering Economy (core graduate) Introduction to Industrial Engineering</p>
AFFILIATIONS	<p>Institute for the Operations Research and the Management Sciences (INFORMS) Manufacturing and Service Operations Management Society (MSOM) Production and Operations Management Society (POMS)</p>
OTHER PROFESSIONAL EXPERIENCE	<p>High School Instructor <i>Kaklamanis School, Athens, Greece</i>, 1995-2001</p>
LANGUAGES	<p>English (fluent) German (basic) Greek (native)</p>