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Curriculum Vitae

ROGELIO OLIVA

Education

1991–96 ***Sloan School of Management, Massachusetts Institute of Technology*** *Cambridge, MA, USA*
Ph.D. in Management. Major: Operations Management/System Dynamics; Minor: Behavioral Sciences.
Dissertation: *A Dynamic Theory of Service Delivery: Implications for Managing Service Quality.*

1987–88 ***Department of Systems, University of Lancaster*** *Lancaster, England, UK*
M.A. in Systems in Management. Distinction.
Thesis: *A Systems Study of Department Purpose Analysis in British Telecom: A TQM Implementation.*

1981–85 ***Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM)*** *Queretaro, Qro., Mexico*
B.E. Industrial and Systems Engineering. Distinction.

Academic Employment

Mays Business School, Texas A&M University *College Station, TX, USA*

2016- **Professor**

2020- **Robyn L. and Alan B. Roberts Chair in Business**

2017-20 **Bob and Kelly Jordan Professor of Business**

2004-16 **Associate Professor**
Taught Operations Management (MBA & Exec MBA), Managing Information Systems (Exec MBA), Supply Chain Management (Exec MBA), Introduction to System Dynamics (Grad), Supply Chain Coordination (PhD), Behavioral Operations Management (PhD), and Process Theories in Operations Management (PhD).

2017 *Sloan School of Management, Massachusetts Institute of Technology* *Cambridge, MA, USA*
Visiting Professor (on leave from Texas A&M University)
Taught Introduction to System Dynamics and System Dynamics II for MBA program. Thought Dynamics of Project Management for Executive Education Program.

2008–16 *Zaragoza Logistics Center, Massachusetts Institute of Technology* *Zaragoza, Spain*
Adjunct Professor
Taught System Dynamics for Supply Chain Management, IT for Supply Chain Management, and Services Supply Chains (elective) for masters in logistics and PhD programs.

1998–04 *Graduate School of Business Administration, Harvard University* *Boston, MA, USA*
Assistant Professor
Taught Service Management (elective), and Technology and Operations Management for MBA program; and Achieving Breakthrough Services (Latin America 1998-03, Europe 2002) and Building Competitive Advantage through Operations (2001-03) for Executive Education Programs.

1996–97 *Escuela de Negocios de Valparaíso, Universidad Adolfo Ibáñez* *Viña del Mar, Chile*
Assistant Professor
Taught Operations Management, Operations Strategy, Information Systems, and System Dynamics for MBA International and MBA Executive Programs. Taught system dynamics and operations management in customized and open-enrollment courses for South American executives.

1988–91 *Instituto Tecnológico y de Estudios Superiores de Monterrey* *San Luis Potosi, SLP, Mexico*
Assistant Professor
Head of the Industrial and Systems Engineering Program. Responsible for coordination of undergraduate program. Responsible for the syllabus design and preparation of teaching materials for the introductory course on Systems Engineering for the ITESM System (26 campuses nationwide). Taught Systems Engineering, Systems in Organizations, Information Systems for Industrial and Systems Engineering program.

Research Positions

2023– *System Dynamics Group, MIT Sloan School of Management* *Cambridge, MA, USA*
Research Affiliate

2009–19 *Center for Transportation and Logistics, Massachusetts Institute of Technology* *Cambridge, MA, USA*
Research Affiliate

1995–96 *System Dynamics Group, Massachusetts Institute of Technology* *Cambridge, MA, USA*
Research Associate / Postdoctoral Fellow Research project funded by the NSF and partner corporations to explore the determinants of sustainable improvement programs.

1992–94 *Organizational Learning Center, Massachusetts Institute of Technology* *Cambridge, MA, USA*
Research Assistant / Project Manager Design, management and implementation of project with FedEx Corp. to generate new ways to serve key corporate customers.

1990–91 *Center for Quality Management, ITESM* *Monterrey, NL, Mexico*
Researcher Implementation of total quality management systems in manufacturing and service firms. Design and development of teaching materials for joint program between Ford Motor Co. and ITESM for the training of Mexican Ford suppliers in project management techniques.

Academic Honors

Research distinctions

Visiting International Fellow, *Advanced Institute of Management Research* of the UK, 2009–.
Research Excellence Award, *Mays Business School,* 2024.
Jay W. Forrester Award (best written contribution to the system dynamics field during the preceding five years), *System Dynamics Society*, 2019.
Jack Meredith Best Paper Award 2018 (Honorary Mention), *Journal of Operations Management,* 2019.
Outstanding Senior Editor Award (Behavioral Operations), *Production and Operations Management, 2019.*
Ricky Griffin Research Award, *Mays Business School*, 2018.
Mays Business School Grand Challenge Grants–Healthcare, 2018.
Mays Research Fellow, *Mays Business School,* 2015–17.
Mays Summer Research Support, *Mays Business School,* 2013–20.
Ford Faculty Fellow, *Mays Business School,* 2004–07 and 2010–14.
Research Fellow, *Cranfield School of Management* (UK), 2009–13.
Approved for candidacy on the Fulbright Specialist Roster, 2008.
Inducted as Thought Leader in Services Sciences, Management and Engineering, *IBM Research*, 2005.
Literari Club High Commended Paper Award, *Int. J. of Service Industry Management,* 2004.

Teaching awards

Wickham Skinner Teaching Achievement Award – *Production and Operations Management Society*, 2014.
Distinguished Achievement Award for Teaching, University Level – *The Association of Former Students of Texas A&M University*, 2013.
Outstanding Faculty Award – Best Instructor in EMBA Program, *Texas A&M EMBA Association,* 2011.
Distinguished Achievement Award for Teaching, College Level – *The Association of Former Students of Texas A&M University*, 2009.
Best Instructor in Master in Logistics Program – *MIT Zaragoza Logistics Center*, 2007, 2008, and 2009.
Outstanding Faculty Award – Best Instructor in MBA Program, *Texas A&M MBA Association,* 2006.
Faculty Teaching Academy Professor – recognition as one of the best teachers in *Texas A&M University*, 2005.
Excellence in Teaching Award – Best Instructor in MBA Program, *Universidad Adolfo Ibáñez*. Chile, 1997.
Excellence in Teaching Award, *ITESM, Campus San Luis Potosi*, Mexico, 1988-91.

Publications

Refereed Journal Articles

1. Naumov, S., **R. Oliva** (2025). Structural Feedback Approach to Modeling Behavioral Decision Making in Queueing Systems: A Hybrid Simulation Framework. *European Journal of Operational Research,* (forthcoming).

2. Sun, X., T. Rajapakshe, **R. Oliva** (2025). Interplay between Servicizing and Remanufacturing: Economic and Environmental Implications. *Manufacturing & Service Operations Management* Vol. 27(1):114-126.
3. Abdulla, H., R. Escamilla, **R. Oliva** (2024). Registered Reports Review for Field Experiments. *Journal of Operations Management,* Vol. 70(7):1042-1047.
4. Chandrasekaran A, **R. Oliva**, B. Staats (2024). Registered Reports in Operations Management: Lessons from an Experimental Trial. *Journal of Operations Management,* Vol. 70(5):678-685.
5. Oh, H.K., H. Abdulla, **R. Oliva** (2024). Behavioral Multi-Lever Decision-Making: A Study of Consumer Return Policy, Price, and Inventory Decisions. *Journal of Operations Management,* Vol. 70(1):137-156.
6. Chandrasekaran A., **R. Oliva**, F. Salvador (2023). Intervention-Based Research in Operations Management. *Foundations and Trends® in Technology, Information and Operations Management,* Vol. 17(1):1-81.
7. Chou Y., H. Chuang, P. Chou and **R. Oliva** (2023). Supervised Machine Learning for Theory building and Testing: Opportunities in Operations Management. *Journal of Operations Management,* Vol. 69(4):643-675.
8. Ketzenberg M., **R. Oliva**, Y. Wang and S. Webster (2023). Retailer Inventory Data Sharing in a Fresh Product Supply Chain. *European Journal of Operational Research,* Vol. 307(2):680-693.
9. **Oliva R**., H. Abdulla and P. Gonçalves (2022). Do Managers Overreact When in Backlog? Evidence from a Serial Supply Chain Experiment. *Manufacturing & Service Operations Management,* Vol. 24(4):1997-2009. Also included in Virtual Special Issue: *The impact of operations in the COVID-19 pandemic.*
10. Chuang H., **R. Oliva** and S. Kumar (2022). Group-level Information Decay and Inventory Inspection: An Empirical-analytical Approach. *Journal of Operations Management,* Vol. 68(2):130-152.
11. Chuang H., Y. Chou and **R. Oliva** (2021). Cross-item Learning for Volatile Demand Forecasting: An Intervention with Predictive Analytics. *Journal of Operations Management,* Vol. 67(7):828-852.
12. **Oliva, R**. (2020). On Structural Dominance Analysis. *System Dynamics Review,* Vol. 36(1):8-28. Based on Jay W. Forrester Award lecture at the 2019 International Conference of the System Dynamics Society.
13. **Oliva, R**. (2019). Intervention as a Research Strategy. *Journal of Operations Management,* Vol. 65(7): 710-724.
14. Chuang, H., **R. Oliva** and G. Heim (2019). Examining the Link Between Inventory Leanness and Operational Efficiency: Moderating Roles of Firm Size and Demand Uncertainty. *Production and Operations Management*, Vol. 28(9): 2338-2364.
15. Naumov, S. and **R. Oliva** (2018). Refinements to Eigenvalue Elasticity Analysis: Interpretation of Parameter Elasticities. *System Dynamics Review*, Vol. 34(3):426-437.
16. Serrano, A., **R. Oliva** and S. Kraiselburd (2018). Risk Propagation through Payment Distortion in Supply Chains. *Journal of Operations Management,* Vol. 58-59: 1-14. Honorary Mention, Jack Meredith Best Paper Award for best JOM paper in 2018.
17. Serrano, A., **R. Oliva** and S. Kraiselburd (2017). On the Cost of Capital in Inventory Models with Deterministic Demand. *International Journal of Production Economics,* Vol. 183(Part A): 12-20.
18. Kowalkowsky C., H. Gebauer and **R. Oliva** (2017). Service Growth in Product Firms: Past, Present and Future. *Industrial Marketing Management,* Vol. 60: 82-88.
19. Chuang, H., **R. Oliva** and S. Liu (2016). On-shelf Availability, Retail Performance, and External Audits: A Field Experiment. *Production and Operations Management*, Vol. 25(5): 935-951.
20. **Oliva, R**. (2016). Structural Dominance Analysis of Large and Stochastic Models. *System Dynamics Review,* Vol. 32(1): 26-51. Jay W. Forrester Award (2019) for best written contribution to the System Dynamics field during the preceding five years.
21. Chuang, H., **R. Oliva** and O. Perdikaki (2016). Traffic-based Labor Planning in Retail Stores. *Production and Operations Management,* Vol. 25(1): 96-113.
22. Chuang, H. and **R. Oliva** (2015). Inventory Record Inaccuracy: Causes and Labor Effects. *Journal of Operations Management,* Vol. 39-40: 63-78.
23. Sterman, J., **R. Oliva**, K. Linderman and E. Bendoly (2015). System Dynamics Perspectives and Modeling Opportunities for Research in Operations Management. *Journal of Operations Management,* Vol. 39-40: 1-5.
24. Menezes, M., M. Ketzenberg, **R. Oliva** and R. Metters (2015). Service Delivery to Moving Demand Points Using Mobile Servers. *International Journal of Production Economics,* Vol. 168: 158-166.

25. Martínez-Moyano, I., D. McCafrey and **R. Oliva** (2014). Drift and Adjustment in Organizational Rule Compliance: Explaining the 'Regulatory Pendulum' in Financial Markets. *Organization Science,* Vol. 25(2): 321-338.
26. Chuang, H.H.C. and **R. Oliva** (2014). Estimating Retail Demand with Poisson Mixtures and Out-of-Sample Likelihood. *Applied Stochastic Models in Business and Industry,* Vol. 30(4): 455-463.
27. Duggan, J. and **R. Oliva** (2013). Methods of Identifying Structural Dominance. *System Dynamics Review*, Vol. 20(Virtual Special Issue). Extended bibliography last updated October 2018. Available at http://onlinelibrary.wiley.com/journal/10.1002/(ISSN)1099-1727/homepage/VirtualIssuesPage.html
28. **Oliva, R**., H. Gebauer and J. Brann (2012). Separate or Integrate? Assessing the Impact of Separation between Product and Service Business on Service Performance in Product Manufacturing Firms. *Journal of Business-to-Business Marketing,* Vol. 19(4): 309-334.
29. **Oliva, R.** and N. Watson (2011). Cross Functional Alignment in Supply Chain Planning: A Case Study of Sales and Operations Planning. *Journal of Operations Management,* Vol. 29(5): 434-448.
30. Saleh, M., **R. Oliva**, C. Kampmann and P. Davidsen (2010). A Comprehensive Analytical Approach for Policy Analysis of System Dynamics Models, *European Journal of Operational Research,* Vol. 203(3): 673-683.
31. **Oliva, R.** and N. Watson (2009). Managing Functional Biases in Organizational Forecasts: A Case Study of Consensus Forecasting in Supply Chain Planning, *Production and Operations Management,* Vol. 18(2): 138-151.
32. Kampmann, C. and **R. Oliva** (2008). Structural Dominance Analysis and Theory Building in System Dynamics. *Systems Research and Behavioral Science,* Vol. 25(4): 505-519.
33. **Oliva, R.** and M. Bean (2008). Developing Operational Understanding of Service Quality through a Simulation Environment. *International Journal of Service Industry Management,* Vol. 19(2): 160-175 (Winner, QUIS 10 – MSQ & IJSIM Highly Commended Paper Award).
34. **Oliva, R.** and F. Suarez (2007). Economic Reforms and the Competitive Environment of the Firm. *Industrial and Corporate Change,* Vol. 16(1): 131-154.
35. Kampmann, C. and **R. Oliva** (2006). Loop Eigenvalue Elasticity Analysis: Three Case Studies. *System Dynamics Review,* Vol. 22(2): 141-162.
36. Suarez, F. and **R. Oliva** (2005). Environmental Change and Organizational Transformation. *Industrial and Corporate Change*, Vol. 14(6): 1017-1041.
37. **Oliva, R.** (2004). Model Structure Analysis Through Graph Theory: Partition Heuristics and Feedback Structure Decomposition. *System Dynamics Review,* Vol. 20(4): 313-336.
38. **Oliva, R.** (2003). Model Calibration as a Testing Strategy for System Dynamics Models. *European Journal of Operational Research,* Vol. 151(3): 552-568.
39. **Oliva, R.**, J. Sterman and M. Giese (2003). Limits to Growth in the New Economy: Exploring the 'Get Big Fast' Strategy in e-commerce. *System Dynamics Review,* Vol. 19(2): 83-117.
40. **Oliva, R.** and R. Kallenberg (2003). Managing the Transition from Products to Service. *International Journal of Service Industry Management,* Vol. 14(2): 160-172 (Winner, 2004 Literati Club Highly Commended Award).
41. Suarez, F. and **R. Oliva** (2002). Learning to Compete: Transforming Firms in the Face of Radical Environment Change. *Business Strategy Review,* Vol. 13(3): 62-71.
42. **Oliva, R.** and J. Sterman (2001). Cutting Corners and Working Overtime: Quality Erosion in the Service Industry. *Management Science,* Vol. 47(7): 894-914.
43. Homer, J. and **R. Oliva** (2001). Maps and Models in System Dynamics: A Response to Coyle. *System Dynamics Review,* Vol. 17(4): 347-355.
44. **Oliva, R.** (2001). Tradeoffs in Responses to Work Pressure in the Service Industry. *California Management Review,* Vol. 43(4): 26-43. Reprinted in *IEEE Engineering Management Review,* Vol. 30(1): 53-63.
45. Keating, E., **R. Oliva**, N. Repenning, S. Rockart and J. Sterman (1999). Overcoming the Improvement Paradox. *European Management Journal,* Vol. 17(2): 120-134.
46. Lane, D. and **R. Oliva** (1998). The Greater Whole: Towards a Synthesis of Soft Systems Methodology and System Dynamics. *European Journal of Operational Research,* Vol. 107(1): 214-235.

Edited Books

47. Kohtamäki M., T. Baines, R. Rabetino, A. Bigdeli, C. Kowalkowski, **R. Oliva**, and V. Parida (Eds.) (2021). *Handbook in Servitization: Theories and Concepts in Servitization and Product-Service Systems*. Cham, CH: Palgrave Macmillan. ISBN 978-3-030-75771-7.
48. Rahmandad, H., **R. Oliva**, and N. Osgood (Eds.) (2015). *Analytical Methods for Dynamic Modelers.* Cambridge, MA: MIT Press. ISBN 978-0-262-02949-0.

Book Chapters

49. Kohtamäki, M., T. Baines, R. Rabetino, A. Bigdeli, C. Kowalkowski, **R. Oliva** and V. Parida (2021). Theoretical Landscape in Servitization. In Kohtamäki M., T. Baines, et al. (eds.), *Handbook in Servitization: Theories and Concepts in Servitization and Product-Service Systems,* pp. 1-23. Cham, CH: Palgrave Macmillan.
50. Morrison, J. and **R. Oliva** (2019). Integration of Behavioral and Operational Elements through System Dynamics. In Donohue K., E. Katok and S. Leider (Eds.), *The Handbook of Behavioral Operations,* pp. 287-321. New York: Wiley.
51. **Oliva, R.** (2015). Linking Structure to Behavior using Eigenvalue Elasticity Analysis. In Rahmandad, H., R. Oliva and N. Osgood (Eds.) *Analytical Methods for Dynamic Modelers* pp. 207-239. Cambridge, MA: MIT Press.
52. **Oliva, R.** and J. Sterman **(**2010**)**. Death Spirals and Virtuous Cycles: Human Resource Dynamics in Knowledge-based Services. In Maglio, P., J. Spohrer and C. Kieliszewski (Eds.) *The Handbook of Service Science,* pp. 321-358. New York: Springer.
53. Kampmann, C. and **R. Oliva** (2009**)**. Analytical Methods for Structural Dominance Analysis in System Dynamics. In Meyers, R. (Ed.) *Encyclopedia of Complexity and Systems Science,* pp. 8948-8967. New York: Springer.
54. **Oliva, R.** (2004). Servicios: Creando Valor Mediante el Conocimiento. In Garrocho, C and A. Loyola (Eds.) *San Luis Potosí Visión 2025,* pp. 91-103. San Luis Potosí, Mexico: Universidad Politécnica de San Luis Potosí.
55. **Oliva, R.** and R. Kallenberg (2002). Managing the Transition from Products to Services. In Tax, S., I. Stuart, S.W. Brown, B. Edvardsson, R. Johnston, E.E. Scheuing (Eds.) *QUIS 8 – Quality Services: Crossing Boundaries*, pp. 179-188. University of Victoria, Faculty of Business: Victoria, BC.
56. Keating, E. and **R. Oliva** (2000). A Dynamic Theory for Sustaining Process Improvement Teams in Product Development. In Beyerlein, M., D. Johnson and S. Beyerlein (Eds.) *Product Development Teams: Advances in the Interdisciplinary Study of Work Teams Vol. 5*, pp. 5: 245-281. Stamford, CT: JAI Press.
57. **Oliva, R.**, S. Rockart and J. Sterman (1998). Managing Multiple Improvement Efforts: Lessons from a Semiconductor Manufacturing Site. In Fedor, D. and S. Ghosh (Eds.) *Advances in the Management of Organizational Quality Vol. 3*, pp. 1-55. Stamford, CT: JAI Press.
58. **Oliva, R.** (1990). El Sistema de Actividad Humana como Lenguaje de Modelación: Ontología y Epistemología Sistémica. In Cárdenas, R., et al. (Eds.) *Lecturas para Fundamentos de Ingeniería de Sistemas*. Monterrey, NL Mexico: Publicaciones ITESM.
59. **Oliva, R.** (1990). Conceptos de Control en Modelos de Sistemas. In Cárdenas, R., et al. (Eds.) *Lecturas para Fundamentos de Ingeniería de Sistemas*. Monterrey, NL Mexico: Publicaciones ITESM.

Editorial Work

60. Bendoly, E, **R. Oliva** (2025). Meaningful Theoretical Pathways for Research Contributions. *Journal of Operations Management,* Vol. 71(1):4-10.
61. Chandrasekaran A, **Oliva R**, B. Staats (2024). Special Issue on Pre-Approved Research Designs for Field Experiments. *Journal of Operations Management,* Vol. 70(5).
62. Bendoly E., **R. Oliva** (2024). Holding North: Recognizing Identity and Advancing Contribution in Operations Management. *Journal of Operations Management,* Vol. 70(4):518-522.
63. de Treville S., T. Browning and **R. Oliva** (2023). Empirically Grounding Analytics (EGA) Research in the Journal of Operations Management. *Journal of Operations Management*, Vol. 69(2):337-348.
64. Gebauer H., C. Kowalkowsky C, **Oliva R**. (2017). Special Issue on Critical Perspectives on Service Growth. *Industrial Marketing Management*. Vol. 60(1).
65. Bendoly E., K. Linderman, R. **Oliva**, J. Sterman (2015). Special Issue on System Dynamics: Emergence, Reinforcement, Adaptation and Traps. *Journal of Operations Management,* Vol. 39-40(1).

66. Duggan J., **Oliva R**. (2013). Virtual Special Issue on Methods for Identifying Structural Dominance. *System Dynamics Review*. Bibliography last updated 10/2018.

67. **Oliva R.** (2012-13). Editorials. *System Dynamics Review,* Vols. 28(1):1-2, 28(2):107-108, 28(4):309-310, 29(1):1, 29(2):69.

68. Sterman J., R. **Oliva**, R. Langer, J. Rowe, J. Yanni (eds.) (2007). Proceedings of the 25th International Conference and 50th Anniversary Celebration. *Int. System Dynamics Society*: Boston, MA.

Book Chapters (reprints, revisions & translations)

69. Kampmann, C.E. and **R. Oliva** (2020). Analytical Methods for Structural Dominance Analysis in System Dynamics. In Dangerfield B. (Ed.) *System Dynamics. Encyclopedia of Complexity and System Sciences,* pp. 153-176. New York: Springer. (Originally published in *Encyclopedia of Complexity and Systems Science,* 2017).

70. Kampmann, C.E. and **R. Oliva** (2017). Analytical Methods for Structural Dominance Analysis in System Dynamics. In Meyers R. (Ed.) *Encyclopedia of Complexity and System Sciences—Living Reference Work Entry*. Berlin: Springer. (Revision to the entry originally published in *Encyclopedia of Complexity and Systems Science,* 2009).

71. Kampmann, C.E. and **R. Oliva (**2009**)**. Analytical Methods for Structural Dominance Analysis in System Dynamics. In Meyers, R. (Ed.) *Complex Systems in Finance and Econometrics,* pp. 321-358. New York: Springer. (Originally publishes in *Encyclopedia of Complexity and Systems Science,* 2009).

72. **Oliva, R.** (2008). Wider die Erosion von Qualitätsstandards – Strategien bei Arbeitsüberlastung in der Dienstleistungsindustrie. In Strohhecker, J and J. Sehnert (Eds.) *System Dynamics für die Finanzindustrie,* Frankfurt*:* Bankakademie-Verlag GmbH. (Originally published in *California Management Review*, 2001).

73. **Oliva, R.** and R. Kallenberg (2005). Managing the Transition from Products to Services. In Bettley, A., D. Mayle and T. Tantoush (Eds.) *Operations Management,* pp. 48-57. London: Sage Publications. (Originally published in *International Journal of Service Industry Management*, 2003).

74. **Oliva, R.** (2002). Tradeoffs in Responses to Work Pressure in the Service Industry. In *Managing Human Resource*s: *Business Fundamentals Series,* pp. 75-92. Boston: HBS Publishing. (Originally published in *California Management Review*, 2001).

75. **Oliva, R.** (2001). The Essence of Service Lies in Focus. In Pickford, J. (Ed.) *Mastering Management 2.0*, pp. 465-469. London, Financial Times - Prentice Hall. (Originally published in *Financial Times*, 2001).

Refereed Conference Proceedings (not turned into articles)

76. Martinez-Moyano, I., **R. Oliva**, D. Morrison and D. Sallach (2015) Modeling adversarial dynamics. Proceedings of the Winter Simulation Conference. Huntington Beach, CA.

77. Chuang, H., **R. Oliva** and O. Perdikaki (2012). Retail sales generation: A methodological comparison between econometric estimation and calibration. Proceedings of the 30th Int. System Dynamics Conference. St. Gallen, Switzerland.

78. **Oliva, R.** and M. Mojtahedzadeh (2004). Keep it simple: A dominance assessment of feedback loops. Proceedings of the 22nd Int. Conference of the System Dynamics Society. Oxford, England.

79. **Oliva, R.** and S. Rockart (1997). Dynamics of multiple improvement efforts: The program life cycle model. Proceedings of the 15th Int. Conference of the System Dynamics Society. Istanbul.

80. **Oliva, R.** (1994). Managerial Learning Laboratories: An Action-Research Project for Group Learning. In Proceedings of the 12th Intl. Conference of the System Dynamics Society. Stirling, Scotland (plenary session).

Articles (not refereed)

Herrero, L., **R. Oliva**, N. Watson and S. Kraiselburd (2012). La Colaboración entre Persona y Máquina: Una Nueva Frontera de la Gestión de la Cadena de Suministro. *Harvard Deusto Business Review* 217: 64-72.

Oliva, R. and N. Watson (2012). Designing the Forecasting Process to Manage Bias: A Commentary on Guiding Principles for Forecasting Process. *Foresight: International Journal of Applied Forecasting* 25(Fall 2012): 35-37.

Oliva, R. and N. Watson (2006). Managing Functional Biases in Organizational Forecasts. *Foresight: International Journal of Applied Forecasting*, 5(Fall 2006): 27-31.

Oliva, R. and N. Watson (2004). What Drives Supply Chain Behavior? (interviewed by S.J. Johnston). *Working Knowledge*. Harvard Business School, Boston. Available at http://hbsworkingknowledge.hbs.edu/.

Oliva, R. (2001). The Essence of Service Lies in Focus. *Financial Times,* January 18, 2001: 6-7. London.

Aranda, R., T. Fiddaman and **R. Oliva** (1993). Quality MicroWorlds: Modeling the Impact of Quality Initiatives over the Software Product Life Cycle. *American Programmer,* Vol. 6(5): 52-61.

Cases & Course Development Materials

Heim, G.R. and **R. Oliva** (2019). "Bid Ops – Delivering the future of procurement via AI." Mays Business School Case.

Oliva, R. (2006) "Service Quality Management Simulation." Forio Business Simulations. San Francisco, CA.

Watson, N. and **R. Oliva** (2006) "Leitax (A), TN." Harvard Business School Teaching Note 607-021.

Watson, N. and **R. Oliva** (2005). "Leitax (A)." Harvard Business School Case 606-002.

Oliva, R. and H.K. Bowen (2004). "Align Technology, Inc., TN." Harvard Business School Teaching Note 604-105.

Oliva, R. (2004). "AT&T's Transmission Systems Business Unit (A), (B) and (C), TN." Harvard Business School Teaching Note 604-102.

Oliva, R., E. Keating, and J. Quinn (2004). "AT&T's Transmission Systems Business Unit (A), (B) and (C)." Harvard Business School Cases 604-098, 604-099, and 604-100.

Oliva, R. and J. Quinn (2003). "Interface's Evergreen Services Agreement." Harvard Business School Case 603-112.

Oliva, R. and J. Quinn (2003). "SIG Beverages (A) and (B)." Harvard Business School Cases 603-018 and 603-019.

Oliva, R. (2003). "Southwest Airlines in Baltimore, TN." Harvard Business School Teaching Note 603-055.

Oliva, R., J. Hoffer Gittell, and D. Lane (2002). "Southwest Airlines in Baltimore (A), and (Supplement)." Harvard Business School Case 602-156 and 602-157.

Oliva, R. (2002). *Learning Curve for Service Organizations.* Web-based instructional simulator. Forio Business Simulations. http://broadcast.forio.com/sims/rotest/.

Oliva, R. and S. Wright (2001). "Building Service, Driving Profits interactive simulation, TN." Harvard Business School Teaching Note 801-483.

Oliva, R. (2000). "Learning from Simulations: Guidelines for the Building Service, Driving Profits interactive simulation." Harvard Business School Supplement 800-248.

Oliva, R. (1994). *Service Quality MicroWorld.* Software & Briefing Book. Available from GKA Inc., Cambridge, MA 02140.

Other Publications

Naumov, S. and **R. Oliva.** (2019). Structural Dominance Analysis Toolset. System Dynamics Group, Massachusetts Institute of Technology, Cambridge, MA. Available at http://people.tamu.edu/~roliva/research/sd/.

Oliva, R. (2003). A Matlab implementation to assist model structure analysis (with software). System Dynamics Group, Massachusetts Institute of Technology, Memo D-4864-2. Cambridge, MA. Available at http://people.tamu.edu/~roliva/research/sd/.

Oliva, R. (1995). A Vensim® module to calculate summary statistics for historical fit (with software). System Dynamics Group, Massachusetts Institute of Technology, Memo D-4584. Cambridge, MA. Available at http://people.tamu.edu/~roliva/research/sd/.

Selected Invited Talks (since 2019)

Leveraging the value of theory in operations management. Keynote Presentation. Journal of Operations Management Editors' Conference, Columbia, SC. 2/2025.

Leveraging the value of theory in operations management. EDEN Doctoral Seminar on Research Methodology in OM. European Institute for Advanced Studies in Management. Brussels, BE (virtual). 2/2005.

Intervention-based Research: Why, what and when. EDEN Doctoral Seminar on Research Methodology in OM. European Institute for Advanced Studies in Management. Brussels, BE (virtual). 2/2005.

Field Experiments and Intervention-based Research: Challenges and Opportunities. Consortium for the Advancement of Research Methods and Analysis (CARMA) Special Event. Rawls College of Business, Texas Tech University. Lubbock, TX. 11/2024.

System Dynamics in operations and supply chain management Research. Research Seminar, Center for Transportation and Logistics. Indian Institute of Management, Ahmedabad, IN (virtual). 10/2024.

Intervention-based Research: Learning form industry projects and programs. Cambridge International Manufacturing Symposium. Cambridge University. Cambridge, UK. 9/2024

Inference and theoretical contributions. Academy of Management 84th Annual Meeting, Chicago, IL. 8/2024.

A process theory of servitization failure modes. Research Seminar, Rotterdam School of Management, Erasmus University, Rotterdam, NL. 5/2024.

Advances in servitization theorizing. Keynote Presentation. Spring Servitization Conference, Tilburg, NL. 5/2024.

Reflections on pre-approved research designs. Production and Operations Management Conference, Minneapolis, MN. 4/2024.

Behavioral operations management in the AI era. Production and Operations Management Conference, Minneapolis, MN. 4/2024.

Intervention-Based Research Primer. Production and Operations Management Conference, Minneapolis, MN. 4/2024.

Behavioral multi-level decision-making: A study of return policy, price, and inventory decisions. Research Seminar, Department of Supply Chain Management, Michigan State University, East Lansing, MI. 4/2024.

Time- and context-aware retail shelf audits under consecutive sales. ITDS Research Seminar, G. Bring Ryan College of Business, University of North Texas, Denton, TX. 2/2024.

Approaches to theory building. Keynote Presentation. Journal of Operations Management Editors' Conference, Atlanta, GA. 2/2024.

Intervention-Based Research Primer. Academy of Management 83rd Annual Meeting, Boston, MA, 8/2023.

Empirical research in Operations Management. International Society for Inventory Research 2023 Summer School, Cardiff Business School, Cardiff University, Cardiff, Wales, UK, 7/2023.

Past, present, and future of Behavioral Operations. Discussion Panel, 2023 POMS Annual Conference, Production and Operations Management Society, Orlando, FL, 5/2023.

Behavioral operations management research. Research Seminar, College of Commerce, National Chengchi University, Taipei, TW, 5/2023.

A process theory of servitization failure modes. Research Seminar, College of Commerce, National Chengchi University, Taipei, TW, 5/2023.

Behavioral operations management research. Research Seminar, Department of Business Analytics, Information Systems and Supply Chain, College of Business, Florida State University, Tallahassee, FL. 4/2023.

Cross-item learning for volatile demand forecasting: An intervention with predictive analytics. Research Seminar, Operations Management Group, Warwick Business School, Warwick University, Coventry, UK. 3/2023.

Theory development from Intervention-Based Research. Research Seminar, Department of Management, Tilburg University, Tilburg, NL. 3/2023.

Dos and don'ts on publishing in peer reviewed journals. Research Seminar, Department of Industrial and Systems Engineering, Tec de Monterrey, Monterrey, MX. 3/2023.

System Dynamics in Operations and Supply Chain Management research. Science Summit, Tec de Monterrey, Monterrey, MX. 2/2023.

Pre-approved research design – Lessons and insights. Journal of Operations Management Editors' Conference, Tempe, AZ. 2/2023.

Cross-item learning for volatile demand forecasting: An intervention with predictive analytics. Research Seminar, Operations Management Group, Saïd Business School, Oxford University, Oxford, UK. 9/2022.

Empirically grounded research questions. Academy of Management Annual Meeting, Seattle, WA. 8/2022.

Publication assistance workshop. Int. Conference of the System Dynamics Society, Frankfurt. 8/2022.

Empirically Grounding Analytical (EGA) modelling — workshop. 29th Int. EurOMA Conference, Berlin. 8/2022.

Teaching with cases: A faculty development workshop. Mays Business School Graduate Programs, College Station, TX. 10/2021.

Publication assistance workshop. International Conference of the System Dynamics Society (online). 07/2021.

Teaching colloquium: Principles of case teaching. 2021 POMS Annual Conference, Production and Operations Management Society (online). 5/2021.

Doing science with system dynamics models. Systems Thinking for Wicked Problem Solving — Capstone Lecture. Texas A&M University, Kingsville. Kingsville, TX. 8/2020.

Principles of Intervention-based Research. Journal of Operations Management Conference, College Station, TX. 2/2020.

Empirically Grounded Analytics (EGA). Journal of Operations Management Conference, College Station, TX. 2/2020.

Intervention-based research (IBR) incubator. Journal of Operations Management Conference, College Station, TX. 1/2020.

Structural Dominance Analysis: What is it and why it matters. Jay W. Forrester Award plenary session. Int. Conference of the System Dynamics Society, Albuquerque, NM. 7/2019.

On the impact of inventory accuracy improvements on sales. ECR Shrinkage and On-Shelf Availability Group Meeting, Efficient Consumer Response, Copenhagen. 6/2019.

How to write a paper for American research journals. Operations Management Seminar, Aston Business School, Birmingham, UK. 6/2019.

Intervention research for servitization, Advanced Services Group Seminar, Aston Business School, Aston Business School, Birmingham, UK. 6/2019.

Intervention as a Research Strategy. Workshop on Empirical Operations and SCM, Tianjin University, Tianjin University, Tianjin, China. 6/2019; Workshop on Research Methods and Intervention Strategies, UIBE Business School, Beijing, China. 6/2019; Operations Management Seminar, Lausanne University, Lausanne, Switzerland. 3/2019.

Doctoral Committees

2023– Member doctoral committee M.J. Lee, Mays Business School, Texas A&M University.
2019–24 Member doctoral committee A. Bonnett, Mays Business School, Texas A&M University.
2022–23 Member doctoral committee J. Paine, MIT Sloan School of Management.
2018–23 Chair doctoral committee X. Sun, Mays Business School, Texas A&M University.
2018–23 Member doctoral committee M. Zhang, Mays Business School, Texas A&M University.
2016–22 Chair doctoral committee Han K. Oh, Mays Business School, Texas A&M University.
2019–21 Member doctoral committee T. Li, MIT Sloan School of Management.
2014–19 Member doctoral committee R. Mallipeddi, Mays Business School, Texas A&M University.
2012–16 Member doctoral committee S.J. Lee, Mays Business School, Texas A&M University.
2010–14 Member doctoral committee J. Verghese, Mays Business School, Texas A&M University.
2009–13 Chair doctoral committee H.H.C. Chuang, Mays Business School, Texas A&M University.
2009–13 Member doctoral committee E. Demirezen, Mays Business School, Texas A&M University.
2008–12 Co-Chair doctoral committee L. Herrero, MIT Zaragoza Logistics Center, Spain.
2008–10 Co-Chair doctoral committee A. Serrano, MIT Zaragoza Logistics Center, Spain.
2005–08 Co-Chair doctoral committee J. Brann, Mays Business School, Texas A&M University.
2002–04 Member doctoral committee I. Martínez-Moyano, Rockefeller College of Public Administration, Sate University of New York at Albany.

External Examiner

2020 PhD Committee J.Weiss, University of Lausanne, Switzerland.

Service

To the profession

Board Member, *Production and Operations Management* Society (2020-22).
Nominating Committee, *System Dynamics Society* (2018–21).
Chair, *Behavioral Operations Management Section, INFORMS* (2018-20). Served as Vice-chair (2016-18).

Chair, Wickham Skinner Teaching Accomplishment Award, *Production and Operations Mgmt. Society* (2020).
President, *System Dynamics Society* (2010). Served as President-elect (2009) and Past President (2011).
Treasurer, *College of Behavioral Operations, Production and Operations Mgmt. Society* (2009–11).
Policy Council, *System Dynamics Society* (1998-2001, 2009-11).

Co-Editor in Chief, *Journal of Operations Management* (2024–).
Associate Editor, *Manufacturing & Service Operations* Management (2020–23).
Department Editor (Intervention-based Research), *Journal of Operations Management* (2020–23).
Senior Editor (Behavioral Operations), *Production and Operations Management* (2015–23).
Senior Editor (Industry Studies and Public Policy), *Production and Operations Management* (2016–21).
Associate Editor, *Journal of Operations Management* (2018–20).
Executive Editor (Editor-in-Chief), *System Dynamics Review* (2012–15).
Read and manage the review process for ~100 submissions per year.
In my tenure as EE, we reduced the time to review by 75%, and improved the journal impact factor, immediacy factor, and readership by 57%, 133% and 38% respectively.
Co-editor, Special Issues (2013 *Syst. Dynamics Rev*., 2015 & 2024 *J. Ops. Mgmt*., 2016 *Ind. Marketing. Mgmt.*)
Associate Editor, *System Dynamics Review* (2007–11).

Editorial Advisory Board, *Management and Business Review* (2024–).
Editorial Review Board, *Responsible Research in Business & Management (RRBM) Honor Roll.* (2022–23).
Editorial Review Board, *Quality Management Journal* (2004–23).
Editorial Advisory Board, *Service Sciences* (2013–18).
Editorial Advisory Board, *Journal of Service Theory and Practice* (2002–16).
Editorial Advisory Board, *Service Business: An International Journal* (2005–11).

Program Co-Chair, *Production and Operations Management Conference* (2016), Orlando, FL.
Program Chair and Co-organizer, *System Dynamics Winter Camp* (2005–13, biennial).
Program Co-Chair, *International System Dynamics Conference* (2007), Boston, MA.
Program Chair, *3rd Latin American Congress in System Dynamics* (2005), Cartagena, Colombia.

Member Strategic Management Group, *Spring Servitization Conference* (2024–).
Track Chair (System Dynamics), *INFORMS Annual Conference* (2020).
Track Chair (Service Operations), *Production and Operations Management Conference* (2014).
Thread Chair (Organizational Dynamics), *International System Dynamics Conference* (2004–07).

External evaluator for promotion and tenure: MIT Sloan School of Management, Instituto de Empresa, INCAE, McGill U., Brandeis U., State U. of New York at Albany (2), Montana State U., Penn State U., Willamette U. (2), Virginia Tech., U. of New Mexico, National U. of Ireland–Galway (2), U. de Chile, Erasmus U., Peking U. HSBC Business School, City U. of New York Baruch College, U. of Pittsburgh, Arizona State U.
External evaluator for Distinguished Professorship: Naval Postgraduate School.
External evaluator for *Sistema Nacional de Investigadores,* Mexico.
External evaluation (grant proposals) for *National Science Foundation*, and *Economic & Social Research Council* (United Kingdom)

Ad hoc reviewer for (partial): Mgmt. Sc., Org. Sc., California Mgmt. Rev., Academy of Mgmt. J., J. of Ops. Mgmt., Production and Ops. Mgmt., Service Science, European J. of Op. Research

To the institution

Department of Information and Operations Management
PhD Program Committee (chair 2006–11, 2016) (member 2006–2017, 2020–24).
Introductory Statistics Course Assessment Committee (2022).
Faculty Recruiting Committee (2006, 2007, 2008, 2012, 2014).
Departmental Advisory Committee (2006–11).

Mays Business School
Mays Business School Research Council (2020–).
Chair of Mays Full-time MBA Curriculum Review Task Force (2022–23).
MS Graduate Instruction Committee (2006-08, 2012–2016).
MBA Graduate Instruction Committee (2011–2016).
Chair of Mays Full-time MBA Program Evaluation Task Force (2021–22).
Mays Business School Promotion and Tenure Committee (2018–21).
Chair of Assessment Committee for Center for Retail Studies (2016).

MBA Faculty Advisory Council (2004–08, 2011–16).
EMBA Program Redesign Team (2012–16).
MBA Program Leadership Development Team (2012–15).
CityCenter Facilities Design Committee (2011–12).
MBA Rankings Taskforce (2007).
PhD Graduate Instruction Committee (2006–11).

Texas A&M University
BizMed Working Group (2021).
Academic Civil Rights Investigation Committee (2015–17).
Reviewer for the Diversity Fellowship Competition (2016-17).
Center of Teaching Excellence Faculty and Student Advisory Board (2013–15).
Selection Committee for Association of Former Students Distinguished Achievement Award (2013–14).
Board of Texas A&M–Mexico Center (advisor –strategic planning) (2007–08).

Harvard Business School, Harvard University
Faculty Admissions Advisory Committee (2001–04).
Faculty Advisory Board for the Latin American Research Center (1998–01).

Escuela de Negocios de Valparaíso, Universidad Adolfo Ibáñez
MBA International Program Advisory Board (1996–97).

Media mentions (since 2018)

Shaping the international conversation about operations Management. @Mays Magazine, Spring 2024.
Lab Work: A company's human factor. Spirit: The Texas A&M Foundation Magazine, Winter, 2021.
Classrooms should be flipped. Mastercast – Inside Mays, February 8, 2021.
Essential retailers need to pay their essential employees fairly, not just during but after coronavirus. Forbes, April 8, 2020.
Talento y Tecnología: La visión del CIO. GT Linkers, Nov 7, 2019. Interview with former PhD student.
¿Qué llevó a Sears a la bancarrota? CNN Dinero, CNN Español, Oct 16, 2018.
Retailers, beware of the body snatchers on the sales floor. The Robin Report, Aug 6, 2018.
Will the full-employment economy be another nail in retail's coffin? Forbes.com, Jul 12, 2018.
Retailers must invest in their workers — Their survival depends on it. Forbes.com, May 8, 2018.
Cutting clerks is cutting into retail sales. PYMNTS.com, Apr 30, 2018.
Retail's other problem: Too few clerks in the store. Wall Street Journal, Apr 30, 2018. Appeared in the print version of the WSJ on May 1, 2018 (pg. B1) under the title *Stores slash staffs and watch lines grow.*

Other professional experience

1993– *Independent Consultant*
Service strategy and improvement processes; development of system dynamics models; design and facilitation of organizational change and learning processes; in-house executive training.
Clients (partial): Hewlett Packard de Mexico, S.A., Grupo Santander (Chile), A.T. Kearney, Inc., Light Truck Division of Ford Motor Co., The World Bank, Federal Express, Corp., Federal Ministry of Housing (Mexico), Thales (France), Guanajuato's State Government (Mexico), SIG (Switzerland), Wells Fargo & Co., FEMSA (Mexico), Crossmark, PNC Bank, Banesco (Venezuela), National Oilwell Varco, Credit Human.

2014–20 *Argonne National Laboratory* *Lemont, IL*
Special Term Appointment – System Dynamics Modeling.
Social and Behavioral Systems Group of the Decision and Infrastructure Sciences Division.