

**2017 Annual ISOM Research Workshop
February 24-25, 2017
University Hilton – Gainesville, Florida**

Workshop Schedule

Thursday – February 23, 2017

<i>7:00 pm – 9:00 pm</i>	<i>DINNER – Liquid Ginger</i>	<i>Address: 101 SE 4th Ave, Gainesville, FL 32601</i> <i>(Transportation from Hilton to the restaurant is provided by the ISOM faculty)</i>
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Friday – February 24, 2017

<u>Time</u>	<u>Title</u>	<u>Presenter</u>
<i>7:30 am – 8:15 am</i>	<i>BREAKFAST</i>	
8:15 am – 8:30 am	Welcome & Introductions	Praveen Pathak, Tharanga Rajapakshe
8:30 am – 9:15 am	Hospital Advertising	Diwas K. C.
9:15 am – 10:00 am	Does Patient Portal Usage Improve Health Outcomes? An Exploratory Study	Indranil Bardhan
<i>10:00 am – 10:30 am</i>	<i>BREAK</i>	
10:30 am – 11:15 am	Is that High Sugar or a Sugar High? The Machine will Tell You!	Ravi Aron
11:15 am – 12 noon	Leveraging High-Tech Innovations for Health Care Delivery: The Case of Robot- Assisted Surgery	Kingshuk K. Sinha
<i>12 noon – 1:30 pm</i>	<i>LUNCH</i>	
1:30 pm – 2:15 pm	Hospital-Physician Gainsharing Contracts	Diwakar Gupta
2:15 pm – 3:00 pm	Market Returns to ICT Innovations: A Group-Based Trajectory Approach	Anandhi Bharadwaj

<i>3:00 pm – 3:30 pm</i>	<i>BREAK</i>	
3:30 pm – 4:15 pm	Strategic Complementarities in an Online Advertising Supply Chain	Anitesh Barua
<i>6:30pm – 9:00 pm</i>	<i>DINNER – Paramount Grill</i>	<i>Address: 12 SW 1st Ave, Gainesville, FL 32601</i> <i>(Transportation from Hilton to the restaurant is provided by the faculty. Please be at the Hilton Lobby by 6.00 pm.)</i>

Saturday – February 25, 2017

<u>Time</u>	<u>Title</u>	<u>Presenter</u>
<i>8:00 am – 8:30 am</i>	<i>BREAKFAST</i>	
8:30 am – 9:15 am	Improving Patient Access to Primary Care through Online Communication	Xiang Zhong
9:15 am – 10:00 am	Technology Support and Post-Adoption IT Service Use: Evidence from the Cloud	Sridhar Narasimhan
<i>10:00 am – 10:30 am</i>	<i>BREAK</i>	
10:30 am – 11:15 am	A Conversation a Day Keeps the Lawyers Away: an Investigation of HIT, Communication Quality, and Lawyer Concentration on Medical Malpractice Lawsuits	Carrie Queenan
11:15 am – 11:30 am	Concluding Remarks	Haldun Aytug
<i>11:30 am</i>	<i>BOX LUNCH</i>	

2017 Annual ISOM Research Workshop
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Presentation Abstracts

Hospital Advertising
Diwas KC, Emory University

Does hospital advertising influence patient choice? We examine 305,000 individual patient-level visits over 24 months in Massachusetts to answer this question. We find that patients are positively influenced by hospital advertising; seeing a television advertisement for a given hospital makes a patient more likely to select that hospital. However, we observe significant heterogeneity in patient response depending on insurance status, medical condition, and demographic factors like age, gender, and race. We find that advertising is effective in drawing patients who live further away, allowing hospitals to increase their market share. Our demand model allows us to study the impact of a ban on hospital advertising, an intervention recently considered by policy makers. Our policy simulation shows that banning hospital advertising can not only affect patient travel distances and redistribute market share, but also hurt patient health outcomes through increased hospital readmissions. The effect of a ban also varies according to hospital and market characteristics, such as hospital type and the geographic configuration of hospitals.

Does Patient Portal Usage Improve Health Outcomes? An Exploratory Study
Indranil Bardhan, University of Texas at Dallas

Hospitalization of patients with chronic diseases poses a significant burden on the healthcare system. This is partially attributed to the complex medical regimes and failure of engaging patients through greater self-monitoring and care coordination between patients and providers. Recently, patient portals have become popular as platforms that provide patients with online access to their medical records and serve as a tool to communicate with health care providers for medication refills, appointment scheduling, viewing lab tests, and provider inquiries. Despite the popularity of patient portals, there is a paucity of research on the influence of patient usage of portals on their health outcomes. We draw on a unique data set of patient-level usage of portals, across a twelve-year period, to examine the association between usage and incidence of subsequent hospitalizations. Our results indicate that portal usage is associated with improvements in patient health outcomes along multiple dimensions, including the frequency and incidence of hospital and ED visits, readmission risk, and length of stay. This represents one of the first studies to conduct a detailed analysis of patient-level usage of portals and study their effect on health outcomes.

Note: Joint work with Chenzhang Bao, Bruce Meyer, Kirk Kirksey, and Harpreet Singh.

Is that High Sugar or a Sugar High? The Machine will Tell you!
Ravi Aron, Johns Hopkins University

We collected panel data about patients suffering from chronic diseases from four urban locations of a large tertiary care hospital system. Our goal is to use Machine Learning (ML) methods to predict the nature and extent of deterioration in the condition of patients over time. In this study, we extract panel data from the EMRs of 1893 patients that suffered from Type II diabetes. We find that when it comes to predicting key indicators of disease progression, ML methods outperform regression models and structural correlational estimates based on simple clinical factors. We combine ML techniques with physician assessments to create a two-stage filtering model of diagnosis that promises to deliver superior outcomes of both efficiency and effectiveness in care delivery.

Note: Joint work with Praveen Pathak.

Leveraging High-Tech Innovations for Health Care Delivery: The Case of Robot-Assisted Surgery
Kingshuk K. Sinha, University of Minnesota

Surgical robot is now a proven high tech innovation that promises new possibilities for advancing surgical care delivery. Robot-assisted surgery is becoming accepted by health care providers and patients. Among the promised benefits of robot-assisted surgery is that it will reduce the outcome variation in surgical care delivery across surgeons performing the same surgical procedure (e.g., hysterectomy) – a variation that is considered to be normal when a surgical procedure is performed without the assistance of a robot. Even though the extant literature provides insights into the learning of surgeons and surgical teams for procedures performed without the assistance of robots, little is known about surgeon and surgical team learning in the context of robot-assisted surgeries.

We report the findings of a longitudinal field study on (da Vinci) robot-assisted surgery at a multi-specialty hospital that investigates into: (i) the outcome variation across surgeons performing a surgical procedure, and (ii) surgeon and surgical team learning. The study period is 5 years starting from 2008, the point-in-time of initial installation of the (da Vinci) surgical robot in the hospital, to 2013. The study sample contains data on 1380 robot-assisted surgeries performed during the 5-year study period by 18 surgeons in the hospital belonging to two medical specialties: urology and obstetrics and gynecology (OB/GYN). The key contributions of this study are in demonstrating that: (i) a surgical robot reduces the outcome variations in surgical care delivery across surgeons performing the same surgical procedure; and (ii) the learning mechanism in the context of robot-assisted surgery is more nuanced than cumulative volume-based learning – specifically, given particular levels of surgical volume, individual learning of a surgeon depends significantly on the regularity with which the surgeon performs robot-assisted surgeries; and surgeons learn faster with increasing complexity of surgeries. The study also contributes towards demonstrating the interdependency between duration and quality outcome of robot-assisted surgical care delivery, thereby providing new insights into the speed versus quality debate in managing health care operations.

Note: Joint work with Scott Bosch, Ujjal Kumar Mukherjee, and Shoubhik Sinha.

Hospital-Physician Gainsharing Contracts
Diwakar Gupta, University of Minnesota

EPMs shift greater financial risk to hospitals and make them responsible for realizing target savings. Savings are strongly affected by practice norms, selection and standardization of treatment modalities and clinical pathways, and education/training of support staff, all of which fall under the purview of doctors and other health professionals. Gainsharing plans serve to align the incentives of hospitals, doctors, and other health professionals by sharing rewards and risks. Our research objective is to study the design of gainsharing contracts that are simple to implement, pass the waiver test, mitigate agency costs, and inefficiency by different levels of risk tolerance. We customize principal-agent models to our setting to obtain optimal parameters of easy-to-implement gainsharing plans and evaluate their performance relative to a benchmark that will be realized with no agency cost.

Note: Joint work with Mili Mehrotra, and Xiaoxu Tang.

Market Returns to ICT Innovations: A Group-Based Trajectory Approach
Anandhi Bharadwaj, Emory University

The past decade has witnessed a significant, systematic and pervasive ICT-biased shift in R&D in many firms. Specifically, firms in diverse industries are systematically reallocating innovation efforts towards more digital products, services and business models. For example, cars today incorporate a variety of software to run engines, control safety features, identify current coordinates of drivers and guide them to their destinations, and integrate with satellite, mobile and GPS networks. Emerging innovations such as driverless cars further emphasize this shift. Similar examples abound in a variety of industries ranging from aircrafts to oil and gas exploration to financial services. In this study, we assess market returns to ICT-centric innovation across a range of industries. A limitation in the identification of these returns is that the adoption of ICT-centric innovation is endogenous and likely to be highly responsive to performance incentives. We use group-based trajectory (GBT) models to identify the returns to ICT-centric innovation, contingent on prior performance. GBT models, a statistical technique based on finite mixture models, can be used to discern heterogeneity based on an attribute of interest, especially when the heterogeneity changes or evolves over time, and when there is a lack of theoretical guidance to discern the basis of heterogeneity. We find that returns to ICT-centric innovation are moderated by the performance trajectory of the firm prior to adoption. Specifically, investments in ICT-centric innovation by firms with high intangible returns or greater market expectations of growth are more highly valued. ICT-centric innovation is more disruptive to firms with low intangible returns and greater market expectations of profitability.

Strategic Complementarities in an Online Advertising Supply Chain
Anitesh Barua, University of Texas at Austin

We analyze the anatomy of a digital advertising supply chain. Our analytical model involves an advertising agency, which uses a *network* of large publishers, and an *exchange* with real time bidding and smaller, specialized publishers. Using a Stackelberg game, we analyze the decisions in both the network and the exchange, and their impact on the profitability of the agency as well as that of the supply chain. We use a proprietary dataset from a campaign carried out by a publicly traded, multinational online advertising agency to explore the vertical (intra-channel) and horizontal (inter-channel) interactions, and analyze the impact of interactions between channel structures and pricing models on the advertising agency's decisions and campaign performance. We find that there are quantifiable vertical interactions and horizontal synergies, the failure to account for which may lead to overspending on some actions while underspending on others. Specifically, our results indicate that incorporating such interactions and synergies in the agency's decision making increases the overall supply chain profit by 50% over the status quo. In addition, with feasible information and profit sharing schemes, the supply chain profit can more than double, getting closer to the profit level of a theoretically ideal, but practically infeasible, fully integrated supply chain. We further provide a new rationale for the online advertising agency as an intermediary; by combining information from multiple channels in its decision making and structuring contracts appropriately, the agency enables the supply chain to achieve higher levels of efficiency that would be impossible to attain if the advertising channels act individually. This goes beyond the current economic rationalization of the agency based on economies of scale and lowering transaction costs, which led the agency to an organizational structure focused on vertical media buying. We propose that the agencies should instead be organized by campaigns in order to monetize the substantial benefits derived from cross-channel information sharing and decision making. We also find empirically that the presence of complementarity and acting on it are separate issues, and that in the agency we study, the decision makers in the two channels are unaware of the strong synergies that exist in this domain.

Note: Joint work with Genaro J. Gutierrez and Changseung Yoo.

Improving Patient Access to Primary Care through Online Communication
Xiang Zhong, University of Florida

Electronic visit (e-visit), which allows patients and primary care providers communicating through secure messages sent from web patient portals, has enabled virtual care delivery as an alternative to traditional office visits for selected and non-urgent medical issues. To help identify the conditions that e-visits lead to improved care delivery efficiency and patient access, we modeled the dynamics of in-office waiting time and appointment backlog using single server priority queue and discrete-time bulk-service queues, respectively, and developed numerical methods for computing system performance metrics. Service system intensity, effectiveness of e-visit, and popularity of e-visits are identified as the key factors that impact primary care delivery efficiency and patient accessibility to care. The insights obtained from the models provide

guidance to care providers who are engaged in facilitating e-visits to apprehend the influence of the novel care delivery channel on their established practices.

Technology Support and Post-Adoption IT Service Use: Evidence from the Cloud
Sridhar Narasimhan, Georgia Institute of Technology

Does a provider's technology support strategy influence its buyers' post-adoption IT service use? We study this question in the context of cloud infrastructure services. The provider offers two levels of support, basic and full. Under basic support, the provider handles simple service quality issues. Under full support, the provider also offers education, training, and personalized guidance through two-way interactions with buyers. Using unique data on public cloud infrastructure services use by 22,179 firms from March 2009 to August 2012 and fixed effects dynamic panel data models, we find that buyers who opt for full support use 34.38% more of the service as well as increase the fraction of servers they run in parallel by 3.56 percentage points relative to those who do not. Furthermore, buyers who opt to switch back to basic support from full support continue using 15.58% more of the service and have a proportion of servers running in parallel 4.36 percentage points higher compared to buyers who have never accessed full support. We also find that in the long-run these effects of support on volume and efficiency of usage do not disappear. These findings provide suggestive evidence of buyer learning as a result of provider support.

Note: Joint work with G. F. Retana, C. Forman, M. Niculescu, and D.J. Wu.

A Conversation a Day Keeps the Lawyers Away: An Investigation of HIT, Communication Quality, and Lawyer Concentration on Medical Malpractice Lawsuits
Carolyn Queenan, University of South Carolina

This paper investigates the dynamics between actors in the hospital-patient-law firm triad in influencing medical malpractice lawsuits. Using agency theory, we establish the incentives for each actor in the triad, and then using information processing, operational transparency and economic theory, we describe the mechanisms through which information technology, communication quality, and law firm concentration influence each actor's incentives. Specifically, we argue that technology will have a direct impact on reducing lawsuits. In addition, technology will also complement both communication quality between caregivers and patients as well as law firm concentration in reducing lawsuits. We combine data on 168 hospitals in the state of Florida from 2007-11 in order to investigate the triad. Results indicate that although information technology does not have a direct impact on number of lawsuits it does complement communication quality. We observe an interesting tradeoff when examining competitive intensity of law firms, with technology helping reduce lawsuits in high intensity counties while increasing them in low intensity counties. A post-hoc analysis looking at the impact of HIT and communication quality on different caregivers (physicians vs nurses) reveals that increased technology complements high physician communication quality but not nurse communication quality with respect to lawsuits. Our results remain robust under different model specifications and operationalization of key variables. Together these results provide a better understanding behind the drivers and interesting insights on mechanisms to reduce lawsuits.

Note: Joint work with Luv Sharma.

2017 Annual ISOM Research Workshop
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Participant Bio-Sketches

Ravi Aron

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Ravi Aron, PhD (Information Systems, Leonard N. Stern School of Business, New York University) joined the Johns Hopkins Carey Business School in 2009. He is an Associate Professor in the research track with expertise in the areas of information technology strategy, healthcare strategy and healthcare information systems. He was the Sloan Industry Studies Fellow in 2008 – 2009 and a Senior Fellow at the Phyllis Mack Center for Technology and Innovation at The Wharton School from 2006 to 2013.

Dr. Aron's research explores the use of IT in transforming the delivery of health care. In particular, his research explores the role played by information and communication technologies in making more clinically effective care less costly to deliver. He has also studied the impact of IT in enabling collaboration between specialist decision makers across both geographical boundaries and boundaries of the firm. His current research investigates how decision-making by clinicians and other specialists is influenced by algorithms and machine inference systems.

Dr. Aron is an advisor to several multi-specialty, tertiary care hospitals in Asia and startups in the health care domain. He has also advised several governmental and policy making agencies in India and Singapore and has worked with the government of Mauritius. He has given talks on the strategic use of IT to achieve business transformation in several countries including the US, UK, India, Singapore, Chile, Peru, Spain, Thailand, Mauritius, South Korea, Philippines and Japan. He was an invited participant and a session chair at the World Economic Forum at Davos in 2005 and 2006.

Indranil Bardhan

University of Texas at Dallas, bardhan@utdallas.edu

Dr. Indranil Bardhan is a Professor of Management Information Systems in the Jindal School of Management at the University of Texas at Dallas. He has previously served as Visiting Professor in the Department of Clinical Sciences at the University of Texas Southwestern Medical School. At UT Dallas, Dr. Bardhan teaches courses in the MBA and Executive MBA programs, MS programs in MIS and Healthcare Management, as well as a PhD course for MIS doctoral students. His research and teaching interests focus on the measurement of information technology-driven productivity improvements in the healthcare sector. Specifically, Dr. Bardhan's research seeks to evaluate the impact of health IT initiatives on the cost and quality of healthcare delivery. He has collaborated with researchers from the UT Southwestern Medical Center and the Dallas Fort Worth Hospital Council on several research studies related to development of predictive models for readmissions of congestive heart failure patients.

Dr. Bardhan has more than ten years of management consulting experience, most recently as a Principal with PricewaterhouseCoopers Consulting. He has advised senior IT and business executives of Fortune 500 companies on a wide array of IT consulting projects. He has served as an Associate or Senior Editor at several prestigious academic journals. Dr. Bardhan research has been published in the major academic journals and has received more than 1,200 citations. He has also served as a conference co-chair and track chair of several major academic information systems-related conferences. Dr. Bardhan holds a Ph.D. in Management Science and Information Systems from the McCombs School of Business at the University of Texas at Austin, a Master of Engineering degree from Penn State University, and a Bachelor of Technology degree from India.

Anitesh Barua

University of Texas at Austin, aniteshb@gmail.com

Anitesh Barua is an Assistant Professor for the Department of Information, Risk, and Operations Management at the University of Texas at Austin. Anitesh Barua received his B.E. from Jadavpur University (India), and his M.S. and Ph.D. from Carnegie Mellon University. His research and teaching interests include measuring business value of information technology, analyzing strategic information technology investments, enterprise modeling using information economics, and economics of software development and maintenance.

Anandhi Bharadwaj

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Professor Bharadwaj joined the Goizueta Business School in 1995 from Texas A&M University where she received her Ph.D. degree in Management Information Systems with a minor in Computer Science. She also holds an M.B.A and a B.S. degree in Mathematics. Before pursuing her doctoral studies, Anandhi worked as an information systems consultant at NIIT, a world-wide IT consulting firm and was responsible for IT systems development and executive training for clients world-wide.

Anandhi currently serves as the Department Editor for the IS track in Management Science and is a Senior Editor for Information Systems Research she has also served as an Associate Editor of MIS Quarterly (2002-2004) and the Journal of AIS. Her research has been published in journals such as Management Science, Information Systems Research, MIS Quarterly, Journal of MIS, Production and Operations Management, and IEEE Transactions on Engineering Management.

Diwakar Gupta

University of Minnesota, guptad@umn.edu

Professor Gupta received his Ph.D. degree in Management Sciences from the University of Waterloo. He also holds an M.A.Sc in Industrial Engineering from the University of Windsor, and a B.Tech Mechanical Engineering (India). His research focuses on stochastic models for

supply chain and health operations management. Specifically, his research and consulting interests include supply chain management, healthcare capacity management, payment innovations, and health policy, revenue management in manufacturing and service industries, and design and operational control of manufacturing systems.

Professor Gupta is on assignment at the National Science Foundation, where he serves as a program director for the Service, Manufacturing, and Operations Research program in the division of Civil, Mechanical, and Manufacturing Innovation of the Directorate for Engineering.

Diwas KC

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Diwas KC is interested in understanding and improving the performance of services systems, with a particular focus on healthcare delivery organizations. Professor KC draws on concepts and tools from operations management, economics, behavioral psychology, and statistics to examine productivity, quality and capacity management. His research has identified a number of factors related to the design and organization of work, including workload, specialization, task variety, multitasking, and learning that impact worker as well as firm-level productivity and quality. A distinct but complementary stream of his research has also explored techniques for improving capacity management and patient flow in various healthcare settings, including ICUs, emergency departments and outpatient clinics.

Professor KC teaches MBA electives in Management Science in Spreadsheets, and Healthcare Operations and Technology Management, a course that he developed. Professor KC received his Ph.D. from the Wharton School of Business, University of Pennsylvania, his MS in Management Science and Engineering from Stanford University and ScB in Electrical Engineering from Brown University.

Sridhar Narasimhan

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Sridhar Narasimhan is Co-Director -Business Analytics Center (BAC), and Professor of IT Management, Scheller College of Business. The BAC sponsored the Business Analytics and Big Data Industry Forum on March 20, 2015 and supports our MBA, BSBA, and MS Analytics programs.

Professor Narasimhan is the founder and first Area Coordinator of the nationally ranked Information Technology Management area. In fall 2010 he was the Acting Dean and led the College in its successful AACSB Maintenance of Accreditation effort. He was Senior Associate Dean from 2007 through 2015. He has chaired College's Reappointment, Promotion, and Tenure Committee from 2003-2007.

Professor Narasimhan was Co-PI (with Sandy Slaughter) on a grant of over \$650,000 in funding (2010-14) to study the FACE project (US Navy). Together with Professor Saby Mitra, he developed the IT Management Partnership program. He has led various task forces that have revamped the degree programs in the Scheller College of Business. He has developed and has

taught the MBA IT Practicum course since 2003 and worked with executives to offer projects from organizations that include: AT&T, Bank of America, Coca-Cola, Coca-Cola Enterprises, InterContinental Hotels, Southern Company, Iron Planet, Microsoft, NCR, HD Supply, and Dell SecureWorks.

Professor Narasimhan received his Ph.D. degree in Business Administration from Ohio State University, and holds a M.S. in Computers and Information Systems from University of Rochester.

Kingshuk K. Sinha

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Kingshuk K. Sinha serves as the Department Chair and Professor in the Supply Chain and Operations Department, and is the holder of the Mosaic Company-Jim Prokopanko Professorship in Corporate Responsibility at the Carlson School of Management, University of Minnesota. He also serves as a Graduate Faculty on the inter-disciplinary Bioinformatics and Computational Biology Programs of the University of Minnesota. His degrees include a Ph.D. in Management and an M.S. in Petroleum Engineering from The University of Texas at Austin, and a B.Tech (Honors) in Petroleum Engineering from the Indian School of Mines. Before beginning his graduate studies at The University of Texas at Austin he worked for the offshore production and engineering planning groups of Dubai Petroleum Company (operated by Conoco Inc.) in United Arab Emirates.

Dr. Sinha's scholarly pursuits are committed to advancing the areas of Management of Technology and Innovation, Global Supply Chain Management, Quality Management, Health Care Supply Chain Management, Responsible Supply Chain Management and Big Data Analytics. Among the most recent scholarly recognitions he has received include the Carlson School of Management Annual Faculty Research Award in 2011 and the second place winner of the 2012 Production and Operations Management Society's College of Health Care Operations Best Paper Competition. Other recognitions include the Journal of Operations Management's Best Paper Award, the Stan Hardy Award for the Best Published Paper in Operations Management, the Decision Sciences Institute's Best Theoretical and Empirical Research Paper Award, the Decision Sciences Journal's Best Paper Award, and the IBM Best Paper Award from the Production and Operations Management Society.

He has served as the Director of the Joseph M. Juran Center for Leadership in Quality, Founding Academic Director of the Medical Industry Leadership Institute (MILI), Ph.D. Program Coordinator and the MBA Program Coordinator, University of Minnesota Senate, and the Carlson School's Faculty Consultative Committee and Appointments Committee. His roles in professional societies have included serving as the Program Chair for the Annual Meeting of the Production and Operations Management Society in San and as a Board Member and Secretary of the Society. He has served as a Senior Editor of the Production and Operations Management journal. He currently serves as the Senior Editor of the newly created Industry Studies and Public Policy Department of the Production and Operations Management journal. He also serves as a Senior Editor of the Decision Sciences journal.

Carolyn (Carrie) Queenan

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Carrie C. Queenan (Ph.D., Georgia Tech) is an Assistant Professor of Management Science at the Moore School of Business, University of South Carolina. Prior to returning to academia, Dr. Queenan was a process engineer with Shell Chemical and an operations strategy analyst with Siemens.

Dr. Queenan researches service operations with a primary focus on healthcare operations and how technology can enable more efficient and effective care. Dr. Queenan's research has been accepted for publication in journals such as Production and Operations Management, Journal of Operations Management, Interfaces, and others. She earned the POMS' College of Service Operations Most Influential Paper Award for her research. She serves as an Associate Editor within the Healthcare Operations Department at JOM and is on the Editorial Review Board for POMS.

Xiang Zhong

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Xiang Zhong is an Assistant Professor of Industrial and Systems Engineering at the Herbert Wertheim College of Engineering, University of Florida. Dr. Zhong received her Ph.D. degree in Industrial and Systems Engineering from the University of Wisconsin-Madison. She also holds an M.S. in Statistics from the University of Wisconsin-Madison, and a B.S. in Automation from Tsinghua University. Dr. Zhong is a member of the Institute of Industrial and Systems Engineers (IISE), Institute of Electrical and Electronics Engineers (IEEE), and the Institute for Operations Research and the Management Sciences (INFORMS).

Dr. Zhong primary research interests are in the area of Healthcare Systems Engineering (HSE), which is an emerging branch of Engineering intended to investigate the fundamental principles governing healthcare systems operations, and utilize them for analysis, continuous improvement, control, and design. The goal of her research is to develop rigorous quantitative models and first-principle-based methods for healthcare system operations management and improvement, and apply the results on the hospital or clinic floor.

Information Systems 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 system 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 Master's degree in Computer Science and Engineering from the Indian Institute of Technology, Delhi, India, in 1997.

Subhajyoti Bandyopadhyay

<http://warrington.ufl.edu/faculty/facultyinfo.asp?WEBID=2136>

Subhajyoti ("Shubho") Bandyopadhyay is the Ethridge 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

<http://warrington.ufl.edu/isom/faculty/facultyinfo.asp?WEBID=929>

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

<http://warrington.ufl.edu/isom/faculty/facultyinfo.asp?WEBID=1274>

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).

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H. Keith Florig is Associate Research Scholar in the Warrington College of Business at the University of Florida, where he teaches graduate courses in statistics, risk management, and crisis management. Before coming to UF in 2010, Dr. Florig served on the faculty of the Department of Engineering and Public Policy at Carnegie Mellon University. He is currently an Adjunct Associate Professor there. Dr. Florig's research addresses problems in risk management and risk communication in social-technological systems. His research has been published in Science, Risk Analysis, and Journal of Risk Research, among other outlets. Dr. Florig has served on committees of the National Academies of Science, the National Council on Radiation Protection, and the Society for Risk Analysis. He has twice testified before the U.S. Congress on risk management issues. Dr. Florig has extensive research and teaching experience in China. He has published in Chinese academic journals and taught graduate and executive courses in risk and crisis management at several Chinese universities.

Ira Horowitz

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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 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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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.

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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.

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Jayashree Mahajan

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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.

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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 recourse 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 Recourses Journal, and Lake and Reservoir Management.

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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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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

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Tharanga's research interests are in resolving novel issues that emerge in implementing socially responsible 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.

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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 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.