

TERRY A. TAYLOR

University of California, Berkeley ▪ Haas School of Business
545 Student Services #1900, Berkeley, California

Personal Website: faculty.haas.berkeley.edu/taylor ▪ Email: taylor@haas.berkeley.edu

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

“Ride-hailing Platforms: Competition and Autonomous Vehicles” with Auyon Siddiq. 2021.
Forthcoming in *Manufacturing & Service Operations Management*.

“Labor Welfare in On-Demand Service Platforms” with S. Benjaafar, J. Ding, G. Kong.
2020. Forthcoming in *Manufacturing & Service Operations Management*.

“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.

“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.

PUBLICATIONS (cont.)

“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.

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

RESEARCH PAPER

“Shared-ride Efficiency of Ride-hailing platforms” 2021.

INVITED PRESENTATIONS

Temple University, Fox School of Business, Oct. 2021
MIT, Data Science Lab, Dec. 2020
University of Toronto, Rotman School of Management, Dec. 2019
Singapore University of Technology and Design, June 2019
Nanyang Technological University, Nanyang Business School, Oct. 2018
Singapore Management University, Lee Kong Chian School of Business, Oct. 2018
Hong Kong University of Science and Technology, Business School, Oct. 2018
University of Hong Kong, Faculty of Business and Economics, Oct. 2018
Hong Kong Polytechnic University, Faculty of Business, Oct. 2018
National University of Singapore, Business School, September 2018
Columbia University, Graduate School of Business, May 2018
University of Utah, Eccles School of Business, May 2018
London Business School, April 2018
University College London, School of Management, April 2018
University of Pennsylvania, Wharton School, Mar. 2018
Boston College, Carroll School of Management, Oct. 2017
Duke University, Fuqua School of Business, Oct. 2017
Emory University, Goizueta Business School, Oct. 2017
Santa Clara University, Leavey School of Business, Nov. 2016
Stanford University, Graduate School of Business, Nov. 2016
Boston University, Questrom School of Business, Oct. 2016
University of Minnesota, Industrial and Systems Engineering, Mar. 2016
University of Texas-Dallas, School of Management, Oct. 2015
Dartmouth College, Tuck School of Business, Oct. 2015
University of Michigan, Ross School of Business, Sept. 2015
University of Chicago, Booth School of Business, Jun. 2015
Stanford University, School of Engineering, Nov. 2014
Georgetown University, McDonough School of Business, Oct. 2014
Georgia Tech, Scheller College of Business, Oct. 2014
Harvard University, Harvard Business School, Oct. 2014
MIT, Sloan School of Management, Oct. 2014
Northwestern University, Kellogg School of Management, Oct. 2014
Santa Clara University, Leavey School of Business, Oct. 2014
University of California-Irvine, Paul Merage School of Business and School of Law,
Oct. 2014
Yale University, School of Management, Oct. 2014
University of Washington, Foster School of Business, Sept. 2014
National University of Singapore, Business School, Nov. 2013
Singapore Management University, Lee Kong Chian School of Business, Nov. 2013
University of Minnesota, Carlson School of Management, Oct. 2013
Cornell University, Johnson Graduate School of Management, May 2013

INVITED PRESENTATIONS (cont.)

University of California-Riverside, Anderson School of Management, Apr. 2013
Texas A&M, Mays Business School, Apr. 2013
University of Southern California, Marshall School of Business, Apr. 2013
University of Texas-Austin, McCombs School of Business, Nov. 2012
University of California-Los Angeles, Anderson School of Management, Dec. 2011
University of Chicago, Booth School of Business, Dec. 2011
Singapore Management University, Lee Kong Chian School of Business, May 2010
University of North Carolina-Chapel Hill, Kenan-Flagler Business School, Sep. 2009
University of California-Berkeley, College of Engineering, Apr. 2009
University of California-San Diego, Rady School of Management, Apr. 2009
University of Pennsylvania, Wharton School, Apr. 2009
University of Washington, Foster School of Business, Apr. 2009
Washington University, Olin School of Business, Apr. 2009
City University of Hong Kong, Faculty of Business Administration, Dec. 2007
Hong Kong University of Science and Technology, Business School, Dec. 2007
INSEAD, Dec. 2007
McGill University, Desautels Faculty of Management, Dec. 2007
Wilfred Laurier University, School of Business and Economics, Dec. 2007
Northwestern University, Kellogg School of Management, Nov. 2007
Southern Methodist University, Cox School of Business, Nov. 2007
University of California-Berkeley, College of Engineering, Nov. 2007
MIT, Sloan School of Management, Feb. 2007
New York University, Stern School of Business, Nov. 2006
Stanford University, Graduate School of Business, Nov. 2006
Stanford University, School of Engineering, Nov. 2006
University of California-Berkeley, Haas School of Business, Nov. 2006
University of California-Santa Cruz, Baskin School of Engineering, Nov. 2006
Arizona State University, W. P. Carey School of Business, Mar. 2006
University of California-Irvine, Paul Merage School of Business, Mar. 2006
Purdue University, Krannert School of Management, Nov. 2005
University of Texas-Dallas, School of Management, Oct. 2005
Bell Labs, Lucent Technologies, Apr. 2005
Case Western Reserve University, Weatherhead School of Management, Apr. 2005
Washington University, Olin School of Business, Apr. 2005
Dartmouth College, Tuck School of Business, Dec. 2004
University of Maryland, Smith School of Business, Dec. 2004
University of British Columbia, Sauder School of Business, Jan. 2004
Cornell University, Johnson Graduate School of Management, Nov. 2003
University of Texas-Austin, McCombs School of Business, Nov. 2003
Stanford University, Graduate School of Business, Oct. 2003
University of Southern California, Marshall School of Business, Oct. 2003
University of North Carolina-Chapel Hill, Kenan-Flagler Business School, Dec. 2002
Stanford University, Graduate School of Business, May 2002
Carnegie Mellon University, Graduate School of Industrial Administration, Feb. 2001
Columbia University, Graduate School of Business, Feb. 2001

INVITED PRESENTATIONS (cont.)

Cornell University, Johnson Graduate School of Management, Feb. 2001
Duke University, Fuqua School of Business, Feb. 2001
Georgetown University, McDonough School of Business, Feb. 2001
Georgia Tech, Dupree College of Management, Feb. 2001
Georgia Tech, School of Industrial and Systems Engineering, Feb. 2001
New York University, Stern School of Business, Feb. 2001
Washington University, Olin School of Business, Feb. 2001
Yale University, School of Management, Feb. 2001
Harvard University, Harvard Business School, Jan. 2001
Northwestern University, McCormick School of Engineering, Jan. 2001
Tulane University, Freeman School of Business, Jan. 2001
University of Chicago, Graduate School of Business, Jan. 2001
University of Colorado, Leeds School of Business, Jan. 2001
University of Pennsylvania, Wharton School, Jan. 2001

CONFERENCE PRESENTATIONS

MSOM Conference, Indiana University, June 2021
INFORMS, Seattle, Oct. 2019
MSOM Conference, National University of Singapore, July 2019
Operations Management Summer Camp, Singapore Management University, Aug. 2018
MSOM Conference, Dallas, July 2018
Marketplace Innovation Workshop, Toronto, Ontario, June 2018
Cornell Operations Technology and Information Management Symposium, May 2018
INFORMS, Houston, Oct. 2017
Marketing Science Conference, University of Southern California, June 2017
MSOM Conference, University of North Carolina, June 2017
Production and Operations Management Conference, Seattle, May 2017
INFORMS, Nashville, Nov. 2016
Supply Chain Thought Leaders Roundtable, University of Cincinnati, July 2016
INFORMS International Conference, Hawaii, June 2016
MSOM Conference, Auckland, New Zealand, June 2016
MSOM Service SIG Conference, Auckland, New Zealand, June 2016
MSOM Sustainable Operations SIG Conference, Auckland, New Zealand, June 2016
Symposium on the Sharing Economy, University of Minnesota, May 2016
Utah Winter Operations Conference, Salt Lake City, Utah, Feb. 2016
INFORMS, Philadelphia, Nov. 2015
MSOM, Toronto, June 2015
INFORMS, San Francisco, Nov. 2014
INFORMS, Minneapolis, Oct. 2013
Supply Chain Thought Leaders Roundtable, UCLA, July 2013
INFORMS, Phoenix, Oct. 2012
Utah Winter Operations Conference, Salt Lake City, Utah, Feb. 2012
MSOM, Ann Arbor, June 2011
INFORMS, Austin, Nov. 2010

CONFERENCE PRESENTATIONS (cont.)

Utah Winter Operations Conference, Salt Lake City, Utah, Jan. 2010
INFORMS, San Diego, Oct. 2009
MSOM, Cambridge, June 2009
INFORMS, Washington, DC, Oct. 2008
Environmental Behavior and Decision Making Conference, Environmental Protection Agency, Jan. 2008
INFORMS, Seattle, Nov. 2007
Industry Self-Regulation Conference, Harvard Business School, Feb. 2007
INFORMS, Pittsburgh, Nov. 2006
MSOM, Atlanta, June 2006
Utah Winter Operations Conference, Salt Lake City, Utah, Feb. 2006
INFORMS, San Francisco, Nov. 2005
MSOM, Evanston, June 2005
Value Chain Academic-Industry Consortium, Columbia University, Dec. 2004
Supply Chain Thought Leaders Roundtable, Woodstock, Vermont, July 2004
INFORMS, Denver, Oct. 2004
INFORMS, Atlanta, Oct. 2003
MSOM, Los Angeles, June 2003
INFORMS, San Jose, Nov. 2002
MSOM, Ithaca, June 2002
International INFORMS, Maui, July 2001
INFORMS, San Antonio, Nov. 2000
INFORMS, Philadelphia, Nov. 1999
INFORMS, Cincinnati, May 1999
Stanford Global Supply Chain Management Forum, Stanford University, Sept. 1998

TEACHING EXPERIENCE

Operations Management, Core MBA Course at U.C. Berkeley, 2007-2018, 2019-present
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
- 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 Manufacturing & Service Operations Management Society Diversity and Inclusion Committee, 2020-present
- Member of Advisory Board, Utah Winter Operations Conference, 2017-present
- 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

PROFESSIONAL SERVICE (cont.)

- 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
- 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

- 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 Prizes, U.C. Berkeley, 2015-2016, 2016-2017, 2019-2020, 2020-2021, 2021-present
- Member of Committee on Student Conduct, U.C. Berkeley, 2016-2017, 2017-2018, 2019-2020, 2021-present
- Member of MBA Program Committee, Haas School of Business, 2008-2009, 2009-2010 and 2017-2018, 2021-present
- 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

UNIVERSITY SERVICE (cont.)

- 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