

# Michael Ketzenberg

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## EDUCATION

- Ph.D., University of North Carolina at Chapel Hill, Kenan-Flagler Business School, 2000.
- M.B.A., Vanderbilt University, Owen Graduate School of Management, 1995.
- B.S., Carnegie Mellon University, Dietrich College of Humanities and Social Sciences, 1988.

## ACADEMIC APPOINTMENTS

- Professor, Joint appointment in Information & Operations Management and Finance, Texas A&M University, College Station, TX, 2020-present
- Research Affiliate, Texas A&M Institute for Data Science (TAMIDS), 2019-present
- Director, MS Finance in Data Analytics, 2017-2021
- Center for Executive Development Professorship in Business Administration, 2015-present.
- Associate Professor, Texas A&M University, College Station, TX, 2011-2020.
- Assistant Professor, Texas A&M University, College Station, TX, 2007-2011.
- Audi Guest Professor, Katholische Universität Eichstatt-Ingolstadt, summer 2017.
- Visiting Professor, University of South Carolina, Columbia, SC, spring 2016.
- Mays Research Fellow, 2009-2015.
- Visiting Professor, MIT-Zaragoza Logistics Center, Zaragoza, Spain, fall 2008, summer 2010.
- Assistant Professor, Colorado State University, Fort Collins, Colorado, 2001-2007.
- Visiting Professor, Erasmus University, Rotterdam, The Netherlands, 2004-2006.
- Assistant Professor, George Mason University, 2000-2001.

## JOURNAL PUBLICATIONS

- Abdulla, H., J. Abbey, and M. Ketzenberg, "How consumers value retailer's return policy leniency levers: an empirical investigation," forthcoming in *Production and Operations Management*.
- Akturk, M. and M. Ketzenberg, "Impact of Competitor Store Closures on a Major Retailer," forthcoming in *Production and Operations Management*.
- Akturk, M.S. and M. Ketzenberg, "Exploring the competitive dimensions of omnichannel retailing," articles in advance, *Management Science*, 2021.
- Ketzenberg, M., and M.S. Akturk, "How buy online, pickup instore gives retailers an edge," *Harvard Business Review*, 2021, available at: <https://hbr.org/2021/05/how-buy-online-pick-up-in-store-gives-retailers-an-edge>.
- Akturk, M. S., M. Ketzenberg, and B. Yıldız "Managing consumer returns with technology-enabled countermeasures" *Omega*, 2020, 102, 102337.
- Ketzenberg, M., J. Abbey, G. Heim, and S. Kumar. "Assessing customer return behaviors through data analytics." *Journal of Operations Management*, 2020, 66(6), 622-645.

- Ertekin, N., M. Ketzenberg, and G. Heim, “Assessing Impacts of Store/Salesperson Dimensions of Retail Service Quality on Consumer Returns,” *Production and Operations Management*, 2020, 29(5), 1232-1255.
- Ketzenberg, M. and R. Metters, “Adapting operations to new information technology: a failed “internet of things application,” *Omega*, 2020, 92, 102152.
- Abdulla, H. M. Ketzenberg, and J. Abbey, “Taking stock of consumer returns: a review and classification of the literature,” *Journal of Operations Management*, 2019, 65(5), 560-605.
- Akturk, M., M. Ketzenberg, and G. Heim, Assessing the impact of ship-to-store service on sales and returns, *Journal of Operations Management*, 2018, July, 61, 15-45.
- Abbey, J., M. Ketzenberg, and R. Metters, “A more profitable approach to managing returns”, *MIT Sloan Management Review*, 2018, 60(1), 71-74.
- Ketzenberg, M., G. Gaukler, and V. Salin, “Expiration dates and order quantities for perishables,” *European Journal of Operational Research*, 2018, 266(2), 569-584.
- Choi, S., and M. Ketzenberg, “An inverse newsvendor model to set the optimal number of customers in a capacitated environment,” *International Journal of Production Economics*, 2018, 186, 188-197.
- Gaukler, G., M. Ketzenberg, and V. Salin, “Establishing dynamic expiration dates for perishables: An application of RFID and sensor technology,” *International Journal of Production Economics*, 2017, 193, 617-632.
- Ketzenberg, M., J. Bloemhof, and G. Gaukler, “Managing perishables with time and temperature information,” *Production and Operations Management*, 2015, 24(1), 54-70.
- Menezes, M., M. Ketzenberg, R. Oliva, and R. Metters, “Service delivery to moving demand points,” *International Journal of Production Economics*, 2015, 168, 158-166.
- Benitez, R., M. Ketzenberg, and E. van der Laan, “Reverse logistics for returns in high clockspeed industries,” *Omega*, 43, 2014, 54-63.
- Ketzenberg, M. N. Geismar, R. Metters, and E. van der Laan, “Value of information for managing inventory remotely,” *Production and Operations Management*, 22(4), 2013, 811-825.
- Heim, G. and M. Ketzenberg, “Learning and relearning effects with innovative service designs: An empirical analysis of top golf courses,” *Journal of Operations Management*, 29(5), 2011, 449-461.
- Ketzenberg, M., “Value of Information in a Capacitated Closed Loop Supply Chain,” *European Journal of Operational Research*, 198(2), 2009, 491-503.

- Ketzenberg, M. and R. Zuidwijk, “Optimal Ordering, Pricing, and Return Policies for Consumer Goods,” *Production and Operations Management*, 18(3), 2009, 344-360.
- Ketzenberg, M. and M. Ferguson, “Managing Slow Moving Perishables in the Grocery Industry,” in *Production and Operations Management*, 17(5), 2008, 513-521.
- Ketzenberg, M, E. Rosenzweig, A. Maruchek, and R. Metters, “Value of Information for Inventory Replenishment in Supply Chain Management,” *European Journal of Operational Research*, 182(3), 2007, 1230-1250.
- Ketzenberg, M., E. van der Laan, and R. Teunter, “Value of Information in Closed Loop Supply Chains,” *Production and Operations Management*, 15(3), 2006, 393-406.
- Ferguson, M. and M. Ketzenberg, “Information Sharing to Improve Retail Product Freshness of Perishables,” *Production and Operations Management*, 15(1), 2006, 57-73.
- Ketzenberg, M., R. Metters, and J. Semple, “A Heuristic for Multi-Item Production with Seasonal Demand,” *IIE Transactions*, 38(3), 2006, 201-211.
- Ferrer, G. and M. Ketzenberg, “Value of Information in Remanufacturing Complex Products,” *IIE Transactions*. 36(3), 2004, 265-278.
- Ketzenberg, M., G. Souza, and D. Guide, “Mixed Assembly and Disassembly Operations for Remanufacturing,” *Production and Operations Management*, 12(3), 2003, 320-335.
- Souza, G., M. Ketzenberg, and D. Guide, "Capacitated Remanufacturing with Service Level Constraints," *Production and Operations Management*, 11(2), 2002, 231-248.
- Ketzenberg, M., R. Metters, and V. Vargas, “Quantifying the Benefits of Breaking Bulk in Retail Operations,” *International Journal of Production Economics*, Vol. 80, 2002, 249-263.
- Souza, G. and M. Ketzenberg, "Two-stage Make-to-Order Remanufacturing with Service-Level Constraints," *International Journal of Production Research*, Vol. 40, 2002, 477-493.
- Ketzenberg, M., R. Metters, and V. Vargas, “Inventory Policy for Dense Retail Outlets,” *Journal of Operations Management*, Vol. 18, 2000, 303–316.
- Metters, R., M. Ketzenberg, and G. Gillen, “Welcome Back Mom and Pop. Big Retailers are Starting to Think Small Again,” *Harvard Business Review*, 78(3), 2000, 24–26.
- Metters, R. and M. Ketzenberg, “Small is Beautiful: The Re-Emergence of the Convenience Strategy,” *Journal of Business Strategies*, 17(1), 2000, 25–35.

#### **REFEREED PROCEEDINGS ARTICLES**

- Ketzenberg M., A. Maruchek and R. Metters, “Information for Supply Chain Management Inventory Replenishment,” *Decision Sciences Institute Proceedings*, November, 2000, Orlando,

1206-1208.

- Ketzenberg M., “The Value of Information to Improve Supply Chain Management of Perishables,” *Decision Sciences Institute Proceedings*, November, 1999, New Orleans, pp. 1084–1086.
- Metters, R. and M. Ketzenberg, “The Retail Small Store Network Strategy,” *Decision Sciences Institute Proceedings*, November, 1999, New Orleans, pp. 392–394.
- Ketzenberg, M., A. Maruchek, and H. Wagner, “The Value of Retailer Information to Improve Manufacturer Performance,” *Decision Sciences Institute Proceedings*, November, 1998, Las Vegas, pp. 1277–1279.
- Warsing, D., G. Souza, M. Ketzenberg, and A. Roth, “Global Supply Chain Orientation: A Taxonomy of Capabilities,” *Decision Sciences Institute Proceedings*, November, 1998, Las Vegas, pp. 1206–1208.
- Ketzenberg, M. and R. Metters, “Retail Inventory Policy Under Quick Response Logistics,” *Decision Sciences Institute Proceedings*, November, 1996, Orlando, pp. 1593-1595.

#### **MANUSCRIPTS UNDER REVIEW**

- Ketzenberg, M., R. Oliva, S. Webster, and Y. Wang, “Data Sharing in a Fresh Product Supply Chain,” submitted to *European Journal of Operational Research*.
- Gaukler, G., R. Zuidwijk, and M. Ketzenberg, “The value of time and temperature information for effective distribution of perishables,” submitted to *European Journal of Operational Research*.
- Akturk, M. and M. Ketzenberg, “Antecedents and Consequences of Customer Selection for Omnichannel Services,” submitted to *Journal of Operations Management*.
- Ketzenberg, M., R. Oliva, S. Webster, and Y. Wang, “Assessing the Value of Backroom Storage for Perishables,” submitted to *Manufacturing & Service Operations Management*.
- Metters, R., J. Abbey, and M. Ketzenberg, “Determinants of Operations Management Faculty Salary,” submitted to *Production and Operations Management*.

#### **CONFERENCE PRESENTATIONS** (listings discontinued after 2012)

- Ketzenberg, M., G. Gaukler, and V. Salin, “Determining expiration dates of perishables,” POMS National Conference, May 2012, Chicago, IL.
- Ketzenberg, M. and R. Zuidwijk, “Container Management with RFID: The Case of Perishables,” POMS National Conference, May 2011, Reno, NV.
- Ketzenberg, M. and J. Bloemhof, “The Value of RFID Technology Enabled Information to Manage Perishables,” INFORMS National Conference, November 2010, Austin, TX.

Ketzenberg, M., J. Bloemhof, and R. Zuidwijk, “The Value of RFID Technology Enabled

Information to Manage Perishables,” POMS National Conference, May 2009, Orlando, FL.

- Ketzenberg, M. “The Value of Information for Capacitated Recovery of Product Returns,” POMS National Conference, May 2008, La Jolla, CA.
- Ketzenberg, M. “The Value of Information for Capacitated Recovery of Product Returns,” INFORMS Western Regional Conference, April 2008, College Station, TX.
- Ketzenberg, M, R. Zuidwijk, “Optimal Pricing, Ordering, and Return Policies for Consumer Goods,” INFORMS National Conference, November 2007, Seattle, WA.

Ketzenberg, M, R. Zuidwijk, “Optimal Pricing, Ordering, and Return Policies for Consumer Goods,” POMS National Conference, May 2007, Dallas, TX.

- Ketzenberg, M., E. van Der Laan, and R. Teunter, “Value of Information in Closed Loop Supply Chains,” INFORMS National Conference, November 2005, San Francisco, CA.
- Ketzenberg, M., E. van Der Laan, and R. Teunter, “Value of Information in Reverse Logistics,” POMS National Conference, April 2005, Chicago, IL.
- Ketzenberg, M. and M. Ferguson, “Information Sharing to Manage Perishables,” INFORMS National Conference, October 2004, Denver, CO.
- Ketzenberg, M. and M. Ferguson, “Information Sharing to Manage Perishables,” POMS National Conference, April 2003, Savannah, GA.
- Ketzenberg, M., G. Souza, and D. Guide, “Mixed Assembly and Disassembly Operations for Remanufacturing,” INFORMS National Conference, November, 2002, San Jose, CA.
- Ketzenberg, M., “Information Sharing to Manage Perishables,” POMS National Conference, April, 2002, San Francisco, CA.
- Ketzenberg, M., G. Souza, and D. Guide, “Design of a Mixed Assembly and Disassembly Line for Remanufacturing Operations,” POMS National Conference, November, 2002, San Francisco, CA.
- Ketzenberg, M. and G. Ferrer, “Yield Information in Multi-Component Remanufacturing,” presented at INFORMS National Conference, November, 2001, Miami, FL.
- Ketzenberg, M., “Using Information to Improve Retail Product Freshness of Perishables,” INFORMS National Conference, November, 2000, San Antonio, TX.
- Ketzenberg, M. R. Metters, and V. Vargas, “Breaking Bulk to Improve Retail Space Management,” INFORMS National Conference, November, 2000, San Antonio, TX.
- Ketzenberg M., A. Maruchek and R. Metters, “Information for Supply Chain Management Inventory Replenishment,” Decision Sciences National Conference, November, 2000, Orlando.

- Ketzenberg M., “The Value of Information to Improve Supply Chain Management of Perishables,” Decision Sciences National Conference, November, 1999, New Orleans.
- Metters, R. and M. Ketzenberg, “The Retail Small Store Network Strategy,” Decision Sciences National Conference, November, 1999, New Orleans.
- Ketzenberg, M., “Value of Information to Improve Supply Chain Management of Perishables,” INFORMS National Conference, 1999, Philadelphia, PA.
- Souza, G. and M. Ketzenberg, “Remanufacturing in a Make-to-Order Environment: Effect of Service Level on Production Mix & Profit,” INFORMS National Conference, May, 1999, Cincinnati, OH.
- Ketzenberg, M., A. Marucheck, and H. Wagner, “The Value of Retailer Information to a Manufacturer in a Two-Echelon Supply Chain,” INFORMS National Conference, May, 1999, Cincinnati, OH.
- Ketzenberg, M., A. Marucheck, and H. Wagner, “The Value of Retailer Information to Improve Manufacturer Performance,” Decision Sciences National Conference, November, 1998, Las Vegas.
- Warsing, D., G. Souza, M. Ketzenberg, and A. Roth, “Global Supply Chain Orientation: A Taxonomy of Capabilities,” Decision Sciences National Conference, November, 1998, Las Vegas.
- Ketzenberg, M. R. Metters, and V. Vargas, “Retail Inventory Policy Under Time-Based Logistics,” presented at INFORMS National Conference, November, 1997, San Diego, CA.

#### **INVITED PRESENTATIONS**

- Rotterdam School of Management, Erasmus University, June 2018, “Two-echelon Perishable Inventory Management,” Rotterdam, The Netherlands.
- Katholische University, June 2016, “Identifying, measuring, and predicting return abuse,” Ingolstadt, Germany.
- University of South Carolina, April 2016, “Identifying, measuring, and predicting return abuse, Columbia, SC.
- University of Graz, June 2015, “Open-box returns: trash or treasure-trove,” Graz, Austria.
- Rotterdam School of Management, Erasmus University, June 2015, “Open-box returns: trash or treasure-trove,” Rotterdam, The Netherlands.
- Texas A&M University, ISEN Department, February 2011, “Value of RFID Technology Enabled Information to Manage Perishables,” College Station, TX.

- Emory University, October 2009, “Value of Information for Managing Inventory Remotely,” Atlanta, GA.
- MIT-Zaragoza Logistics Center, November 2008, “Value of Information for Managing Inventory Remotely,” Zaragoza, Spain.
- Leeds School of Business, University of Colorado at Boulder, November 2006, “Value of Information in Reverse Logistics,” Boulder, Colorado
- Rotterdam School of Management, Erasmus University, June 2004, “Value of Information in Closed Loop Supply Chains,” Rotterdam, The Netherlands.
- School of Technology Management, Eindhoven University, May 2004, “Information Sharing to Manage Perishables,” Eindhoven, The Netherlands.

### **BOOK CHAPTERS**

- Ketzenberg, M., “Real World Project Management,” Chapter 15 in R. Metters, K. King-Metters, M. Pullman, and S. Walton, *Successful Service Operations Management*, 2<sup>nd</sup> edition (2006), South-Western College Publishing, Cincinnati, OH
- Ketzenberg, M., “Real World Project Management,” Chapter 13 in R. Metters, K. King-Metters, and M. Pullman, *Successful Service Operations Management* (2003), South-Western College Publishing, Cincinnati, OH.

### **GRANTS AND RESEARCH FUNDING**

- USDA – United States Department Agriculture, “Value of Time and Temperature History RFID Technology to Leverage Return on Traceability Investments” with CO PI with V. Salin and G. Gaukler, \$114,956 total funding, 2011-12
- Mays Research Fellowship, \$60,000, 2009-2013, \$35,000 2013-2015
- Fulbright Senior Specialist Award Grant: \$6,800, 2008
- Sponsored research support funded by Erasmus Research Institute of Management (ERIM)
  - \$2,500 funded in 2006
  - \$2,000 funded in 2005
  - \$30,000 funded in 2004

### **TEACHING EXPERIENCE**

- |   |                             |
|---|-----------------------------|
| ▪ <u>Graduate Courses</u>                             | <u>Most Recent Delivery</u> |
| - Applied Predictive Analytics for Business (MBA, MS) | Spring 2022                 |
| - Quantitative Investing and Systematic Trading (MS)  | Spring 2022                 |
| - Operations and Supply Chain Management (PMBA)       | Fall 2014                   |
| - PhD Seminar in Retail Operations                    | Spring 2022                 |
| - PhD Seminar in Closed-Loop Supply Chain Management  | Spring 2020                 |
| - PhD Seminar in Supply Chain Management              | Fall 2011                   |
| - Business Process Design (MS)                        | Spring 2013                 |
| - Managerial Decision Making (MBA)                    | Spring 2007                 |
| ▪ <u>Undergraduate Courses</u>                        | <u>Most Recent Delivery</u> |
| - Quantitative Investing and Systematic Trading       | Spring 2022                 |

- Applied Predictive Analytics for Business (elective) Spring 2022
  - Business Process Design (core course) Spring 2017
  - Supply Chain Management (core course) Spring 2007
  - Quantitative Methods (elective) Spring 2003
  - Advanced Supply Chain Management (elective) Fall 2005
- Graduate Committees
    - Huseyn Abdulla, PhD Candidate in Supply Chain Management, 2022
    - Serkan Akturk, PhD Candidate in Supply Chain Management, 2017
    - Necati Ertekin, PhD Candidate in Supply Chain Management, 2016
    - Sung Ook Hwang, PhD Candidate in Industrial Engineering, 2014
    - Sam Dong Cho, PhD Candidate in Industrial Engineering, 2012
    - Srividya Sivaramakrishnan, Master of Science in Industrial Engineering, 2009
    - Jinghan Liu, Master of Science in Industrial Engineering, 2009
    - Praveenkumar Kanagaraj, Master of Engineering in Industrial Engineering, 2008
    - Krishan Mittal, Master of Engineering in Industrial Engineering, 2008
    - Ye Yuan, Master of Engineering in Industrial Engineering, 2008
    - Chris Wolfgeher, PhD Candidate in Industrial Engineering, 2007
    - Ramesh Subramoniam, PhD Candidate in Industrial Engineering, 2007
    - Seonah Kendall, Master of Science in Accounting, 2006
    - Tony Dimas, Master of Science in Management, 2005
    - Peter Grove, Master of Science in Computer Information Systems, 2003

## **DISSERTATION**

*Information in Supply Chain Management of Perishables*

Advisor: Professor Harvey M. Wagner

## **AWARDS & HONORS**

- Ricky W. Griffin Outstanding Research Achievement, 2021
- ConocoPhillips Data Science Faculty Fellow, 2021
- Finalist, Best Paper Award, Journal of Operations Management, 2012, 2020, 2021
- Mays Research Fellow, 2009-2015
- 2<sup>nd</sup> Place, Best Paper Competition, POMS National Conference, Savannah, GA, 2003
- 1<sup>st</sup> Place, Donald W. Fogarty Paper Competition, Triangle Chapter, 1998
- 3<sup>rd</sup> Place, Donald W. Fogarty Paper Competition, International Level, 1995
- Beta Gamma Sigma, 1995

## **SERVICE**

- Department Editor, *Decision, Sciences*, 2020-present
- Senior Editor, *Production and Operations Management*, 2013-Present
- PhD Committee, INFO Department, 2007-2017, 2021-Present
- Member, Search Committee for Senior Data Analytics Position, 2020-21
- Member, Committee to Develop an Undergraduate Certificate in Data Analytics, 2018-20
- Member, Committee to Review the Mays Center for Human Resource Management, 2019-20
- Humana Case Competition 2017-2018
- PhD Program Advisor, 2011-2017
- Analytics Task Force 2015
- MSOM Ad Hoc Committee on PhD Recruiting, Spring 2014



- INFO Tenure/Tenure-Track Search Committee, 2012-13
- Associate Editor, Decision Sciences, 2010 – 2015
- Committee to Review the Reliant Trading Center, 2010-2011
- INFO Department Head Search Committee, 2010-2011
- Decision Sciences Journal Editorial Review Board, 2009-2010
- Production and Operations Management Editorial Review Board, 2008-2013
- POMS College of Sustainability, Treasurer, 2008-2010
- MSOM Conference Editorial Board, 2008
- Undergraduate Curriculum Task Force, INFO Department, 2007-08, 2009-10
- Colorado State University Committee on Centers and University Programs, 2006-07
- Co-faculty advisor for the APICS Student Chapter, 2006-07
- College of Business Scholarship Committee, 2005-07
- College of Business Technology Committee, 2004-05
- College of Business Research Committee, 2004-05
- Search Committee for Operations Faculty, 2004-05
- Process Improvement Advisor to the Technology Department, 2003-04
- Environmental Management Track Chair, POMS National Conference, Savannah, GA, 2003.
- Department Assessment and Review Committee, 2003.
- Ad hoc reviewer for several journals including *Journal of Business Management*, *Interfaces*, *IEEE Transactions*, *Journal of Operations Management*, *IIE Transactions*, *Management Science*, *European Journal of Operational Research*, 1999–present.

#### **PROFESSIONAL MEMBERSHIPS & AFFILIATIONS**

- Member, Institute for Operations Research and the Management Sciences (INFORMS)
- Member, Production & Operations Management Society (POMS)

#### **INDUSTRY/PROFESSIONAL EXPERIENCE**

- Managing Director, Berkeley Research Group, College Station, TX (2014-Present)
- Research Analyst, Law and Economics Consulting Group, Washington, DC (1994-1996, 2000)
- Senior Project Manager, Financial Modeling Specialists, Vienna, VA (1993)
- Project Manager, Professional Information Consulting, Long Beach, CA (1990-1992)
- Senior Systems Analyst, Leo Burnett, Chicago, IL (1988-1990)

#### **SOCIETAL IMPACT STATEMENT**

My efforts to positively impact society arise through my research, teaching and service. I am passionate about educating the next generation of business leaders that will provide them with the knowledge and skills to enhance the world's prosperity. I do so through teaching on topics related to predictive analytics and closed loop supply chain management. My research too falls within the domain of closed-loop supply chain management that addresses the sustainability of business practices to minimize waste, preserve natural resources and help to maintain a healthy environment. Closing the loop in supply chain practice means encouraging and managing end of use and end of life products from the users of those products back through the supply chain in order to repurpose them through remanufacturing, refurbishing and recycling. In another stream of research, I address the effective and efficient management of perishable inventory, particularly food products, in order to not only avoid waste, but provide consumers with fresher, higher quality products. Both streams of research fall under the umbrella of sustainable operations, and support my teaching and service, with the goal to make a positive impact on society by enhancing the world's prosperity.