

GREGORY R. HEIM

Janet and Mark H. Ely '83 Professor

Department of Information & Operations Management
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SOCIETAL IMPACT STATEMENT

I ensure societal impact of my research program and teaching program through practice-oriented projects and engagements. I am working with a team of researchers from a global IT services outsourcing/consulting firm to evaluate the firm's use of machine learning tools for service design and contracting, finding more accurate means to perform the consulting division's service design and contracting processes, potentially increasing organizational performance. I have published empirical analyses of retailers' product return issues, enabling retail managers to understand why customer returns take place, what archetypical customer returner classes exist, how to use returns data to understand how customer satisfaction affects product returns, and how to use transactional data to identify abusive returner customers. These studies have been focused in thought leadership industry magazine articles. In the healthcare sector, my research projects have analyzed impacts of public policy (e.g., regulations and mandated information technology), identifying insights that politicians and regulators may find useful when adjusting regulations. With respect to my teaching program, I actively involve corporate representatives in supply chain and information technology roles in suggesting important contemporary topics for my course to cover, in co-development of case discussion materials for the course, and in projects that are based on corporate managerial dilemmas and challenges.

EDUCATIONAL BACKGROUND

- Ph.D. Business Administration, Carlson School of Management, University of Minnesota
Major Field: Operations and Management Science
Supporting Fields: Mathematics, Statistics
Title of Dissertation: "Management of Technology and Quality in Electronic Consumer Service Operations: Applications to Electronic Food Retailing "
- A.B. Economics, The College, The University of Chicago

RESEARCH AND TEACHING INTERESTS

Impact of Technologies on Operations and Supply Chains

- Management of Technology
- Information Technology Impact on OM/SCM (e.g., RFID, enterprise systems)
- E-Service/E-Retail Operations and Supply Chain Management
- Healthcare Service Operations, e-Health, Reimbursement Processes, and Technologies

Empirical Analysis of Operations Management and Supply Chain Management

- Transactional Data and Panel Data from Manufacturing and Service Systems

AWARDS, GRANTS, AND FELLOWSHIPS

Service Awards

Mays Business School Faculty Service Excellence Award, Mays Business School, Texas A&M University, 2017
Richard Stadelmann Faculty Senate Service Award, Texas A&M University Faculty Senate, May 11, 2015
INFO Department Faculty Service Award, Mays Business School at Texas A&M University, Fall 2012

Teaching Awards and Grants

Distinguished Achievement Award, Teaching, University Level, The Association of Former Students of Texas A&M University, Spring 2021
Distinguished Achievement Award College Level, Teaching, The Association of Former Students of Texas A&M University, Fall 2020
The Lockheed Martin Aeronautics Company Excellence in Teaching Award, Mays Business School at Texas A&M University, 2019
Mays Summer 2016 Teaching Grant, Mays Business School at Texas A&M University, 2016
Distinguished Achievement Award College Level, Teaching, The Association of Former Students of Texas A&M University, Fall 2012
Mays Teaching Performance Award, Mays Business School at Texas A&M University, 2010
The Lockheed Martin Aeronautics Company Excellence in Teaching Award, Mays Business School at Texas A&M University, 2009

Research Awards and Grants

Jack Meredith Best Paper Award Honorable Mention - 2021, Journal of Operations Management, August 2021
Dr. Ricky W. Griffin Research Award, Mays Business School at Texas A&M University, 2019
2017 IBM Service Science Best Student Paper Award Finalist, INFORMS, with PhD student Seokjun Youn (co-advised with Chelliah Sriskandarajah and Subodha Kumar)
Janet and Mark H. Ely '83 Professorship, Mays Business School at Texas A&M University, 2017-present
Mays Summer Research Award, Mays Business School at Texas A&M University, 2016
2015 IBM Service Science Best Student Paper Award Finalist, INFORMS, with PhD student Necati Ertekin (co-advised with Michael Ketzenberg), November 2015
Mays Summer Research Award, Mays Business School at Texas A&M University, 2015
Mays Research Fellowship (Endowed Position), Mays Business School at Texas A&M University, 2015-2018
Jack Meredith Best Paper Award Finalist - 2011, Journal of Operations Management, August 2012
Mays Summer Research Award, Mays Business School at Texas A&M University, 2012
Outstanding Reviewer 2011, Decision Sciences Journal, 2011
Mays Research Fellowship (Endowed Position), Mays Business School at Texas A&M University, 2011-2014
Mays Summer Research Grant, Mays Business School at Texas A&M University, 2010
Honorable Mention, E. Grosvenor Plowman Award, Supply Chain Management Educators' Conference (SCMEC), Council of Supply Chain Management Professionals (CSCMP), 2010
Dean's Office Research Summer Performance Grant, Mays Business School at Texas A&M University, 2009

POST-TENURE TEACHING EVALUATIONS

Course	Semester/Year	Level	Responses (Enrollment)	Overall Effective Instructor (2021+); Q10 (Pre- 2021)	Overall Effective Course (2021+); Overall Mean (All Questions) (Pre-2021)
<i>SCMT 465 – Information Technology for Supply Chain Management</i>	Spring 2022	UG			
<i>SCMT 465 – Information Technology for Supply Chain Management</i>	Spring 2021 (COVID)	UG	8 (16) 11(14) 6 (11)	4.75 4.73 4.83	4.88 4.55 4.50
<i>SCMT 465 – Information Technology for Supply Chain Management</i>	Fall 2019	UG	19 (23) 19 (24)	4.95 4.89	4.87 4.89
<i>SCMT 688 - PhD Seminar: Empirical Research in Supply Chain Management</i>	Fall 2019	PhD	7 (7)	5.00	4.99
<i>SCMT 465 – Information Technology for Supply Chain Management</i>	Spring 2019	UG	39 (45) 40 (45)	4.82 4.74	4.78 4.67
<i>SCMT 638 – Information Technology in Supply Chain Management</i>	Spring 2019	MS	10 (10)	5.00	4.93
<i>SCMT 465 – Information Technology for Supply Chain Management</i>	Spring 2018	UG	45 (43) 40 (36)	4.86 4.94	4.81 4.89
<i>SCMT 688 - PhD Seminar: Empirical Research in Supply Chain Management</i>	Spring 2018	PhD	4 (4)	5.00	5.00
<i>SCMT 465 – Information Technology for Supply Chain Management</i>	Spring 2017	UG	39 (40) 38 (40) 34 (40)	4.79 5.00 5.00	4.79 4.95 4.94
<i>SCMT 465 – Information Technology for Supply Chain Management</i>	Spring 2016	UG	35 (39) 38 (42)	4.97 4.97	4.92 4.90
<i>SCMT 688 - PhD Seminar: Empirical Research in Supply Chain Management</i>	Fall 2015	PhD	6 (6)	5.00	4.98
<i>SCMT 465 – Information Technology for Supply Chain Management</i>	Spring 2015	UG	38 (40) 24 (36) 21 (22)	5.00 5.00 5.00	4.92 4.98 4.89
<i>SCMT 465 – Information Technology for Supply Chain Management</i>	Spring 2014	UG	29 (30) 24 (36)	4.86 4.95	4.70 4.82
<i>SCMT 688 - PhD Seminar: Empirical Research in Supply Chain Management</i>	Spring 2014	PhD	2 (2)	5.00	5.00
<i>SCMT 465 – Information Technology for Supply Chain Management</i>	Spring 2013	UG	25 (26) 25 (27)	4.72 4.88	4.69 4.79
<i>SCMT 465 – Information Technology for Supply Chain Management</i>	Fall 2012	UG	18 (20)	4.50	4.45
<i>SCMT 465 – Information Technology for Supply Chain Management</i>	Spring 2012	UG	26 (34) 33 (37) 28 (36)	4.69 4.48 4.68	4.57 4.35 4.49

Notes: All scores are on a 5-point scale. Q10: "Overall this was an effective instructor."

EDITORIAL CONTRIBUTIONS

Journal	Editorial Review Board	Associate Editor	Senior Editor	Department Editor	Special Issue Editor
<i>Decision Sciences</i>	2008-2010	2010-2017	2015 (Special Papers)	---	---
<i>Journal of Operations Management</i>	2008-2010	2010-2015	N/A	2015-2021 (Technology Management Area)	2020-2022 (See notes below.)
<i>Journal of Service Research</i>	2010-present	---	---	---	---
<i>Production and Operations Management</i>	2007-present	N/A	2015 (Special Issue); 2016 (Special Paper: Service OM) SE 2018-present	---	---

Notes: *Journal of Operations Management*, Special Issue Editor (2020-2022): "Technology Management in a Global Context: From Enterprise Systems to Technology Disrupting Operations and Supply Chains."

PRACTITIONER RECOGNITION

"Teaching Academic Innovation: Gregory Heim." @Mays, Mays Business School, Texas A&M University, Spring 2020, p. 9.

"Let Your Salespeople Create a Good Vibe with the Customer: Managing Returns in High Customer Contact Businesses," by Ferguson, M, Galbreth, M, and Shang, G. View From Academia series, *Reverse Logistics Magazine*, Reverse Logistics Association, October 2019. [<http://www.rlmagazine.com/>]

"How Does Ship-to-Store Strategy Affect Omni-Channel Retailer's Sales and Returns?" by Ferguson, M, Galbreth, M, and Shang, G. View From Academia series, *Reverse Logistics Magazine*, Reverse Logistics Association, October 2018. [<http://www.rlmagazine.com/>]

"Thought Leaders - Serving the youth a balanced diet: Interview with Gregory R. Heim." *DC Velocity*, January 20, 2017. [<http://www.dcvelocity.com/articles/20170120-serving-the-youth-a-balanced-diet-interview-with-gregory-r-heim/>]

PUBLICATIONS

- “Aims and Criteria for Advancing Technology Management Research at the *Journal of Operations Management*,” Elliot Bendoly, Gregory Heim, Anand Nair, *Journal of Operations Management*, Published Online, 11/11/2021. (<http://doi.org/10.1002/joom.1164>)
- “Examining the Impacts of Clinical Practice Variation on Operational Performance,” Seokjun Youn, Gregory Heim, Subodha Kumar, Chelliah Sriskandarajah. *Production and Operations Management*. Vol. 30, No. 4, 2021, pp. 839-863. (<https://doi.org/10.1111/poms.13256>)
- Best Student Paper Award, Decision Sciences Institute 2018 Annual Conference, Chicago, IL
 - Research with Mays Business School PhD student Seokjun Youn
- “Hospital Complexity Impacts on Patient-Level Experiential Quality: Mitigating Roles of Information Technology,” David Xiaosong Peng, Yuan Ye, Bo Feng, David Xin Ding, Gregory R. Heim. *Decision Sciences*, Vol. 51, No. 3, 2020, pp. 500-541. (<https://doi.org/10.1111/deci.12368>)
- “Assessing Impacts of Store and Salesperson Dimensions of Retail Service Quality on Consumer Returns” Necati Ertekin, Michael Ketzenberg, Gregory R. Heim. *Production and Operations Management*, Vol. 29, No. 5, 2020, pp. 1232-1255. (<https://doi.org/10.1111/poms.13077>)
- Research with Mays Business School PhD student Necati Ertekin
- “Understanding Physicians’ Online-Offline Behavior Dynamics: An Empirical Study,” Liuan Wang, Lu (Lucy) Yan, Tongxin Zhou, Xitong Guo, Gregory R. Heim. *Information Systems Research*, Vol. 31, No. 2, 2020, pp. 537-555. (<https://doi.org/10.1287/isre.2019.0901>).
- “Impact of Cyberattacks by Malicious Hackers on the Competition in Software Markets” Ravi Sen, Ajay Verma, Gregory R. Heim. *Journal of Management Information Systems*, Vol. 37, No. 1, 2020, pp. 191-216.
- “Assessing Customer Return Behaviors Through Data Analytics,” Michael Ketzenberg, James Abbey, Gregory Heim, Subodha Kumar. *Journal of Operations Management*, Vol. 66, No. 6, 2020, pp. 622-645. (<https://doi.org/10.1002/joom.1086>)
- Nominated for *Jack Meredith Best Paper Award* of JOM (March 2021).
- “Impact of the Value-Based Purchasing Program on Hospital Operations Outcomes: An Econometric Analysis,” Seung Jun Lee, Sriram Venkataraman, Gregory R. Heim, Aleda V. Roth, Jon Chilingirian. *Journal of Operations Management*, Special Issue on Healthcare OM, Vol. 66, No. 1-2, 2020, pp. 151-175. (<https://doi.org/10.1002/joom.1057>).
- Research with Mays Business School PhD student Seung Jun Lee
- “Service Mix, Market Competition, and Cost Efficiency: A Longitudinal Study of U.S. Hospitals,” Xin (David) Ding, Xiaosong (David) Peng, Gregory R. Heim, Victoria S. Jordan. *Journal of Operations Management*, Special Issue on Healthcare OM, Vol. 66, No. 1-2, 2020, pp. 176-198. (<https://doi.org/10.1002/joom.1050>)
- “Examining the Link between Retailer Inventory Leanness and Operational Efficiency” Howard Hao-Chun Chuang, Rogelio Oliva, Gregory R. Heim. *Production and Operations Management*, Vol. 28, No. 9, 2019, pp. 2338-2364. (<https://doi.org/10.1111/poms.13055>)
- Research with Mays Business School PhD student Howard Hao-Chun Chuang
- “Assessing Impacts of Introducing Ship-To-Store Service on Sales and Returns in Omnichannel Retailing: A Data Analytics Study,” M. Serkan Akturk, Michael Ketzenberg, Gregory R. Heim. *Journal of Operations Management*, Vol. 61, 2018, pp. 15-45.
- Research with Mays Business School PhD student M. Serkan Akturk.
- “Outpatient Appointment Block Scheduling Under Patient Heterogeneity and Patient No-Shows,” Seung Jun Lee, Gregory R. Heim, Chelliah Sriskandarajah, Peter Zhu. *Production and Operations Management*, Vol. 27, No. 1, 2018, pp. 28-48.

- Research with Mays Business School PhD student Seung Jun Lee.
- “Seeing the Forest for the Trees: Institutional Environment Impacts on Reimbursement Processes and Healthcare Operations,” Seung Jun Lee, James Abbey, Gregory R. Heim, Duane C. Abbey. *Journal of Operations Management*, Vol. 47-48, 2016, pp. 71-79.
- Research with Mays Business School PhD student Seung Jun Lee.
- “Managing Enterprise Risks of Technological Systems: An Exploratory Empirical Analysis of Vulnerability Characteristics as Drivers of Exploit Publication,” Ravi Sen and Gregory R. Heim. *Decision Sciences*, Vol. 47, No. 6, 2016, pp. 1073-1102.
- “Impact of Customer Traffic and Service Process Outsourcing Levels on e-Retailer Operational Performance,” Olga Perdikaki, David X. Peng, Gregory Heim. *Production and Operations Management*, Vol. 24, No. 11, 2015, pp. 1794-1811.
- “Impact of Value-Added Service Features in e-Retailing Processes: An Econometric Analysis of Website Functions,” Howard Hao-Chun Chuang, Guanyi Lu, Gregory R. Heim, Xiaosong (David) Peng. *Decision Sciences*, Vol. 45, No. 6, 2014, pp. 1159-1186.
- Research with Mays Business School PhD students Howard Chuang and Guanyi Lu.
- “Longitudinal Analysis of Inhibitors of Manufacturer Delivery Performance,” Gregory R. Heim, Xiaosong (David) Peng, and Shekhar Jayanthi. *Decision Sciences*, Vol. 45, No. 6, 2014, pp. 1117-1158.
- “Collaborative Product Development: The Effect of Project Complexity on the Use of Information Technology Tools and New Product Development Practices,” David Xiaosong Peng, Gregory R. Heim, Debasish N. Mallick. *Production and Operations Management*, Vol. 23, No. 8, 2014, pp. 1421-1438.
- “Encounter Satisfaction in E-tailing: Are the Relationships of Order Fulfillment Service Quality with its Antecedents and Consequences Moderated by Historical Satisfaction?” Xenophon A. Koufteros, Gregory R. Heim, Cornelia Droge, Shawnee Vickery, and Nelson Massad, *Decision Sciences*, Vol. 24, No. 1, 2014, pp. 5-48.
- “Antecedents and Consequences of New Product Development Practices and Software Tools: An Exploratory Study,” Gregory R. Heim, Debasish N. Mallick, Xiaosong (David) Peng. *IEEE Transactions on Engineering Management*, Vol. 99, 2012, pp. 1-15.
- “Impacts of Information Technology Infrastructure on Mass Customization Capabilities,” Xiaosong (David) Peng, Gensheng (Jason) Liu, and Gregory R. Heim, *International Journal of Operations and Production Management*, Vol. 31, No. 10, 2011, pp. 1022-1047.
- “Learning and Relearning Effects with Innovative Service Designs: An Analysis of Top Golf Courses,” Gregory R. Heim and Michael E. Ketzenberg, *Journal of Operations Management*, Vol. 29, No. 5, 2011, pp. 449-461.
- “The Impact of Information Technology Use on Plant Structure, Practices, and Performance: An Exploratory Study,” Gregory R. Heim and David Xiaosong Peng, *Journal of Operations Management*, Vol. 28, No. 2, 2010, pp. 144-162.
- “The Value to the Customer of RFID in Service Applications” Gregory R. Heim, William Wentworth, and Xiaosong (David) Peng, *Decision Sciences*, Vol. 40, No. 3, 2009, pp. 477-512.
- Research with Boston College undergraduate student William Wentworth.
- “Process Drivers of E-Service Quality: Analysis of Data from an Online Rating Site,” Gregory R. Heim and Joy M. Field, *Journal of Operations Management*, Vol. 25, 2007, pp. 962-984.
- “Comparing E-Service Performance Across Industry Sectors: Drivers of Overall Satisfaction in Online Retailing,” Lauren M. Trabold, Gregory R. Heim, Joy M. Field. *International Journal of Retail and Distribution Management*. Vol. 34, No. 4/5, 2006, pp. 240-257.

- Research with Boston College undergraduate student Lauren Trabold.

“Mass Customization in Video Duplication and Conversion: Challenges of Flexible Duplication Systems, Fast Delivery, and Electronic Service,” Gregory R. Heim, *International Journal of Flexible Manufacturing Systems*, Vol. 16, 2005, pp. 363-397.

“Experiential Learning in a Management Information Systems Course: Simulating IT Consulting and CRM System Procurement,” Gregory R. Heim, Larry Meile, Justin Tease, Jeffrey Glass, Sahal Laher, James Rowan, and Katie Comerford, *Communications of the Association for Information Systems*, Vol. 15, Article No. 25, 2005, pp. 428-463.

“Service Product Configurations in Electronic B2C Operations: A Taxonomic Analysis of Electronic Food Retailers,” Gregory R. Heim and Kingshuk K. Sinha, *Journal of Service Research*, Vol. 7, No. 4 (May), 2005, pp. 360-376.

“Consumer and Co-Producer Roles in e-Service: Analyzing Efficiency and Effectiveness of e-Service Designs,” Mei Xue, Gregory R. Heim, and Patrick T. Harker, *International Journal of Electronic Business*, Vol. 3, No. 2, 2005, pp. 174-197.

“Managing Quality in the E-Service System: Development and Application of a Process Model,” Joy M. Field, Gregory R. Heim, and Kingshuk K. Sinha, *Production and Operations Management*, Vol. 13, No. 4, 2004, p. 291-306.

“Process Technology Configurations in Electronic Consumer Services: An Empirical Examination of Electronic Food Retailing Services,” Gregory R. Heim and Kingshuk K. Sinha, *Production and Operations Management*, Special Issue to Honor Wickham Skinner, Vol. 11, No. 1 (Spring), 2002.

“Operational Drivers of Customer Loyalty in Electronic Retailing: An Empirical Analysis of Electronic Food Retailers,” Gregory R. Heim and Kingshuk K. Sinha, *Manufacturing and Service Operations Management*, Vol. 3, No. 3 (Summer), 2001.

“A Product-Process Matrix for Electronic B2C Operations: Implications for the Delivery of Customer Value,” Gregory R. Heim and Kingshuk K. Sinha, *Journal of Service Research*, Vol. 4, No. 3, 2001, p. 286-299.

PUBLICATIONS – NON-REFEREED

“Supply Management Integration into Demand Management: Current State and Future Development,” Xiaosong (David) Peng, Gregory R. Heim, *CAPS Research* report, June 2020. [www.capsresearch.org]

“Service Competition and Top Service Designers: Impacts on Price and Quality,” Seung Jun Lee, Gregory R. Heim, *Proceedings of the International Decision Sciences Institute 2013 Meeting*, Bali, Indonesia.

“Impacts of Customer Traffic and Service Outsourcing on Service Triad Performance,” Olga Perdikaki, David Xiaosong Peng, Gregory R. Heim, *Proceedings of the International Decision Sciences Institute 2013 Meeting*, Bali, Indonesia.

“Impact of Service Outsourcing on Information Intensive Services,” Olga Perdikaki, David Xiaosong Peng, and Gregory R. Heim, *Proceedings of QUIS13*, Karlstad, Sweden.

“Supply Chain Complexity and Delivery Performance for Assemble-to-Order and Make-to-Stock Items” David Peng and Gregory R. Heim, *The Proceedings for the North American Research Symposium on Purchasing and Supply Chain Management*. Institute for Supply Management, 2012.

“Research Translations: Towards Making Sense of Digital Technologies in Service Processes of Electronic Retailers,” Gregory R. Heim and Kingshuk K. Sinha, *POMS Chronicle*, 10(2), 2003, p. 10-11.

“Design and Delivery of Electronic Services: Implications for Customer Value in Electronic Food Retailing,” Gregory R. Heim and Kingshuk K. Sinha, in *New Service Development: Creating Memorable Experiences*, eds: James A. Fitzsimmons and Mona J. Fitzsimmons, Sage Publications, 2000, p. 152-182.

RESEARCH PAPERS UNDER REVIEW

“Technology Management Challenges of Supply Chain Transformations in Developing Regions: Field Study Evidence from Rural China,” Xitong Guo, Guanyi Lu, Veronica Villena, Doug Vogel, Gregory R. Heim (Submitted to *Journal of Operations Management*, 11/8/2016; RejNR; Resubmitted 5/7/18; RNR 10/5/18; Resubmitted 6/1/19; RNR 10/2019; Resubmitted 10/19/2020; RNR 1/7/2021; Resubmitted 8/8/2021)

“Data Analytics for Pricing and Winning Service Contracts: Development and Impacts on Practice,” Aly Megahed, Taiga Nakamura, Kugamoorthy Gajananan, Mark Smith, Gregory R. Heim (Submitted to *Manufacturing & Service Operations Management*, 9/10/16; Rejected; Revising; Resubmitted 8/29/18; Rejected 1/19; Revised 8/5/21)

“Artificial Intelligence and Machine Learning in Cybersecurity: Applications, Challenges, and Opportunities for MIS Academics,” Ravi Sen, Qilong Zhu, Gregory R. Heim (Submitted to *Communications of the Association for Information Systems*, 3/5/2021)

“Understanding the Effects of Different Responses to Service Failure in a B2B Context: A Fuzzy-Set Analysis,” Yang Yuan, Gregory Heim, Fujun Lai. (Submitted to *Journal of Service Research*, 7/29/20; Rejected 10/21/20; Revising)

RESEARCH PAPERS IN PROGRESS

Manuscripts in Progress with Mays Business School PhD Students

“Does Underuse Variation in Test-Ordering Practice Relate to Higher Care-Delivery Cost?” Seokjun Youn, Gregory R. Heim

- Finalist/Runner-Up, Conference on Health IT and Analytics (CHITA) 2020, Best Paper Award

Manuscripts in Progress with Academic Colleagues

“Do Experiences or Options Drive Fractional Service Valuation and Ownership? Evidence from Timeshare Resales,” Gregory R. Heim, Bedanta Talukdar, Seung Jun Lee (Revising.)

“Social Networking Services, E-Retailer Site Traffic, and Web Sales: An Empirical Analysis,” David Xiaosong Peng, Gregory R. Heim, and Joobin Choobineh. (Revising.)

“Impacts of Top Service Designers: Impacts on Golf Course Quality and Price,” Seung Jun Lee, Gregory R. Heim, Michael Ketzenberg. (Submitted to *Management Science*, 10/23/13; RejNR 1/14/14; Revising)

“Strategy Implementation Dynamics in Manufacturing Supply Chains,” Shekhar Jayanthi, Xiaosong (David) Peng, Gregory R. Heim.

“Impact of Patient Centric Program Implementation on Cost and Health Outcomes: Evidence from Field Research in China.” Xitong Guo, Tianshi Wu, Gregory R. Heim, Ram Janakiraman (Submitted to *POM* invited special issue on healthcare, 3/1/16; Rejected; Submitted to *Journal of Operations Management* special issue on healthcare 11/30/17; RejNRsubmit to regular *JOM* 5/23/18)

“The Impact of Waste Management Policies on Corporate Recycling Rates” Serkan Akturk, Gregory R. Heim.

“An Empirical Analysis of Product-Process Alignment: Impact on Survival of Entrepreneurial Electronic B2C Operations,” Anto John Verghese, Howard Hao-Chun Chuang, Gregory R. Heim and Kingshuk K. Sinha.

“Learning and Re-Learning With RFID Technology for Service Innovation: On The Value of Real Options in RFID Service Delivery Systems,” Pedro M. Reyes, Xitong Guo, Gregory R. Heim, Patrick Jaska. (Submitted to *Service Science*, 11/1/14; RejNR; Revising)

TECHNICAL REPORTS

“Supply Management Integration into Demand Management: Current State and Future Developments,” Xiaosong (David) Peng and Gregory R. Heim, CAPS Research Brief, CAPS Research, Arizona State University [www.capsresearch.org], Spring 2020.

“Website Efficiency, Customer Satisfaction and Customer Loyalty: A Customer Value Driven Perspective” Mei Xue, Patrick T. Harker, and Gregory R. Heim, Operations and Information Management Department, Working Paper OPIM 00-12-03.

“A Product-Process Matrix for Electronic Services: Implications for the Delivery of Consumer Value,” Gregory R. Heim and Kingshuk K. Sinha, The Retail Food Industry Center, University of Minnesota, 1999.

TEACHING CASE STUDIES

Texas A&M University, Mays Business School, SCMT465: *Information Technology for Supply Chain Management* Course

- “Transformer Warehouse: Dealing with Dimensional Pricing,” 2014.
- “SCREAM, Inc.: The Memorabilia Fulfillment Issue,” 2014.
- “HEB: Beefing up the Value of CPFR,” 2014.
- “BCS Hospital: From EHR to HIE and Patient Portals”, with Seung Jun Lee, 2015.
- “Internet Truckstop: How to Use Big Data to Better Connect Truckers to Available Shipper Loads?” with Yating Feng, 2014.
- “Broussard Logistics: Update to Cloud TMS?” with Tommy Jamieson and Steve Broussard, 2015.
 - “Broussard Logistics: Update to Cloud TMS? – What Happened? (A)” with Tommy Jamieson and Steve Broussard, 2015.
- “Seedco and SAP: Demonstrating Business Value in Transitioning from SAP ERP to S/4HANA”, with Tommy Jamieson, 2015.
- “Can Data Analytics Improve the Chances of Winning Highly Valued Outsourcing IT Service Contracts?” with Aly Megahed (IBM Research-Almaden), 2015.
- “Texas Grocery Company: Choosing a Warehouse Management System Upgrade,” with Roberto Gonzalez, 2016.
- “IT Unbundling of Service Delivery: Should Professors Participate in Research Crowdsourcing Platforms?” 2017.
- “Big Department Store’s Lenient Returns Policy: Should Managers Start to Track Customer Returns?” 2017.
- “Kinnek e-Marketplace: Enduring Value Proposition for Small Craft Brewers?” 2017.
- “Texas Grocery Company: The ELD Mandate,” 2017.
- “Bid Ops – Delivering the Future of Procurement via AI,” with Rogelio Oliva, 2018.
- “Cargo Systems Inc. Needs Flexible Warehouse Space,” 2018.
- “Walmart Announces an IBM Blockchain Mandate: What Should BrightFarms Do?” 2018.
- “AmeriOilCo: Selecting a Contracting and Sourcing Solution,” 2019.
- “XPO Logistics: A Telematics Solution for North America,” 2019.
- “Can Drones Solve Best Value Grocery’s Inventory Counting Issues?” 2020
- “IoT Sensors for Workforce Tracking: How to Sell these Applications Successfully?” 2020
- “Organic Chix Hijacked on Amazon.com: A Disruptive Experience During the Coronavirus Pandemic of 2020,” 2020
- “Promises of Easy App Development and Easy Integration: Will the Vendors Deliver?” 2020

Boston College, Carroll School of Management, MD240: *Management Information Systems* Course

- “Freeze.com Turns Information into Revenue: Surviving the Dot.Com Bomb as a Small Business,” with Kevin Phillips, 2005.
- “Simon Delivers Suffers Internet Hosting Problems,” 2004.
- “Mixon.com: Customizing Music CDs over the Internet,” 2004.

PRESENTATIONS

Keynotes, Panels, and Invited Thought Leadership Talks

“Impact of the Value Based Purchasing Program on Hospital Operations Outcomes: An Econometric Analysis,” Frontiers in Service Conference 2019, National University of Singapore, Singapore, July 18, 2019

“Publishing in International Journals Workshop” for Chinese PhD students and junior faculty, Invited Panelist, CEIBS, Shanghai, China, June 17, 2018.

“Historical Development of Empirical Research in OM/SCM: Developing a Story to Convey Important Insights about Your Empirical Analysis,” Invited Talk, 2018 Empirical Operations and Supply Chain Management Research Workshop, Soochow University, Suzhou, China, June 14, 2018

“Directions of Emerging Supply Chain Technologies,” Invited Luncheon Panel Speaker, Houston CSCMP Roundtable, September 13, 2017.

“Historical Development of Empirical Research in OM/SCM: Changing Roles and Approaches to Story-Telling,” Invited Talk, 2017 Empirical Operations and Supply Chain Management Research Workshop, Soochow University, Suzhou, China, June 22, 2017

“Teaching Case Studies,” Panel Discussant, Mays Academy of Teaching and Learning, February 24, 2017.

“Learning and Relearning Effects with Innovative Service Designs: An Empirical Analysis of Top Golf Courses,” Academy of Management Annual Meeting, Boston, MA, August 2012. (Invited Award Competition Presentation)

“Longitudinal Econometric Analysis of Inhibitors of Delivery Performance in Environmental Controls Manufacturing,” University of Houston, Houston, TX, December 2011. (Invited Presentation)

“Teaching E-Service Operations Management,” Gregory R. Heim, Invited Presentation, Service Management Mini-Conference, Decision Sciences Institute, San Francisco, November 18, 2001.

Conference Research Presentations

“Examining Consequences of Value-Based Purchasing: Impacts on Hospital Operations Outcomes,” 1st CEIBS Decision Sciences Research Symposium, CEIBS, Shanghai, China, June 18, 2018.

“Service Variety Complexity and Case Mix Complexity Impacts on Experiential Quality: Mitigating Roles of Information Technology,” MIT Global Scale Network/Ningbo Supply Chain Innovation Institute China, Ningbo, China, June 28, 2017

“Service Variety Complexity and Case Mix Complexity Impacts on Experiential Quality: Mitigating Roles of Information Technology,” Nottingham University – China, Ningbo, China, June 27, 2017

“Empirical Analysis of Drivers of Healthcare Provider Data Breaches,” Decision Sciences Institute Annual Meeting, Austin, TX, November 19, 2016.

“Service Competition and Top Service Designers: Impacts on Price and Quality,” INFORMS Annual Meeting, Philadelphia, PA, November 2015.

“Longitudinal Econometric Analysis of Inhibitors of Delivery Performance in Environmental Controls Manufacturing,” Harbin Institute of Technology, Harbin, China, August 2014.

“Service Competition and Top Service Designers: Impacts on Price and Quality,” Harbin Institute of Technology, Harbin, China, September 2013.

"Service Competition and Top Service Designers: Impacts on Price and Quality," International Decision Sciences Institute 2013 Meeting, Bali, Indonesia, July 13, 2013.

"Impacts of Customer Traffic and Service Outsourcing on Service Triad Performance," International Decision Sciences Institute 2013 Meeting, Bali, Indonesia, July 12, 2013.

"Impacts of Service Outsourcing on Information Intensive Services: Moderating Effect of Customer Traffic in Service Triads," Frontiers In Service 2013 Conference, Taipei, Taiwan, July 5, 2013.

"Impact of Service Outsourcing on Information Intensive Services," QUIS13, Karlstad, Sweden, June 12, 2013.

"An Example of an Industry-Academia Research Project," INFO Department Supply Chain Consortium, College Station, TX, November 2012.

"Analysis of Role of Service Variety and Real Options in Resort Timeshare Service Value," INFORMS 2012 Annual Meeting, Phoenix, AZ, October 2012.

"Longitudinal Econometric Analysis of Inhibitors of Delivery Performance in Environmental Controls Manufacturing," ICMSE 2012, UTDallas, September 2012.

"Social Networking Services and e-Retailer Performance: An Empirical Analysis," Beijing INFORMS 2012, Beijing, China, June 2012.

"What Features Drive Fractional Service Value? Evidence from Resort Timeshares," POMS 2012 Annual Meeting, Chicago, IL, April 2012.

"Longitudinal Econometric Analysis of Inhibitors of Delivery Performance in Environmental Controls Manufacturing," INFO Department Supply Chain Consortium, College Station, TX, April 2012.

"Impact of Social Networking Services on e-Retailer Performance," Art and Science of Service 2011, San Jose, CA, June 2011

"Using Real Options to Understand Value in Service Offerings: Empirical Examination of Timeshare Vacation Service Features," with Bedanta Talukdar, INFORMS Annual Meeting, Austin, TX November, 2010.

"Learning and Relearning Effects with Innovative Service Designs: An Analysis of Top Golf Courses," with Michael E. Ketzenberg, ICOSCM/ APDSI 2010 Meeting, Hong Kong/Shunde/Guangzhou, 2010.

"Using Real Options to Understand Value in Service Offerings: Empirical Examination of Timeshare Vacation Service Features," with Bedanta Talukdar, Department of Information & Operations Management Research Workshop, Mays Business School at Texas A&M University, October 30, 2009.

"Learning and Relearning Effects with Innovative Service Designs: An Analysis of Top Golf Courses," with Michael E. Ketzenberg, INFORMS Annual Meeting, San Diego, CA, October 13, 2009.

"Using Real Options to Understand Value in Service Offerings: Empirical Examination of Timeshare Vacation Service Features," with Bedanta Talukdar, INFORMS Annual Meeting, San Diego, CA, October 12, 2009.

"Improving Customer Service with RFID Technology: An Analysis of Real Option Value from RFID Service Applications," with Pedro M. Reyes and Pat Jaska, Baylor RFID Integrated Supply Chains Symposium, Hankamer School of Business, Baylor University, Waco, TX, October 8, 2009.

"Improving Customer Service with RFID Technology: An Analysis of Real Option Value from RFID Service Applications," with Pedro M. Reyes and Pat Jaska, International Decision Sciences Conference, Nance, France. (Presented by Pedro Reyes)

"Improving Customer Service with RFID Technology: An Analysis of Real Option Value from RFID Service Applications," with Pedro M. Reyes and Pat Jaska, Sloan Industry Center Conference, Chicago, IL, May 28-31, 2009. (Presented by Pedro Reyes)

"Survival Analysis of e-Business Startups: Implications of Product-Process Alignment of Electronic Food Retailers," with Kingshuk K. Sinha, POMS 2009 annual conference, Orlando, FL.

"Antecedents and Consequences of Popular New Product Development Practices and Software Tools: An Exploratory Study," with Debasish N. Mallick and Xiaosong (David) Peng, POMS 2009 annual conference, Orlando, FL.

"Antecedents and Consequences of Tools and Practices Used by New Product Development Teams: An Exploratory Study," with Debasish N. Mallick and Xiaosong (David) Peng, Department of Information & Operations Management, Mays Business School at Texas A&M University, department seminar, Fall 2008.

"Examining Jaikumar's Theory on the Evolution of Process Control: Impacts of Dynamic Intelligence on Plant Structure, Practices, and Performance," with Xiaosong (David) Peng, Production and Operations Management Society annual meeting, May 9, 2008.

"Information Technology and Involvement in Product Development: Examining Roles of IT Infrastructure and Computerized Design Tools," with Debasish N. Mallick and Xiaosong (David) Peng, Production and Operations Management Society annual meeting, May 9, 2008.

"Impacts of Information Technology Infrastructure on Mass Customization Capabilities," with Xiaosong (David) Peng and Gensheng (Jason) Liu, Production and Operations Management Society annual meeting, May 9, 2008.

"Service Innovation Management in Web 2.0," Invited Panel Speaker, Decision Sciences Institute annual meeting, Phoenix, AZ, November 19, 2007.

"The Value to the Customer of RFID: A Taxonomy of RFID-Enhanced Service," Baylor RFID Integrated Supply Chains Symposium, Hankamer School of Business, Baylor University, Waco, TX, September 27, 2007.

"An Empirical Analysis of Product-Process Alignment: Impact on Survival of Entrepreneurial Electronic B2C Operations," Gregory R. Heim and Kingshuk K. Sinha, Statistical Challenges in E-Commerce Research Symposium 2007 (SCECR07), University of Connecticut, Stamford, CT, May 19-20, 2007.

"An Empirical Analysis of Product-Process Alignment: Impact on Survival of Entrepreneurial Electronic B2C Operations," Gregory R. Heim and Kingshuk K. Sinha, Production and Operations Management Society annual meeting, Dallas, TX.

"The Value to the Customer of RFID: A Taxonomy of RFID-Enhanced Service," Decision Sciences Institute annual meeting, San Antonio, TX, November 18-21, 2006.

"The Value to the Customer of RFID: A Taxonomy of RFID-Enhanced Service," invited session on RFID, INFORMS annual meeting, Pittsburgh, PA, November 5-8, 2006.

"Product-Process Matrixes in the 21st Century," Gregory R. Heim, Production and Operations Management Society (POMS) annual meeting, Boston, MA, April 30, 2006.

"The Impact of RFID Adoption Upon Operations Strategy: Development of a Theoretical Foundation," Gregory R. Heim, invited presentation, Sloan Industry Center Research Seminar on Radio Frequency Identification (RFID), Baylor University, Waco, TX, October 20-21, 2005.

"Trade Promotions Management as a Driver of Manufacturing and Service Operations Strategy: A Theoretical Framework and Propositions for Future Research," Gregory R. Heim, Production and Operations Management Society (POMS) annual meeting, Chicago, April 29-May 2, 2005.

"Process Drivers of E-Service Quality: Analysis of Data from an Online Rating Site," Gregory R. Heim and Joy M. Field, Production and Operations Management Society (POMS) annual meeting, Chicago, April 29-May 2, 2005.

"Electronic Food Retailers: Operational Capabilities, Challenges, and Opportunities," Gregory R. Heim and Sohail Ahmad, Decision Sciences Institute, annual meeting, Boston, 2004.

"Technology Management and E-Service," Gregory R. Heim, invited presentation, Technology Management Education Association, annual workshop, Cambridge, MA, June 25, 2004.

"A Framework for Managing Quality in the E-Service System," Joy M. Field, Gregory R. Heim, and Kingshuk K. Sinha, 2002 Decision Sciences Institute meeting, San Diego, CA.

"Product & Process Complementarities in E-Business: An Empirical Analysis of Electronic Food Retailers," Gregory R. Heim and Kingshuk K. Sinha, POMS annual meeting (POM 2002), San Francisco, CA.

"Research and Teaching in High Tech Services: Electronic Service Operations," Gregory R. Heim, Invited Presentation, Production and Operations Management Society meeting (POM 2002), San Francisco, CA.

"Empirical Analysis of Electronic Service Quality: An Application to Electronic Food Retailing," Gregory R. Heim and Kingshuk K. Sinha, INFORMS Atlanta, November 14, 2001.

"Designing Flexibility into Electronic Consumer Services," Gregory R. Heim and Kingshuk K. Sinha, INFORMS Salt Lake City, May 7, 2000.

"Quality Management in Electronic Consumer Services," Gregory R. Heim and Kingshuk K. Sinha, INFORMS Philadelphia 1999, November 10, 1999.

"Empirical Analysis of the Product-Process Matrix for Electronic Consumer Service Operations: An Application to Electronic Food Retailing," Gregory R. Heim and Kingshuk K. Sinha, Workshop on E-Business, Indiana University, October 21-24, 1999.

"An Empirical Examination of Electronic Food Retailing Services," Gregory R. Heim, Annual Sloan Foundation Industry Studies Meeting, Minneapolis, MN, April 9, 1999.

"Product and Process Technology Configurations in Electronic Consumer Services: An Empirical Analysis of Electronic Food Retailing," Gregory R. Heim and Kingshuk K. Sinha, Workshop on the Information Technology/Operations Interface, University of Florida, February 25-27, 1999.

"Managing Drivers of Quality in Electronic Consumer Services: An Application to Electronic Food Retailing Services," Gregory Heim and Kingshuk Sinha, 1998 Decision Sciences Institute meeting, Las Vegas, NV.

"Managing the Quality of Electronic Services: A Taxonomy of Consumer Value Drivers in Electronic Food Retailing Services," Gregory R. Heim and Kingshuk K. Sinha, Fall 1998 INFORMS meeting, Seattle, WA.

"A Product-Process Matrix for Electronic Services: Implications for the Delivery of Consumer Value," Gregory R. Heim and Kingshuk K. Sinha, Conference on Quality and Management: Quality Now and Directions for the 21st Century, Arizona State University, February 14, 1998.

"Quality Management in Electronic Business-to-Consumer Services: Implications for the Delivery of Consumer Value," Gregory R. Heim and Kingshuk K. Sinha, Fall 1997 Dallas INFORMS meeting.

"Scheduling a Videotape Duplication Facility," Gregory R. Heim, W. David Kelton, and Inder S. Khosla, Fall 1995 New Orleans INFORMS meeting / IIE meeting, May 25, 1995.

ACADEMIC EXPERIENCE

Professor

Mays Business School at Texas A&M University, Department of Information & Operations Management
College Station, TX
September 2019 to present

Undergraduate Courses

SCMT 465: Information Technology for Supply Chain Management, Fall 2019.

PhD Program Courses

INFO 688: Empirical Research in Operations and Supply Chain Management Seminar, Fall 2019.

PhD Student Committee Chair

Aaron Bonnett, 2019-present.

Qilong Zhu, 2020-present.

PhD Student Committees

Han Kyul Oh, 2018-2021

Seulchan Lee, 2019-2022.

Mayukh Majumdar, 2019-2022.

Huseyn Abdulla, 2019-2022.

Service

Texas A&M University, Faculty Senate Member, 2018-2021: Budget Information Committee (Member 2018-2019; Chair 2019-2020); System Employee Benefits Advisory Committee (2018-2021)

Center for the Management of Information Systems (CMIS), Faculty Advisory Board, Fall 2019-present

Associate Professor

Mays Business School at Texas A&M University, Department of Information & Operations Management
College Station, TX
September 2011 to August 2019

Undergraduate Courses

SCMT 465: Information Technology for Supply Chain Management, Spring 2014, Spring 2015, Spring 2016, Spring 2017, Spring 2018, Spring 2019.

INFO 465: Information Technology for Supply Chain Management, Spring 2012, Fall 2012

MS-MIS Program Courses

SCMT 638: Information Technology in Supply Chain Management, Spring 2019.

PhD Program Courses

INFO 688: Supply Chain Management Seminar, Spring 2014, Fall 2015, Spring 2018.

PhD Student Committee Chair

Seung Jun Lee, 2012-2016: "Essays in Healthcare Operations," Assistant Professor placed at San Jose State University in 2016.

PhD Student Committees

Howard Hao-Chun Chuang, 2010-2013: "Essays on Retail Operations," Assistant Professor placed at National Chengchi University in 2013. Promoted to Associate Professor in 2016.

Guanyi Lu, 2010-2013: "Being Proactive to Increasing Supply Chain Security Challenges: A Quantitative and Qualitative Approach," Assistant Professor placed at Oregon State University in 2013.

Anto John Verghese, 2011-2014: "Behavioral Aspects of Supply Chain Integration: Macro and Micro Level Perspectives," Assistant Professor placed at Texas Christian University in 2014.

Necati Ertekin, 2013-2016: "Consumer Returns in Retailing," Assistant Professor placed at Santa Clara University in 2016.

Li Bo, 2013-2016: *“Essays in Operations Management: Applications in Health Care and Operations-Finance Interface.”* Assistant Professor placed at MIT Supply Chain and Logistics Excellence (SCALE) Network, Ningbo, China in 2017.

Mustafa Serkan Ataturk, 2014-2017: *“Essays on Consumer Returns and Retail Operations.”* Assistant Professor placed at Clemson University in 2017.

Seokjun Youn, 2015-2019: *“Essays on Payment Reform Models and Capacity Planning in Healthcare.”* Assistant Professor placed at University of Arizona, 2019.

- Finalist, 2020 Elwood S. Buffa Doctoral Dissertation Award, Decision Sciences Institute

Xingzhi Jia, 2015-2019: *“Essays on Ethics in Supply Chain Management.”* Assistant Professor placed at DePaul University, 2019.

Service

Texas A&M University, Faculty Senate Member, 2012-2015, 2015-2018 (two terms): Budget Information Committee (Member 2012-2013; Chair 2013-2017), Bookstore Advisory Committee (2013-2014)

INFO Department Faculty Recruitment Committee, Chair, Fall 2012, Fall 2014

INFO Department Senior Faculty Recruitment Committee, 2011-2012, 2012-2013

INFO Department PhD Program Committee, 2009-2019

Center for the Management of Information Systems (CMIS), Faculty Advisory Board, Fall 2008-2019

EMBA Program Capstone Project Advisor, 2011-2012

Decision Sciences Institute, Marketing and Communications Committee, 2013, Best Paper Award Committee, 2014

Invited Presentations

Soochow University, Suzhou, China, June 2017

Harbin Institute of Technology, E-Health Research Institute, Harbin, China, August 2014

Harbin Institute of Technology, College of Business, Harbin, China, September 2013

University of Houston, C.T. Bauer College of Business, Houston, TX, December 2011

Visiting Positions

Harbin Institute of Technology, E-Health Research Institute, Harbin, China, August 2015

Assistant Professor

Mays Business School at Texas A&M University, Department of Information & Operations Management
College Station, TX

August 2007 to August 2011

Undergraduate Courses

INFO 465: Information Technology for Supply Chain Management, Spring 2008, Spring 2009, Spring 2010, Spring 2011

MS in MIS/SCM Courses

INFO 638: Information Technology for Supply Chain Management, Spring 2008, Spring 2009, Spring 2010, Spring 2011

MA Advisor/Advisory Committees

Daniel Merchan, INEN, 2008.

Adithya Hemmige, INEN, 2008.

Assistant Professor

Boston College, Carroll School of Management, Operations and Strategic Management
 Chestnut Hill, MA (<http://www.bc.edu/csom>)
 September 2000 to June 2007

Undergraduate Courses

MD021: Operations Management, Fall 2005, Spring 2006, Fall 2006, Spring 2007
 MD240: Management Information Systems, Fall 2000, Spring 2001, Fall 2001, Spring 2002, Fall 2002, Fall 2003, Fall 2004, Spring 2005
 MD253: Electronic Commerce, Fall 2000
 MD254: E-Service Operations Management, Spring 2003, Spring 2004, Spring 2005

MBA Courses

MD850: Advanced Topics in IT: Electronic Service Operations, Spring 2001, Spring 2002, Spring 2003
 MD854: Service Operations Management, Spring 2004, Fall 2004

Littlefield Technologies Administrator

Adopted and administered Responsive.net Learning Technologies' online case study called *Littlefield Technologies* for MD021 course. Revised original cases, developed new cases, developed case solutions for instructors, fielded questions from students across all course sections. (Fall 2005 – Spring 2007)

Experiential Learning Project with Deloitte Consulting

Co-developed and coordinated Deloitte Consulting/Boston College Case Consulting Competition for students in MD240: *Management Information Systems* course (2002-2005). The case competition is an experiential learning based team project requiring students to play the roles of IT or operations strategy consultants, utilizing case studies about Customer Relationship Management, Trade Promotions Management, and other topics. As of 2005, Deloitte had expanded the project to MIS courses at several other prominent universities. As of 2014, Boston College courses in MIS and Operations Strategy were still using the projects.

Independent Study Advisor

MD299: e-Service Operations Strategy Survey (Tom Bolton, Tom Kryzanski, Nicholas Priselac)
 MD299: e-Retailing (Caroline Catano)
 MD299: Capacity Management and Models for Analysis of e-Service Operations (Mike Wilt)
 MD899: e-Retailing (Sandrine Vial)

Senior Honors Paper Advisor

John Cottone, Spring 2002
 Jeffrey Jonas, Spring 2003

Post-Doctoral Fellow

University of Pennsylvania, The Wharton School, SEI Center for Advanced Studies in Management
 Philadelphia, PA (<http://www.wharton.upenn.edu/>)
 September 1999 to August 2000

Extended research program on e-service operations. Developed new research topics related to e-service process flexibility, e-service quality and customer value. Collaborated on design of Wharton e-Fellows educational program.

Doctoral Candidate

University of Minnesota, Carlson School of Management, Operations and Management Science Department
 Minneapolis, MN (<http://www.csom.umn.edu/>)
 September 1992 to August 1999

Research Assistant

Co-investigator (with Dr. Kingshuk K. Sinha) on project funded by Sloan Foundation via a Retail Food Industry Center (Univ. of Minnesota) grant to examine electronic consumer services, 1998-1999.
 Externally funded project to simulate a videotape duplication production facility and test several scheduling procedures, 1993-1994.

Undergraduate Courses

OMS 3000: Introduction to Operations Management, Spring 1995, Summer 1995, Winter 1998

OMS 1020: Data Analysis and Statistical Inference for Managers, Winter 1996

Teaching Assistant

OMS 1020: Data Analysis and Statistical Inference for Managers, (Undergraduate) Fall 1992, Winter 1993, Spring 1994

OMS 3000: Introduction to Operations Management, (Undergraduate) Summer 1994

OMS 8051: Management of Service Operations, (MBA) Winter 1995, Summer 1995

OMS 8059: Quality Management, (MBA) Winter 1997

OMS 8335: Quality Management, (MBA short course) Fall 1994, Fall 1996

OMS 8220: Operations Management, (MBA) Summer 1995, Fall 1995, Summer 1996

OMS 8995: New Product Design and Development, (MBA) Fall 1994

OMS 8651: Experimental Design, (Ph.D.) Spring 1996

PROFESSIONAL EXPERIENCE**Senior Economist, Manager of Information Systems**

RCF Economic and Financial Consulting, Chicago, IL (<http://www.rcfecon.com/>)
 June 1989 to September 1992

Formulated econometric models to predict demand for United States Postal Service (USPS) mail and special services. Developed and analyzed forecasts of future mail volume. Reprogrammed econometric programs used for demand analysis, greatly speeding up research process. Wrote major portion of successful \$1.8 million contract proposal for USPS engagement.

Helped prepare expert witness direct testimony, rebuttal testimony, and interrogatories of Dr. George Tolley for 1990 United States Postal Service rate case.

Analyzed economic effect of rezoning major parcel of Chicago land, co-wrote economic impact statement. Purchased, managed, and upgraded computer hardware, peripherals and software.

VISITING ACADEMIC POSITIONS

Harbin Institute of Technology, Harbin, China

- e-Health Research Institute, August 2016; June 2017

COMPETITIVE RESEARCH GRANTS AND FELLOWSHIPS

- “Customer Returns,” Mays Business School Research Mini-Grant, \$3500, Fall 2012.
- “Value to the Customer of RFID and Context-Aware Technology-Customized Services,” Boston College, Carroll School Summer Support grant, Summer 2006.
- “Analysis of E-Service Quality Data,” Gregory R. Heim, Boston College, Research Incentive Grant, Summer 2003.
- “E-Service Operations Management Survey,” Gregory R. Heim, Boston College, Research Expense Grant Summer-Fall Semesters 2001.
- “Managing the Quality of Electronic Services: Drivers of Consumer Value in Electronic Food Retailing Services,” (with Kingshuk K. Sinha) a Sloan Foundation research grant by way of The Retail Food Industry Center, University of Minnesota, May 1998-September 1999.
- “Quality Management in Electronic Business-to-Consumer Services: An Exploratory Study,” (with Kingshuk K. Sinha) University of Minnesota Faculty Grant-in-Aid Fellowship, 1996-1997.
- “Simulation of Production Facilities,” (with Inder Khosla and David Kelton) Vaughn Corporation, April 1993-May 1994.

SERVICE: ADVISING AND MENTORSHIP

TAMU-Galveston Business School: Advisory Committee for Tenure-Track Faculty

- Dr. Ping Wang (Fall 2014-present)

Mays Business School EMBA Program

- Kevin Royle: cost/benefit analysis of options for ERP system replacement, 2010-2011
- Ashish Trivedi: allocation of resources to multiple IT projects, 2011-2012
- Chris Flynn: decision making for cloud computing, 2011-2012

Aggieland Saturday, February 2010, 2011, 2012.

Avnet Inc./RedPrairie Supply Chain Challenge, advised student teams, February 2010.

CSCMP Plant Tours

- Lockheed Martin Tour (Dallas), Spring 2009
- HEB Manufacturing and Distribution Facility Tour, October 10, 2008
- Dell Assembly and Distribution Facility Tour, Spring 2008

Business Honors Council, Student Majors Evening, Spring 2008

Regents Scholars Mentor, Mays Business School, Texas A&M University, 2007-2008.

Invited Panelist, Decision Sciences Institute, Doctoral Student Consortium, 38th Annual Meeting, 2007.

SERVICE: COMMITTEE POSITIONS

Mays Business School, Strategy Working Group on “Vibrant Learning Organization” Theme, Spring 2016

- Reviewed ongoing initiatives and developed list of tactical options for enhancing activities pertaining to Educational Cases and Experiential Learning Activities

Mays Business School, Taskforce on Data Analytics, Fall 2015

Chairperson, INFO Hiring Committee, TAMU, Fall 2014-Spring 2015

INFO Department Senior Faculty Recruitment Committee, TAMU, Fall 2013-Spring 2014

Chairperson, INFO Hiring Committee, TAMU, Fall 2012-Spring 2013

INFO Department Senior Faculty Recruitment Committee, TAMU, Fall 2011-Spring 2012

Mays Business School, Communications Workshop, TAMU, Fall 2010-Spring 2011.

INFO Department PhD Program Admission Committee, TAMU, Fall 2008-present.

INFO Department MS-MIS Academic Program Committee, TAMU, 2008-2009.

INFO Department Scholarship Committee, TAMU, Spring 2008.

INFO Department SCM/MIS Majors Marketing Committee, TAMU, Fall 2007.

Strategic Planning Task Force, Committee on Distance Learning, Carroll School of Management, Boston College, Spring/Summer 2004.

Academic Technology Forum/Academic Technology Committee, Boston College, 2001-2005.

Boston College IT Club Adviser, Fall 2001- Spring 2004

SERVICE: LEADERSHIP POSITIONS

Texas A&M University

- Faculty Senate, Fall 2012-Spring 2018 (two terms)
 - Budget Information Committee, 2012-2013, 2017-2019; Chair, Fall 2013-2017, 2019-2020.
 - Bylaws Committee, 2014-2016, 2017-2018.
 - State Employee Benefits Advisory Committee (SEBAC) Representative, 2018-2021.
 - Mays Business School Caucus Leader, 2017-2020.
- Center for the Management of Information Systems (CMIS), Faculty Advisory Board, 2008-present

Service Science journal, INFORMS

- Chair of search committee to choose next Editor-In-Chief of *Service Science*, Summer-Fall 2012

Service Science Section, INFORMS

- Founding Member
- Secretary/Treasurer, 2007-2011
- Session Cluster Chair, INFORMS International Beijing 2012 Conference
- Vice Chair (Chair-Elect)/ Annual Meeting Session Cluster Chair, Nov. 2011 - Oct. 2012
- Chair, Oct. 2012 – Nov. 2013
- Council Member, Advisory Board, 2014-2015
- Website Administrator, 2014-2015
- Committee Chair: Doctoral Student Consortium Luncheon, 2013, 2014; IBM Best Student Paper Award, 2013, 2014; *Service Science* Best Paper Award, 2013.
- Award Evaluation Panels: Service Science Cluster Best Paper Award, 2013, 2014, 2015.

Production and Operations Management Society

- Board Member, POMS College of Service Operations, 2018-2020
- Track Chair, Service Operations Management Track, 27th Annual Conference, Orlando, 2016.
- poms.org Website Management Team, 2007–2008

Council of Supply Chain Management Professionals (CSCMP)

- Education Track Chair, 2008 conference.

SERVICE: EDITORIAL ROLES

Decision Sciences Journal

- Associate Editor, 2010 - 2017.
- Editorial Review Board, 2008 to 2010.

Journal of Operations Management

- Special Issue Editor, 2020-present.
- Department Editor, Technology Management, 2015 – present.
- Associate Editor, 2010 to 2015.
- Editorial Review Board, 2008 to 2010.

Journal of Service Research

- Editorial Review Board, 2010 to present.

Production and Operations Management

- Senior Editor, Service OM, 2018-present.
- Senior Editor, Special issue on Operations Management/Information Systems Interface, 2015-2018.
- Editorial Review Board, 2007 to 2015.
- Standing Committee on Coordination of Journal Activities, 2007 to 2009.

SERVICE: AD-HOC REVIEWER

Decision Sciences

Decision Support Systems

e-Service Journal

European Journal of Operational Research

IEEE Transactions on Engineering Management

International Journal of Electronic Business

International Journal of Flexible Manufacturing Systems

International Journal of Production and Operations Management

International Journal of Service Industry Management

International Journal of Integrated Supply Management

Journal of Operations Management

Journal of Service Research

Management Science

Marketing Theory

Production and Operations Management

Quarterly Journal of Electronic Commerce

U.S. Civilian Research & Development Foundation (CRDF)

PROFESSIONAL MEMBERSHIPS

American Society for Quality (ASQ)

Association for Computing Machinery (ACM)

Council of Supply Chain Management Professionals (CSCMP)

Decision Sciences Institute (DSI)

Institute for Operations Research and the Management Sciences (INFORMS)

Production and Operations Management Society (POMS)

PROFESSIONAL TRAINING, WORKSHOPS AND CONFERENCES

TransformFest, TransformFest.com, November 16-19, 2021

Normal Isn't Coming Back: What Educators and Students Do to Adapt in Our Ever-Changing Learning Environment? Webinar, Harvard Business School Publishing, October 28, 2021

3rd Johns Hopkins Symposium on Healthcare Operations, Hopkins Business of Health Initiative, Webinar, October 15, 2021.

Material Handling & Logistics Conference (MHLC 2021), Dematic, September 13-15, 2021
WERC DX 2021, online conference, Warehouse Education and Research Council/MHI, May 3-5, 2021
Design Thinking for Engaged Learning, Center for Teaching Excellence, Texas A&M University, June 4-25, 2020
McFerrin Methods: How To Build A Virtual Coaching Practice Around Your Passion, McFerrin Center for Entrepreneurship, webinar, February 2, 2020
Designing a Curriculum for Online and Hybrid Classes, Harvard Business School Publishing, webinar, July 9, 2020
An In-Depth Look at How to Use Simulations in Your Online Classroom, Harvard Business School Publishing, webinar, April 7, 2020.
Managing Research Data: A Guide to Good Practice, TAMU, April 6, 2020
Founders Academy Essentials Workshop, TAMU School of Innovation, College Station, TX, April 13-16, 2020
Founders Academy Essentials Workshop, TAMU School of Innovation, College Station, TX, January 21-24, 2020
Logistics CIO Forum, Austin, TX, November 10, 2019
Logistics CIO Forum, Austin, TX, November 6-7, 2018
American Trucking Association – Management Conference and Exhibition, Austin, TX, October 27-31, 2018
CSCMP Edge 2018, Nashville, TN, September 30-October 3, 2018
Introduction to R, High Performance Research Computing, Division of Research, Texas A&M University, December 6, 2017
Consumer Returns 2017 Conference, Nashville, TN, October 3-5, 2017
CSCMP Edge Conference 2017, Atlanta, GA, September 24-27, 2017
Can I Use That? An Interactive Workshop on Copyright and Fair Use, Texas A&M University Libraries, July 25, 2017
CSCMP Annual Conference 2016, Orlando, FL, September 25-28, 2016
Teaching Methods and Approaches to Engage Students, TAMU Center for Teaching Excellence, August 17, 2016
What We Have In Comma: The Trials And Tribulations Of Teaching Grammar, TAMU Writing Center, July 22, 2016
CSCMP Annual Conference 2016, San Antonio, TX, September 21-24, 2014
Writing Winning NIH Grant Proposals Seminar, TAMU, September 16, 2014.
STRIDE – Strategies and Tactics to Improve Diversity and Excellence, TAMU, July 20, 2014.
Tableau Software Training, Advanced Level, TAMU, Fall, 2014.
Tableau Software Training, Introductory Level, TAMU, April 29-30, 2014.
Mays Academy of Teaching and Excellence, “Mutual Expectations,” September 9, 2011.
Material Handling Teachers Institute, invitation-only training about material handling issues, sponsored by Material Handling Institute of America, Auburn University, July 31-August 5, 2011
International Conference on Operations and Supply Chain Management (ICOSCM), Renmin University of China/UIBE Business School, Beijing, China, July 17-22, 2011
HITEC Conference 2011, Hospitality Financial and Technology Professionals (HFTP), Austin, TX, June 22-23, 2011
Art & Science of Service Conference, IBM Almaden Research Center, San Jose, CA, June 8-10, 2011
POMS College of Service Operations Conference/QUIS12, Cornell University, Ithaca, NY, June 2-5, 2011
Talk It Up: The Art of Public Speaking, University Writing Center, January 21, 2011
Statistical Analysis with Latent Variables Using Mplus, Johns Hopkins Bloomberg School of Public Health, taught by Bengt and Linda Muthén, August 20-21, 2009
Their Cheating Hearts: Why Students Plagiarize and What You Can Do About It, University Writing Center, TAMU, July 10, 2009
Waypoint 2.0 Workshop, University Writing Center, TAMU, May 28, 2009
Waypoint 1.0 Workshop, University Writing Center, TAMU, May 26, 2009
Teaching Portfolio Workshop, Center for Teaching Excellence, TAMU, March 11, 2009
Lecturing Well Workshop, Center for Teaching Excellence, TAMU, February 4, 2009
Syllabus Workshop, Center for Teaching Excellence, TAMU, January 13, 2009
Inspiration 104: The Faculty Teaching Academy, Center for Teaching Excellence, TAMU, 2008-2009
Achieving, Attaining, and Accomplishing: Strategies for Striving, Surviving, and Thriving Through Tenure, Meggan McIntosh, Office of the Dean of Faculties, TAMU, September 25, 2008
Guiding the Facebook Generation: A Focus on Undergraduate Research, University Writing Center, TAMU, January 10, 2008
Inspiration 103: The Faculty Teaching Academy, Center for Teaching Excellence, TAMU, 2007-2008
The Craft of Grant Writing, TAMU, August 2007
Teaching Manufacturing Strategy Cases, taught by Dr. Terry Hill at Ohio State University, July 2004

Technology Management Education Association, annual workshop, June 2004
IBM training session on developing web applications using Eclipse, WebSphere Studio Application Developer (WSAD), Web Services, and Enterprise Java Beans, Baruch University, August 2002
Sun Microsystems' *JavaOne 2002 Conference*, March 2002
ACM SIGKDD's *Knowledge Discovery in Databases (KDD2001) Conference*, July 2001
Sun Microsystems' *JavaOne 2001 Conference*, June 2001
LISREL and Structural Equations modeling seminar, taught by Dr. Karl Jöreskog, December 1998

HONORS

Dean's List, The College, The University of Chicago, 1985-1986, 1988-1989.
Eagle Scout, Boy Scouts of America, 1985.
Minnesota Talented Youth Mathematics Program, University of Minnesota, 1980-1981.

COMMUNITY AND ALUMNUS SERVICE

University of Chicago Academic Schools Committee – Interview high school students, 1995-2007.
Minnesota Music Academy – Member, board member, nonprofit musician support agency charged with running Minnesota Music Awards, 1996-2002.
National Academy of Recording Arts & Sciences (The GRAMMY Awards), Member, 2001-2010.
River Place Property Owners Association, Treasurer, 2020-present.