

## **Jeffery L. Guyse**

Technology and Operations Management  
College of Business Administration  
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### **EDUCATION**

- Ph.D. Management, with focus in Operations and Decision Technologies, 2000  
Graduate School of Management, University of California, Irvine.
- B.A. Economics, 1995  
California State University, San Marcos

### **DISSERTATION**

Title: An Empirical Investigation of Preferences Over Sequences of Outcomes and Applications in the Monetary, Environmental and Health Domains: A Decision Analysis Approach

Committee: L. Robin Keller (Chair), R. Duncan Luce and Imran Currim

### **AWARDS**

- 2000: "Outstanding Teaching Assistant," as voted by the students of Class IV of the Healthcare Executive MBA Program, GSM, UCI. Received November 11, 2000.
- 2000: "Outstanding Teaching Assistant," as voted by the students of the Full Time MBA Class of 2000, GSM, UCI. Received June 15, 2000.
- 2000: "Outstanding Teaching Assistant," as voted by the students of Class XIV of the Executive MBA Program, GSM, UCI. Received June 3, 2000.
- 1999: Finalist in the Annual Student Paper Competition of the Decision Analysis Society of INFORMS for "Valuing Environmental Outcomes: Preference for Constant or Improving Sequences," by Jeffery L. Guyse, L. Robin Keller, and Thomas Eppel.
- 1999: "Outstanding Teaching Assistant," as voted by the students of the Full Time MBA Class of 1999, GSM, UCI. Received June 17, 1999
- 1999: "Outstanding Teaching Assistant," as voted by the students of Class XIII of the Executive MBA Program, GSM, UCI. Received June 5, 1999.
- 1998: "Best Teaching Assistant," as voted by the students of Class XII of the Executive MBA Program, GSM, UCI. Received June 6, 1998.
- 1998: "Excellence in Teaching Award," from the Campus-wide Instructional Resource Center and Committee on Teaching at UCI. Received June 3, 1998.
- 1998: "Outstanding Teaching Assistant," as voted by the Full Time MBA Class of 1998, GSM, UCI. Received May 31, 1998.

## **FELLOWSHIPS AND GRANTS**

- 2004: National Science Foundation Scholarship to attend “Innovations in Teaching Decision Support Systems Development NSF Supported Summer Workshops.” Jacksonville, FL. August 1-4, 2004
- 1998-02: Environmental Protection Agency/National Science Foundation (EPA/NSF) STAR Partnership for Environmental Research Grant. “Assessing Preferences for Environmental Decisions with Long-Term Consequences,” with Professor L. Robin Keller and Professor Thomas Eppel, UCI. Funding for salary and research costs.
- 1996-99: Regents Fellowship, UCI. Registration fees.
- 1995-98: Regents Fellowship, UCI. Summer Research Support.
- 1997: National Science Foundation (NSF) Research and Training Grant through UCI Institute of Mathematical Behavioral Sciences. Summer research support.
- 1995-96: Regents Fellowship, UCI. Registration fees and stipend.

## **RESEARCH PAPERS, TEXT BOOKS, and REVIEWS**

### *Current Research Activities:*

- Guyse, Jeffery L., and Simon, Jay (2009) “Consistency Among Elicitation Techniques for Intertemporal Choice: A Within-Subjects Investigation of the Anomalies.” Working Paper.
- Guyse, Jeffery L. (2009) “Gain/Loss Asymmetry for Lives: Evidence Across Elicitation Procedures for Intergenerational Time Preference.” Working Paper.
- Guyse, Jeffery L. and Keller, L. Robin (2009) “Valuing Lives Lost or Saved Over Time: Consistent with Discounting Models or Not? Working Paper.
- Keller, L. Robin and Guyse, Jeffery L. (2009) “Decision Problem Structuring: Generating Possible Events,” Working Paper. MBS 99-19, Institute for Mathematical Behavioral Sciences, University of California, Irvine. Working Paper.
- Biswas, Dipayan, Keller, L. Robin, and Guyse, Jeffery L. (2009) “The Effects of Peer Presence and Warning Signs on Beach-Goers’ Perceived Probabilities of Going in Polluted Beach Water.” Working Paper.

### *Published Research:*

- Drezner, Tammy, Drezner, Zvi, and Guyse, Jeffery L. (*forthcoming*) “Equitable Service by a Facility: Minimizing the Gini Coefficient.” Accepted for publication in *Computers & Operations Research*.

- Guyse, Jeffery L., Keller, L. Robin, and Eppel, T. (2002) "Valuing Environmental Outcomes: Preferences for Increasing or Constant Sequences," *Organizational Behavior and Human Decision Processes*, 87, 253-277.
- Dipayan Biswas, Thomas Eppel, Jeffery L. Guyse and L. Robin Keller, "Assessing Preferences for Environmental Decisions with Long-Term Consequences," Final report for the EPA/NSF STAR Partnership for Environmental Research, EPA Agreement Number: R826611-01-0, June 10, 2002. Technical Grant Final Report preparation and submission to the Environmental Protection Agency.
- Guyse, Jeffery L. (2001) "Certainty Equivalents," in Saul I. Gass and Carl M. Harris (eds.), 2nd Edition of Encyclopedia of Operations Research and Management Science, Kluwer Academic Publishers, Norwell, MA, 2001..
- Drezner, Zvi and Guyse, Jeffery L. (1999) "Application of Decision Analysis Techniques to the Weber Facility Location Problem," *European Journal of Operational Research*, 116, 69-79.
- Guyse, Jeffery L. and Keller, L. Robin (1997) Book Review of Strategic Decision Making: Multiobjective Decision Analysis with Spreadsheets by Craig Kirkwood. *Interfaces*, 27, 106-107.

## **COURSES TAUGHT**

Decision Analysis  
Decision Support Systems  
Statistics and Management Science  
Supply Chain Design, Analysis, and Representation  
e-Business Enabled Supply Chain Management  
Logistics Management  
Purchasing Management

## **RESEARCH INTERESTS**

Decision Analysis and Decision Support Systems  
Behavioral Decision Making

## **ACADEMIC EMPLOYMENT**

2007-Present: **Associate Professor**, Technology and Operations Management, College of Business Administration, California State Polytechnic University, Pomona.

2000-2006: **Assistant Professor**, Technology and Operations Management, College of Business Administration, California State Polytechnic University, Pomona.

2000- Present: **Lecturer and Research Fellow**, The Paul Merage School of Business, University of California, Irvine.

1999-2000: **Adjunct Faculty**, Department of Management Science/Information Systems, School of Business Administration and Economics, California State University, Fullerton. Instructor for Quantitative Business Analysis: Probability and Statistics (Fall 1999 and Spring 2000) and Quantitative Business Analysis: Management Science and Statistics (Spring 2000).

1996-2000: **Teaching Assistant**, Graduate School of Management, University of California, Irvine. Assisting in grading, class preparation, and leading review sessions for Management Science, Statistics for Management, Decision Analysis, and Operations Management courses at the MBA, Executive MBA (including Health Care Executive), and Fully Employed MBA levels.

1995-2000: **Research Assistant**, Graduate School of Management, University of California, Irvine. Assisting Professor L. Robin Keller, Professor Thomas Eppel and Professor Young-Hee Cho (CSULB) with research in the area of decision analysis, and assisted Professor Carlton Scott with research in the area of mathematical programming.

1998: **Adjunct Faculty**, Center for High Technology Management College of Business Administration, California State University, San Marcos, Fall Semester 1998. Instructor for Statistics Lab

## PRESENTATIONS

“The Lorenz Curve in Location Analysis,” by Tammy Drezner\*, Zvi Drezner, and Jeffery L. Guyse. Invited paper in Location Analysis session of INFORMS, Seattle, PA, November 4, 2007.

“Gain/Loss Asymmetry for Lives: Evidence Across Elicitation Procedures for Intergenerational Time Preference,” by Jeffery L. Guyse.\* Invited paper presented at the 45<sup>th</sup> Bayesian Research Conference, Fullerton, CA, January 5, 2007.

“Gain/Loss Asymmetry for Lives: Evidence Across Elicitation Procedures for Intergenerational Time Preference,” by Jeffery L. Guyse.\* Invited paper in Advances in Decision Analysis session of INFORMS, Pittsburgh, PA, November 6, 2006.

“The Utility for Decisions Involving Sequences of Monetary Outcomes,” by Jeffery L. Guyse.\* Invited paper in Advances in Decision Analysis session of INFORMS, Atlanta, GA, October 20, 2003.

- “Preferences for Environmental Decisions with Long-Term Consequences,” by Jeffery L. Guyse\* and L. Robin Keller. Invited presentation. STAR Environmental Research Seminar, U.S. EPA Region 9: Pacific Southwest, San Francisco, CA, October 8, 2003.
- “Valuing Lives Lost or Saved Over Time: Consistent with Discounting or Not?” by Jeffery L. Guyse\*, and L. Robin Keller. Invited paper in Decision Analysis Society of INFORMS cluster, San Jose, CA, November 18, 2002.
- “Perspectives of Multiple Stakeholders on Management of Water Pollution,” by L. Robin Keller\*, Jeffery L. Guyse, and Dipayan Biswas. Invited paper in Advances in Decision Analysis Section of the International Federation of Operational Research Societies (INFORS), Edinburgh, Scotland, 11 July, 2002
- “Perspectives of Multiple Stakeholders on Management of Water Pollution,” by L. Robin Keller\*, Jeffery L. Guyse, and Dipayan Biswas. Invited paper The Society for Risk Analysis conference, Seattle, December 2001.
- “Perspectives of Multiple Stakeholders on Management of Water Pollution,” by L. Robin Keller\*, Jeffery L. Guyse, and Dipayan Biswas. Invited paper in Decision Analysis Society of INFORMS cluster, Miami, FL, November 7, 2001.
- “Experimental Validity of Discounted Utility for Decisions Involving Sequences of Monetary Outcomes,” by Jeffery L. Guyse\*. Invited paper in Decision Analysis Society of INFORMS cluster, San Antonio, TX, November 7, 2000.
- “Preference for Sequences of Long-Term Environmental Consequences,” by Jeffery L. Guyse\*, L. Robin Keller and Thomas Eppel. Invited paper in Decision Analysis Society of INFORMS cluster, Philadelphia, PA, November 8, 1999.
- “Preference for Sequences of Long-Term Environmental Consequences,” by Jeffery L. Guyse, L. Robin Keller\* and Thomas Eppel. Poster presentation at the Society for Judgment and Decision Making 1999 annual meeting in Los Angeles, CA, November 21, 1999.
- “Preference for Sequences of Long-Term Environmental Consequences,” by Jeffery L. Guyse\*, L. Robin Keller and Thomas Eppel, presented at the Society of Risk Analysis 1999 annual meeting in Atlanta, GA, December 6, 1999.
- “Preference for Sequences of Long-Term Environmental Consequences,” by Jeffery L. Guyse, L. Robin Keller\* and Thomas Eppel\* at the Biennial Conference on Subjective Probability, Utility and Decision Making, University of Mannheim, Germany, August 9, 1999.

- “Modeling Environmental Decisions Over Time,” by Jeffery L. Guyse,\* L. Robin Keller and Thomas Eppel at Annual UCLA/UCI/USC Current Research in OR/OM Conference. University of California, Los Angeles, June 4, 1999.
- “Preference for Sequences of Environmental Outcomes with Long Term Consequences,” by Jeffery L. Guyse\* and L. Robin Keller at Cincinnati INFORMS Conference, May 1999.
- “Elicitation of Expert Judgments: Some empirical observations,” by Thomas Eppel,\* Jeffery L. Guyse, and Detlof von Winterfeldt at Cincinnati INFORMS Conference, May 1999.
- “Elicitation of Expert Judgments: Some Empirical Observations,” by Thomas Eppel,\* Jeffery L. Guyse, and Detlof von Winterfeldt at the Bayesian Research Conference in Los Angeles, CA, February 8, 1999.
- “Elicitation of Expert Judgments: Some Empirical Observations,” by Thomas Eppel, Jeffery L. Guyse,\* and Detlof von Winterfeldt. Poster session at the Society of Risk Analysis 1998 annual meeting in Phoenix, AZ, December 9, 1998.
- “Assessing Preferences for Environmental Decisions with Long-Term Consequences,” by Thomas Eppel, Jeffery L. Guyse, and L. Robin Keller\* at the Society of Risk Analysis 1998 annual meeting in Phoenix, AZ, December 7, 1998.
- “Hitting Home: Cognitive switching from long run to short run perceptions of risk,” by Jeffery L. Guyse\* at Dallas INFORMS Conference, October 1997.

\*Presented paper

## **PROFESSIONAL SOCIETIES**

Decision Analysis Society of The Institute for Operations Research and the Management Sciences (INFORMS)

California State University-Production Operations Management (CSU-POM).

## **PROFESSIONAL SERVICE AND LEADERSHIP**

Referee for academic journals *Management Science*, *Theory and Decision*, *Risk Analysis*, *Multi-Criteria Decision Analysis*, *Journal of Experimental Psychology: Learning, Memory, and Cognition* and *Journal of Personality and Social Psychology: Personality Processes and Individual Differences*.

2001-08: Director of Communications for California State University-Production Operations Management (CSU-POM).

Jeffery L Guyse, California State Polytechnic University, Pomona  
JLGuyse@csupomona.edu, 909.869.5357

1996-97: President of the GSM Ph.D. Student Association, University of California,  
Irvine.

1994-95: President of the Economics Club, California State University, San Marcos.