

Curriculum Vitae: Edieal J. Pinker

CONTACT INFORMATION Address: William E. Simon School of Business
University of Rochester
Rochester, NY 14627
Telephone: 585-275-2131
Email: ed.pinker@simon.rochester.edu

EDUCATION

Ph.D. - Operations Research 1996, **Massachusetts Institute of Technology**, Cambridge, MA

M.S. - Operations Research 1993, **Massachusetts Institute of Technology**, Cambridge, MA

B.A. – Mathematics 1989, **Columbia University**, New York, NY

ACADEMIC POSITIONS

7/06 - present **University of Rochester, Simon School of Business**, Associate Professor with Tenure

5/11-6/11 **London Business School**, Visiting Associate Professor of Management Science and Operations

6/10-7/10 **London Business School**, Visiting Associate Professor of Management Science and Operations

7/08- 7/09 **Yale University, School of Management**, Visiting Associate Professor

7/03-7/06 **University of Rochester, Simon School of Business**, Associate Professor

7/97-7/03 **University of Rochester, Simon School of Business**, Assistant Professor

9/96–9/97 **Operations Research Center, M.I.T.**, Post-Doctoral Research Affiliate

1/97–4/97 **Northeastern University, College of Business Administration**, Adjunct Faculty Statistics

6/96–9/96 **Sloan Fellows Program, M.I.T.** Technical Instructor Probability and Statistics

ADMINISTRATIVE POSITIONS

5/07 – Current **Director, Center for Information Intensive Services**, University of Rochester, Simon School of Business

9/09 – Current **Area Coordinator, Management Science Models Area**, University of Rochester, Simon School of Business

EDITORIAL POSITIONS (Current)

Area Editor: *Operations Research* (OR Forum)

Associate Editor: *Management Science* (Information Systems Department)

Associate Editor: *Manufacturing and Service Operations*

Senior Editor: *Production and Operations Management Society* (Health Care Section)

REFEREED JOURNAL PUBLICATIONS

1. “Outsourcing a Two-Level Service Process” (with H. Lee and R. Shumsky) 2011 (Accepted to *Management Science*).
2. “Effects of reservation level for urgent cases on delays and overtime in primary care office practices” (with G. Dobson and S. Hasija) 2011. *POMS* **20(3)** pp. 456-73.
3. “A Model of ICU Bumping” (with G. Dobson and H. Lee) 2010. *Operations Research* 58 (6) pp 1564-1576.
4. “Work Expands to Fill the Time Available: Capacity Estimation and Optimal Staffing Under Parkinson’s Law” (with S. Hasija, S. and R. Shumsky) 2010. *Manufacturing and Service Operations Management*, 12 (1) pp 1-18.
5. “Using Bid Data for the Management of Sequential, Multi-unit, Online Auctions with Uniformly Distributed Bidder Valuations” (with A. Seidmann and Y. Vakrat) 2010. *European Journal of Operational Research*, 202 (2) pp 574-58.
6. “Can Flexibility Be Constraining?” (with H. Lee and O. Berman) 2010. *IIE Transactions* 12 (1) pp 45-59.
7. “Division of Labor in Medical Office Practices” (with G. Dobson, and R.L. Van Horn) 2009. *Manufacturing and Service Operations Management* 11 (3) pp 525-537.
8. “Asymmetric competition in B2B Spot Markets” (with H. Etzion) 2008. *POMS* 17 (2) March–April 2008, pp 150–161.
9. “Call Center Outsourcing Contracts Under Information Asymmetry” (with S. Hasija and R. Shumsky) 2008. *Management Science* 54 (4) April 2008, pp 793-807.
10. “An Analysis of Short-term Responses to Threats of Terrorism” 2007. *Management Science* 53 (6) pp 865-880.

11. "The value of sharing lead-time information" (with G. Dobson) 2006. *IIE Transactions* 8 (1) pp 171-183.
12. "Analyzing the Simultaneous Use of Auctions and Posted Prices for On-line Selling" (with H. Etzion and A. Seidmann) 2006. *Manufacturing and Service Operations Management* 8 (1) pp 68-91.
13. "Staffing and Routing in a Two-Tier Call Center" (with S. Hasija and R. Shumsky) 2005. *International Journal of Operational Research* 1 (1) pp 8-29.
14. "Sales force Design with Experience-based Learning" (with S. Misra and R. Shumsky) 2004. *IIE Transactions* 36 (10) pp 941-952.
15. "Managing Online Auctions: Business Issues and Current Research" (with A. Seidmann and Y. Vakrat) 2003. *Management Science* 49 (11) pp 1457-1484.
16. "Gatekeepers and Referrals in Services" (with R. Shumsky) 2003. *Management Science* 49 (7) pp 839-856.
17. "Optimizing the Use of Contingent Labor when Demand is Uncertain" (with R.C. Larson) 2003. *European Journal of Operational Research* 144 (1) pp 39-55.
18. "Strategies for Transitioning 'Old Economy' Firms to e-Business" (with A. Seidmann and R. Foster) 2002. *Communications of the ACM* 45 (5) pp 76-83.
19. "Contingent Labor Contracting Under Demand and Supply Uncertainty" (with J. Milner) 2001. *Management Science* 47 (8) pp 1046-1062.
20. "The Efficiency-Quality Trade-off of Cross-trained Workers" (with R. Shumsky) 2000. *Manufacturing and Service Operations Management* 2 (1) pp 32-48.
21. "Scheduling Workforce and Workflow in a High Volume Factory" (with O. Berman and R.C. Larson) 1997. *Management Science* 43 (2) pp 158-172.

REFEREED CONFERENCE PROCEEDINGS AND BOOK CHAPTERS

22. "Managing Service Process Outsourcing" (with R. Shumsky, H. Lee and S. Hasija) 2010. *Proceedings of HICSS'43*.
23. "A Mathematical Analysis of Short-term Responses to Threats of Terrorism". Book Chapter in "*Mathematical Methods in Counterterrorism*", edited by N. Memon, J. Farley, D.L. Hicks and T. Rosenorn. Springer, New York 2009.
24. "Staffing and Routing in a Two-Tier Call Center" (with S. Hasija and R. Shumsky) *Proceedings of 2005 M&SOM Conference*.

25. "Staffing Challenges in Financial Services" (with R.C. Larson) 1999. **Invited** book chapter to "*Creating Value in Financial Services*", edited by E. Melnick, P. Nayyar, M. Pinedo and S. Seshadri. Kluwer Academic Press.
26. "Worker Incentives to Learn in Gatekeeper Systems: Lessons for the Implementation of Knowledge Management Systems" (with R.L. Van Horn) 1999. *Proceedings of HICSS'33*.
27. "A Model for Optimal Allocation of Funds to Areas of Research" (with A. Pinker) 1999. *Proceedings of the Second International Conference on Operations and Quantitative Management*.
28. "Determining the Benefits of Labor Flexibility in Stochastic Environments" 1996. *Proceedings of 1996 M&SOM Conference*.

PRACTITIONER JOURNALS

29. "Delegating Work in Primary Care: A False Ideal?" (with G. Dobson) 2009, *Journal of Medical Practice Management* 25 (3) pp 173-76.
30. "Can Flexibility Be Constraining" (with O. Berman and H. Lee) 2009. *Industrial Engineer* 41 (12).

WORKING PAPERS

31. "Managing a Secret Project" (with J. Szmerkovsky and V. Tilson) 2009.

GRANTS AND AWARDS

2004 Sidney Davidson Visiting Scholar Hebrew University School of Business, Jerusalem

2000 Co-PI Research Grant from American Management Systems, \$56,000.

COURSES TAUGHT AND DEVELOPED

University of Rochester

GBA411 Framing and Analyzing Business Problems I (Developed)

MSM549 Management Science Modeling (PhD Level) (Developed)

CIS415 Business Process Analysis and Design

CIS418 Business Modeling and Analysis for Management (Developed)

CIS442 Business Data Communications

APS401 Probability and Decision Analysis

Yale School of Management

MGT573 Business Process Reengineering (Developed)

MGT875 Service Operations Management

London Business School

P227 Management Science Modeling and Analysis (PhD level) (Developed)

PHD STUDENTS

Supervised: Yaniv Vakrat (Adobe Inc)

Supervised: Hila Etzion (University of Michigan)

Supervised: Sameer Hasija (INSEAD)

Supervised: Hsiao-Hui Lee (HKU)

Served as Thesis Proposal Defense Chair for Aditya Jain, Jiri Chod, Dan Ma, and Jabing Jiang

PROFESSIONAL ACTIVITIES

Member of TORCH (The Operations Research Collaborative for Health)

Chair / Organizer: **1st Workshop on Information Intensive Services, University of Rochester April 2007**

Chair / Organizer: **2nd Workshop on Information Intensive Services, University of Rochester May 2008**

Co-Chair/ Organizer: **3rd Workshop on Information Intensive Services, University of Rochester May 2009**

Co-chair: **15th Workshop on Information Systems and Economics (WISE 2003), Seattle Washington.**

Discussant: **WISE 2004, Univ. of Maryland, College Park, WISE 2005, UC Irvine, M&SOM 2009 MIT TEIS 2011**

Associate Editor: *Manufacturing and Service Operations (Special Issue on Healthcare Operations)*

Ad Hoc Reviewer for: *National Science Foundation, Management Science, Operations Research, Manufacturing and Service Operations Management, Information Systems Research, IIE Transactions, Omega, European Journal of Operational Research, Production and Operations Management Society, Discrete Event Systems, International Journal of Production Economics Interfaces, Inform Transactions on Education, Communications of the ACM, ICIS 2002, HICSS'33* Member: *INFORMS, ACM.*

ADMINISTRATIVE SERVICE

Simon School Computing Committee (2 years)

Simon School Committee on Teaching Excellence (7 years)

Simon School Policy Committee (3 years Current)

Simon School Long-Term Curriculum Committee (2 year Current)

Simon School PhD Committee (1 year Current)

Simon School Faculty Curriculum Committee (3 years)

Simon School Promotion and Tenure Committee (3 year current)

CONFERENCE PRESENTATIONS

1. INFORMS Los Angeles, 1995: A Strategy for Support of Research on Weapons of Mass Destruction.
2. INFORMS Los Angeles, 1995: Flexible Workforce Management in a Stochastic Environment.
3. INFORMS New Orleans, 1995: Modeling Modern Flexible Workforces in Stochastic Service Environments.
4. INFORMS Jerusalem, 1995: A Model of Contingent Labor when Demand is Uncertain.
5. MSOM Dartmouth, 1996: A Model of Contingent Labor when Demand is Uncertain.
6. HICSS 33, 2000: Worker Incentives to Learn in Gatekeeper Systems: Lessons for the Implementation of Knowledge Management Systems.
7. WISE, 2000: The value of sharing lead-time information in custom production.
8. INFORMS MIAMI, 2001: The value of sharing lead-time information in custom production.
9. INFORMS MIAMI, 2001: Using Transaction Data for the Design of Sequential, Multi-unit, Online Auctions.
10. INFORMS MIAMI, 2001: Gatekeepers and Referrals in Services.

11. WISE, 2001: Using Transaction Data for the Design of Sequential, Multi-unit, Online Auctions.
12. MIT E-commerce workshop, 2001: Using Transaction Data for the Design of Sequential, Multi-unit, Online Auctions.
13. MSOM Cornell, 2002: Gatekeepers and Referrals in Services.
14. POMS College of Service Operations Conference, Columbia University in New York City, December 2004: Optimal Design of Primary Care Physician Offices.
15. INFORMS 2005 San Francisco:
 - a) Division of Labor and Coordination in Medical Office Practices.
 - b) Effects of Reservation Level for Urgent cases on Delay Measures of a Primary Health Care Practice.
 - c) Staffing Algorithms for Non-voice Communications in Contact Centers.
 - d) Staffing and Referral Rates in Gatekeeper Systems with Congestion.
16. INFORMS 2006 Pittsburgh:
 - a) Interaction Between Different Supplier Types in B2B Spot Markets
 - b) Outsourcing Contracts for a Call-Center
17. WISE 2006 Evanston: An Empirical Study of Search Engine Advertising Effectiveness
18. Frontiers of Services Conference October 2007, San Francisco: Outsourcing Contracts for a Call-Center
19. INFORMS Meeting 2007 Seattle: Capacity Estimation and Optimal Staffing for an Email Contact Center
20. INFORMS Meeting 2007 Seattle: Patient Flow in an ICU
21. INFORMS Meeting 2008 Washington DC: Division of Labor in a Medical Office Practice
22. INFORMS Meeting 2008 Washington DC: Is Workforce Flexibility Robust?
23. INFORMS Meeting 2008 Washington DC: Outsourcing a Two-tier Service Process
24. INFORMS Meeting 2008 Washington DC: Patient Flow in an ICU
25. INFORMS Meeting 2008 Washington DC: Reserving Capacity for Urgent Patients in Primary Care
26. POMS Meeting 2009 Orlando FL: Managing a Secret Project
27. HICSS 2010 – Kauai, Hawaii: Outsourcing a Two-level Service Process
28. MSOM 2010 – Technion Israel: Managing a Secret Project
29. MSOM 2010 – Technion Israel: Bumping in an ICU

INVITED TALKS

1. University of Chicago, Graduate School of Business, 1996: A Model of Contingent Labor when Demand is Uncertain.
2. Columbia University, Graduate School of Business, 1996: A Model of Contingent Labor when Demand is Uncertain.
3. Harvard Business School, 1997: A Model of Contingent Labor when Demand is Uncertain.
4. NYU Stern School of Management, 1997: A Model of Contingent Labor when Demand is Uncertain.
5. University of Rochester, Simon School of Business, 1997: A Model of Contingent Labor when Demand is Uncertain.

6. Tel Aviv University, Recanati School of Management, 2000: The value of sharing lead-time information in custom production.
7. Ben Gurion University, 2000: The value of sharing lead-time information in custom production.
8. University of Toronto, Rotman School of Management, 2001: The value of sharing lead-time information.
9. University of MD, Smith School of Business, 2001: The value of sharing lead-time information.
10. Boston University, School of Management, 2002: Using Transaction Data for the Design of Sequential, Multi-unit, Online Auctions.
11. University of MD, Smith School of Business, 2002: Using Transaction Data for the Design of Sequential, Multi-unit, Online Auctions.
12. University of Pennsylvania, Wharton School of Business, 2002: The value of sharing lead-time information.
13. UCLA, Anderson School of Management, 2002: The value of sharing lead-time information.
14. Carnegie Mellon University, GSIA, 2002: The value of sharing lead-time information.
15. New York University, Stern School of Management, April 2003: Analyzing the simultaneous use of auctions and posted prices for on-line selling.
16. Statistics and Operations Research Department, Hebrew University- Jerusalem, May 2004: Gatekeepers and Referrals in Services.
17. Recanati School of Business, Tel-Aviv University, Information Systems Seminar, May 2004: Gatekeepers and Referrals in Services
18. Tuck School of Management, Dartmouth University. October 2004: Economies of Scale in Primary Care Physician Offices.
19. Rochester Institute of Technology, January 2006: Analysis of Short-term responses to Terrorism.
20. Haas School of Business, University of California Berkeley, February 2006: Staffing and Routing in Multi-tiered Service Centers.
21. Hebrew University School of Business January 2007: Outsourcing Contracts for a Call-Center
22. Yale School of Management, February 2007: Business Process Management: Issues in Staffing, Design and Contracting
23. Technion Israel Institute of Technology, March 2007: Outsourcing Contracts for a Call-Center
24. University of Toronto, Rotman School of Management, October 2007: An Analysis of Short-term Responses to Threats of Terrorism
25. Innovations in Healthcare Delivery Conference, Cincinnati Sept. 2008 Division of Labor in a Medical Office Practice
26. Yale School of Management, October 2008: Division of Labor in a Medical Office Practice
27. Department of Veterans Affairs (Connecticut), December 2008: Division of Labor in a Medical Office Practice
28. Columbia University Graduate School of Business, DRO Seminar, March 2009: Outsourcing a Two-level Service Process.
29. London Business School, May 2009: Outsourcing a Two-level Service Process.

30. SUNY Buffalo Industrial Engineering Dept. October 2009: Outsourcing a Two-level Service Process.
31. NYU Stern School of Management October 2009: Division of Labor in a Medical Office Practice
32. University of Connecticut School of Management November 2009: Division of Labor in a Medical Office Practice
33. Boston University School of Management November 2009: Division of Labor in a Medical Office Practice
34. University of Calgary School of Business, March 2010: Division of Labor in a Medical Office Practice
35. London Business School, July 2010 Managing a Secret Project
36. Vanderbilt University, Owen School, January 2011, ICU Congestion.
37. Rochester Institute of Technology, industrial Engineering Dept., January 2011, ICU Congestion.
38. New York University, NYU Medical Center, February 2011, ICU Congestion.