### 2016 Annual ISOM Workshop
February 26-27 2016

**Workshop Schedule**

**Thursday, February 25 2016**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Address</th>
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</thead>
<tbody>
<tr>
<td>7 - 9 pm</td>
<td>Dinner - Liquid Ginger</td>
<td>Address: 101 SE 4th Ave, Gainesville, FL 32601</td>
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**Friday, February 26 2016**

<table>
<thead>
<tr>
<th>Time</th>
<th>Title</th>
<th>Presenter</th>
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<tbody>
<tr>
<td>7:30 - 8:15 am</td>
<td>BREAKFAST</td>
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<tr>
<td>8:15 am</td>
<td>Welcome &amp; Introductions</td>
<td>Asoo Vakharia</td>
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<tr>
<td>8:30 – 9:15 am</td>
<td>Operational Responses to a Demand Surge</td>
<td>Apurva Jain</td>
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<tr>
<td>9:15 – 10 am</td>
<td>Does better information lead to lower prices? Price and Advertising Signaling under External Information about Product Quality</td>
<td>Juan (Jane) Feng</td>
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<tr>
<td>10 – 10:30 am</td>
<td>BREAK</td>
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<tr>
<td>10:30 – 11:15 am</td>
<td>The Cash Flow Advantages of Supply Chain Orchestrators</td>
<td>Gangshu (George) Cai</td>
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<tr>
<td>11:15 am – 12 noon</td>
<td>The Impact of Earned Media on Demand: Evidence from a Natural Experiment</td>
<td>Song Yao</td>
</tr>
<tr>
<td>12 noon – 1:30 pm</td>
<td>LUNCH</td>
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<tr>
<td>1:30 – 2:15 pm</td>
<td>Coordinating Demand and Supply in Funding-Constrained Developing Country Health Supply Chains</td>
<td>Karthik Natarajan</td>
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<tr>
<td>Time</td>
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<td>2:15 – 3 pm</td>
<td>“People Who Liked This Study Also Liked”: An Empirical Investigation of the Impact of Recommender Systems on Sales Volume and Diversity</td>
<td>Kartik Hosanagar</td>
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<tr>
<td>3 – 3:30 pm</td>
<td>BREAK</td>
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<tr>
<td>3:30 – 4:15 pm</td>
<td>Online Education Programs: Design, Pricing, and Competition</td>
<td>Gulver Karamemis</td>
</tr>
<tr>
<td>6:30-9:00 pm</td>
<td>Dinner- Paramount Grill</td>
<td>12 SW 1st Ave, Gainesville, FL 32601</td>
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Saturday February 27 2016

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<thead>
<tr>
<th>Time</th>
<th>Title</th>
<th>Presenter</th>
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<tr>
<td>8:00 – 8:30 am</td>
<td>BREAKFAST</td>
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<tr>
<td>8:30 – 9:15 am</td>
<td>Delayed Payments in Supply Chains: The Role of Moral Hazard vs. Bankruptcy</td>
<td>Ram Bala</td>
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<tr>
<td>9:15 – 10 am</td>
<td>Pricing in Two-Sided Media Markets</td>
<td>Woochoel Shin</td>
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<td>10 – 10:30 am</td>
<td>BREAK</td>
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<tr>
<td>11:15 – 11:30 am</td>
<td>Concluding Remarks</td>
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<td>11:30 am</td>
<td>LUNCH</td>
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Operational Responses to a Demand Surge
Apurva Jain, University of Washington

We develop and analyze a model where a firm observes the evolution of a demand-surge over a short time-period. The firm's decisions about inventory, quality and delivery influence the evolution of the demand surge over short-term and have impact on the level of long-term demand it may experience. The firm must determine the time and quantity for ordering inventory to meet the surge and must choose between sources that differ in their quality-levels and delivery-times.

The model is inspired by the experience of a US-based apparel firm that enjoyed a social-media driven demand surge that originated from a few high-profile positive reviews in the press. The sourcing choices made by the firm to satisfy the demand surge influenced how consumers perceived the quality and delivery performance. These consumer perceptions dynamically influenced the spread of the demand through social networks.

Beyond this specific example, the model captures the basic features of an increasingly-wider set of business contexts in which a firm must observe and respond to sudden shifts in demand-volumes. We situate the model in relation to information diffusion models in Marketing and Information Systems literature and to some recent work related to capacitated diffusion models in Operations literature.

We frame the model around a sequence of time epochs: first, the firm observes an event that may trigger the evolution of a demand surge; second, after observing the early evolution, the firm reacts by deciding its order-sizes from different sources; third, firm receives material against it orders, uses this material to satisfy demand and observes the long-term impact of its choices. We model the evolution of the demand as a diffusion curve. As time progresses and the firm observes the demand evolution, it can learn about the parameters of the diffusion process.

We show how to analyze the model and optimize the timing and order-size decisions for the firm. We use these results to develop insights into the value of waiting to gather more information about the surge before acting. We propose ways to influence the probability of a demand surge and once it starts, ways to influence its shape. We also compare the relative effectiveness of the two operational levers of quality and inventory availability that are used to respond to the surge. Based on input parameters estimated from public information, a computational study is employed to confirm the robustness of these insights with respect to changes in the modeling assumptions.
Firms have traditionally used price and advertising to signal product quality when consumers initially are not well-informed about qualities of competing sellers. In the last two decades, the Internet has made it more feasible for buyers to connect with new sellers and products which they cannot inspect before purchase. But the Internet also provides abundant external sources of information about sellers' product qualities, including online review and ratings systems, search engines, user forums, online social networks, expert opinions etc.

This paper examines how the availability of external information to consumers impacts sellers' use of price and advertising as signaling instruments, and thereby how it impacts market prices. We demonstrate a rich and complex interaction between the informational roles of price, advertising, and the external information environment. First, contrary to expectation, better information sometimes may have no impact at all on firms' pricing strategy or consumer welfare. Second, when price alone is sufficient as a signaling instrument, we find that better external information about product quality acts as a substitute, hence reduces the level of price distortion (i.e., increase) needed for signaling. But, external information may alter firms' mix of signaling instruments, motivating firms to place more weight on price and less on (the more expensive instrument) advertising. This shift causes an increase in market prices when there is an increase in the quality of external information available to buyers. Surprisingly, therefore, better information is not always a boon to buyers because it can lead to higher prices when both price and advertising are needed to signal quality. Even when external information impacts price in the expected direction (reduction), our work adds a new explanation beyond the prior understanding that search costs affect prices by changing the level of competition.

With the increasingly open global economy and advanced technologies, companies have emerged as supply chain orchestrators, linking buying firms' needs with dispersed manufacturers worldwide. In addition to facilitating material and information flows, these orchestrators provide financial assistance to players in the supply network, where needed. For example, some third-party logistics providers (3PLs) perform the procurement function for small and medium sized buyers, in addition to their traditional shipping services. The 3PLs can often obtain payment delay arrangements from the financially stronger manufacturers, which in turn can be partially extended to the buyers. Hence, the procurement service includes partial financing for the buyers. The question is, to what extent does this practice benefit all parties in the chain? To address this question, we explicitly model the cash dynamics in a supply chain consisting of a manufacturer, several buyers, and a 3PL firm. We characterize the Pareto zone, where all firms benefit from the 3PL's procurement service. We show that the Pareto zone grows as the number of buyers increases. We also show that, under leadership by the 3PL, the supply chain profit is higher than
under leadership by the manufacturer. We find that the intermediary role of the 3PL is crucial, in that its benefit vanishes if the manufacturer chooses to grant payment delay to the buyers directly. This analysis demonstrates how cash dynamics intimately interact with material and information flows in a supply chain. Although our model focuses on a 3PL’s procurement service, the modeling ideas and insights can be extended to other types of supply chain orchestrators.

**The Impact of Earned Media on Demand: Evidence from a Natural Experiment**

*Song Yao, Northwestern University*

We leverage a temporary block of the Chinese microblogging platform Sina Weibo due to political events to estimate the causal effect of user-generated microblogging content on product demand in the context of TV show viewership. Using a set of difference-in-differences regressions, we show viewership decreased more strongly in geographical areas with a higher Sina Weibo penetration, and only for shows with a high activity level on Sina Weibo. We quantify the effect on viewership in units of comments on tweets (comments were disabled during the block) by instrumenting the number of relevant comments with a dummy for the time period of the block, and find an elasticity of 0.02. In terms of the behavioral mechanism, we find more pre-show microblogging activity increases demand, whereas the ability to engage in microblogging during show time as a complementary activity to TV consumption does not affect product demand.

Joint work with Stephan Seiler, and Wenbo Wang

**Coordinating Demand and Supply in Funding-Constrained Developing Country Health Supply Chains**

*Karthik Natarajan, University of Minnesota*

Despite a substantial increase in the Development Assistance for Health (DAH) over the last two decades, many developing countries have fallen significantly short of the Millennium Development Goals (MDGs) set forth by the UN in 2000. The below-par progress towards the health targets has frequently been attributed to the mismatch between supply and demand due to the supply-side barriers and demand-side constraints prevalent in developing countries. It is important for the organizations managing the supply chains for health programs in these countries to carefully prioritize and balance the funding allocated to coordinate supply and demand to achieve maximal impact. In this paper, we analyze how budget-constrained organizations should allocate the available funding between procuring inventory and engaging in demand mobilization in order to maximize program coverage. We provide analytical results and several insights based on our computational study regarding how the funding allocation decision and program coverage change with the budget and operating environment. In many developing country health programs, funding allocation is supply-side focused. However, we
show that by optimally allocating funding between the supply and demand sides, program coverage can be improved significantly, sometimes by as much as 100%, relative to the supply-side focused strategy. In many cases, demand mobilization may be carried out by local agents including community health workers on ground, and for those situations, we identify the optimal performance-based contract to motivate the agent. We demonstrate that amongst all possible contracts, a bonus contract is optimal to motivate the agent when the reservation price is zero. When the agent's reservation price is non-zero, the optimal contract closely resembles a bonus contract. In addition to identifying the optimal contract, our analysis informs when an organization might benefit from having a physical presence on ground to directly engage in demand mobilization. We find that the benefits from having a physical presence on ground are mostly insignificant in settings where demand mobilization is relatively inexpensive. However, as the cost of demand mobilization goes up, having the ability to directly engage in demand mobilization could lead to significant gains in program coverage.

Joint work with Jay Swaminathan

“People Who Liked This Study Also Liked”: An Empirical Investigation of the Impact of Recommender Systems on Sales Volume and Diversity
Kartik Hosanagar, University of Pennsylvania

We investigate the impact of collaborative filtering recommender algorithms (e.g., Amazon.com’s “Customers who bought this item also bought”), commonly used in e-commerce, on sales volume and diversity. We use data from a randomized field experiment on movie sales run by a top retailer in North America. For sales volume, we show that different algorithms have differential impacts. Purchase-based collaborative filtering (“Customers who bought this item also bought”) causes a 25% lift in views and a 35% lift in the number of items purchased over the control group (no recommender). In contrast, View-based collaborative filtering (“Customers who viewed this item also viewed”) shows only a 3% lift in views and a 9% lift in the number of items purchased, albeit not statistically significant. For sales diversity, we find that collaborative filtering algorithms cause individuals to discover and purchase a greater variety of products but push users to the same set of titles, leading to concentration bias at the aggregate level. We show that this differential impact on individual versus aggregate diversity is caused by users exploring into only a few ‘pathway’ popular genres. That is, the recommenders were more effective in aiding discovery for a few popular genres rather than uniformly aiding discovery in all genres. For managers, our results inform personalization and recommender strategy in e-commerce. From an academic standpoint, we provide the first empirical evidence from a randomized field experiment to help reconcile opposing views on the impact of recommenders.
Online Education Programs: Design, Pricing and Competition
Gulver Karamemis, University of Florida

Innovation and technological advancements are eliminating constraints on online education. In this paper, we focus on the decision of whether in a competitive setting, a university should offer an online program to complement its current on-campus offering. Since competition between universities could be moderated by subjective assessments such as rankings, we also examine how reputation effects (through rankings) moderate the decision to offer online program. Online program offerings in some cases could also result in the emergence of external markets and this leads us to provide guidelines on the threshold external market sizes required for offering online programs. Our analysis assumes a duopoly setting where the universities play a two-stage game. In the first stage each university simultaneously decides on whether to offer an online program, and in the second stage based on these decisions, the universities decide on the level of content and program match and corresponding equilibrium price for both the on-campus and online program offering.

Our results are that in most cases, regardless of the strategy adopted by the competitor, supplementing the on-campus offering with the online program offering is the preferred option for a university. The only condition under which this might not be the case is when the relative effort differential between the two program offerings and the size of the uncovered market is very small. From a design perspective, we find that content match between the on-campus and online programs serves as a mechanism to induce increased coverage of the market through the on-campus program offering. The relative equilibrium prices are such that online program should always be offered at a lower price than the on-campus program.

When we consider reputation effects in our analysis, all the general results hold with one exception. This is for the case when the higher reputed university chooses to complement its on-campus program with an online program while the lower ranked university chooses not to do so, then under certain conditions, the equilibrium market price for the online program is greater than the on-campus program offered by the lower ranked university. For the case where market externalities emerge when online programs are introduced, we are able to provide insights into the threshold market sizes necessary for both universities to supplement their existing on-campus program with an online program.

Joint work with Vashkar Ghosh and Asoo J. Vakaria

Delayed Payments in Supply Chains: The Role of Moral Hazard vs. Bankruptcy
Ram Bala, Santa Clara University

We consider a large buyer who uses delayed payments as a mechanism to mitigate supplier moral hazard. Moral hazard in the supply chain arises because the buyer prefers shorter lead times that require the supplier to exert costly effort that is unobservable. For a cash-constrained supplier, a delayed payment raises the possibility of bankruptcy due to default and therefore incentivizes the supplier to exert effort. Bankruptcy has negative long term consequences for
both the supplier and the buyer. While the supplier ceases operations and may incur a bankruptcy cost, the buyer incurs the cost involved with choosing another supplier. Thus, the optimal payment structure from the buyer's viewpoint (principal) has to manage the tradeoff between supplier moral hazard and bankruptcy. The supplier (agent) chooses the effort level for timely delivery while factoring in the probability of bankruptcy. We model this as an infinite-horizon principal-agent game. We show that suppliers with high cost of effort are able to use the threat of bankruptcy to extract better payment terms (less or no delay) from the buyer and also exert less or no effort than what would be optimal for a supply chain as a whole. We show that a payment structure that involves a bonus payment for timely delivery combined with a delayed payment coordinates the supply chain. This payment structure effectively implies buyer cost-sharing in the supplier's effort, contingent on adequate supplier performance. Our results provide managers with a roadmap on when and how to implement delayed payments as a function of different supplier parameters such as the cost of operational effort and the wholesale price.

Pricing in Two-Sided Media Markets
Woochael Shin, University of Florida

Media platforms are characterized by significant and opposing cross-side network externalities from consumers and advertisers. Moreover, agents join one platform (single-home) in some instances but multiple platforms (multi-home) in other cases. In this paper, we investigate how cross-side network externalities and homing possibilities shape competing media platforms' pricing strategies and profits. Counter to our naive intuition, a platform's profits increase with consumers' dislike for advertising but decrease with advertisers' desire for consumers when agents on both sides of the market single-home. We obtain this result because the cross-side externalities moderate the intensity of competition between platforms. However, when agents on both sides can multi-home, the results are reversed because the cross-side externalities no longer moderate the competition between the two platforms. If agents on only one side of the market can multi-home, then the results crucially hinge on the relative size of the two externalities.

Turning attention to pricing strategies, we find that even when consumers are heterogeneous in their sensitivity to advertising, both platforms do not simultaneously adopt a customized pricing strategy for consumers and at least one platform pursues a uniform pricing strategy if agents single-home on both sides of the market. However, multi-homing agents turn the platforms to local monopolists and induce them to adopt a symmetric customized pricing strategy when the two segments of consumers are quite heterogeneous in their sensitivity to advertising, and a symmetric uniform pricing strategy otherwise. Finally, when only advertisers multi-home, we observe a symmetric customized pricing strategy (unlike in a single-homing model), asymmetric pricing strategies (unlike in a multi-homing model) or a symmetric uniform pricing strategy depending on the relative size of the cross-side network effects.
It is estimated that the amount of discarded electronic products, such as mobile devices, cameras, and computers, in the US alone has increased from 3 million tons in 2008 to 9 million tons in 2012. This increasing volume, advances in recycling technologies, and product design improvements have made recycling of those items a burgeoning business. To ensure that certain recycling standards are met, several states have requirements dictating that electronic waste (e-waste) recyclers have to be certified with one of the two main recycling standards, i.e., e-Stewards or the Responsible Recycling (R2) standard. The former, however, is more stringent (e.g., incineration, prison labor, export are limited or prohibited) and therefore would lead to higher unit cost of recycling. On the other hand, it may result in higher collection volumes, as environmentally conscious consumers may prefer having their used electronics recycled by a recycler with higher standards. We observe that in the US, there are 107 recyclers certified with e-Stewards and 490 recyclers certified with R2. In practice, we observe that recyclers do not collect e-waste from consumers directly. Consumers drop off their e-waste at a collector, who then sells these items to a recycler for a fee. Alternatively, given that most e-waste is in fact in working condition (e.g., hard drives, RAM, LCD monitors, etc.), many collectors also sell these items on a secondary market such as e-Bay and Craigslist. In fact, this has become an important revenue source for collectors due to higher margins than selling as scrap to recyclers. In this paper, we aim to understand when a recycler would choose a more stringent (high-type) certification over a less stringent one (low-type). How would recyclers’ economies of scale (EoS) in processing e-waste and collectors’ reselling in secondary market affect recyclers’ pricing and choice of certification? To that end, we model competition between two e-waste recovery channels, each containing a recycler and a collector. In a two-stage model, each recycler first chooses its certification level (high or low) and the wholesale price it will pay to its collector. Then each collector determines what fraction of its collection volume to sell to its recycler, and what fraction to sell in the secondary market. Consumers who are environmentally conscious prefer to take their e-waste to a high-type rather than a low-type recovery channel. Therefore, the e-waste recovery channels compete both in the secondary market, and for collection of e-waste from the consumer population. We find that the collectors’ engagement in secondary market and the recyclers’ EoS in unit processing cost are critical to the recyclers’ equilibrium choice of certification. When the recyclers’ EoS is small, as expected, the recyclers choose the high-type certification only when the additional processing cost of high-type certificate is sufficiently low. Surprisingly, when the recyclers’ EoS is strong, they choose high-type certification when additional processing cost is sufficiently high. This counter-intuitive result is a direct consequence of the secondary market. Moreover, the recyclers encounter prisoners’ dilemma when both of them choose high-type certification. Finally, we find that
increase in the total recycling volume from the consumers always benefits the recyclers’, but it may actually lower the collectors’ profitability.

Joint work with Y-T. Lin, W. Xiao, and M. Jin

2016 Annual ISOM Workshop
February 26-27 2016
Participant Bio-Sketches

Ram Bala
Santa Clara University, rbala@scu.edu

Ram Bala is an Assistant Professor of Operations Management & Information Systems at the Leavey School of Business, Santa Clara University. He holds a Ph.D. in Management Science from the UCLA Anderson School of Management. He studies pricing and resource allocation decisions for the software and pharmaceutical industries in dynamic, competitive markets using the mathematical techniques of operations research and game theory. One line of enquiry is the impact of upgrades and versions on pricing and other operational variables in innovation-intensive industries. He also looks at resource allocation decisions in services, particularly promotional effort, such as sales force and advertising. His work has been published in several top-tier peer-reviewed journals including Management Science, Marketing Science, Information Systems Research, Production and Operations Management and the Journal of Revenue and Pricing Management. He has also presented at several prestigious conferences across different functional areas, emphasizing the cross-functional nature of his research. Before Santa Clara, he was a faculty member in Operations Management at the Indian School of Business. Prior to joining academia, he consulted for several firms in the area of pharmaceutical marketing analytics.

Gangshu (George) Cai
Santa Clara University, gcai@scu.edu

Gangshu (George) Cai joined the Leavey School of Business in Fall 2012 as an associate professor in the OMIS department, Santa Clara University. He is the Faculty Director of Graduate Business Programs. Professor Cai’s research interests include competitive channel and supply chain management, interface between operations management and marketing, and supply chain financing. His scholarship has been supported by multiple organizations, including the National Science Foundation and the National Natural Science Foundation of China. Professor Cai’s work has appeared in leading academic journals, such as Production and Operations Management and Marketing Science. He holds a patent on an auction algorithm. He is the recipient of the Best Paper Award of Fifth International Conference on Electronic Commerce, Kansas State University President’s Faculty Development Award, CBA Fellowship, CBA Outstanding Contributions in Research Award, and Santa Clara University Dean’s Award for Scholarship Excellence.

He has been the co-chair of the annual International Workshop on Supply Chain Management in Shanghai, China, since 2014, the chair of Supply Chain and Internet Financing Research Center and Annual Meeting in Dalian, China, and the Shanghai Thousand Talent Program Distinguished Exert since 2015.
Professor Cai has also taught at Texas A&M International University and Kansas State University, and interned with the T.J. Watson Research Center at IBM in New York. He has won multiple teaching awards in both public and private universities, including Ralph Reitz Outstanding Teaching Award in Kansas State University (one per year schoolwide), multiple Dean’s Award for Teaching Excellence in Santa Clara University, and the Leavey Impact Award for Teaching (at most one per year schoolwide for contributions over the preceding five years).

Professor Cai received his B.S. in physics from Peking University and his M.S. in business statistics and economics from the Guanghua School of Management at Peking University. He earned his Ph.D. in operations research and computer science from North Carolina State University. He is an Associate Editor of Decision Science Journal and a Senior Editor of Production and Operations Management Journal.

Gökçe Esundaran  
Ohio State University, esundaran.1@osu.edu

Dr. Gökçe Esenduran is an assistant professor of operations management. She joined the Fisher faculty in 2010 after receiving her PhD in operations, technology and innovation management from the University of North Carolina at Chapel Hill, where she also taught operations management. Her research investigates the profitability and efficiency of environmental operations driven by regulations or market competition. Her research also has implications for policy makers about the design of efficient environmental regulations. Her work has been accepted for publication in Production and Operations Management, Decision Sciences, Journal of Supply Chain Management, and Business Horizons. Dr. Esenduran teaches an MBA elective called "Sustainable Operations" which she created in 2013 and PhD Seminars on sustainable operations and game theory. She also teaches Introduction to Operations Management in the undergraduate program. She serves as an ad-hoc referee for Management Sciences, Manufacturing and Service Operations Management, Production and Operations Management, Decision Sciences, European Journal of Operational Research, and Naval Research Logistics. Dr. Esenduran is serving as the co-chair of Environmental Operations track in 2016 POMS. She has also served as the chair of marketing and operations management interface track in 2014 POMS, and as co-chair of 2014 DSI Doctoral Dissertation Competition

Juan (Jane) Feng  
City University of Hong Kong, juafeng@gapps.cityu.edu.hk

Juan Feng is an associate professor in the Department of Information Systems in the College of Business at the City University of Hong Kong. She holds a B.A. in economics from Renmin University of China, and a PhD in Business Administration from Pennsylvania State University, with a dual degree in Operations Research. Before joining City U, she worked as assistant professor at University of Florida. She serves on the editorial board of Decision Support Systems, and AE for E-Commerce Research and Applications and Journal of Electronic Commerce Research. She has published in journals such as Information Systems Research, Management Science, Marketing Science, Production and Operations Management, Informs Journal on Computing, etc.
Kartik Hosanagar  
University of Pennsylvania, kartikh@wharton.upenn.edu

Kartik Hosanagar is a Professor of Technology and Digital Business at The Wharton School of the University of Pennsylvania. Kartik’s research work focuses on the digital economy, in particular Internet media, Internet marketing and e-commerce. He serves as a Senior Editor at the journals Information Systems Research and MIS Quarterly.

Kartik has been recognized as one of the world’s top 40 business professors under 40. He is a six-time recipient of MBA or Undergraduate teaching excellence awards at the Wharton School. His research has received several best paper awards at conferences. Kartik is a cofounder of Yodle Inc, a venture-backed firm that has been listed among the top 50 fastest growing private firms in the US. He has served on the advisory boards of Milo (acq. by eBay) and Monetate and is involved with other startups as either an investor or board member. Kartik is a co-host of the SiriusXM show The Digital Hour which airs on Mondays at 5 pm ET on SiriusXM Channel 111.

Kartik graduated at the top of his class with a Bachelors degree in Electronics Engineering and a Masters in Information Systems from Birla Institute of Technology and Sciences (BITS, Pilani), India, and he has an MPhil in Management Science and a PhD in Management Science and Information Systems from Carnegie Mellon University.

Apurva Jain  
University of Washington, apurva@uw.edu

Professor Apurva Jain teaches and conducts research in the area of Supply Chain Management at the Department of Information Systems and Operations Management, Foster School of Business, University of Washington, Seattle.

His research interests are primarily in the areas related to managing capacities and inventories in Supply Chains. Topics he has worked on include, among others, the following: Production-Inventory models with a mixture of demand with different characteristics, Availability of supply information and its impact on the buyer and supplier performances, Dual Channel models with interactions between consumers’ channel choices and inventory decisions, Rental inventory models with decreasing demand and multiple demand classes, Technology adoption in buyer-supplier networks, and Replenishment ordering decisions in continuous-time models. His research in these areas has been published in leading research journals like Operations Research, Management Science and Manufacturing and Service Operations Management. He also publishes articles in business press, most recently in International Commerce Review. He is currently an Associate Editor of the Decision Sciences Journal. He is currently working on a Unilever-sponsored project on collaborative differentiation in supply chains. He has been involved in student projects and in research projects with Seattle-based companies like Amazon.com, Starbucks, Boeing and Microsoft. He teaches courses in the areas of core Operations, Process Improvement, Inventory & Supply Chain, and Sourcing in the undergraduate program, full-time and part-time MBA programs and in the professional Masters programs. He has won Foster school awards for his teaching. He is the Director of the Master of Supply Chain Management Program that is being launched at the Foster School of Business. He is the also the past elected chair of the Faculty Council at the Foster School of Business. He has a Ph.D. in Operations Management from the Krannert School of Management, Purdue University. He
has undergraduate and graduate degrees in Industrial Engineering from IIT-Roorkee and National Institute of Industrial Engineering, India, respectively. Before joining the academia, he has worked in consumer packaged goods manufacturing and as an Operations Management consultant in Asia.

Gulver Karamemis  
*University of Florida, gulver.karamemis@warrington.ufl.edu*

Gulver is a PhD candidate at the Information Systems and Operations Management Department at the Warrington College of Business Administration, University of Florida. She holds a B.S. degree in Industrial Engineering from the Istanbul Technical University in Turkey and received an M.S. in Industrial and Systems Engineering and a Masters in Statistics from the University of Florida. Prior to entering the doctoral program she worked as a consultant in the finance industry. Gulver has taught Managerial Decisions Analysis II course in the undergraduate program at UF. Her current research interests include channel selection decisions, channel coordination and competition between online and social network enabled channels as well as panel data analysis to predict the winning bid and search for collusion affects in sealed-bid contracts.

Karthik Natarajan,  
*University of Minnesota, knataraj@umn.edu*

Karthik Natarajan is an assistant professor of Supply Chain and Operations at the Carlson School of Management, University of Minnesota. Natarajan received his Ph. D. in Operations from the Kenan-Flagler Business School at the University of North Carolina (UNC) at Chapel Hill.

Natarajan's research interests are in humanitarian and non-profit operations with a specific focus on managing and improving health care delivery systems in resource-constrained settings. Natarajan actively collaborates with and consults for several non-profit organizations including the U.S. Agency for International Development (USAID), OneVillage Partners (OVP) and Compatible Technology International (CTI). His research has appeared in the Manufacturing and Service Operations Management journal, and he is an ad hoc reviewer for several journals including Management Science, Manufacturing and Service Operations Management, Production and Operations Management and Decision Sciences.

Woochoel Shin  
*University of Florida, woochoel.shin@warrington.ufl.edu*

Woochoel Shin is an assistant professor of marketing, at the Warrington College of Business Administration, University of Florida. He received his Ph.D. in marketing from the Fuqua School of Business, Duke University. His research interests include competitive strategies in online advertising and competitive product policy. His work on these topics has been published in *Marketing Science, Management Science, and the Journal of Marketing Research*.

Song Yao  
*Northwestern University, s-yao@kellogg.northwestern.edu*
Song Yao is an Assistant Professor of Marketing and the McManus Research Chair at the Kellogg School of Management, Northwestern University. Professor Yao has won the Paul Green Best Paper Award and the John Howard Dissertation Award, both of which are sponsored by the American Marketing Association. He was also the finalist for the Frank Bass Outstanding Dissertation Award in 2011 and 2012, and the John Little Best Paper Award in 2009 and 2011.

Professor Yao's research interests include quantitative marketing, online marketing, auctions, pricing, competitive strategy, and customer management. With a methodological and theoretical orientation of empirical microeconomics, his substantive research focuses on network effects, especially in the context of new media such as online retailing and online advertising. His publications appear in leading academic journals, including Marketing Science.

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Dr. Cheng’s research interests involve electronic commerce, information systems policy issues, and information technology in supply chain management. His recent research focuses on modeling the impact of Internet technology on software development and marketing, and the national debate on net neutrality. He is ranked 20th (for the period of 2009-2011) and 16th (for the period of 2010-2012) among the world’s top-100 researchers in information systems based on publications on the top three information systems journals. His “Toward a Profile of Student Piraters” article is selected by Journal of Business Ethics as one of the 49 distinguished articles (out of 4747 published papers in thirty years) in JBE’s thirty year anniversary issue. His 2012 Decision Sciences paper “Net Neutrality, Broadband Market Coverage, and Innovation at the Edge” is featured in B-School Research Briefs of Bloomberg Businessweek. Dr. Cheng has co-edited several special issues in various information systems journals. He has served on the program committee of many information systems conferences and workshops, and is a program
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Ira Horowitz is Graduate Research Professor Emeritus, having retired as a full-time faculty member at the end of the 1999-2000 academic year, which marked his 28th year of service to the University of Florida. Prior to coming to the University of Florida, Dr. Horowitz, who earned his B.A. at the Johns Hopkins University (1955) and Ph.D. at the Massachusetts Institute of Technology (1959), spent twelve years on the faculty of the School of Business Administration at Indiana University. He has also held visiting faculty appointments at the University of Kansas City (1960), The Catholic University of Louvain (1968-69), Michigan State University (1978-79), Institut Europeen d'Administration des Affairs (1984-85; Summer 1987; Summer 1997), The City University of Hong Kong (1992-94; 1997-98), Chiba University of Commerce (Summer 1993; November 1998), and The Chinese University of Hong Kong (Spring/Summer 1995). Since his retirement, he has periodically been taken out of mothballs to teach at the University of Florida, and has held semester-long overseas teaching appointments at Adelaide University (2001), the Consortium of International Universities (Italy, 2001), City University of Hong Kong (2002, 2007), Hong Kong Polytechnic University (2005), Hellenic American University (Athens, 2007), and Hong Kong Baptist University (2013-14). Since 2002 he has been a perennial (summer) Adjunct Faculty member in the College of Business at San Diego State University. He has been a Woodrow Wilson Fellow (1955-56), Beta Gamma Sigma Distinguished Scholar (1977-78), and American Institute of Decision Sciences Fellow (1978), and is the recipient of the American Institute of Decision Sciences Distinguished Service Award (1983), Teknologie Doktor h. c. Linköping Institute of Technology (1989), and the Blue Key Distinguished Faculty Award (1990).

Dr. Horowitz served as Editor of Decision Sciences (1978-83) and Managerial and Decision Economics (1988-93), and has also served on numerous Editorial Boards. At the present time he serves on the Editorial Boards of the Managerial and Decision Economics, the Journal of Sports Economics, and the International Journals of Strategic Decision Sciences and Integrated Supply Management.


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He was an area editor for Decision Support Systems and was on the editorial boards of several other journals. He has served as an expert witness for many large firms (including AT&T and Anderson Consulting), has been an External Examiner for several Universities, and has worked under grants from IBM and the National Science Foundation.

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Asoo's research primarily focuses on contemporary issues in Supply Chain Management (such as disruption management, new product introduction, and design for sustainability). He has published papers in several academic journals including the Decision Sciences Journal, the European Journal of Operational of Research, IIE Transactions, the Journal of Discrete Applied Mathematics, the Journal of Operations Management, the Naval Research Logistics Journal, and
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