

John G. Turner

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ACADEMIC POSITIONS

University of California, Irvine · The Paul Merage School of Business · Irvine, CA
Associate Professor of Operations & Decision Technologies 2017 - Present
Assistant Professor of Operations & Decision Technologies 2010 - 2017

EDUCATION

Carnegie Mellon University · Tepper School of Business · Pittsburgh, PA May 2010
Ph.D. in Operations Research (with minors in Operations Management & Economics)
Dissertation: Ad Slotting & Pricing: New Media Planning Models for New Media

Carnegie Mellon University · Tepper School of Business · Pittsburgh, PA May 2006
M.S. in Operations Research

University of Waterloo · Faculty of Mathematics · Waterloo, ON, Canada May 2004
B.Math. in Operations Research (Honors Co-op, with minor in Computer Science)
Dean's List Graduate (Highest Distinction)

RESEARCH INTERESTS

revenue management · large-scale optimization and decomposition methods · online advertising allocation · operations/marketing interface · sports scheduling · environmental policy · health care management. *In short, I apply rigorous optimization-based methods to real-world problems.*

RESEARCH HIGHLIGHTS

The key ingredient that cross-cuts my work is problem-specific structure that can be exploited to deliver insights or computationally efficient algorithms. My research papers:

- identify how to shorten a disrupted sports league (e.g., after COVID or a player strike)
- help South Korea decide where to locate trauma centers and emergency helicopters
- dynamically serve advertisements within the 3D worlds of video games
- cluster audience segments while simultaneously producing an advertising plan
- use patterns to satisfy ads with guaranteed reach and frequency requirements
- employ Gini indices to model the spread of ad exposures across audience segments and time
- accelerate Bender's decomposition (a general optimization method used to solve many large supply chain problems) by judiciously choosing deep cuts
- help retailers choose third-party shippers for long-term transportation contracts while balancing diesel price risk
- help travel search engines understand what factors contribute to consumers evaluating more/less options and purchasing with higher/lower likelihood

PROFESSIONAL MEMBERSHIPS

RM&P - INFORMS Revenue Management & Pricing Section

MSOM - INFORMS Manufacturing and Service Operations Management Society

INFORMS - Institute for Operations Research and the Management Sciences

POMS - Production and Operations Management Society

CDT - UC Irvine Center for Digital Transformation

PhD STUDENT PLACEMENTS (*=co-advised)

2022 – Alexander Robinson – Operations Research Scientist, CSX (Railway) Technology, Inc.

2022 – Mojtaba Hosseini – Assistant Professor, University of Iowa, Tippie College of Business

2021 – Ali Hassanzadeh* – Assistant Professor, University of Manchester, Alliance Business School

2018 – Vahid Nourbakhsh – Senior Operations Research Scientist, Wayfair, Inc.

2016 – Ali Hojjat – Assistant Professor, University of New Hampshire, Paul College of Business

AWARDS & HONORS

- **2024, 2020, 2019 - Excellence in Teaching in the Masters of Science in Business Analytics Program, UC Irvine.**

I have received this award 3 times. This award is conferred annually in June for the top teaching performance (as chosen by the students) in a Master of Science in Business Analytics (MSBA) core class.

- **2017 - Junior Faculty Research Award for 2016-17, UC Irvine.**

This award is conferred to the junior (untenured) faculty member in the Paul Merage School of business who demonstrated the highest level of research excellence / productivity that year. Selection is by the faculty of the Paul Merage School of Business.

- **2015 - Dean's Honoree for Teaching Excellence, UC Irvine.**

In recognition for excellence in undergraduate teaching, presented by the Dean of the Paul Merage School of Business.

- **2014 - William Pierskalla Best Paper Award in Health Care Management Science, INFORMS.**

The Health Applications Society of INFORMS sponsors an annual competition for the Pierskalla Award, which recognizes research excellence in the field of health care management science. I received this award for my work and related paper that studies the design of a trauma care system in Korea, and uses a method we developed called Shifting Quadratic Envelopes to outperform several benchmarks by up to 20%.

- **2012 - Yahoo Labs Faculty Research and Engagement Program (FREP) Scholar.**

I was one of 28 faculty from top schools around the world given this award. As described by Yahoo's press briefing, "The [FREP] program is designed to produce the highest quality scientific collaborations and outcomes by engaging with faculty and students conducting

research in areas of mutual interest. The FREP funds help academics across the globe collaborate with Yahoo! research scientists on new, exciting internet research studies and experiments.”

- **2012 - Lave-Weil Prize, Tepper School of Business, Carnegie Mellon University.**

Prior to winning the Pierskalla Award, my work in planning a trauma care system in Korea was awarded the 2012 Lave-Weil Prize for the best (at the time) unpublished paper on problem solving co-authored at Carnegie Mellon's Tepper School of Business (my coauthor is at CMU).

- **2011 - George B. Dantzig Dissertation Award, INFORMS.**

The George B. Dantzig Award is awarded by INFORMS for the best dissertation in any area of operations research and the management sciences that is innovative and relevant to practice. This is the top award that INFORMS, our main professional society, confers to young researchers. Two papers that came out of my dissertation are “Scheduling of Dynamic In-Game Advertising” and “The Planning of Guaranteed Targeted Display Advertising”, both now-published in *Operations Research*.

RESEARCH

PUBLICATIONS

*All publications below are peer-reviewed journal articles and peer-reviewed conference proceedings (marked with c).
Coauthors that I directly supervised as primary PhD advisor are labelled with an asterisk (*)*

- [14] *Hosseini, M., Turner, J. Deepest Cuts for Benders Decomposition, *Operations Research*. Accepted (Forthcoming).
- [13] *Hassanzadeh, A., M. *Hosseini, J. Turner. (2024). How to Conclude a Suspended Sports League? *Manufacturing & Services Operations Management*. Published Online in Advance of Print June 18, 2024. <https://doi.org/10.1287/msom.2022.0558>
- [12] *Nourbakhsh, V., Turner, J. (2022). Dynamized routing policies for minimizing expected waiting time in a multi-class multi-server system. *Computers & Operations Research*, Volume 137, 105545.
- [11] Lejeune, M., Turner, J. (2019). Planning Online Advertising Using Gini Indices. *Operations Research*, 67(5), 1222-1245.
- [10] *Hojjat, A., Turner, J. G., Cetintas, S., Yang, J. (2017). A Unified Framework for the Scheduling of Guaranteed Targeted Display Advertising under Reach and Frequency Requirements. *Operations Research*, 65(2), 289-313.
- [9] Choudhary, V., Currim, I. S., Dewan, S., Jeliazkov, I., Mintz, O., Turner, J. G. (2016). Evaluation Set Size and Purchase: Evidence from a Product Search Engine. *Journal of Interactive Marketing*, 37, 16-31.
- [8c] Arkhipov, D., Turner, J. G., Dillencourt, M., Torres, P., Regan, A. (2016). Yield Optimization with Binding Latency Constraints. *Proceedings of the 3rd International Conference on Soft Computing and Machine Intelligence (ISCFMI)*, pp. 5-12.
- [7] Drezner, Z., Scott, C. H., Turner, J. G. (2016). Mixed Planar and Network Single-Facility Location Problems. *Networks*, 68(4), 271-282.
- [6] Cho, S.-H., Jang, H., Lee, T., Turner, J. G. (2014). Simultaneous Location of Trauma Centers and Helicopters for Emergency Medical Service Planning. *Operations Research*, 62(4), 751-771. **Awarded the 2014 INFORMS William Pierskalla Best Paper Award & the 2012 Carnegie-Mellon University Lave-Weil Prize.**
- [5c] *Hojjat, A., Turner, J. G., Cetintas, S., Yang, J. (2014). Delivering Guaranteed Display Ads under Reach and Frequency Requirements. *Proceedings of the 28th AAAI Conference on Artificial Intelligence*, pp. 2278-2284. **This is the #1-ranked computer science conference in artificial intelligence.**

- [4c] Lee, T., Jang, H., Cho, S.-H., Turner, J. G. (2012). A Simulation-Based Iterative Method for a Trauma Center - Air Ambulance Location Problem. *Proceedings of the 2012 IEEE Winter Simulation Conference*, pp. 955-966.
- [3] Turner, J. G., Peterson, B., Cho, S.-H., Kekre, S., Scheller-Wolf, A. (2012). A Large U.S. Retailer Selects Transportation Carriers Under Diesel Price Uncertainty. *Interfaces*, 42(4), 365-379.
- [2] Turner, J. G. (2012). Planning of Guaranteed Targeted Display Advertising. *Operations Research*, 60(1), 18-33. **Recognized by the 2011 INFORMS Dantzig Dissertation Award.**
- [1] Turner, J. G., Scheller-Wolf, A., Tayur, S. (2011). Scheduling of Dynamic In-Game Advertising. *Operations Research*, 59(1), 1-16. **Recognized by the 2011 INFORMS Dantzig Dissertation Award.**

WORKING PAPERS

Coauthors that I directly supervised as primary PhD advisor are labelled with an asterisk ()*

- [W15] *Robinson, A., Turner, J. Demand Forecasting with Time-Varying Arrival Rates: Modeling and Evaluation with Hotel Data. (Preparing for initial submission)
- [W16] *Hojjat, A., Turner, J. Serving Online Ads with Reach and Frequency Requirements on a Moving Time Window. (Preparing for initial submission).
- [W17] *Zhang, J., Turner, J. An Alternative Decision Support Method to Rank Advertisers in Waterfall. (Preparing for initial submission)

WORK IN PROGRESS

Coauthors that I directly supervised as primary PhD advisor are labelled with an asterisk ()*

- [P18] *Hosseini, M., Barz, C., Turner, J. Staffing, Scheduling and Rescheduling of Physicians in Hospitals in the Face of Uncertainties.
- [P19] *Zhang, J., Nadarajah, S., Turner, J. Contracting for Virtual Power Purchase Agreements.
- [P20] *Wu, M., Murphy, K., Turner, J. Optimizing University Admissions.
- [P21] *Kharazmi-Pour, R., Turner, J. Optimizing Online Advertising in Social Networks.

CONTRACTS, GRANTS & SPONSORED RESEARCH

- **2023-Mar-24 - Council on Research, Computing & Library Resources Award, UCI.**
Received \$1700 award to support my research in (a) sports analytics, (b) optimizing online advertisement selection, and (c) decomposition methods for optimization.
- **2021-Feb-12 - Council on Research, Computing & Library Resources Award, UCI.**
Received \$1000 award to support my research in (a) online advertising optimization, (b) sports analytics, and (c) revenue management.
- **2019-Jan-25 - Council on Research, Computing & Library Resources Award, UCI.**
Received \$2550 award to support my research in (a) optimizing online advertisement selection and (b) optimizing pricing and allocation for resource exchanges.
- **2017-Dec-20 - Council on Research, Computing & Library Resources Award, UCI.**
Received \$2500 award to support my research in (a) optimizing call center staffing and (b) optimizing online advertisement selection.
- **2017-Feb-24 - Council on Research, Computing & Library Resources Award, UCI.**
Received \$1000 award to license optimization software to support research in developing efficient methods to route jobs in a multi-class multi-server system.
- **2012-Oct-23 - Yahoo! Faculty Research and Engagement Award, Yahoo! Inc.**
Received \$40,000 award to support my research in online advertising optimization.
- **2011-Jan-12 - Council on Research, Computing & Library Resources Award, UCI.**
Received \$3500 award to conduct research in social network ad optimization.

INVITED TALKS GIVEN AT RESEARCH INSTITUTIONS

- **2024-Apr-19 – Emory University, Goizueta Business School, Atlanta, GA.**
“Beyond Suspension: A Two-Phase Methodology for Concluding Sports Leagues”
- **2022-May-24 – Amazon Advertising, Virtual/Remote.**
“Allocating Online Advertising Exposures using Gini Coefficients and Frequency Caps”
- **2019-Nov-19 – Korea Advanced Institute of Science and Technology (KAIST), College of Engineering, Daejeon, South Korea.**
“Planning Online Advertising Using Gini Indices”
- **2019-Nov-18 – Korea Advanced Institute of Science and Technology (KAIST), College of Business, Seoul, South Korea.**
“Planning Online Advertising Using Gini Indices”

- **2018-Nov-28 – Stanford University, Graduate School of Business, Stanford, CA.**
“Planning Online Advertising Using Lorenz Curves”
- **2018-Apr-20 – University of Miami, School of Business, Miami, FL.**
“Planning Online Advertising Using Lorenz Curves”
- **2017-Mar-10 – University of Illinois at Chicago, College of Business, Chicago, IL.**
“Planning Online Advertising Using Lorenz Curves”
- **2017-Mar-09 – University of Chicago, Booth School of Business, Chicago, IL.**
“Planning Online Advertising Using Lorenz Curves”
- **2017-Jan-20 – Santa Clara University, Leavey School of Business, Santa Clara, CA.**
“Planning Online Advertising Using Lorenz Curves”
- **2016-Oct-14 – University of Washington, Foster School of Business, Seattle, WA.**
“Planning Online Advertising Using Lorenz Curves”
- **2016-Mar-18 – University of California at San Diego, Rady School of Management, San Diego, CA.**
“Planning Online Advertising Using Lorenz Curves”
- **2015-Mar-06 – University of Virginia, Darden School of Business, Charlottesville, VA.**
“Delivering Guaranteed Display Advertising under Reach and Frequency Requirements”
- **2015-Feb-06 – University of Maryland, Smith School of Business, College Park, MD.**
“Simultaneous Location of Trauma Centers and Helicopters for Emergency Medical Service Planning”
- **2014-Sep-05 – Boston College, Carroll School of Management, Boston, MA.**
“Simultaneous Location of Trauma Centers and Helicopters for Emergency Medical Service Planning”
- **2014-Jul-08 – London Business School, London, UK.**
“Simultaneous Location of Trauma Centers and Helicopters for Emergency Medical Service Planning”
- **2014-Apr-11 – Santa Clara University, Leavey School of Business, Santa Clara, CA.**
“Simultaneous Location of Trauma Centers and Helicopters for Emergency Medical Service Planning”
- **2013-Feb-22 – University of Miami, School of Business, Miami, FL.**
“Simultaneous Location of Trauma Centers and Helicopters for Emergency Medical Service Planning”
- **2013-Jan-29 – Yahoo!, Inc., Sunnyvale, CA.**
“Planning of Guaranteed Targeted Display Advertising”

- **2012-Nov-09 – University of California Berkeley, Haas School of Business, Berkeley, CA.**
“Planning of Guaranteed Targeted Display Advertising”
- **2012-Oct-26 – Georgia Institute of Technology, Scheller College of Business, Atlanta, GA.**
“Planning of Guaranteed Targeted Display Advertising”
- **2011-Mar-25 – George Washington University, School of Business, Washington, DC.**
“Planning of Guaranteed Targeted Display Advertising”

INVITED TALKS GIVEN AT UC IRVINE

- **2018-Jan-19 – UCI Center for Digital Transformation Research Colloquium**
“Waterfall Yield Optimization for Online Advertising”
- **2017-Oct-16 – UCI Marketing Association Seminar**
“Dynamic Advertising within Video Games and Beyond”
- **2014-Oct-24 – UCI Big Data Kickoff**
“Data-Driven Optimization”
- **2013-Mar-18 – UCI Artificial Intelligence & Machine Learning Seminar**
“Advertising Planning in Video Games and Beyond”
- **2011-Jan-19 – UCI Center for Research on Information Technology and Organizations (CRITO) Seminar**
“Scheduling of Dynamic In-Game Advertising”

CONFERENCE PRESENTATIONS

- **2024-Apr-28 – POMS Annual Conference, Minneapolis, MN**
“Serving Online Ads with Reach and Frequency Requirements on a Moving Time Window”
- **2023-May-15 – Southern California OR/OM Day, University of Southern California, Los Angeles, CA**
“How to Conclude a Suspended Sports League?”
- **2022-Oct-17 – INFORMS Annual Conference, Indianapolis, IN**
“Serving Online Ads with Reach and Frequency Requirements on a Moving Time Window”
- **2021-Oct-15 – Data Science Go (DSGO) Conference, Virtual/Remote**
“Optimization Concepts for Data Scientists”
- **2020-Nov-12 – INFORMS Annual Conference, Virtual/Remote**
“Serving Online Ads with Reach and Frequency Requirements on a Moving Time Window”
- **2019-May-03 – POMS Annual Conference, Washington, DC**
“Waterfall Yield Optimization for Online Advertising”

- **2018-Nov-04 – INFORMS Annual Conference, Phoenix, AZ**
“Planning Online Advertising Using Lorenz Curves”
- **2017-Jun-29 – INFORMS Revenue Management & Pricing Conference, Amsterdam, The Netherlands**
“Waterfall Yield Optimization for Online Advertising”
- **2017-May-07 – POMS Annual Conference, Seattle, WA**
“Continuous Learning for Contextual Bandits with Nonstationary Rewards”
- **2016-Nov-15 – INFORMS Annual Conference, Nashville, TN**
“Continuous Learning for Contextual Bandits with Nonstationary Rewards”
- **2016-Nov-15 – INFORMS Annual Conference, Nashville, TN**
“Planning Online Advertising Using Lorenz Curves”
- **2016-Jun-16 – INFORMS Revenue Management & Pricing Conference, New York, NY**
“Planning Online Advertising Using Lorenz Curves”
- **2016-May-31 – CORS Annual Conference, Banff, AB, Canada**
“Planning Online Advertising Using Lorenz Curves”
- **2016-May-20 – Southern California OR/OM Day, University of California at Irvine, Irvine, CA**
“Planning Online Advertising Using Lorenz Curves”
- **2016-May-08 – POMS Annual Conference, Orlando, FL**
“Evaluation Set Size and Purchase: Evidence from a Product Search Engine”
- **2015-Nov-03 – INFORMS Annual Conference, Philadelphia, PA**
“Learning, Revising, and Forgetting Multidimensional Contextual Features for Online Ad Selection”
- **2015-Jun-28 – MSOM Annual Conference, Toronto, ON**
“Delivering Guaranteed Display Advertising under Reach and Frequency Requirements”
- **2015-May-08 – POMS Annual Conference, Washington, DC**
“Learning, Revising, and Forgetting Multidimensional Contextual Features to Optimize Online Ad Selection”
- **2014-Jul-29 – 28th AAAI Conference on Artificial Intelligence, Quebec City, QC**
“Delivering Guaranteed Display Ads under Reach and Frequency Requirements”
- **2014-Jul-13 – International Federation of Operational Research Societies (IFORS) Triennial Conference, Barcelona, Spain**
“Foundations of Social Network Ad Optimization”

- **2014-May-23 – Southern California OR/OM Day, University of Southern California, Los Angeles, CA**
“Foundations of Social Network Ad Optimization”
- **2014-May-11 – POMS Annual Conference, Atlanta, GA**
“Foundations of Social Network Ad Optimization”
- **2013-Oct-06 – INFORMS Annual Conference, Minneapolis, MN**
“Foundations of Social Network Ad Optimization”
- **2012-Jun-19 – MSOM Annual Conference, New York, NY**
“Simultaneous Location of Trauma Centers and Helicopters for Emergency Medical Service Planning”
- **2012-May-04 – Southern California OR/OM Day, University of California at Los Angeles, Los Angeles, CA**
“Simultaneous Location of Trauma Centers and Helicopters for Emergency Medical Service Planning”
- **2012-Apr-20 – POMS Annual Conference, Chicago, IL**
“Simultaneous Location of Trauma Centers and Helicopters for Emergency Medical Service Planning”
- **2012-Apr-20 – POMS Annual Conference, Chicago, IL**
“Contract Choice for Targeted Advertising”
- **2012-Apr-16 – INFORMS Conference on Business Analytics and Operations Research, Huntington Beach, CA**
“A Large U.S. Retailer Selects Transportation Carriers Under Diesel Price Uncertainty”
- **2011-Nov-13 – INFORMS Annual Conference, Charlotte, NC**
“Dantzig Award Finalist Presentation: New Media Planning Models for New Media”
- **2011-Nov-13 – INFORMS Annual Conference, Charlotte, NC**
“Contract Choice for Targeted Advertising”
- **2011-Jul-11 – International Federation of Operational Research Societies (IFORS) Triennial Conference, Melbourne, Australia**
“Planning of Guaranteed Targeted Display Advertising - Computational Aggregation”
- **2010-Oct-11 – INFORMS Annual Conference, Austin, TX**
“Planning of Guaranteed Targeted Display Advertising - Computational Aggregation”
- **2010-May-21 – Southern California OR/OM Day, University of California at Irvine, Irvine, CA**
“Planning of Guaranteed Targeted Display Advertising”

TEACHING

TEACHING OVERVIEW

I like to combine analytical problem-solving methods with industry applications that strive to balance supply and demand in their own unique ways. I regularly teach Management Science to MSBA students, Operations Management (in-person as well as online-offline hybrid dual-mode format) to MBA students, and Large-Scale Optimization to Ph.D. students. In the past, I have also taught Revenue Management to both MBA's and undergraduates, Management Science to MBA's and undergraduates, and Operations Management to undergraduates. When I teach I try to make sure that students of all backgrounds master the foundational concepts, while those that come into a class with prior relevant knowledge can take their understanding of the topic to the next level. When possible, I use examples from my research in online advertising planning, locating trauma centers, and sports scheduling to drive class discussions.

COURSES TAUGHT (*=taught recently, i.e., within the last 2 academic years: Fall 2022-Spring 2024)

- Management Science (UG, MBA, MSBA*)
- Operations Management (UG, MBA*)
- Large-Scale Optimization (PhD*)
- Revenue Management (UG, MBA*)

SPECIAL PEDAGOGICAL ACTIVITIES

- **2016 – Case Study “Dynamic In-Game Advertising: Managing Complex High-Stakes Operations”**

I authored a teaching case (with Alan Scheller-Wolf and Sridhar Tayur of Carnegie Mellon University) based on my 2011 Operations Research paper “Scheduling of Dynamic In-Game Advertising.” This case was a finalist in the INFORMS 2016 Case Competition.

- **2013 – Moderator, Panel Session on Teaching Revenue Management**

I invited, organized, and moderated a panel of experienced scholars to discuss our experiences with teaching Revenue Management (a class that I introduced at UCI to MBA students in Spring 2012, and to undergrads in Fall 2014). This was held at the POMS Annual Meeting in Denver, CO, May 4, 2013.

EXECUTIVE EDUCATION

Gave the following lectures to Korean exchange students participating in certificate programs offered at the Paul Merage School of Business, UC Irvine:

- 2016-Feb-16 – “Trauma Care System Design in Korea: An Introduction to Optimization & Simulation Modeling” delivered to 45 Suwon University upper-division undergraduates.
- 2013-Jul-15 – “The New Age of Analytics in Online Advertising: Revenue Management and Pricing for Digital Media” delivered to 22 KAIST Masters of Information Management students.

DOCTORAL STUDENT SUPERVISION – PRIMARY ADVISOR/CHAIR ROLES

- **Graduated Ph.D. Students, Advisor & Chair of Doctoral Committee** (*=*co-advised*)
 - **Alexander Robinson**, “Demand Forecasting with Time-Varying Arrival Rates: Modeling and Evaluation with Hotel Data” Defended thesis November 2, 2022. Placement: CSX (Railway) Technology, Inc.
 - **Mojtaba Hosseini**, “Accelerating Benders Decomposition: Theory and Applications.” Defended thesis May 24, 2022. Placement: Assistant Professor of Business Analytics, Tippie College of Business, University of Iowa. Iowa City, IA.
 - **Ali Hassanzadeh***, “New Operations Research Models for Emerging Problems in Service Operations.” Defended thesis July 6, 2021. Placement: Lecturer (Assistant Professor) of Management Science, Alliance Manchester Business School, University of Manchester, Manchester, UK.
 - **Vahid Nourbakhsh**, “Routing Dynamics: Optimization, Measurement, and Applications.” Defended thesis November 1, 2018. Placement: Senior Operations Research Scientist, Wayfair Inc., Boston, MA.
 - **Ali Hojjat**, “New Models and Mechanisms for the Planning and Allocation of Online Advertising.” Defended thesis July 20, 2016. Placement: Assistant Professor of Decision Sciences, Paul College of Business, University of New Hampshire, Durham, NH.
- **Current Ph.D. Students, Advanced to Candidacy (Passed Thesis Proposal Stage), Advisor & Chair of Doctoral Candidacy Committee**
 - **Jiamei Zhang**, “Enhancing Decision-Making in Dynamic Environments: Strategies for Online Advertising and Power Purchase Agreements.” Proposed thesis June 11, 2024.
- **Current Ph.D. Students, Pre-Candidacy (Passed Qualifying Exam Stage), Advisor & Chair of Doctoral Candidacy Committee**
 - **Wu, Meiling**. Research topic: Optimizing university admissions
- **Current Ph.D. Students, Pre-Candidacy (Pre-Qualifying Exam Stage), Advisor & Chair of Doctoral Candidacy Committee**
 - **Kharazmi Pour, Reyhaneh**. Research topic: Optimizing social network advertising

DOCTORAL STUDENT SUPERVISION – NON-CHAIR ROLES

- **Graduated Ph.D. Students, Member of Doctoral Committee**

At the University of California, members of a student's Doctoral Committee who are not the student's primary advisor/committee chair are responsible for taking a part in advising the student during the period between thesis proposal approval and thesis dissertation defense, and for signing off on the student's thesis dissertation after the student successfully defends their thesis.

- **Sunghi An**, “Modeling and Analysis of a Mobility Portfolio Framework for Shared-Autonomous Transportation Systems.” Defended thesis February 10, 2022. Placement: Regional Planner, Southern California Association of Governments, Irvine, CA.
- **Ali Esmaeeli**, “Improving Efficacy of Support Groups in Online Environments.” Defended thesis July 22, 2020. Placement: Software Engineer, Google LLC, Irvine, CA.
- **Federico Bumbaca**, “Distributed Markov Chain Monte Carlo for Bayesian Hierarchical Models.” Defended thesis May 17, 2018. Placement: Assistant Professor of Marketing, Leeds School of Business, University of Colorado Boulder, Boulder, CO.
- **Dmitri Arkhipov**, “Computational Models for Scheduling in Online Advertising.” Defended thesis August 25, 2016. Placement: Post-Doctoral Researcher, Donald Bren School of Computer Science, University of California, Irvine, Irvine, CA.
- **Neda Masoud**, “Multi-Hop Peer-to-Peer Ridesharing.” Defended thesis July 13, 2016. Placement: Assistant Professor, Civil and Environmental Engineering, University of Michigan, Ann Arbor, MI.
- **Tianbing Xu**, “Online Advertising: A Large Scale Computing Perspective.” Defended thesis November 4, 2013. Placement: Research Scientist, Facebook, Inc., Menlo Park, CA.
- **James Cao**, “Three Essays on Demand Management.” Defended thesis May 25, 2012. Placement: Assistant Professor, Edwards School of Business, University of Saskatchewan, SK, Canada.

- **Graduated Ph.D. Students, Member of Doctoral Candidacy Committee**

At the University of California, members of a student's Doctoral Candidacy Committee who are not the student's primary advisor/committee chair are responsible for taking a part in advising the student during the period leading up to the thesis proposal presentation, and for signing off on the student's thesis proposal after the student successfully presents their thesis proposal. Typically, a subset of the Doctoral Candidacy Committee is chosen as the student's Doctoral Committee which advises the student up to and through their thesis defense. For the below students, I supervised their thesis proposals as a member of their Doctoral Candidacy Committee but was not a member of their final Doctoral Committee.

- **Williams, Amy**, “Shopping for Green: When Environmentalism and Product Returns Clash.” Proposed thesis September 7, 2022. Placement: TBD.
- **Zhang, Hanqiao**, “Consumer Purchase Model Using Gaussian Copula with Incidental Truncation.” Proposed thesis December 7, 2020. Placement: Wells Fargo Bank, San Francisco, CA.

- **Jooho Kim**, “Impact of Quality Certification in a Sharing Economy Platform: Evidence from Airbnb.” Proposed thesis March 15, 2019. Placement: Assistant Professor, Zicklin School of Business at Baruch College, City University of New York, New York, NY.
- **Dingtong Yang**, “Planning and Operation of a New Urban Freight Logistics System under Shared Economy: Models and Algorithm.” Proposed thesis December 17, 2018.
- **Junkyu Lee**, “Generalized Dual Decomposition Bounds for Influence Diagrams.” Proposed thesis July 26, 2017. Placement: Research Scientist, IBM, New York, NY.
- **Filjor Broka**, “Sampling over Search Trees Using Abstractions.” Proposed thesis March 15, 2017.
- **William Lam**, “Combinatorial Optimization for Graphical Models.” Proposed thesis November 20, 2013. Placement: Software Engineer, Google Inc., Sunnyvale, CA.
- **Pedro Camargo**, “ReMuLAA – A New Algorithm for the Route Choice Problem.” Proposed thesis November 5, 2013. Placement: Transportation Modeler, Marcopa Association of Governments, Phoenix, AZ.
- **Heidi Tucholski**, “Incentivized Decisions in the U.S. Air Force: Stepping Back to Look at the Big Picture.” Proposed thesis March 4, 2013. Placement: U.S. Air Force.
- **Current Ph.D. Students, Member of Doctoral Candidacy Committee**
 - **Henry Lin**, “Managing Sales via Livestream Commerce: Profit and Social Implications.” Proposed thesis February 13, 2023.

SUPERVISED EXPERIENTIAL LEARNING / INDUSTRY CAPSTONE PROJECTS

- **Supervision of Master of Business Analytics (MSBA) Industry Capstone Projects**
 - Subject Matter Expert for MSBA Capstone Projects, Winter-Spring 2024.
Advised 4+ student groups in various ad hoc meetings to support their industry projects.
 - Subject Matter Expert for MSBA Capstone Projects, Winter-Spring 2023.
Advised 4+ student groups in various ad hoc meetings to support their industry projects.
 - Ingram Micro MSBA Capstone Project Advisor, Winter-Spring 2022.
Student Team #1: Tony Huang, Jiwon Ko, Pei Hsuan Ko, Yifan Li, Claire Minorsky
Student Team #2: Tiffany Dinh, Mengchen Qu, Prashasti Sharma, Joe Wei, Andrew Xiao
 - Ingram Micro MSBA Capstone Project Advisor, Winter-Spring 2021.
Student Team #1: Site Bai, Kevin Cheung, Mira Daya, Ankit Jain, Yu Hsin
Student Team #2: Yvonne Lu, Viktoriia Pinsker, Kevin Raja, Yuyang Wang, Meng Xu
 - Ingram Micro MSBA Capstone Project Advisor, Winter-Spring 2020.
Student Team #1: Liqin Lu, Belal Rais, Kathleen Sebastian, Adam Toy, Sijia Wang
Student Team #2: Chavi Singal, Alexander Enriquez, Xiao Tong Liu, Yuan Liu, Vishnu Madan

- Ingram Micro MSBA Capstone Project Advisor, Winter-Spring 2019.
Student Team: Ryan Bautista, Joel Dayrit, Geetika Jain, Siying Liu, Wai Phyo
- Eaton Aerospace MSBA Capstone Project Advisor, Winter-Spring 2018.
Student Team: Yizhou Fang, Siqi Sun, Ye Xiao, Ruoyu Zeng, Jingyan Zhu
- Edwards Lifesciences MBA Experiential Learning Technical Advisor, Fall 2016.
Student Team: Abenav Natarajan, Ang Zhang, Garima Naswa, Laura Wang, Punya Narayan, Shalom Sunny, Toan Minh Nguyen
- **Supervision of MBA Independent Studies (“MBA 299’s”)**
 - Brahmareshi Kar, “Revenue Growth Optimization at SAP.” Fall 2022 & Spring 2023.
 - April Liu, “A Study of Business Metrics and Data Analysis.” Spring 2016.
 - Amrita Datta, “Competitive Intelligence Report for Social Media.” Spring 2016.
 - Hiroaki Tanaka, “Research and Development Plan for an Online University.” Winter 2016.
 - Christine Kelly, “How Utility Drives Decision Making.” Fall 2015.
 - Anish Sattur, “Streaming the Recruitment Cycle at Madiba Inc.” Fall 2015.
 - Cara Davidoff, “The Ever-Changing Hotel Industry.” Spring 2015.
 - Deepti Nelavelli, “An Exploration of Project Management Trends.” Spring 2015.
 - Natalia Zagorodnyaya, “Westendorp's Price Sensitivity Technique Applied to the Auto Industry.” Spring 2015.
 - Yasu Takamatsu, “Big Data Analysis at Toshiba.” Spring 2015.
 - Jay Simon & Mabel Lin, “A Study of Analytics.” Winter 2015.
 - Jin Kuo, “Online Advertising for Pacific Dental.” Fall 2014.
 - Ken Lee, “SAP Implementation for Spectrum Brands.” Fall 2014.
 - Kevin Teng, “Pricing Negotiation at Niagara Bottling Co.” Fall 2014.
 - Max Snitkovsky, “Streamlining On-Boarding at HireRight, Inc.” Fall 2014.
 - Saradha Ramaswami, “Semiconductor Logistics at GlobalFoundries, Inc.” Spring 2014.
 - Suveer Sharma, “Living Juice: ShopKeep and Expense Models.” Spring 2014.
 - Yi-Ching Huang, “Niagara Bottling Company Customer Service Metrics.” Fall 2012.
- **Supervision of Undergraduate Research (Campuswide Honors Collegium)**
 - Julia Peng, “Forecasting Call Center Demand.” Spring 2018.
 - Meerae Park, “A Tale of Two Rosters: The Relationship Between Salaries and Winning in the National Basketball League.” Winter 2014.
 - Johnson Liu, “Facility Location Research Paper.” Spring 2011.

SERVICE

PROFESSIONAL SERVICE

- **Editorial Positions**

- Associate Editor, *Operations Research*, 2024-Present
- Associate Editor, *Decision Sciences*, 2017-2023

- **Ad Hoc Reviewer, Journals**

Operations Research · Management Science · Manufacturing & Services Operations Management
Production and Operations Management · Interfaces / INFORMS Journal on Applied Analytics
European Journal of Operational Research · INFORMS Journal of Computing · Naval Research
Logistics · Computers & Operations Research · Decision Sciences · IIE Transactions · Journal of
Interactive Advertising · Journal of Industrial and Management Optimization · Journal of
Marketing Communications · Omega: The International Journal of Management Science
Operational Research: An International Journal · IEEE Transactions on Knowledge and Data
Engineering · IEEE Transactions on Systems, Man and Cybernetics: Systems

- **Reviewer, Refereed Conferences and Competitions**

- M&SOM (Manufacturing & Services Operations Management) Conference, 2012, 2022
- M&SOM Supply Chain Special Interest Group Workshop, 2012, 2017
- M&SOM Sustainability Special Interest Group Workshop, 2014
- M&SOM Student Paper Competition, 2017, 2019
- INFORMS Pierskalla Best Paper Award in Health Care Management Science, 2016
- POMS (Production and Operations Management Society) College of Healthcare Operations
Management (CHOM) Paper Competition, 2013
- POMS Student Paper Competition for College of Supply Chain Management, 2018
- DSI Doctoral Dissertation Award, 2019
- Direct/Interactive Marketing Research Summit, 2015

- **Member, Conference Program Committees**

- INFORMS Revenue Management & Pricing Conference, Stanford, CA. June 6, 2019
- 11th Ad Auctions Workshop (held in conjunction with the ACM Conference on Economics
and Computation), Portland, OR, USA. June 16, 2015
- 12th Ad Auctions Workshop (held in conjunction with the ACM Conference on Economics
and Computation), Maastricht, Netherlands, July 25, 2016

- **Conference Chair**

- Southern California OR/OM Day Conference, Irvine, CA, USA. May 20, 2016

- **Conference Track Chair**

- POMS (Production and Operations Management Society) Revenue Management Track Chair, Seattle, WA, USA. May 5-8, 2017

- **Conference Session Chair**

- INFORMS (Institute for Operations Research and the Management Sciences)
 - Indianapolis, IN, USA. October 16-19, 2022.
 - Anaheim, CA, USA. October 24-27, 2021.
 - Virtual Session. November 12, 2020.
 - Seattle, WA, USA. October 20-23, 2019.
 - Phoenix, AZ, USA. November 4-7, 2018.
 - Houston, TX, USA. October 22-25, 2017.
 - Nashville, TN, USA. November 13-16, 2016.
 - Philadelphia, PA, USA. November 1-4, 2015.
 - Charlotte, NC, USA. November 13-16, 2011.
- POMS (Production and Operations Management Society)
 - Washington, DC, USA. May 2-6, 2019.
 - Chicago, IL, USA. April 20-23, 2012.
- CORS (Canadian Operational Research Society)
 - Banff, AB, Canada. May 30 - June 1, 2016.
- IFORS (International Federation of Operational Research Societies)
 - Barcelona, Spain. July 13-18, 2014.
 - Melbourne, Australia. July 10-15, 2011.

- **Panelist, Session on Analytics and Decision Analysis**

INFORMS Annual Conference, November 3, 2015, Philadelphia, PA.

Abstract: Huge increases in data availability and computing power have transformed quantitative fields and led to a proliferation of tools for analytics. Panelists will discuss how Decision Analysis can strengthen analytics broadly defined, and vice versa.

SCHOOL SERVICE, PAUL MERAGE SCHOOL OF BUSINESS (*=significant service role)

- **(*)Area Coordinator, Operations & Decision Technologies**, Spring 2020 - Present (excl. Fall 2020 & Winter 2021)

Responsible for working with staff to produce course schedules, staff classes, hire and evaluate lecturers, produce teaching assistant schedules, and for liaising with the Dean's office regarding ad hoc area-specific matters. The Merage School is organized into areas and not departments; therefore, the Area Coordinator role is similar to Department Chair, but for a smaller organizational unit.

- **Member, Executive Committee**, Spring 2020 - Present (excl. Fall 2020 & Winter 2021)

Area Coordinators attend monthly meetings with the Dean and senior administrative staff. Area Coordinators weigh in on new initiatives and provide area-specific feedback. This service role runs concurrently with the Area Coordinator role.

- **Member, Ph.D. Program Committee**, Fall 2023 - Present

This committee proposes improvements to the business school's Ph.D. program.

- **Speaker/Participant, University of California Summer Institute for Emerging Managers and Leaders (SIEML)**. Spring 2018, 2020, 2021, 2022, 2023

Each year, a University of California business school hosts a workshop to attract highly-talented under-represented minorities from all across the country, and give these undergraduate students a taste of what being in an MBA or technical masters degree program at a UC school is like. I have given talks on digital transformation, and met with students to discuss career trajectories.

- **Member, Operations Faculty Hiring Committee**, AY2012-13, AY2018-19, AY2022-23

Evaluated applications, held interviews at our annual conference (INFORMS), participated in campus visit interviews, scored top candidates. All faculty in our area are engaged in faculty hiring.

- **Member, Operations Ph.D. Student Admissions Committee**, 2010 - Present

Annually, participated in evaluating Ph.D. applicant files, holding virtual interviews, and scoring top candidates. All faculty in our area are engaged in Ph.D. student selection.

- **Member, Online Masters in Management Committee**, Spring 2022

As part of a 3-person faculty committee, proposed initial curriculum for a 1-year Masters in Management degree.

- **(*)Member, Personnel Committee**, Fall 2019 - Spring 2021

As part of a 3-person faculty committee, reviewed faculty merit and promotion materials, selected external reviewers for promotion cases, and drafted memos that form the substantive part of the business school's recommended personnel action.

- **Coordinator, Operations and Decision Technologies Research Colloquium**, Winter 2011-Spring 2014, Fall 2021

Invited research colloquium speakers and worked with staff to plan the speaker's itinerary.

- **(*)Chair, Masters Program Committee**, Spring 2018 - Spring 2019 (excl. Fall 2018)
Responsible for all business school masters programs, this committee updates the curriculum of existing programs, proposes curriculum for new programs, measures performance and proposes actions as needed to satisfy accreditation. As committee chair, I led the discussions and called for votes on policy changes.
- **Member, Masters Program Committee**, Fall 2010 - Spring 2013 & Fall 2014 - Spring 2019 (excl. Fall 2018)
Responsible for all business school masters programs, this committee updates the curriculum of existing programs, proposes curriculum for new programs, measures performance and proposes actions as needed to satisfy accreditation.
- **Member, Joint Masters Program Committee**, Fall 2015 - Spring 2018
This committee oversees the joint programs between the business and engineering schools: the Masters of Science in Biotechnology Management (MSBTM), and Masters of Science in Engineering Management (MSEM).
- **Member, Search Committee, Dean's Leadership Circle Chair**, Winter & Spring 2018
- **Member, Faculty Steering Committee for the Digital Strategy Initiative**, Spring 2017
- **Member, Online Education Committee**, Fall 2014 - Spring 2015
- **Member, Undergraduate Program Committee**, Fall 2013 - Spring 2014
- **Member, New Building Information Technology Committee**, Winter 2014

UNIVERSITY SERVICE, UC IRVINE

- **Panelist, Digital Learning Institute**, May 6, 2024
Spent one morning sharing my experiences with other faculty about hybrid and asynchronous online teaching.
- **Member, Council on Educational Policy (CEP)**, Fall 2017 - Spring 2023 (excl. Fall 2018)
This is the UCI Senate faculty committee charged with overseeing undergraduate programs, curriculum, and policy.
- **Member, Divisional Senate Assembly**, Fall 2019 - Spring 2021
This high-level UCI Senate faculty committee has oversight over all university business not specifically delegated to other UCI Senate faculty committees.
- **Member, eSports Advisory Board**, AY 2017-18
This committee provides faculty oversight for all aspects of UCI eSports ("electronic sports").
- **Member, Council on Faculty Welfare (CFW)**, Fall 2013 & Winter 2014
This is the UCI Senate faculty committee charged with overseeing the welfare of faculty in general, including diversity and academic freedom.
- **Member, Council on Undergraduate Admissions and Relations with Schools (CUARS)**, Fall 2012 & Fall 2013
This is the UCI Senate faculty committee charged with overseeing undergraduate admissions, enrollment, and outreach policies, as well as serving as a liaison between the schools, the administration, and the UCI Senate.