

# TUNAY I. TUNCA

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Robert H. Smith School of Business  
University of Maryland  
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## ACADEMIC DEGREES

**Stanford University** **Stanford, CA**  
**Graduate School of Business**  
Ph.D. Operations, Information, and Technology, 2002  
M.S. Financial Mathematics, 2000

**University of Rochester** **Rochester, NY**  
**W.E. Simon Graduate School of Business**  
M.S. Management Science, 1997

**Bogazici University** **Istanbul, Turkey**  
B.S. Electrical Engineering (Honors), 1994  
B.S. Mathematics (Honors), 1994

## EXPERIENCE

2011-present **University of Maryland** **College Park, MD**  
**Robert H. Smith School of Business**  
Professor of Management Science and Operations Management (2014-present)  
Director of the MS in Business Analytics Program (2016-present)  
Co-director of Smith Analytics Consortium (2016-present)  
Associate Professor of Management Science and Operations Management (2011-2014)

2001- 2011 **Stanford University** **Stanford, CA**  
**Graduate School of Business**  
Associate Professor of Operations, Information, and Technology (2007-2011)  
Assistant Professor of Operations, Information and Technology (2001-2007)

2005 (Spring) **Massachusetts Institute of Technology** **Cambridge, MA**  
**Sloan School of Business**  
Visiting Scholar

2003 (Spring) **University of Pennsylvania** **Philadelphia, PA**  
**Wharton School of Business**  
Visiting Scholar

2008-2009 **Yahoo! Inc.** **Santa Clara, CA**  
Visiting Scholar

2006-2007 **Hewlett Packard Labs** **Palo Alto, CA**  
Visiting Scholar

## AWARDS AND HONORS

### Research:

- Invited Keynote Speaker, Symposium on Innovative Business Models in the Digital Economy, Fudan University, Shanghai, China, August 2018.
- Invited Participant in Uber 2018 Data Symposium, San Francisco, CA, January 2018.
- Invited Panel Participant MALC Leadership Conference, College Park, MD, November 2017.
- Advisor to M&SOM Student Paper Competition Finalist, 2016, “Buyer Intermediation in Supplier Finance” (coauthored with PhD. student Weiming Zhu).
- Advisor to POMS Supply Chain Management Student Paper Competition 1<sup>st</sup> prize Winner, 2016, “Buyer Intermediation in Supplier Finance” (coauthored with PhD. student Weiming Zhu).
- Honorable Mention, Chinese Scholars Association for Management Science and Engineering (CSAMSE) Best Paper Award (sponsored by the Chasen Center at Columbia University), 2015, “Buyer Intermediation in Supplier Finance” (with Weiming Zhu).
- Management Science Best IS Paper Award Finalist, 2014 (selected for best IS paper published in *Management Science* in the past three years), “Who Should Be Responsible for Software Security? A Comparative Analysis of Liability Policies in Network Environments.” (with Terrence August).
- M&SOM Best Paper Award Finalist, 2009 (selected by the Editorial Board of the journal for best paper published in *M&SOM* in the past three years), “Supply Auctions and Relational Contracts for Procurement” (with Stefanos A. Zenios).
- Coauthor of 2007 M&SOM Student Paper Competition Finalist paper (honorable mention), “Towards a Unified Theory of Procurement Contract Design: Production Flexibility, Spot Market Trading and Contract Structure” (with Pamela Pen-Erh Pei and David Simchi-Levi).
- Invited speaker in Eighth Annual Forum on Financial Information Systems and Cybersecurity: A Public Policy Perspective, January 2012.
- Invited field speaker on Operations-Finance Interface, Kellogg Operations Workshop, September 2010.

- NET (Networks, Electronic Commerce and Telecommunications) Institute Research Grant, 2004, “Information Aggregation and Liquidity in Electronic Markets for Procurement”.
- Stanford University GSB, CEBC Research Grant, 2004, “Internet Security and Incentives with Multiple Decision Makers.”
- Moghadam Family Faculty Fellow for 2005-2006, GSB, Stanford University.

**Teaching:**

- Robert H. Smith School of Business, Distinguished Teaching Award, 2015-2016.
- Robert H. Smith School of Business, Distinguished Teaching Award, 2014-2015.
- Robert H. Smith School of Business, Distinguished Teaching Award, 2013-2014.
- Allen J. Krowe Teaching Excellence Award, 2014. (Highest teaching honor at the Robert H. Smith School of Business.)
- Selected by the Smith School DC MBA students as favorite professor, and chosen to lead their cohort at the commencement (May 2014).
- Robert H. Smith School of Business, Top 15% Teaching Award, 2012-2013 (in both core and non-core categories).
- Robert H. Smith School of Business, Top 15% MBA Core Teaching Award, 2011-2012.
- Highest instructor evaluation score among core courses, Winter 2008 (OIT245, Modeling for Quantitative Analysis), Stanford GSB.

**Other:**

- INFORMS Doctoral Colloquium, 1999.
- Robert K. Jaedicke Award for outstanding performance at Stanford University Graduate School of Business Ph.D. Program, (two times) 1997-1998 and 1998-1999.
- W. E. Simon Graduate School of Business fellowship for outstanding performance in quantitative methods core examination, 1995-96.
- Koc Scholar, Bogazici University, 1991-1994.
- Member of Turkish National Mathematical Olympiad Team in 31<sup>st</sup> International Mathematical Olympiad, Beijing, China, July 1990.
- Second place in National Mathematical Olympiad Selections, Turkey, 1990.
- Is Bank National Scholar, Turkey, 1990.
- Lioness Scholar, 1990.
- First place in National Mathematical Olympiad Selections, Turkey, 1989.

## PUBLICATIONS

1. Mendelson, Haim and Tunay I. Tunca, Strategic Trading, Liquidity and Information Acquisition, 2004, *Review of Financial Studies*, **17** (2), 295-337.
  - **Lead Article in the Issue.**
2. Tunca, Tunay I. and Stefanos A. Zenios, Supply Auctions and Relational Contracts for Procurement, 2006, *M&SOM*, **8** (1), 43-67.
  - **Finalist for the M&SOM Best Published Paper Award, 2009.**
3. August, Terrence and Tunay I. Tunca, Network Software Security and User Incentives, 2006, *Management Science*, **52** (11), 1703-1720.
4. Mendelson, Haim and Tunay I. Tunca, Strategic Spot Trading in Supply Chains, 2007, *Management Science*, **53** (5), 742-759.
5. August, Terrence and Tunay I. Tunca, Let the Pirates Patch? An Economic Analysis of Software Security Patch Restrictions, 2008, *Information Systems Research*, **19** (1), 48-70.
6. Tunca, Tunay I., Information Precision and Asymptotic Efficiency of Industrial Markets, 2008, *Journal of Mathematical Economics*, **44** (9-10), 964-996.
  - **NET Institute Research Grant, 2004.**
7. Tunca, Tunay I. and Qiong Wu, Multiple Sourcing and Procurement Process Selection with Bidding Events, 2009, *Management Science*, **55** (5), 763-780.
8. Porteus, Evan, Hyo duk Shin and Tunay I. Tunca, Feasting on Leftovers: Strategic Use of Shortages in Price Competition among Differentiated Products, 2010, *M&SOM*, **12** (1), 140-161.
9. Shin, Hyo duk and Tunay I. Tunca, Do Firms Invest in Forecasting Efficiently? The Effect of Competition on Demand Forecast Investments and Supply Chain Coordination, 2010, *Operations Research*, **58** (6), 1592-1610.
10. August, Terrence and Tunay I. Tunca, Who should be Responsible for Software Security? A Comparative Analysis of Liability Policies in Network Environments, 2011, *Management Science*, **57** (5), 934-959.
  - **Finalist for the Management Science Best Published IS Paper Award, 2014.**
11. Pei, Pamela Pen-Erh, David Simchi-Levi and Tunay I. Tunca, Sourcing Flexibility, Spot Trading, and Procurement Contract Structure, 2011, *Operations Research*, **59** (3), 578–601.
  - **Finalist, M&SOM Student Paper Competition, 2007.**

12. Tunca, Tunay I. and Qiong Wu, Fighting Fire with Fire: Commercial Piracy and the Role of File Sharing on Copyright Protection Policy for Digital Goods, 2013, *Information Systems Research*, **24** (2), 436-453.
13. August, Terrence, Hyo duk Shin and Tunay I. Tunca, Licensing and Competition for Services in Open Source Software, 2013, *Information Systems Research*, **24** (4), 1068–1086.
14. Tunca, Tunay I., D.J. Wu and Fang Vivian Zhong, An Empirical Analysis of Price, Quality, and Incumbency in Procurement Auctions, 2014, *M&SOM*, **16** (3), 346-364.
15. August, Terrence, Hyo duk Shin and Tunay I. Tunca, Generating Value through Open Source: Software Service Market Regulation and Licensing Policy, 2017. Forthcoming at *Information Systems Research*.
16. Tunca, Tunay I. and Weiming Zhu, Buyer Intermediation in Supplier Finance, 2017. Forthcoming at *Management Science*.
  - **1<sup>st</sup> Prize Winner, POMS Supply Chain Management Student Paper Competition, 2016.**
  - **Finalist, M&SOM Student Paper Competition, 2016.**
  - **Honorable Mention, CSAMSE Best Paper Award, 2015.**
17. Mendelson, Haim and Tunay I. Tunca, Business-to-Business Electronic Markets: Does trading on new information create value and for whom?, in *Managing in the Information Economy: Current Research Issues*, 209-230, Apte, U. M. & Karmarkar, U. S., eds., 2007, Kluwer Academic Publishers, Norwell, MA.
18. Tunca, Tunay I. and Weiming Zhu, Improving Channel Efficiency through Financial Guarantees by Large Supply Chain Participants. Forthcoming in *Supply Chain Finance: Recent Research and Advances in Practice. Foundations and Trends in Technology, Information and Operations Management*, Corbett, C. J., Editor-in-Chief, 2017, NOW Publishers, Boston, MA.
19. Tunca, Tunay I., Operational Factors in the Sharing Economy: A Framework. Forthcoming in *Sharing Economy: Making Supply Meet Demand*, Springer Series in Supply Chain Management, 2017, Hu, M., Editor, Springer, New York, NY.

## **WORKING PAPERS**

20. Ming, Liu and Tunay I. Tunca, Consumer Equilibrium, Demand Effects and Efficiency in Group Buying.

21. Tunca, Tunay I., Production Cost Forecasts, Channel Fragmentation, and Procurement Efficiency in Supply Chains.
22. Ming, Liu, Tunay I. Tunca, Yi Xu, and Weiming Zhu, An Empirical Analysis of Price Formation, Utilization, and Value Generation in Ride Sharing Services.

### **PAPERS IN PROGRESS**

23. Tunca, Tunay I., Bin Yang and Weiming Zhu, The Effectiveness of Supplier Buy Back Finance: Evidence from Chinese Automobile Industry.

### **OTHER**

24. Lee, Deishin and Tunay I. Tunca, Konys, Inc., 2012, HBS Case N9-613-065.
25. August Terrence and Tunay I. Tunca Comments on Incentives to Adopt Improved Cybersecurity Practices,, 2013, Department of Commerce Invited commentary on the President's Executive Order – "Improving Critical Infrastructure Cybersecurity".

### **SEMINARS**

1. University College London (School of Management) (Dec. 2017)
2. University of Colorado, Boulder (Leeds School of Business) (Oct. 2017)
3. Boston College (Carroll School of Management) (Dec. 2016)
4. Johns Hopkins University (Carey School of Business) (Dec. 2015)
5. Georgia Institute of Technology, ITM Distinguished Speaker, (Nov. 2015)
6. George Washington University (School of Business) (April 2014)
7. Georgetown University (McDonough School of Business) (October 2013)
8. Columbia University IEOR-DRO Distinguished Seminar Speaker (October 2011)
9. Stanford University (MS&E) (May 2011)
10. University of Maryland (Robert H. Smith School of Management) (Dec. 2010)
11. University of North Carolina at Chapel Hill (Kenan-Flagler Business School) (Dec. 2010)
12. Emory University (Goizueta School of Business), Hightower Lecture (Dec. 2010)
13. University of British Columbia (Sauder School of Management) (Nov. 2010)
14. Purdue University (Krannert School of Management) (Nov. 2010)
15. Southern Methodist University (Cox School of Management) (Nov. 2010)
16. Georgia Institute of Technology, ITM Distinguished Speaker, (Nov. 2010)

17. University of Texas at Dallas (School of Management) (Nov. 2010)
18. University of Virginia (Darden School of Management) (Nov. 2010)
19. University of Wisconsin at Madison (School of Management) (Oct. 2010)
20. University of Southern California (Marshall School of Business) (Oct. 2010)
21. Indiana University (Kelley School of Management) (Oct. 2010)
22. Dartmouth College (Tuck School of Business) (Oct. 2010)
23. London Business School (Oct. 2010)
24. University of Maryland (Robert H. Smith School of Management) (Sep. 2010)
25. University of Rochester (Simon School of Business) (Sep. 2010)
26. Singapore Management University (Sep. 2010)
27. New York University (Stern School of Business) (Feb. 2010)
28. Duke University (Fuqua School of Business) (Feb. 2010)
29. University of California, Davis (Graduate School of Management) (Nov. 2009)
30. George Mason University (School of Management) (Oct. 2009)
31. INSEAD (Mar. 2009)
32. University of California, San Diego (Rady School of Management) (Feb. 2009)
33. Washington University in St. Louis, BCTIM Speaker (Oct. 2008)
34. Hong Kong University of Science and Technology (Business School) (Feb. 2008)
35. Yale University (School of Management) (Nov. 2007)
36. University of Maryland (Robert H. Smith School of Business) (Sep. 2007)
37. University of Rochester (Simon School of Business) (Sep. 2007)
38. University of Texas, Dallas (School of Management) (Sep. 2007)
39. Georgia Institute of Technology, ITM Distinguished Speaker (Nov. 2006)
40. Hewlett-Packard Labs (Apr. 2006)
41. University of California, Berkeley (Haas School of Business) (Apr. 2006)
42. Harvard Business School (Jan. 2006)
43. Massachusetts Institute of Technology (Economics Dept.) (Apr. 2005)
44. Massachusetts Institute of Technology (Sloan School of Business) (Mar. 2005)
45. Stanford University (Financial Mathematics) (Feb. 2005)
46. Stanford University (GSB) (Jan. 2005)
47. New York University (Stern School of Business) (Dec. 2004)
48. Columbia University (GSB, IEOR) (Dec. 2004)
49. Northwestern University (Kellogg School of Business) (Sep. 2004)
50. University of Michigan (Ross School of Business) (Sep. 2004)

51. Carnegie Mellon University (Tepper School of Business) (Apr. 2004)
52. Stanford University (GSB) (Mar. 2004)
53. University of Pennsylvania (Wharton School of Business) (May 2003)
54. Stanford University (GSB) (Mar. 2001)
55. Stanford University (EES&OR) (Mar. 2001)
56. Ohio State University (Fisher School of Business) (Mar. 2001)
57. Cornell University (ORIE) (Mar. 2001)
58. University of Pennsylvania (Wharton School of Business) (Feb. 2001)
59. New York University (Stern School of Business) (Feb. 2001)
60. Columbia University (GSB, IEOR) (Feb. 2001)
61. Cornell University (Johnson School of Management) (Feb. 2001)
62. University of Southern California (Marshall School of Business) (Feb. 2001)
63. University of California, Irvine (Merage School of Business) (Feb. 2001)
64. University of Washington (Business School) (Feb. 2001)
65. Penn State University (Smeal College of Business) (Feb. 2001)
66. Boston University (School of Management) (Feb. 2001)

## **CONFERENCE PRESENTATIONS**

1. INFORMS Annual Conference (Houston, TX) (Nov. 2017)
2. M&SOM Annual Meeting (Chapel Hill, NC) (Jun. 2017)
3. INFORMS Annual Conference (Nashville, TN) (Nov. 2016)
4. INFORMS Annual Conference (Philadelphia, PA) (Nov. 2015)
5. M&SOM, IFORM-SIG (Toronto, Canada) (Jun. 2015)
6. Olin Supply Chain Finance and Risk Management Workshop (St. Louis, MO) (May 2015)
7. WISE Annual Meeting (Auckland, New Zealand) (Dec. 2014)
8. IBM Business Analytics Workshop (College Park, MD) (May 2014)
9. DSI Annual Meeting (Baltimore, MD) (Invited Speaker by the organizers) (Oct. 2013)
10. INFORMS Annual Meeting (Phoenix, AZ) (Nov. 2012)
11. M&SOM Annual Meeting (New York, NY) (Jun. 2012)
12. POMS Annual Meeting (Invited Speaker) (Chicago, IL) (Apr. 2011)
13. INFORMS Annual Meeting (Charlotte, NC) (Nov. 2011)
14. Kellogg Operations Workshop (Sep. 2010) (Invited Field Speaker)
15. WISE Annual Meeting (Phoenix, AZ) (Dec. 2009)



16. INFORMS Annual Conference (San Diego, CA) (Nov. 2009)
17. M&SOM Annual Conference (College Park, MD) (Jun. 2008)
18. INFORMS Annual Meeting (Pittsburgh, PA) (Nov. 2006)
19. ECOR Meetings (Reykjavik, Iceland) (Jul. 2006)
20. INFORMS International Meeting (Hong Kong, China) (Jun. 2006)
21. M&SOM Annual Conference (Atlanta, GA) (Jun. 2006)
22. INFORMS Annual Meeting (San Francisco, CA) (Nov. 2005)
23. Econometric Society North American Winter Meeting (Philadelphia, PA) (Jan. 2005)
24. American Economic Association Annual Meeting (Philadelphia, PA) (Jan. 2005)
25. WISE Annual Meeting (College Park, MD) (Dec. 2004)
26. INFORMS Annual Meeting (Denver, CO) (Oct. 2004)
27. International Industrial Organization Conference (Chicago, IL) (Apr. 2004)
28. CMIE/CIBER Conference (Anderson School of Business, UCLA) (Sep. 2003)
29. INFORMS Annual Meeting (San Jose, CA) (Nov. 2002)
30. WISE Annual Meeting (New Orleans, LA) (Dec. 2001)
31. INFORMS Annual Meeting (Miami Beach, FL) (Nov. 2001)
32. INFORMS International Meeting (Maui, HI) (Jun. 2001)
33. American Finance Association Annual Meeting (New Orleans, LA) (Jan. 2001)
34. NASDAQ/Notre Dame Conference on Market Microstructure (South Bend, IN) (Sep. 2000)

## **STUDENT SUPERVISION**

### **Principal Doctoral Advisor for:**

- Huan Cao (R. H. Smith School of Business, MS&OM). Graduation: June 2021 (expected).
- Daehoon Noh (R. H. Smith School of Business, MS&OM). Graduation: June 2020 (expected).
- Liu Ming (R. H. Smith School of Business, MS&OM), “Essays on Dynamic Pricing and Choice in the Internet and Sharing Economy”. Graduation: June 2017. Placement: Chinese University of Hong Kong, Shenzhen.
- Weiming Zhu (R. H. Smith School of Business, MS&OM). “Essays on Supply Chain Finance”. Graduation: August 2016. Placement: IESE Business School, Barcelona, Spain.

- Hyo duk Shin (Stanford GSB, OIT) (co-advisor with Evan Porteus). “Essays on the Role of Competition in Operations Management”. Graduation: June 2008. Placement: Kellogg School of Business, Northwestern University.
- Terrence August (Stanford GSB, OIT), “Essays on Economics of Information Technology”, Graduation: June 2007. Placement: Rady School of Business, UCSD.
- Qiong Wu (Stanford GSB, OIT), “Essays on Management of Information and Technology”, Graduation: January 2007. BNP Paribas, Hong Kong, Fixed Income.

**Ph.D. Dissertation Reading Committee Member for:**

- Pamela Pen-Erh Pei (MIT, OR Center) – Graduation: June 2008 (co-supervised her research with her advisor Prof. David Simchi-Levi)
- Wenchang Zhang (University of Maryland, R.H. Smith School of Business, MS&OM) – Graduation: June 2018 (expected)
- He Chen (University of Maryland, R.H. Smith School of Business, MS&OM) – Graduation: September 2014
- Noam Shamir (Stanford GSB, OIT) – Graduation: June 2010 (Placement: Tel-Aviv University)
- Maxim Afanasyev (Stanford GSB, OIT) – Graduation: January 2009 (Placement: Moscow University)
- Pierce Chuang (Stanford GSB, OIT) – Graduation: June 2006
- Shiri Shneorson (Stanford GSB, OIT) – Graduation: June 2005
- Deishin Lee (Stanford GSB, OIT) – Graduation: September 2004 (Placement: Harvard Business School)

**Other Ph.D. Committee Memberships:**

- Kota Minegishi (University of Maryland, Department of Agricultural and Resource Economics) – Graduation: June 2014 (Dean’s Representative)
- Ali Pilehvar (University of Maryland, R.H. Smith School of Business, MS&OM) – Graduation: June 2013
- V. Taylan Yildiz (Stanford GSB, Marketing) - June 2007 (Oral Exam Committee Member)
- Leandro Saita (Stanford GSB, Finance) - April 2006 (Oral Exam Committee Member)

- Ali K. Parlakturk (Stanford GSB, OIT) - May 2005 (Oral Exam Committee Member) (Placement: UNC Chapel Hill)
- Alexei Tchistyi (Stanford GSB, Economics)- August 2004 (Oral Exam Committee Member) (Placement: Stern School of Business, NYU)
- Xuanming Su (Stanford GSB, OIT) - December 2003 (Oral Exam Committee Member) (Placement: University of California, Berkeley)
- Wei Wei (Stanford MS&E) - August 2003 (Oral Exam University Chair)
- Francis Ng (Stanford MS&E) - June 2003 (Oral Exam University Chair)
- Rae-Moon Soo (Stanford GSB, Organizational Behavior) - December 2002 (Oral Exam Committee Member)
- Kazbi Kothavala (Stanford GSB, Accounting) - April 2002 (Oral Exam Committee Member) (Placement: London School of Economics)

## **TEACHING**

### **Courses Taught:**

#### University of Maryland, Robert H. Smith School of Business:

*Data, Models & Decisions*, MSBA, MSBM Core Course Fall 2017

*Data, Models & Decisions*, MBA Core Course, Spring 2012-2017

*Economics of Operations Management: Theory and Empirical Analysis*, Ph.D. Course, Spring 2016, 2017

*Data, Models & Decisions*, MS in Supply Chain and MSIS, Core Course, Fall 2013

*Data, Models & Decisions*, SAIC Executive MBA Course, Summer 2012

*Introduction to Data Analysis*, Executive Education, OMBA Residency, 2014-2015

#### Stanford University, Graduate School of Business:

*Modeling for Quantitative Analysis*, MBA Core Course, Fall 2003-2005, Winter 2008, 2010-2011.

*Technology Management*, MBA Foundations Course, Spring 2008-2010.

*Technology and Markets*, MBA Core/Elective Course, Spring 2005, 2006.

*Information and Contracting in Supply Chains*, Ph.D. Course, Winter 2004.

*Management in an Information Age*, MBA Core Course, Winter 2002, 2003.

### **Teaching Materials:**

- Lee, Deishin and Tunay I. Tunca, Konys, Inc., 2012, HBS Case N9-613-065.
- Huygens Fund Management

- Stanford GSB OIT 245 – *Modeling for Quantitative Analysis*
- Stanford GSB OIT 247 – *Modeling for Quantitative Analysis (Accelerated)*
- Stanford GSB OIT 269 – *Sloan Modeling and Analysis*
- The FX-1 Project Revisited
  - Stanford GSB OIT 245 – *Modeling for Quantitative Analysis*
- Fraud Detection at PayPal
  - Stanford GSB OIT 563 – *Technology and Markets*

## **SERVICE AND PROFESSIONAL ACTIVITIES**

### **Associate Editor:**

- *Manufacturing & Service Operations Management* (2013-present)
- *MIS Quarterly* (2008-2016)
- *Information Systems Research* (2006-2008)

**Editorial Board Member:** *Manufacturing & Service Operations Management* (2004-2006)

**Guest Senior Editor:** *MIS Quarterly* (2011-2013)

**Referee:** *Management Science; Operations Research; Manufacturing & Service Operations Management; Production and Operations Management; Naval Research Logistics; European Journal of Operations Research; IIE Transactions; Omega Journal of Management Science; Operations Research Letters; Journal of the Operational Research Society; American Economic Review; Review of Financial Studies; Journal of Economic Theory; RAND Journal of Economics; Information Systems Research; Journal of Law, Economics & Organization; Review of Economic Design; Communications of the ACM; Information Technology & Management; California Management Review; IBM Systems Journal.*

### **Judge:**

- M&SOM Student Paper Competition, 2003, 2005-2010.
- M&SOM Conference, 2006, 2008-2009 (Review Board Member).
- M&SOM Best Published Paper Award Competition (2013, 2014).
- M&SOM Sustainable Operations SIG Referee (2014)
- M&SOM iFORM SIG Best Published Paper Award Committee (2016)

**Grant Reviewer:** Hong Kong Science and Technology Council (2010-2011)

### **Outside Reviewer:**

- Promotion and Tenure Review, London Business School (2017)

- Promotion and Tenure Review, Georgia Institute of Technology, Scheller School of Business (2016)
- Promotion and Tenure Review, School of Management and Economics, Chinese University of Hong Kong (Shenzhen) (2016)
- Promotion and Tenure Review, Georgia Institute of Technology, Scheller School of Business (2014)
- University of California at San Diego, MS in Business Analytics Program Proposal (2014)

**Other Service and Committees:**

- Affiliated Faculty, Global Supply Chain Forum, GSB, Stanford University (2005-2011).
- Faculty Representative, Stanford GSB Student Association, 2007-2008.
- Organizer, Stanford GSB OIT Seminars, 2003-2006, 2007-2008.
- Acting Ph.D. Program Coordinator, Management Science and Operations Management, DOIT Department (Fall 2011).
- Dean's Ph.D. Task Force, 2011-2012, Robert H. Smith School of Business, University of Maryland.
- Undergraduate Curriculum Review Committee, 2011-2012, Robert H. Smith School of Business, University of Maryland.
- DOIT OM/MS Recruiting Committee (2011-2012).
- DOIT Business Analytics Recruiting Committee (2012-2013).
- Co-designer and co-editor of the Smith OM/MS Newsletter (2012).
- University of Maryland Decision Science Field Committee (2012-2013).
- Operations Management Undergraduate Enrollment Task Force (2012-2013).
- Promotion and Tenure Area Review Committee (ARC) Chair for Operations Management (2012).
- Co-organizer of Smith/IBM Data Analytics Workshop (2012-2013).
- Robert H. Smith School of Business, Tenured Faculty Salary Review Committee (2013-2014).
- Business Analytics Track Curriculum Task Force (2013).
- DOIT Assistant Professor Merit Review Committee (2013).
- Organizer of OM & Analytics Career Night (2013,2014).
- Co-designer and co-editor of the Smith OM/MS Newsletter (2013).

- Co-designer of OM PhD Promotion Poster (2013).
- Co-organizer of Smith/IBM Data Analytics Workshop (2013, 2014, 2015).
- Co-organizer IBM/Smith TTT Software Seminars (2013)
- OM Undergraduate Major Committee (2011-present)
- DOIT Revenue Generating Programs Committee (2014)
- OM/IS Synergy Strategic Planning Committee (2014)
- Operations Management Five Year Strategic Planning Committee (2014)
- Graduate Research Interaction Day Faculty Judge (April 2014)
- Campus Marshal, MBA Commencement 2014 (May 2014)
- Chair, Executive Certificate Program in Business Analytics Committee (2013-present)
- Chair, MS in Business Analytics Committee (2014-present)
- Smith School Faculty Council (2014-2016)
- MBA Core Course Coordinator for BUSI 630 (2014-present)
- Member of Smith School Teaching Evaluation Taskforce (2015-present)
- Business Analytics Controlled Open Enrollment Executive Program Development (2014-2016)
- Academic Director of Business Analytics Controlled Open Enrollment Executive Program (2016)
- DOIT Professor of Practice Case CRC Chair (2015-2016)
- Member, MS Oversight Committee (2015-present)
- Member, Committee on Development of Undergraduate Data Analytics Course (2015-2016)
- DOIT Senior APT CRC Committee Member (2016)
- University Senator (2016-2019)
- Finance Junior APT CRC Committee Member (2016-2017)

**Member:** INFORMS, Manufacturing and Service Operations Management Society.

**Conference Service:**

- INFORMS, M&SOM Cluster Chair, 2017, Houston, TX
- M&SOM iFORM SIG 2017, Chapel Hill, NC (Discussant)
- POMS Supply Chain Student Paper Competition Chair, 2017

- Olin Supply Chain Finance and Risk Management Workshop, 2017, St. Louis, MO (Discussant)
- M&SOM iFORM SIG Conference Chair, 2016, Auckland, New Zealand
- Olin Supply Chain Finance and Risk Management Workshop, 2016, St. Louis, MO (Discussant)
- INFORMS Annual Meeting 2015, Philadelphia, PA (Session Chair)
- M&SOM iFORM SIG 2015, Toronto, Canada (Discussant)
- POMS Annual Meeting, 2015, Washington, DC (Session Chair)
- M&SOM iFORM SIG 2014, Seattle, WA (Discussant)
- INFORMS Annual Meeting 2014, San Francisco, CA (Session Chair)
- POMS Annual Meeting, 2014, Atlanta, GA (Session Chair)
- INFORMS Annual Meeting, 2013, Minneapolis, MN (Session Chair)
- INFORMS Annual Meeting, 2012, Phoenix, AZ (Session Chair)
- M&SOM Annual Meeting, 2012, New York, NY (Session Chair)
- GameSec 2012, Budapest, Hungary (Member of the Technical Program Committee)
- GameSec 2011, College Park, MD (Member of the Technical Program Committee)
- ICIS 2009, Phoenix, AZ (Associate Editor, Session Chair)
- ICIS 2008, Paris, France (Associate Editor)
- ICIS 2007, Montreal, Canada (Associate Editor)
- WISE 2006, Evanston, IL (Panel Organizer)
- TABCON 2006, Berkeley, CA (Panel Chair)
- INFORMS International Conference, 2006, Hong Kong (Session Chair)
- WISE Annual Meeting, Irvine, CA, December 2005 (Discussant)
- INFORMS Annual Meeting, 2005, San Francisco, CA (Session Chair)
- TABCON 2005, Stanford, CA (Panel Chair)
- International Industrial Organization Conference, 2004, Chicago, IL (Session Chair, Discussant)
- WISE Annual Meeting, College Park, MD, December 2004 (Discussant)
- WISE Annual Meeting, Seattle, WA, December 2003 (Discussant - Opening Session)

## MEDIA MENTIONS

- “Dive into Data with a Master's in Business Analytics”, *U.S. News and World Report*, February 2017.
- “May the Force be with San Francisco or Los Angeles”, *Smith Brain Trust*, January 2017.
- “Having it all: A Buyer's Guide to low cost, high quality”, *Research@Smith*, Fall 2014.
- “Digital Piracy: Fighting Fire with Fire”, *Robert H. Smith School Alumni Magazine*, Fall 2014.
- “Creating Shortages can be a Strategic Advantage”, *The Economist Online-EIU/Harvard Business School Executive Briefing*, August 2010.
- “Let Your Competitor Feast on Leftovers: Creating Shortages can be a Strategic Advantage”, *Kellogg Insight*, June 2010.
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