

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

Workshop Schedule

Thursday, February 25 2016

7 - 9 pm	Dinner-Liquid Ginger	Address: 101 SE4th Ave, Gainesville, FL 32601
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Friday, February 26 2016

Time	Title	Presenter
7:30 - 8:15 am	BREAKFAST	
8:15 am	Welcome & Introductions	Asoo Vakharia
8:30 – 9:15 am	Operational Responses to a Demand Surge	Apurva Jain
9:15 – 10 am	Does better information lead to lower prices? Price and Advertising Signaling under External Information about Product Quality	Juan (Jane) Feng
10 – 10:30 am	BREAK	
10:30 – 11:15 am	The Cash Flow Advantages of Supply Chain Orchestrators	Gangshu (George) Cai
11:15 am – 12 noon	The Impact of Earned Media on Demand: Evidence from a Natural Experiment	Song Yao
12 noon – 1:30 pm	LUNCH	
1:30 – 2:15 pm	Coordinating Demand and Supply in Funding-Constrained Developing Country Health Supply Chains	Karthik Natarajan

2:15 – 3 pm	“People Who Liked This Study Also Liked”: An Empirical Investigation of the Impact of Recommender Systems on Sales Volume and Diversity	Kartik Hosanagar
3 – 3:30 pm	BREAK	
3:30 – 4:15 pm	Online Education Programs: Design, Pricing, and Competition	Gulver Karamemis
6:30-9:00 pm	Dinner- Paramount Grill	12 SW 1st Ave, Gainesville, FL 32601

Saturday February 27 2016

Time	Title	Presenter
8:00 – 8:30 am	BREAKFAST	
8:30 – 9:15 am	Delayed Payments in Supply Chains: The Role of Moral Hazard vs. Bankruptcy	Ram Bala
9:15 – 10 am	Pricing in Two-Sided Media Markets	Woochoel Shin
10 – 10:30 am	BREAK	
10:30 – 11:15 am	Impact of Certification Programs on Waste Recovery in the Presence of Secondary Market	Gökçe Esundaran
11:15 – 11:30 am	Concluding Remarks	Haldun Aytug
11:30 am	LUNCH	

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Presentation Abstracts

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 its 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.

Does better information lead to lower prices? Price and Advertising Signaling under External Information about Product Quality

Juan (Jane) Feng, City University of Hong Kong

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.

The Cash Flow Advantages of Supply Chain Orchestrators
Gangshu (George) Cai, Santa Clara University

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. Vakharia

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

Woochoel 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.

Impact of Certification Programs on Waste Recovery in the Presence of Secondary Market
Gökçe Esenduran, Ohio State University

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
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Participant Bio-Sketches

Ram Bala

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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
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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*, *Inform 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
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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 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

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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

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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

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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*.

Professor Yao received his Ph.D. in Business Administration from Duke University, M.A. in Economics from the University of California, Los Angeles, and B.A. in Economics from Renmin University of China.

Information System and Operations Management Core Faculty

Haldun Aytug

<http://warrington.ufl.edu/isom/faculty/facultyinfo.asp?WEBID=2102>

Haldun Aytug is the Karl F. and Nancy J. Flammer Professor and Academic Unit Head of Information Systems and Operations Management at the University of Florida. His research interests include machine learning, electronic commerce and scheduling. He has received research funding from the National Science Foundation and has published his work in Management Science, Information Systems Research, ORSA Journal on Computing, and other academic journals. His teaching interests include business objects, data mining, and logistics. Haldun earned his PhD in Decision and Information Sciences from the University of Florida in 1993. He is a member of Institute for Operations Research and Management Science and Association for Computing Machinery. He serves on the editorial review boards of Decision Support Systems, Decision Sciences Journal and Journal of Database Management.

Seema Bandyopadhyay

<http://warrington.ufl.edu/faculty/facultyinfo.asp?WEBID=2956>

Seema Bandyopadhyay is currently a Senior Lecturer in the department of Information Sciences and Operations Management at the University of Florida, Gainesville. Her research interests include the design, performance analysis, and optimization of computer networks. Her research has been published in journals including Journal of Management Information Systems, Journal of Operations Research Society, IEEE Transactions on Mobile Computing, IEEE/ACM Transactions on Networking and Computer Networks. Her teaching interests include computer networks and design and development of application and systems software. She received the ISOM Teaching Excellence Award for the MS-ISOM Program in 2012 and was recognized as Outstanding Faculty by the College of Liberal Arts and Sciences at University of Florida in 2009. Before joining the ISOM department, she served as a lecturer in department of Computer Science and Information Science and Engineering at University of Florida and as a Visiting Assistant Professor in the School of Electrical Engineering and Computer Science, University of Central Florida, Orlando. She also worked as a research engineer in a telecom company (C-DOT) in India from 1991-1997. She received her Ph.D. degree from the School of Electrical and Computer Engineering, Purdue University, West Lafayette, in 2004. She received a Bachelor's degree in Computer Science and Engineering from the Indian Institute of Technology, Varanasi, India, in 1991 and a Masters degree in Computer Science and Engineering from the Indian Institute of Technology, Delhi, India, in 1997.

Subhajyoti Bandyopadhyay

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Subhajyoti (“Shubho”) Bandyopadhyay is the Susan Cameron Professor of Information Systems and Operations Management at the Warrington College of Business Administration at the University of Florida, Gainesville. Professor Bandyopadhyay’s areas of research interests include Net Neutrality, Information Systems Policy, Health informatics, Offshore Outsourcing of Services and the economics of Information Systems. His work has been cited by Google in its filing to the Federal Communications Commission in support for Net Neutrality. His research has been funded by the NET Institute, the Public Utility Research Center at the University of Florida, and by a Faculty Enhancement Opportunity award by the University of Florida. His research has been published in Information Systems Research, MIS Quarterly, Marketing Science, Journal of Management Information Systems, Journal of Operations Management and Communications of the ACM, among others. He received the Judy Fisher Teaching with Technology Award in 2008 and the Graduate Teaching Award in 2011-12 from the College of Business Administration at the University of Florida. Shubho received his Ph.D. in Management Information Systems from Purdue University in 2002. Prior to his academic career, he has had several years of industry experience with IBM in India. He is a member of the INFORMS and the AIS.

Harold Benson

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Harold Benson, Professor Emeritus of Information Systems and Operations Management, earned his Ph.D. from Northwestern University in Industrial Engineering and Management Sciences in 1976. He is a member of Phi Beta Kappa. He has held the American Economic Institutions and the Knight-Ridder Chairs at the University of Florida. His research interests are in the areas of multiple criteria decision-making and global optimization. In 2004, he received the prestigious Georg Cantor Award from the International Society on Multiple Criteria Decision Making for his lifetime research contributions to multiple criteria decision making. He was a College of Business Outstanding Teacher of the Year in 1990-1991, and he received a Teaching Improvement Award from University in 1995-1996. In 2006-2007 he was named the Undergraduate Faculty Member of the Year in the ISOM department. He has authored over 75 refereed research publications. He has served as an Associate Editor for *Naval Research Logistics*, *the Journal of Mathematical Analysis and Applications*, and *Operations Research Letters*. Currently, he is Associate Editor of the *Journal of Optimization Theory and Applications* and the *Journal of Global Optimization*. He is also an Editorial Board Member for the *International Journal of Computational and Numerical Analysis and Applications*, the *International Journal for Rapid Publications in Mathematics*, the *International Journal of Information Systems for Logistics and Management* and the *International Journal of Productivity and Quality Management*.

Janice Carrillo

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Janice E. Carrillo obtained her master’s and doctorate degrees in Operations Management from the Georgia Institute of Technology. During her graduate studies, she received a prestigious fellowship from Intel and won the Best Student Paper Award at the Portland International Conference on Management of Engineering and Technology (PICMET). Her interests in technology management were fueled by her earlier work experience as an electrical engineer.

Prior to her graduate studies, she worked at Clorox, Hughes Aircraft, Rockwell International, and McDonnell Douglas.

Currently, Professor Carrillo is an Associate Professor and the Pricewaterhouse Coopers Professor in the Warrington College of Business at the University of Florida, where she teaches operations and supply chain management. Her general research topics of interest include: management of technology, manufacturing strategy, supply chain management, and sustainability. In particular, her research addresses the analysis of process improvement, new product development, and sourcing strategies and has been accepted for publication in journals including Management Science, IIE Transactions, Production and Operations Management, and the European Journal of Operational Research. She is a senior editor for the Production and Operations Management Journal, and she serves on the Editorial Review Boards for both the Decision Sciences Journal and IEEE Transactions on Engineering Management. She is active in the Production and Operations Management Society (POMS), where she has served as the Vice President of Membership and a Board Member. In the past, she served as President for the Technology Management Section (TMS) at the Institute for Operations Research and Management Sciences (INFORMS).

Hsing Kenny Cheng

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Dr. Hsing Kenneth Cheng is the John B. Higdon Eminent Scholar of Information Systems and Operations Management of Warrington College of Business Administration at the University of Florida. Prior to joining UF, he served on the faculty at The College of William and Mary from 1992 to 1998. He received his Ph.D. in computers and information systems from William E. Simon Graduate School of Business Administration, University of Rochester in 1992. Professor Cheng teaches information technology strategy, object-oriented analysis and design, managerial statistics, electronic commerce, and supply chain management. He was awarded the Warrington College of Business Administration Teacher of the Year for 2000-2001, and “Outstanding Faculty” Award, for service and teaching excellence to Professional MBA Class of 2012, Warrington College of Business Administration, University of Florida.

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 Pirates” 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

co-chair for the Workshop on E-Business (2003, 2012), and Taiwan Summer Workshop on Information Management (2013).

Ira Horowitz

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 Affaires (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.

Dr. Horowitz is the author/coauthor of five books and has published over 200 articles in refereed journals in economics and business. Since 2011 his papers have appeared in, among other journals, Decision Sciences Journal of Innovative Education, Group Decision and Negotiation, The Journal of Gambling Business and Economics, Australian Tax Forum, Applied Energy, IEEE Transactions on Power Systems, IEEE Transactions on Smart Grid, and Small Group Research. His recent and on-going research has focused on the pricing and procurement problems facing electric utilities.

Kyung Sung Jung

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Kyung Sung Jung is a Lecturer in the Department of Information Systems and Operations Management at Warrington College of Business, University of Florida. He received his Ph.D. from Jindal School of Management, The University of Texas at Dallas on August 2013. He received MBA in Foster School of Business at University of Washington, Seattle. He also holds a Bachelor's degree in Mechanical Engineering from Sogang University, Korea and a Master's degree in Information Storage Engineering from Yonsei University, Korea. His primary research interests are in addressing the operations problems in manufacturing and service operations management. In particular, his current research interests include the healthcare operations in the operating room, the service operations in online rental industry, and the scheduling operations in robotic cells. He is also interested in online retailing and project management. He has published his research in Production and Operations Management, IIE Transactions, Service Science (Informs) and Annals of Operations Research. His teaching interests are in Production & Operations Management, Telecommunications, Scheduling, Inventory Control, Probability and Statistics, and Quantitative Methods. Before entering academics, he had worked at LG Electronics, INC. as a Researcher in Mechanical Department at Mobile Handset R&D Center, Korea. Dr. Jung has two patents in the U.S and 19 local patents in Korea for mobile phone technologies.

Gary J. Koehler

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Gary J. Koehler is the Emeritus Professor of Management Information Systems in the Department of Information Systems and Operations Management. He received his Ph. D. from Purdue University in 1974. He has held academic positions at Northwestern University and Purdue University and between 1979-1987 was a cofounder and CEO of a high-tech company which grew to over 260 employees during that period. His research interests are in the intersection of the Operations Research, Artificial Intelligence and Information Systems areas and include such topics as genetic algorithm theory, machine learning, e-commerce, and decision support systems. He has published in journals including Management Science, Information Systems Research, Operations Research, Journal on Computing, Evolutionary Computation, Decision Sciences, Decision Support Systems, the European Journal on Operational Research, Computer Technologies and Information Systems: IIE Transactions on Operations Engineering, SIAM Journal on Control and Optimization, Discrete Applied Mathematics, and many more.

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.

Anuj Kumar

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Anuj Kumar is an Assistant Professor of Information Systems Management at Warrington College of Business Administration, University of Florida. Anuj holds a PhD in Information Systems Management from Heinz School of Information Systems and Management, Carnegie Mellon University. He also holds a Bachelor's degree in Mechanical Engineering and a Master's

degree in Thermal Engineering from Indian Institute of Technology, India, and a Master's degree in management from Indian Institute of Management, India.

Professor Kumar is interested in finding business relevant insights at the intersection of Information Systems, Operation Management and Marketing. Specifically, he studies multichannel customer behavior in IS enabled new technology channels e.g. customer support at call centers and digital goods markets settings. He employs economic and behavioral theories to model customer behavior and then utilizes econometric and probabilistic methods to extract actionable insights from the field data. Professor Kumar has published his research in top tier journals like Management Science, Manufacturing & Service Operations Management, Information Systems Research, and Management Information Systems Quarterly.

Young Kwark

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Young Kwark is an Assistant Professor in the Department of Information Systems and Operations Management at Warrington College of Business, University of Florida. She received her Ph.D. from Naveen Jindal School of Management, the University of Texas at Dallas on December 2013. She also received MBA in Michael G. Foster School of Business at University of Washington in Seattle. She had worked at LG CNS Co., Ltd. as a system designer and solution expert. Projects she had joined include business process management, service oriented architecture, knowledge management system, and enterprise portal. Her primary research interests are in the economics of emerging phenomena from the rise of new industries and technology changes. She is interested in the effect of user-generated content in online retailing, information security in organizations, and information systems project management. Her papers can be found in Information Systems Research, Management Information Systems Quarterly, and Decision Analysis.

Jayashree Mahajan

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Professor Mahajan is a Lecturer in the Department of Information Systems & Operations Management and currently teaches Introduction to Managerial Statistics in the Professional MBA program and Advanced Managerial Statistics in the MBA/MSM Programs. She has a Ph.D. in Business from the University of Wisconsin-Madison, an MBA from the University of Windsor, and an MA in Economics from Bombay University. Professor Mahajan has been on the faculty in the Department of Marketing at the University of Florida and at the University of Arizona. While at UF, she taught Business Statistics at the undergraduate level in the electronic platform format for a number of years. At the graduate level, she has taught International Marketing, Marketing Research, Marketing Decision Support Systems, and Environmental Scanning. Her research projects have examined the use of specialists and generalists in multi-product firms, examining the value of spillovers from investments in information technology for marketing activities, and examining the effects of feedback and expertise on overconfidence in marketing predictions. Her work has been published in a number of journals including *Journal of Marketing Research*, *International Journal of Research in Marketing*, *Decision Sciences*

Journal, and the *European Journal of Operational Research*. Her research has been funded by the Marketing Science Institute and the National Science Foundation.

Aditi Mukherjee

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Dr. Aditi Mukherjee has a Masters in Software Engineering from PSG College of Technology, India and a Ph.D. in Management (Information Systems) from Purdue University. She has been a lecturer in the Information Systems and Operations Management Department at the Warrington College of Technology at the University of Florida since 2009 and has taught at the graduate and undergraduate level. Her research interests include knowledge management and pedagogical advancements in Information Systems courses.

Adam Munson

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Adam B. Munson is a Lecturer in the department of Information Systems and Operations Management at the University of Florida. He earned his Ph.D. in Environmental Engineering from the University of Florida and also holds B.S. and M.S. degrees in Mechanical Engineering and Aquatic Ecology, and an M.B.A. He also is licensed as a PE in industrial engineering. Adam has conducted extensive research on development of environmental constraints for the purpose of water supply planning and alternative water resource development. He is particularly interested in developing the lowest cost local and region-scale strategies for meeting current and future water supply demands without violating ecologic constraints on traditional water supplies. This ultimately leads towards the conjunctive use of multiple surface and ground water resources, with highly variable availability, to maximize resource yield and supply reliability. Recently Adam has been involved with the statistical modeling of historic surface water stages based on climatic indicators where stage records are too brief to span climate cycles. This impacts resource availability by establishing a non bias record of historic condition. Adam's research has been published in multiple journals including the Journal of the American Water Resource Association, Florida Water Resources Journal, and Lake and Reservoir Management.

Xiajun (Amy) Pan

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Xiajun Amy Pan is an Assistant Professor in the Department of Information Systems and Operations Management. She holds a PhD and an MS in Supply Chain and Operations Management from the University of Texas at Austin. She received an MS in Industrial Engineering from the National University of Singapore, and a BS in Mechanical Engineering from Xi'an Jiaotong University, China.

Amy's research interests include supply chain management, retail operations management, and business analytics. Amy has conducted consulting projects for BNSF Railway Company and developed decision models and solution approaches, saving millions of dollars yearly for the company. She has published papers in top journals such as *Production and Operations Management* and *Manufacturing Service and Operations Management*. She won the *Wickham Skinner Award* for Best Paper Published in *Production and Operations Management* during 2012.

Praveen Pathak

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Praveen Pathak is the Robert B. Carter Professor in the Department of Information Systems and Operations Management. He received his Ph.D. from University of Michigan at Ann Arbor in 2000. He holds a MBA from the Indian Institute of Management, and a B.Tech. (Honors) from the Indian Institute of Technology. Prior to joining University of Florida he was working as an Assistant Professor at Purdue University. His primary research interests are in the field of Information Retrieval, and Web Mining. He has also done research in the area of Business Process Outsourcing, and Healthcare IT. He has published in various journals including *Management Science*, *Information Systems Research*, *Journal of Operations Management*, *Journal of Management Information Systems*, *IEEE Transaction on Knowledge and Data Engineering*, *Decision Support Systems*, *Information Processing and Management*, *Journal of The American Society for Information Science And Technology*, and *IEEE Intelligent Systems*. His work has also been published in various leading conferences including *Proceedings of the International Conference of Information Systems*, *Annual Hawaii International Conference on System Sciences*, *Americas Conference on Information Systems*, *Workshop on Information Technologies and Systems*, *INFORMS Conference on Information Systems and Technology*, and *Meetings of Decision Sciences Institute*.

Professor Pathak's teaching interests are in the field of Business Data Communications Management, Data Mining, Business Statistics, and Network Security. Prof. Pathak is Member of ACM, IEEE, INFORMS, DSI, and AIS. He is on the editorial board of *Decision Sciences*, and *Journal of Database Management*, a program committee member of *Workshop on Information Technologies and Systems*, and *Conference on Information Systems and Technology*, and an ad-hoc referee for *Management Science*, *Information Systems Research*, *Information Processing and Management*, *International Conference of Information Systems*, *Hawaii International Conference on System Sciences*, and *Americas Conference on Information Systems*. Before entering academics, Prof. Pathak had worked with Citibank, Index Computing, and Indian Telephone Industries. While at Citibank his team started the bank's mortgage business and established it across all of India.

Anand Paul

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Anand Paul is the E.R. Beall Professor in the Department of Information Systems and Operations Management. He completed his Ph.D. at the University of Texas at Austin. He holds an MBA from the Indian Institute of Management and an undergraduate degree in Electrical Engineering from the Indian Institute of Technology. He teaches courses in operations management. His research interests are in supply chain management and applied probability. His research has been

published in *Management Science, Operations Research, M&SOM, Production and Operations Management, Marketing Science, IIE Transactions, Naval Research Logistics, European Journal of Operational Research, Journal of Mathematical Analysis and Applications, and Operations Research Letters*. Prior to embarking on a career in academia, Dr. Paul worked for three years in consulting.

Selwyn Piramuthu

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Selwyn is the Frank L. Weyenberg Term Professor of Information Systems at UF. He is a founding member of the RFID European Lab in Paris. He received his PhD from the University of Illinois at Urbana-Champaign in 1992. He has been at the University of Florida since Fall 1991. He taught in the Operations and Information Management department at the Wharton School of the University of Pennsylvania from 1998 to 2001. His research and teaching interests include artificial intelligence, cryptography, database management, data mining/machine learning, and simulation including their applications in computer integrated manufacturing, e-commerce, financial credit scoring, IoT, perishables, RFID, supply chain management, and work flow management. His research has been published in *Annals of Operations Research, Computer Communications, Conflict Management and Peace Science, Connection Science, Decision Support Systems, Engineering Applications of Artificial Intelligence, European Journal of Information Systems, European Journal of Operational Research, Expert Systems with Applications, IEEE Communications Letters, IEEE Transactions on Dependable and Secure Computing, IEEE Transactions on Education, IEEE Transactions on Engineering Management, IEEE Transactions on Information Forensics and Security, IEEE Transactions on Systems, Man, and Cybernetics, Information & Management, Information Sciences, Information Systems Frontiers, Information Technology & Management, INFORMS Journal on Computing, International Journal of Computational Intelligence and Organizations, International Journal of Flexible Manufacturing Systems, International Journal of Production Economics, International Journal of Production Research, International Journal of RF Technologies: Research and Applications, Journal of Information & Knowledge Management, Journal of Information Privacy and Security, Journal of Medical Systems, Journal of Organizational Computing and Electronic Commerce, Journal of Theoretical and Applied Electronic Commerce Research, Management Science, Neural Network World*, among others.

Liangfei Qiu

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Liangfei Qiu is an Assistant Professor in the Department of Information Systems and Operations Management at the Warrington College of Business Administration, University of Florida. He received his Ph.D. in Economics from the University of Texas at Austin. He also holds an M.S. in Economics from the University of Texas at Austin, an M.A. in Economics from CCER, Peking University in China, and a Bachelor's degree in Economics from Zhejiang University in China. His current research focuses on location-based social networks, smart data

pricing, economics of information systems, prediction markets, social media, procurement auctions, and applied game theory. His research has been published in journals such as *Journal of Management Information Systems*, and *Decision Support Systems*.

Tharanga Rajapakshe

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Tharanga Rajapakshe is an Assistant Professor in the Department of Information Systems and Operations Management. She received her doctoral degree in Management Science from the University of Texas at Dallas. She received her bachelor's degree in Production Engineering from the University of Peradeniya, Sri Lanka. She also holds a master degree (MS) in Supply Chain Management and a professional MBA from the University of Texas at Dallas.

Tharanga's research interests are in resolving novel issues that emerge in implementing socially responsible of supply chains and in optimization theory and applications. She has published papers in the top tier journals in the area of Operations Management such as *Operations Research* and *Production and Operations Management*. Tharanga's teaching interests are in Operations Management, Supply Chain Management, Project Management, Logistics and Distribution.

Patrick A. Thompson

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Professor Thompson is a Lecturer in the Department of Information Systems and Operations Management at the University of Florida. He has a B.S. and M.S. degrees from Bowling Green State University and a Ph.D. degree from the University of Wisconsin-Madison. Professor Thompson teaches statistics, simulation, decision theory and total quality management in the graduate and undergraduate programs. He previously served on the faculty of Ohio State University.

Asoo J. Vakharia

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Asoo J. Vakharia is the McClatchy Professor and Director of the Center for Supply Chain Management in the Warrington College of Business Administration at the University of Florida. He has Ph.D. and M.B.A. degrees in Operations Management from the University of Wisconsin and a B.COM. in Accounting and Economics from Bombay University.

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 Research*, *IIE Transactions*, the *Journal of Discrete Applied Mathematics*, the *Journal of Operations Management*, the *Naval Research Logistics Journal*, and

the *Production & Operations Management Journal*. He is a **co-Department Editor** for the *Production and Operations Management Journal*.

Asoo's teaching interests are in Operations Management, Manufacturing Planning and Control, Design of Manufacturing Systems, Management of Service Operations, Operations Strategy, Management Science, International Logistics, Transportation and Logistics Systems, and MPC/ERP Systems Integration. He has also been involved in extensive Executive Teaching both at the University of Arizona and the University of Florida. Asoo has also taught industry specific executive development courses such as Managerial Decision Analysis for Tucson Electric Power Company, Quality Analysis and Statistical Methods for Citibank Universal Card Services, and Operations/Financial Analysis for AT&T Solutions Customer Care.

In addition to his academic experience, he has managed the operations and financial aspects of a leather goods manufacturer. He has also been a Management Consultant specializing in inventory audits, carrying out feasibility analysis of new ventures and writing procedure manuals for banking clients. After joining academia, he has worked with several companies including AT&T Solutions Customer Care, e-Diets.com, Golden Eagle Distributors, Garrett Air Research, Motorola, Sweetheart Cups, Inc., University of Arizona Medical Center, and Vistakon, Inc.