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University of California, Berkeley ▪ Haas School of Business
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ACADEMIC EXPERIENCE

University of California, Berkeley, Haas School of Business, 2007 – present
Milton W. Terrill Chaired Professor of Business Administration
(previously, Associate Professor)

National University of Singapore, School of Business, 2018 – 2019
Visiting Professor (sabbatical)

Columbia University, Graduate School of Business, 2001 – 2007
Barbara and Meyer Feldberg Associate Professor of Business
(previously, Associate Professor, Assistant Professor)

Dartmouth College, Tuck School of Business, 2006 – 2007
Visiting Associate Professor

EDUCATION

Ph.D., Management Science & Engineering, Stanford University, 2000

B.S., Industrial Engineering, Stanford University, 1994

PUBLICATIONS

“Shared-ride Efficiency of Ride-hailing Platforms” 2023. Forthcoming in *Manufacturing & Service Operations Management*.

“Ride-hailing Platforms: Competition and Autonomous Vehicles” with Auyon Siddiq. 2022. *Manufacturing & Service Operations Management* 20(4) 704-720.

“Labor Welfare in On-Demand Service Platforms” with S. Benjaafar, J. Ding, G. Kong. 2022. *Manufacturing & Service Operations Management* 24(1) 110-124.

“Donor Product-Subsidies to Increase Consumption: Implications of Consumer Awareness and Profit-Maximizing Intermediaries” with W. Xiao. 2019. *Production and Operations Management*. 28(7) 1757-1772.

“On-Demand Service Platforms” 2018. *Manufacturing & Service Operations Management*. 20(4) 704-720.

“Testing by Competitors in Enforcement of Product Standards” with E. Plambeck. 2018. *Management Science* 65(4) 1735-1751.

“Supplier Evasion of a Buyer’s Audit: Implications for Motivating Supplier Social and Environmental Responsibility” with E. Plambeck. 2016. *Manufacturing & Service Operations Management* 18(2) 184-197.

PUBLICATIONS (cont.)

“Variability in Emissions Cost: Implications for Facility Location, Production and Shipping” with O. Islegen and E. Plambeck. 2016. In *Environmentally Responsible Supply Chains*. A. Atasu, editor. Springer Publishing 283-312.

“Subsidizing the Distribution Channel: Donor Funding to Improve the Availability of Malaria Drugs” with W. Xiao. 2014. *Management Science*. 60(10) 2461-2477.

“On the Value of Input-Efficiency, Capacity-Efficiency, and the Flexibility to Rebalance Them” with E. Plambeck. 2013. *Manufacturing & Service Operations Management* 15(4) 630-639.

“Does a Manufacturer Benefit from Selling to a Better-Forecasting Retailer?” with W. Xiao. 2010. *Management Science* 56(9) 1584-1598.

“Incentives for Retailer Forecasting: Rebates versus Returns” with W. Xiao. 2009. *Management Science* 55(10) 1654-1669.

“Product Line Design and Production Technology” with S. Netessine. 2007. *Marketing Science* 26(1) 101-117.

“Implications of Breach Remedy and Renegotiation Design for Innovation and Capacity” with E. Plambeck. 2007. *Management Science* 53(12) 1859-1872.

“Implications of Renegotiation for Optimal Contract Flexibility and Investment” with E. Plambeck. 2007. *Management Science* 53(12) 1872-1886.

“Simple Relational Contracts to Motivate Capacity Investment: Price-only versus Price-and-Quantity” with E. Plambeck. 2007. *Manufacturing & Service Operations Management* 9(1) 94-113.

“Supply Chain Relationships and Contracts: The Impact of Repeated Interaction on Capacity Investment and Procurement” with E. Plambeck. 2007. *Management Science* 53(10) 1577-1593.

“Partnership in a Dynamic Production System with Unobservable Actions and Noncontractible Output” with E. Plambeck. 2006. *Management Science* 52(10) 1509-1527.

“Sale Timing in a Supply Chain: When to Sell to the Retailer” 2006. *Manufacturing & Service Operations Management* 8(1) 23-42.

“Sell the Plant? The Impact of Contract Manufacturing on Innovation, Capacity, and Profitability” with E. Plambeck. 2005. *Management Science* 51(1) 133-150.

“Supply Chain Coordination under Channel Rebates with Sales Effort Effects” 2002. *Management Science* 48(8) 992-1007.

“Channel Coordination under Price Protection, Mid-life Returns, and End-of-life Returns in Dynamic Markets” 2001. *Management Science* 47(9) 1220-1234.

PUBLICATIONS (cont.)

“Price Protection in the Personal Computer Industry” with H. Lee, V. Padmanabhan and S. Whang. 2000. *Management Science* 46(4) 467-482.

RESEARCH PAPERS AND WORK IN PROGRESS

“Incentive Design in the Age of Generative Artificial Intelligence” with T. Dai. 2023.

“What is the Impact of Labor Productivity on the Optimal Staffing Level?” 2023.

TEACHING EXPERIENCE

Operations Management, Core MBA Course at U.C. Berkeley, 2007-2018, 2019-2023

Operations Management, Core MBA/M.S. Course at Dartmouth College, 2006-2007

Operations Management, Core MBA Course at Columbia University, 2001-2006

Seminar in Operations Management, Ph.D. Course at Columbia University, 2002-2003

TEACHING CASES AND OTHER PUBLICATIONS

“eConnections: Enhancing Supply Chain Efficiencies in the Electronics Industry” with M. Wilkinson. 2001.

“Intuit Inc.: From Products to Services in the Information Age” with H. Lee. 2000.

“Streamline Inc.: A Lifestyle Solution through Information-Smart Logistics” with H. Lee and S. Whang. 1999.

“Tapping the Power of Channel Policies” 1998. *Global Supply Chain* 1(2) 28-30.

AWARDS AND HONORS

- Manufacturing & Service Operations Management Society’s *Manufacturing & Service Operations Management* Best Paper Award, Finalist (“On-Demand Service Platforms”), 2019, 2020, 2021
- INFORMS Service Science Cluster Best Paper Award, Finalist (“Labor Welfare in On-Demand Service Platforms”), 2018
- *Management Science* Distinguished Service Award, 2013
- *Bloomberg Businessweek* Top Ten Business Professor, 2011
- Earl F. Cheit Award for Excellence in Teaching (Weekend MBA Program), 2011
- Barbara and Gerson Bakar Faculty Fellow, 2010-2011
- *Poets and Quants* The World’s 40 Best Business School Professors Under the Age of 40, 2011
- *Manufacturing & Service Operations Management* Meritorious Service Award, 2004, 2006, 2008, 2010
- Earl F. Cheit Award for Excellence in Teaching (Full-Time MBA Program), 2009
- *Management Science* Meritorious Service Award, 2009
- *Operations Research* Meritorious Service Award, 2009
- Earl F. Cheit Award for Excellence in Teaching (Full-Time MBA Program), Honorable Mention, 2008
- Production and Operations Management Society Outstanding Service Award, 2007

AWARDS AND HONORS (cont.)

- Wickham Skinner Early-Career Research Accomplishments Award, 2005
- Columbia Business School Dean's Award for Teaching Excellence in a Core Course, 2003
- INFORMS Junior Faculty Interest Group Paper Competition, Honorable Mention, 2003
- Institute of Industrial Engineers Pritsker Doctoral Dissertation Award, Second Place, 2001
- INFORMS George B. Dantzig Dissertation Award, Honorable Mention, 2000
- Sloan Foundation Future Professors of Manufacturing Fellowship, 1996-2000

PROFESSIONAL SERVICE

- Department Editor for *Production and Operations Management*, 2015-present
- Associate Editor for *Management Science*, 2009-2015, 2018-present
- Associate Editor for *Operations Research*, 2007-present
- Guest Department Editor for *Management Science*, 2021-present
- Member of Advisory Board, Utah Winter Operations Conference, 2017-present
- Member of Manufacturing & Service Operations Management Society Diversity and Inclusion Committee, 2020-2023
- Member of *Manufacturing & Service Operations Management* Review Committee, 2023
- Member of Manufacturing & Service Operations Management Young Scholar Prize Committee, 2023
- Member of INFORMS Philip McCord Morse Lectureship Award Committee, 2023
- Member of Manufacturing & Service Operations Management Society Awards Update Committee, 2021
- Member of Manufacturing & Service Operations Management Society Distinguished Service Award Committee, 2021
- Associate Editor for *Manufacturing & Service Operations Management*, 2005-2020
- Member of Wickham Skinner Best Paper Award Committee, 2018
- Department Editor for *Management Science*, 2016-2017
- President of Manufacturing & Service Operations Management Society, 2016-2017
- Chair of Manufacturing & Service Operations Management Society Fellows Award Committee, 2017
- Executive Vice President of Manufacturing & Service Operations Management Society, 2015-2016
- Chair of Manufacturing & Service Operations Management Society Distinguished Service Award Committee, 2016
- Senior Editor for *Production and Operations Management*, 2003-2014
- Member of *Manufacturing & Service Operations Management* Editor Search Committee, 2014
- Member of Wickham Skinner Teaching Achievements Award Committee, 2014
- Member of *Manufacturing & Service Operations Management* Best Paper Award Committee, 2013
- Member of Wickham Skinner Early-Career Research Accomplishments Award Committee, 2010
- Senior Editor for *Production and Operations Management* special issue on Marketing and Operations Management Interfaces and Coordination, 2007-2008

PROFESSIONAL SERVICE (cont.)

- Board Member of Production and Operations Management Society, 2006-2008
- Chair of Wickham Skinner Best Paper Award Committee, 2006
- Co-chair of Manufacturing & Service Operations Management Cluster for INFORMS, 2006

UNIVERSITY SERVICE

- Associate Dean for Academic Affairs, Haas School of Business, 2023-present
- Faculty Co-Director of Berkeley Executive Education, U.C. Berkeley, 2011-present
- Faculty Lead for MBA Innovative Leadership Curriculum, Haas School of Business, 2011-present
- Member of Committee on Courses of Instruction, U.C. Berkeley, 2023-present
- Member of Committee on Prizes, U.C. Berkeley, 2015-2016, 2016-2017, 2019-2020, 2020-2021, 2021-2022, 2022-2023
- Member of Committee on Student Conduct, U.C. Berkeley, 2016-2017, 2017-2018, 2019-2020, 2021-2022, 2022-2023
- Member of MBA Program Committee, Haas School of Business, 2008-2009, 2009-2010, 2017-2018, 2021-2022 and 2022-2023
- Chair of Chaired Professor Committee, Haas School of Business, 2022-2023
- Faculty Chair of Student Conduct Hearing Panel, 2022
- Member of Student Conduct Hearing Panel, 2022
- Member of Senate Committee on Online Education and Professional Certificates, U.C. Berkeley, 2020-2021
- Member of Chaired Professor Committee, Haas School of Business, 2020-2021
- Member of Ad Hoc Review Committee for Full Professor Promotion, U.C. Berkeley, 2021
- Faculty Chair of Student Conduct Hearing Panel, 2019
- Regents' and Chancellor's and Cal Opportunity Scholarship Faculty Mentor, Committee on Undergraduate Scholarships, Honors and Financial Aid, U.C. Berkeley, 2014-2018
- Member of Review Committee for Center for Responsible Business, Haas School of Business, 2017
- Member of Management, Entrepreneurship and Technology Course Committee, U.C. Berkeley, 2017
- Member of Chancellor's Advisory Committee to Student Services and Fees, U.C. Berkeley, 2013-2014
- Member of Student Affairs Committee, U.C. Berkeley, 2012-2013 and 2013-2014
- Member of Degree Program Working Group, Haas School of Business, 2014
- Member of Center for Executive Education CEO Search Committee, U.C. Berkeley, 2012-2013
- Member of Teaching Task Force, Haas School of Business, 2013
- Member of Campaign Strategy Working Group, Haas School of Business, 2008-2009

OTHER PROFESSIONAL EXPERIENCE

Stanford University, Graduate School of Business, Global Supply Chain Management Forum

Director of Research, 2000 – 2001

McKinsey & Company

Business Analyst, 1994 – 1996