

Jose A. Guajardo

Operations and Information Technology Management
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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)*

*On family leave 2013-2014, 2015-2016

OTHER APPOINTMENTS

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

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

RESEARCH INTERESTS

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

JOURNAL PUBLICATIONS

Guajardo, J.A. 2019. How Do Usage and Payment Behavior Interact in Rent-to-Own Business Models? Evidence from Developing Economies. *Production and Operations Management*, forthcoming.

Guajardo, J.A. 2018. Third-Party Ownership Business Models and the Operational Performance of Solar Energy Systems. *Manufacturing & Service Operations Management*, 20(4) 788–800.

Guajardo, J.A., M.A. Cohen. 2018. Service Differentiation and Operating Segments: A Framework and an Application to After-Sales Services. *Manufacturing & Service Operations Management*, 20(3) 440–454.

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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.

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.

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.

BOOK CHAPTERS

Cohen M.A., Guajardo J.A. 2019. A Framework for Delivering Service Differentiation Through Operating Segments: Research Opportunities and Implementation Challenges. In: Yang H., Qiu R. (eds) *Advances in Service Science*. INFORMS-CSS 2018. Springer Proceedings in Business and Economics. Springer, Cham, 43-52.

WORKING PAPERS

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

Diffusion of Off-Grid Energy Products in Developing Economies with Pay-As-You-Go Business Models: Descriptive Empirical Analysis

How Does the Value of Geolocation Information Vary Across the Purchase Funnel? (with Marcel Goic and Liye Ma)

Firm versus Friends: Assessing the Impact of Recommendations in Mobile Environments (with Marcel Goic and Liye Ma)

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 2017

Earned membership in “Club 6” for teaching excellence 2016

Earned membership in “Club 6” for teaching excellence 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-present

Garwood Center for Corporate Innovation Faculty Research Grant Award, 2013

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

Jose A. Guajardo

Finalist, 2010 MSOM student paper competition

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

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

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

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

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

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

INVITED TALKS

Georgia Tech, Scheller College of Business, 2019 (scheduled)

Emory University, Goizueta Business School, 2019 (scheduled)

Singapore Management University, Lee Kong Chian School of Business, 2019

Northwestern University, Kellogg School of Management, 2019

COER Conference, Harvard Business School, 2019

New York University, Stern School of Business, 2019

University of California San Diego, Rady School of Management, 2019

Yale University, Yale School of Management, 2019

University of California Irvine, Paul Merage School of Business, 2018

COER Conference, Harvard Business School, 2018

McGill University, Desautels Faculty of Management, 2018

University of Cambridge, Institute for Manufacturing, 2017

London Business School, 2017

Chinese University of Hong-Kong, Business School, 2017

Fudan University, School of Management, 2017

Fashion Operations Conference, IESE Business School (New York campus), 2017

COER Conference, The Wharton School, 2016

Cornell University, SC Johnson College of Business, 2015

University of Chile, Department of Industrial Engineering, 2015

Santa Clara University, Leavey School of Business, 2015

University of North Carolina Chapel Hill, Kenan-Flagler Business School, 2013

Haas Faculty Seminar Series, 2013

COER Conference, Harvard Business School, 2013

Harvard University, Harvard Business School, 2012

University of Maryland, Robert H. Smith School of Business, 2012

Duke University, The Fuqua School of Business, 2012

University of California Berkeley, Haas School of Business, 2012

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Boston College, Carroll School of Management, 2012

University of Michigan, Ross School of Business, 2011

Georgia Tech, H. Milton Stewart School of Industrial and Systems Engineering, 2011

Wharton Service Supply Chain Thought Leaders Forum, 2011

SELECTED CONFERENCE PRESENTATIONS

INFORMS Annual meeting, 2008, 2009, 2011-2018

MSOM Conference, 2011, 2015, 2017-2019

POMS Conference, 2013-2015, 2018, 2019

Workshop on Empirical Research in Operations Management, The Wharton School, 2011, 2015

Stanford University, INFORMS Revenue Management & Pricing Conference, 2019

University of San Diego, Early-Career Sustainable Operations Workshop, 2019

Georgia Tech, Early-Career Sustainable Operations Workshop, 2018

University of Chile, Workshop in Management Science, 2018, 2019

2nd Conference of the Euro Working Group on Sustainable Supply Chains (“Sustainable supply chains and the circular economy”), 2018

University of Chile, Workshop “New trends on Management Science and Economics”, 2010

TEACHING

University of California at Berkeley, Haas School of Business

MBA Teaching

2014-Present: Operations – Evening & Weekend MBA core course

Executive Education Teaching

2019 (scheduled): Operations Strategy – General Management Program for Latin American executives

Undergraduate Teaching

2013: Production and Operations Management – Undergraduate elective course

Volunteer Teaching

Volunteer Instructor, Berkeley Business Academy for Youth (B-BAY, Haas)

Summer 2019 (scheduled), Topic: Service Innovation

Summer 2018, Topic: Service Business Model Innovation

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 (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

University of Chile, Department of Industrial Engineering

Executive Education Teaching

Executive Education Diploma on Projects Evaluation, University of Chile, Department of Industrial Engineering. Topic: Demand Forecasting (2007)

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

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

Others

Executive MBA Teaching: Chinese University of Hong-Kong (2015). Topic: Services in Manufacturing Industries: Opportunities, Challenges, and Recent Trends

SELECTED CONSULTING AND INDUSTRY PROJECTS

Izit: Geolocation information in mobile promotions.

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 (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

Societies:

Chair, MSOM Sustainable Operations SIG (2019-)

Member, INFORMS (Institute For Operations Research and Management Science)

Member, MSOM (Manufacturing and Service Operations Management) Society

Member, POMS (Production and Operations Management Society)

Associate Editor: *Service Science* (2019-)

Referee: *Management Science, Manufacturing & Service Operations Management, Operations Research, Production and Operations Management, California Management Review, Decision Sciences, Machine Learning, Naval Research Logistics*

Ad hoc Reviewer/Judge:

MSOM Student Paper Competition (2017, 2018, 2019)
POM Supply Chain College Student Paper Competition (2016, 2017, 2018)
MSOM Conference Sustainable Operations SIG (2015, 2017, 2019)
MSOM Conference Supply Chain Management SIG (2013, 2016, 2019)
MSOM Conference iFORM (Finance, Operations, and Risk Management) SIG (2018)
Research Grants Council of Hong Kong (2017)

Invited Discussant:

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

Conference Cluster Chair:

INFORMS Annual Meeting 2019 – MSOM/Supply Chain Management
MSOM Conference 2018 – Sustainable Operations SIG
INFORMS Annual Meeting 2015 – Business Model Innovation
INFORMS Annual Meeting 2014 – Business Model Innovation

Conference Session Chair:

INFORMS Annual Meeting 2017 – Sharing Economy and Peer-to-Peer Marketplaces
INFORMS Annual Meeting 2017 – Mobile and Operations in the Digital Economy
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
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– Empirical Research on Service Quality and Performance

Conference Editorial Board:

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

UC BERKELEY-HAAS SERVICE

Organizer of research seminar series OITM group, 2012-2015

Member of the OITM recruiting search committee, 2012-Present

Member of the Evening & Weekend MBA academic program committee, 2017-Present

Member of ad hoc committees (appointment, excellence review), 2017, 2018