

Jose A. Guajardo

Operations and Information Technology Management
Haas School of Business, University of California Berkeley
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EDUCATION

University of Pennsylvania, The Wharton School. Philadelphia, USA
Ph.D., Operations and Information Management, June 2012
M.A., Statistics, May 2010

University of Chile, Department of Industrial Engineering. Santiago, Chile
M.Sc., Operations Management, 2005 (Highest Honors)
Industrial Engineer, 2005 (Highest Honors)
B.S., Industrial Engineering, 2003 (Honors)

ACADEMIC APPOINTMENTS

Assistant Professor, Operations and Information Technology Management, Haas School of Business, University of California at Berkeley (July 2012 - Present)

RESEARCH INTERESTS

Business Model Innovation, Business Analytics, Service Innovation, Operations Strategy, Operations-Marketing Interface

PUBLICATIONS

Guajardo, J.A., M.A. Cohen. 2017. Service Differentiation and Operating Segments: A Framework and an Application to After-Sales Services. *Manufacturing and Service Operations Management*, forthcoming.

Guajardo, J.A., M.A. Cohen, S. Netessine. 2016. Service Competition and Product Quality in the U.S. Automobile Industry. *Management Science*, 62(7) 1860–1877.

Guajardo, J.A., M.A. Cohen, S.-H. Kim, S. Netessine. 2012. Impact of Performance-Based Contracting on Product Reliability: An Empirical Study. *Management Science*, 58(5) 961-979.

Finalist, 2015 MSOM Service Management SIG Prize (for the best paper published on service management in the last three years)

Finalist, 2010 MSOM student paper competition

Guajardo, J.A., R. Weber, J. Miranda. 2010. A Model Updating Strategy for Predicting Time Series with Seasonal Patterns. *Applied Soft Computing*, 10(1) 276-283.

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Guajardo, J.A., J. Miranda, R. Weber. 2006. A Forecasting Methodology using Support Vector Regression and Dynamic Feature Selection. *Journal of Information and Knowledge Management*, 5(4) 329-335.

WORKING PAPERS

Third-Party Ownership Business Models and the Operational Performance of Solar Energy Systems.

Business Models in the Sharing Economy: Manufacturing Durable Goods in the Presence of Peer-to-Peer Rental Markets (with Vibhanshu Abhishek and Zhe Zhang)

Finalist, 2017 POMS College of Supply Chain Management Student Paper Competition (Zhe Zhang)

Rent-to-Own Business Models in Developing Economies: Consumer Behavior and Repayment Performance.

Mobile Technology and Social Media in Retail: Decomposing the Value of Geolocation Information (with Marcel Goic)

SELECTED TALKS

Chinese University of Hong-Kong, June 2017 (Invited seminar)

Fudan University, Workshop on Data-driven Research in Operations Innovation, June 2017 (Invited seminar)

MSOM Conference 2017

INFORMS Marketing Science Conference 2017*

POMS Conference 2017*

Fashion Operations Conference, IESE NYC campus, February 2017 (Invited talk)

INFORMS Annual meeting 2016 (2 talks)

Conference on Information Systems and Technology (CIST) 2016*

Workshop on Information Systems and Economics (WISE) 2016*

COER Conference, The Wharton School, June 2016 (Invited talk)

Workshop in Management Science 2016, University of Chile*

INFORMS Annual meeting 2015 (3 talks)

Cornell University, October 2015 (Invited seminar)

Workshop on Empirical Research in OM, The Wharton School, September 2015 (Invited talk)

University of Chile, May 2015 (Invited seminar)

Santa Clara University, March 2015 (Invited seminar)

NYU 2015 Conference on Digital Big Data, Smart Life, Mobile Marketing Analytics*

INFORMS Marketing Science Conference 2015*

MSOM Conference 2015

POMS Conference 2015 (2 talks)

INFORMS Annual meeting 2014 (2 talks)

POMS Conference 2014

UNC Kenan-Flagler Business School's Operations Management Research Symposium for Junior Faculty, April 2013 (Invited seminar)

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Haas Faculty Seminar Series, April 2013
INFORMS Annual meeting 2013
COER Conference, Harvard Business School, May 2013 (Invited talk)
POMS Conference 2013 (2 talks)
INFORMS Annual meeting 2012
Harvard University, January 2012 (Invited seminar)
University of Maryland, January 2012 (Invited seminar)
Duke University, January 2012 (Invited seminar)
University of California - Berkeley, February 2012 (Invited seminar)
Boston College, February 2012 (Invited seminar)
University of Michigan, December 2011 (Invited seminar)
Georgia Tech, November 2011 (Invited seminar)
Workshop on Empirical Research in OM, October 2011 The Wharton School (Invited talk)
INFORMS Annual meeting 2011
MSOM Conference 2011
2010 Workshop “New trends on Management Science and Economics”, Department of Industrial Engineering, University of Chile (Invited talk)
Wharton Service Supply Chain Thought Leaders Forum, March 2011 (Invited talk)
INFORMS Annual meeting, 2009
INFORMS Annual meeting, 2008
* Presented by coauthor

TEACHING

University of California at Berkeley, Haas School of Business

MBA Teaching

2014-Present: EWMBA 204 – Operations (core EWMBA course)
Earned membership in “Club 6” for teaching excellence, Fall 2016
Earned membership in “Club 6” for teaching excellence, Fall 2015

Undergraduate Teaching

2013: UGBA 141 – Production and Operations Management (undergraduate elective course)

Volunteer Teaching

Volunteer Instructor, Center for Young Entrepreneurs at Haas
Summer 2016, Topic: Services in Manufacturing Industries: Opportunities, Challenges, and Recent Trends

University of Pennsylvania, The Wharton School

Guest Lecturer, undergraduate course on Service Operations Management, The Wharton School, University of Pennsylvania, 2009, 2010, 2011
Teaching Assistant: MBA courses- Supply Chain Management, Quality & Productivity, Decision Models under Uncertainty. Undergraduate courses- Service Operations Management, Decision Support Systems, Computer as an Analysis Tool

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University of Chile, Department of Industrial Engineering

Lecturer, Executive Education Diploma on Projects Evaluation. Topic: Demand Forecasting (June 2007)

Lecturer, Executive Education Program on Business Intelligence. Topic: Demand Forecasting and Credit Scoring (September 2006)

Teaching Assistant: Operations Research, Optimization, Finance, Statistics, Evaluation of Projects

Invited Lectures

Executive MBA, CUHK. Topic: Services in Manufacturing Industries: Opportunities, Challenges, and Recent Trends (July 2015)

SELECTED AWARDS & DISTINCTIONS

Fisher Center for Business Analytics research grant, 2017

Finalist, 2017 POMS College of Supply Chain Management Student Paper Competition (Zhe Zhang)

Earned membership in “Club 6” for teaching excellence, Fall 2016

Earned membership in “Club 6” for teaching excellence, Fall 2015

Finalist, 2015 MSOM Service Management SIG Prize (for the best paper published on service management in the last three years)

Barbara and Gerson Bakar Faculty Fellow, 2015-

Garwood Center for Corporate Innovation Faculty Research Grant Award, 2013

Garwood Center for Corporate Innovation Faculty Research Grant Award, 2012 (with Pnina Feldman)

Finalist, 2010 MSOM student paper competition

Winner, 2010 Juran Fellowship (Joseph M. Juran Center for Leadership in Quality at the University of Minnesota)

Wharton Risk Center Russell Ackoff Doctoral Student Fellowship, 2009 and 2010

Finalist, 2010 ISBM Doctoral Dissertation Award Competition (Penn State University)

Doctoral Fellowship, The Wharton School, University of Pennsylvania, 2007-2011

Best Teacher Assistant Award, Dept. of Industrial Engineering, University of Chile, 2002

Dean's List, School of Engineering and Sciences, University of Chile, 2002-2003

CONSULTING POSITIONS

Consultant in Business Intelligence. University of Chile, Department of Industrial Engineering, Division of External Projects. Santiago, Chile. (2005-2007)

Consultant in Business Intelligence. Penta Analytics S.A., Santiago, Chile. (2003-2004)

SELECTED CONSULTING AND INDUSTRY PROJECTS

Samsung Electronics: Design of Service Quality performance metrics

Rolls-Royce: The impact of performance-based contracting on product reliability

Chrysler: Development of sales forecasting models.

COPEC (main Chilean fuel Distribution Company): Development of sales forecasting models.

INDAP (Agricultural division, Chilean government): Development of credit scoring models for agricultural loans.

Banco del Desarrollo (Chilean bank): Development of credit scoring models for microcredits.

BCI (Chilean bank): Development of a methodology for estimating accruals in mortgage loans.

CONICYT (Chilean National Science Foundation): Development of models to predict the performance of applicants to doctoral programs.

Farmacias Cruz Verde (Chilean Pharmacy Chain) - Corporate Internship in Ind. Eng.

Colbun S.A. (Chilean Electricity Generation Company) - Corporate Internship in Ind. Eng.

PROFESSIONAL SERVICE AND AFFILIATIONS

Ad hoc Journal Referee: *Management Science, Manufacturing & Service Operations Management, Operations Research, Production and Operations Management; California Management Review, Decision Sciences, Machine Learning*

Ad hoc Reviewer/Judge: *2017 MSOM Student Paper Competition, POM Supply Chain College Student Paper Competition (2017, 2016), MSOM Conference Sustainable Operations SIG (2017, 2015), Research Grants Council of Hong Kong, MSOM Conference Supply Chain Management SIG (2016, 2013)*

Conference Cluster Chair:

INFORMS Annual Meeting 2015 – Business Model Innovation

INFORMS Annual Meeting 2014 – Business Model Innovation

Conference Session Chair:

INFORMS Annual Meeting 2016 – Innovations in the Operations-Marketing Interface

INFORMS Annual Meeting 2016 – Empirical Research in Operations and Service Innovation

INFORMS Annual Meeting 2015 – Sharing Economy and Peer-to-Peer Marketplaces

INFORMS Annual Meeting 2015 – Pricing and Information in Innovative Business Models

INFORMS Annual Meeting 2014 – Business Model Innovation in Cleantech Markets

INFORMS Annual Meeting 2014 – Perspectives on Business Model Innovation

INFORMS Annual Meeting 2014 – Empirical Research in Service Operations

INFORMS Annual Meeting 2014 – Service Business Models

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POMS 2014 Conference – Empirical Research in Service Operations
INFORMS Annual Meeting 2013 – Empirical Research in Service Operations
INFORMS Annual Meeting 2013 – Innovation in Service Systems
POMS 2013 Conference – Empirical Research in Product and Service Quality
INFORMS Annual Meeting 2011– Emp. Research on Service Quality and Performance

Conference Editorial Board:

BAFI 2015 – Conference on Business Analytics in Finance and Industry (Santiago, Chile, December 2015)

Invited discussant:

MSOM Conference 2015 (Sustainable Operations SIG)
Workshop on Empirical Research in OM 2013, The Wharton School

UC BERKELEY-HAAS SERVICE

Organizer of research seminar series OITM group, Haas School of Business. 2012-2015

Member of the OITM recruiting search committee, 2012-Present