

Dr. James Cochran, Ph. D.
Ruston Building & Loan Endowed Research Professor

Dr. Cochran is an Associate Professor in the Marketing and Analysis Department. He received his Ph.D. (with a major in Statistics and minors in Operations Research and Mathematics) from the University of Cincinnati in 1997. He received his Master of Business Administration (major in Quantitative Analysis), Master of Science (major in Economics), and Bachelor of Science (major in Economics and Marketing) from Wright State University. He has previously been on the faculty at Wright State University, Drexel University, Miami University, and the University of Cincinnati. He has also held the position of Visiting Scholar with Stanford University's Department of Statistics, the University of South Africa's Department of Decision Sciences, and the Universidad de Talca's Department of Industrial Engineering. In addition to fourteen years of teaching experience, Dr. Cochran has also served as Director of Analytic Services for SPAR\Burgoyne Marketing Research, Inc. and as an Economic Analyst for Ponderosa, Inc. Companies and organizations for whom Dr. Cochran has served as a consultant include Procter & Gamble, Ralston-Purina, Jergens, J. Walter Thompson, Heinz, General Foods, Quaker, Gibson Greetings, Texas Instruments, Friendly's Restaurants, Whittle Communications, Kenner Toys, Marriott, Nabisco, and Teach For America.

Dr. Cochran has taught undergraduate and graduate courses in statistical methods, regression analysis, experimental design, multivariate statistics, linear models, categorical data analysis, statistical consulting, mathematical statistics, operations research methods, and mathematical programming. His research interests include sample based and Bayesian optimization, statistical methods (particularly general linear models), statistical learning, and information assurance. Journals that have published his research articles include *Management Science*, *American Statistician*, *Journal of the Operational Research Society*, *Journal of Business*

Research, Journal of Statistics Education, INFORMS' Transactions on Education, Journal of Sports Economics, Clinical Orthopaedics and Related Research, Journal of Arthroplasty, and International Journal of the Computer, the Internet, and Management.

Dr. Cochran has been a member of INFORMS' Publication, Education, Student Affairs, Strategic Marketing, President's Initiatives, and Diversity Committees. He established and has organized INFORMS' Teaching Effectiveness Colloquium series and annual Case Competition as well as the annual INFORMS/IFORS/EURO International O.R. Education Workshop series. He was the General Chair of the 2005 INFORMS Conference in San Francisco (née New Orleans) on *Ecologies, Economies, and Operations Research*, and is the General Chair of the upcoming ORPA IV Conference on *Using Operations Research to Address Urban Transport and Water Resource Management Issues in Africa*. Dr. Cochran is Editor-in-Chief of *INFORMS Transactions on Education* and the *Wiley Encyclopedia of Operations Research and Management Sciences*, and was co-editor of the *Anthology of Statistics in Sports*. He has served on the Advisory Board for INFORMS Summer Workshops on Teaching Management Science as well as the Editorial Boards for *Interfaces, INFORMS Transactions on Education, ORiON, Journal of the Chilean Institute of Operations Research, INFORMS Case and Teaching Materials Collection, Decision Sciences, Operations Management Education Review, International Journal of Sports Science and Engineering*, and *Journal of Quantitative Analysis in Sports*. He is an elected member of the International Statistics Institute.