

# TERRY A. TAYLOR

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

Personal Website: [faculty.haas.berkeley.edu/taylor](http://faculty.haas.berkeley.edu/taylor) ▪ Email: [taylor@haas.berkeley.edu](mailto: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

“Shared-ride Efficiency of Ride-hailing Platforms” 2024. *Manufacturing & Service Operations Management* 26(5) 1945-1961.

“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**

“Designing Enterprise AI Systems: Hallucination, Creativity, and Moral Hazard” with T. Dai. 2025.

“What is the Impact of Labor Productivity on the Optimal Staffing Level?” 2025.

“What is the Impact of Service-Time Variability on the Optimal Staffing Level?” 2025.

## **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 *Management Science* Best Associate Editor Award, Honorable Mention, 2025
- 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

### **AWARDS AND HONORS (cont.)**

- *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**

- Member of *Management Science* Review Committee, 2026
- Chair of INFORMS Philip McCord Morse Lectureship Award Committee, 2025
- Judge, SAS Practice Prize, Centre for Business Analytics at Melbourne Business School, 2025
- Associate Editor for *Management Science*, 2009-2015, 2018-present
- Associate Editor for *Operations Research*, 2007-present
- Senior Editor for *Production and Operations Management*, 2003-2014, 2025-present
- Guest Department Editor for *Management Science*, 2021-present
- Member of Advisory Board, Utah Winter Operations Conference, 2017-present
- Department Editor for *Production and Operations Management*, 2015-2024
- 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

### **PROFESSIONAL SERVICE (cont.)**

- 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**

- 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 Chief Administrative Officer Search Committee, Haas School of Business, 2025
- 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

**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