

**JAMES J. COCHRAN**

**Bank of Ruston - Barnes, Thompson, and Thurmon Endowed  
Professorship in Business**

Associate Professor

Department of Marketing & Analysis  
College of Business & Administration  
Office: CAB 117A  
E-mail: [jcochran@latech.edu](mailto:jcochran@latech.edu)

**EDUCATION & PROFESSIONAL CERTIFICATION**

Doctor of Philosophy, University of Cincinnati, 1997

- Major: Statistics
- Minor: Operations Research and Mathematics
- Dissertation title: *Statistical Characteristics Of Coverage Optimization Based On Sample Data.*

Master of Business Administration, Wright State University, 1985

- Major: Quantitative Analysis

Master of Science, Wright State University, 1984

- Major: Economics
- Thesis: *An Econometric Model to Explain Regional Variation in Sales for the Ponderosa Steakhouse Chain.*

Bachelor of Science, Wright State University, 1982

- Majors: Economics and Marketing

**TEACHING EXPERIENCE**

Louisiana Tech University - 6 years. Prior Institutions - 6 years.

**PROFESSIONAL ACTIVITIES**

**Professional Experience**

Independent Statistical Consultant - Experimental Design and Analysis of Multivariate Statistical Data for Marketing Studies - 1991 to Present Director of Analytic Services Division, SPAR\Burgoyne Marketing Research, Inc. - 1987 to 1991 Economic Analyst, Corporate Planning Department, Ponderosa, Inc., Dayton, Ohio, 1983

## Professional Service

Organizer & Chair, AORN/INFORMS Joint Teaching Effectiveness Colloquium, 2007 Operations Research Practice in Africa Conference (ORPA), Cape Town, South Africa, September 2007

Organizer & Chair, ALIO-INFORMS Joint Teaching Effectiveness Colloquium, 2006 Latin-Ibero-American Conference on Operations Research (CLAIO), Montevideo Uruguay, November 2006

Founding Chair, IFORS/INFORMS International Education Initiative 2005-Present

Faculty Advisor, ASA Northern Louisiana/Southern Arkansas Student Chapter, 2006-present

Faculty Advisor, INFORMS Northern Louisiana/Southern Arkansas Student Chapter, 2006-present

INFORMS Publications Committee, 2006-2007

INFORMS Diversity Committee, 2006-2007

*Mathematics in Operations Research* Editorial Review Committee, 2006

ASA Council of Sections Fiscal Oversight Committee, 2006-2008

National Science Foundation Manufacturing Enterprise Systems Review Panel, April 2006

Invited Panel Discussant, 'Early Career Tips for Research and Tenure,' INFORMS Future Academician Colloquium, Pittsburgh PA, November 2006

Invited Panel Discussant, 'Clinic on Developing a New Course,' INFORMS Teaching Effectiveness Colloquium, Pittsburgh PA, November 2006

General Chair, INFORMS National Meeting 2005, New Orleans, LA, November 2005

Chair, INFORMS' Katrina Relief Fund Drive, 2005

President, INFORM-ED (INFORMS' Educational Forum), 2001-2005

Founding Chair, SpORts (INFORMS' Section on Sports), 2004-2007

President, Sports in Statistics section of the American Statistical Association, 2004

Member, International Statistics Institutes Sports Statistics Committee, 2004-2007

Member, INFORMS Chapters/Fora Committee of the Subdivisions Council, 2003-2006

Member, Budget & Awards Subcommittee, INFORMS Section on Optimization, 2001-2002

Chair, INFORMS Combined Colloquia Committee, 2000-2007

Member, INFORMS Strategic Marketing Committee, 2001-2006

Member, INFORMS Student Affairs Committee, 2001-2007  
Member, INFORMS Student Chapters Subcommittee, 2002-2006  
Member, INFORMS Education Committee, 1997-2006  
Member, INFORMS Case Competition Committee, 1999-2007  
Member, INFORMS FORA Subcommittee, 2001-2006  
Member, INFORMS Teaching Cases Committee, 2000-2007  
Member, DSI Innovative Education Committee, 1999-2001  
Chair, INFORMS Combined Colloquia, Miami Beach, FL,  
November 2001  
Invited Panel Discussant, 'Where is OR/MS in Undergraduate  
Business Curriculum?' INFORMS National Meeting, San  
Jose, CA, November 2002  
Sponsored Session Chair, 'The Changing Accreditation  
Environment and its Impact on OR/MS,' INFORMS National  
Meeting, San Jose, CA, November 2002  
Contributed Session Chair, 'Some Problems in Bayesian  
Inference,' Joint Statistical Meetings, New York, NY,  
August 2002  
Invited Session Chair and Moderator, 'Panel Discussion:  
Designs for GLMs: Present and Future Direction,'  
Conference on Designs for Generalized Linear Models,  
Gaithersburg, MD, April 2002  
Invited Session Chair, 'Integer Programming Models &  
Applications,' INFORMS National Meeting, Miami, FL,  
November 2001  
Judge, INFORMS Case Competition 2001, INFORMS National  
Meeting, Miami Beach, FL, November 2001  
Organizer, Judge, and Sponsored Contest Chair, 'INFORMS  
Case Competition 2000,' INFORMS National Meeting, San  
Antonio, TX, November 2000  
Sponsored Session Chair, 'Supporting Handicapped Students  
in the OR/MS Classroom,' INFORMS National Meeting,  
San Antonio, TX, November 2000  
Sponsored Session Chair, 'Strategies for Dealing with  
Difficult Situations in the OR/MS Classroom,'  
INFORMS National Meeting, San Antonio, TX, November  
2000  
Vice President-Projects, INFORM-ED (INFORMS' Educational  
Forum), 2000-2001  
Sponsored Session Chair, 'Simulation, Modeling, and  
Sampling in Sports,' Joint Statistical Meetings,  
Indianapolis, IN, May 2000  
Sponsored Session Chair, 'Tools for Undergraduate  
OR/MS Education,' INFORMS National Meeting, Salt  
Lake City, UT, May 2000  
Organizer, 2nd INFORMS Teaching Effectiveness  
Colloquium, INFORMS National Meeting, Salt Lake

City, UT, May 2000  
Organizer & Chair, 1st INFORMS Education Plenary  
Speaker (Utah Governor Mike Leavitt), INFORMS  
National Meeting, Salt Lake City, UT, May 2000  
Sponsored Cluster Chair, Education in OR/MS, INFORMS  
National Meeting, Salt Lake City, UT, May 2000  
Sponsored Cluster Chair, Education in OR/MS, INFORMS  
National Meeting, Philadelphia, PA, November 1999  
Sponsored Session Chair, 'Integrating OR/MS & Finance in  
the Classroom,' INFORMS National Meeting,  
Philadelphia, PA, November 1999  
Sponsored Session Chair, 'Soft OR and Education,' INFORMS  
National Meeting, Philadelphia, PA, November 1999  
Sponsored Session Chair, 'INFORMS' First Case Competition:  
An Introduction to the Competition Rules,' INFORMS  
National Meeting, Philadelphia, PA, November 1999  
Organizer, 1st INFORMS Teaching Effectiveness Colloquium,  
INFORMS National Meeting, Cincinnati, OH, April 1999  
Vice President-Programs, INFORM-ED (INFORMS' Educational  
Forum), 1998-2000  
Pedagogical Development Chair, INFORMS National Meeting,  
Cincinnati, OH, May 1999  
Sponsored Cluster Chair, Education in OR/MS, INFORMS  
National Meeting, Cincinnati, OH, May 1999  
Invited Cluster Chair, November 1 Applications of  
Statistics in Industry, INFORMS National Meeting,  
Cincinnati, OH, May 1999  
Invited Cluster Chair, OR/MS in Sports and Games, INFORMS  
National Meeting, Cincinnati, OH, May 1999  
Sponsored Session Chair, 'Issues in Establishing &  
Maintaining an Academic Program in Supply Chain  
Management,' INFORMS National Meeting, Cincinnati, OH,  
May 1999  
Invited Session Chair, 'Teaching, Cases, and Learning,'  
INFORMS National Meeting, Seattle, WA, October 1998  
Invited Session Chair, 'Marketing IV,' INFORMS National  
Meeting, Seattle, WA, October 1998  
Organizer, Cincinnati Reds and Kentucky Derby outings,  
INFORMS National Meeting, Cincinnati, OH, May 1999  
Faculty Advisor, Miami University Undergraduate Decision  
Science Minors, 1998-1999  
Member of INFORMS Student Union Launch Team, 1997-1998  
Vice President, University of Cincinnati chapter of Omega  
Rho, 1996-1997  
Discussant, Neural Networks Session, National Meeting of  
the Decision Institute, Orlando, FL, November 1996  
Member of Executive Committee, INFORMS Cincinnati/Dayton

Chapter, 1995-1996  
Participant in Round Table Discussion, 'Ways to Better  
Serve our Student Members,' INFORMS National Meeting,  
Washington, D.C., May 1996  
Secretary, University of Cincinnati chapter of Omega Rho,  
1995-1996  
Treasurer, University of Cincinnati Chapter of Omega Rho,  
1994-1995 academic year  
Contributed Session Chair, 'Sports Applications,' TIMS/ORSA  
Joint National Meeting,  
Los Angeles, CA, April 1986  
Contributed Session Chair, 'Computer Science: MIS/DSS  
Session,' TIMS/ORSA Joint National Meeting, Los  
Angeles, CA, April 1986  
Discussant, Experimental Design Session, Southeast  
TIMS/ORSA Regional Meeting, Myrtle Beach, SC, October  
1984  
Faculty Adviser, Wright State University Economics Club and  
Omicron Delta Epsilon (Alpha Delta Chapter), 1985-1986  
and 1986-1987 academic years

### **Organizations**

American Statistical Association (ASA)  
The Institute for Operations Research and the Management  
Sciences (INFORMS)  
The Institute for Mathematical Statistics (IMS)  
International Statistics Institute (ISI)  
Decision Sciences Institute (DSI)

### **Self-development activities**

Latin-Ibero-American Biannual Conference on Operations  
Research (CLAIO) Plenary, Montevideo UR, November  
2006  
INFORMS National Meeting, Pittsburgh PA, November 2006  
The Operations Research Society of South Africa (ORSSA)  
Annual Conference, Pietermaritzburg South Africa, Sept  
2006  
Visiting Scholar, University of South Africa School of  
Economic Sciences, Pretoria South Africa, August 2006  
Joint Statistical Meetings, Seattle WA, August 2006  
EURO XXI, Reykjavik Iceland, July 2006  
INFORMS National Meeting, San Francisco CA, November 2005  
Joint Statistical Meetings, Minneapolis MN, August 2005  
IFORS Triennial Conference, Honolulu HI, July 2005  
INFORMS Conference on ORMS Practice, Palm Springs CA, April

2005

INFORMS National Meeting, Denver CO, October 2004  
Joint Statistical Meetings, Toronto, ON, August 2004  
Joint Canadian Operations Research Society/Institute for  
Operations Research and the Management Sciences  
Conference, Banff, AB, May 2004  
The Institute for Operations Research and the Management  
Sciences Conference on RMS Practice, Boston, MA, April  
2004  
Decision Sciences Institute, Washington, DC, November 2003  
The Institute for Operations Research and the Management  
Sciences, Atlanta, GA, November 2003  
Joint Statistical Meetings, San Francisco, CA, August 2003  
The Institute for Operations Research and the Management  
Sciences Conference on ORMS Practice, Phoenix, AZ, May  
2003  
Visiting Research Fellow, Stanford University Department of  
Statistics, Stanford, CA, June - September 2002  
Decision Sciences Institute, San Diego, CA, November 2002  
The Institute for Operations Research and the Management  
Sciences, San Jose, CA, November 2002  
Joint Statistical Meetings, New York, NY, August 2002  
Visiting Research Fellow, Stanford University Department of  
Statistics, Stanford, CA, June - September 2002  
Conference on Designs for Generalized Linear Models,  
Gaithersburg, MD, April 2002  
Statistical Learning and Data Mining: From Supervised to  
Unsupervised Learning Workshop, Palo Alto, CA,  
February 2002  
Decision Sciences Institute, San Francisco, CA, November  
2001  
The Institute for Operations Research and the Management  
Sciences, Miami Beach, FL, November 2001  
Joint Statistical Meetings, Atlanta, GA, August 2001  
New Researchers' Conference, Atlanta, GA, July 2001  
Decision Sciences Institute, Orlando, FL, November 2000  
Bayesian Applications and Methods in Marketing Conference,  
Columbus, OH, November 2000  
The Institute for Operations Research and the Management  
Sciences, San Antonio, TX, November 2000  
Joint Statistical Meetings, Indianapolis, IN, August 2000  
The Institute for Operations Research and the Management  
Sciences, Salt Lake City, UT, May 2000  
Decision Sciences Institute, New Orleans, LA, November 1999  
The Institute for Operations Research and the Management  
Sciences, Philadelphia, PA, November 1999  
Joint Statistical Meetings, Baltimore, MD, August 1999

The Institute for Operations Research and the Management Sciences, Cincinnati, OH, May 1999

The Institute for Operations Research and the Management Sciences - Cincinnati/Dayton Regional Chapter, Dayton, OH, February 1999

Decision Sciences Institute, Las Vegas, NV, November 1998

The Institute for Operations Research and the Management Sciences, Seattle, WA, November 1998

Joint Statistical Meetings, Dallas, TX, August 1998

The Institute for Operations Research and the Management Sciences, Montreal, Quebec, Canada, May 1998

The Institute for Operations Research and the Management Sciences - Cincinnati/Dayton Regional Chapter, Cincinnati, OH, February 1998

The Institute for Operations Research and the Management Sciences, Dallas, TX, November 1997

Joint Statistical Meetings, Anaheim, CA, August 1997

The Institute for Operations Research and the Management Sciences, San Diego, CA, May 1997

The Institute for Operations Research and the Management Sciences - Cincinnati/Dayton Regional Chapter, Dayton, OH, February 1997

Decision Sciences Institute, Orlando, FL, November 1996

The Institute for Operations Research and the Management Sciences, Atlanta, GA, November 1996

American Statistical Association Regional Meeting, Oxford, OH, October 1996

Joint Statistical Meetings, Chicago, IL, August 1996

The Institute for Operations Research and the Management Sciences, Washington D.C., May 1996

The Institute for Operations Research and the Management Sciences - Cincinnati/Dayton Regional Chapter, Cincinnati, OH, February 1996

Decision Sciences Institute, Boston, MA, November 1995

Joint Statistical Meetings, Orlando, FL, August 1995

American Statistical Association Regional Meeting, Oxford, OH, October 1995

The Institute for Management Science/The Operations Research Society of America Conference, Los Angeles, CA, April 1986

Midwest Economics Association Conference, Cincinnati, OH, April 1985

#### **PROFESSIONAL PROGRAM PRESENTATIONS**

"Confessions of an Optimistic Cynic - Using Active Learning to Increase Comprehension and Retention,"

- INFORMS Louisiana/Southern Arkansas Student Chapter,  
Ruston LA, January 2007.
- "Confessions of an Optimistic Cynic: Using Active Learning to Increase Comprehension and Retention in the Quantitative Classroom," Latin-Ibero-American Biannual Conference on Operations Research (CLAIO) Plenary, Montevideo UR, November 2006
- "Does the Pitcher or the Batter Control Home Plate in a Major League Baseball Game?" INFORMS National Meeting, Pittsburgh PA, November 2006
- "Restricted Error Regression - Preliminary Results," INFORMS National Meeting, Pittsburgh PA, November 2006
- "Getting Involved in OR Education Initiatives and Activities," INFORMS National Meeting, Pittsburgh PA, November 2006
- "Planning, Designing, & Preparing to Teach a New Course - An Interactive Panel/Audience Discussion Designing New Courses," INFORMS National Meeting, Pittsburgh PA, November 2006
- "Statistics and Optimization: Their Illicit Relationship," The Operations Research Society of South Africa (ORSSA) Annual Conference, Pietermaritzburg South Africa, September 2006
- "Political Engineering and U.S. Presidential Elections," Monash University (South African campus), Johannesburg South Africa, August 2006
- "On the Optimal Product Design Problem," University of South Africa School of Economic Sciences, Pretoria South Africa, August 2006
- "A Bayesian Framework for Sample-Based Combinatorial Optimization," University of South Africa School of Economic Sciences, Pretoria South Africa, August 2006
- "Restricted Error Regression - Preliminary Results," Joint Statistical Meetings, Seattle WA, August 2006

- "Active Learning and Classroom Games for Quantitative Methods Courses," EURO XXI, Reykjavik Iceland, July 2006
- "Who Controls Home Plate - the Pitcher or the Batter?" EURO XXI, Reykjavik Iceland, July 2006
- "Political Engineering: Optimal Political Platform Design and the 2004 US Presidential Election," University of Cincinnati Quantitative Analysis & Operations Management Department, Cincinnati OH, April 2006
- "Sample-Based Mathematical Programming: Theory, Methods, and Applications," University of Texas College of Engineering, Austin TX, April 2006
- "What was John Kerry's Optimal Strategy and would it have been Enough?" INFORMS National Meeting, New Orleans LA/San Francisco CA, November 2005 (with D.J. Curry, J.D. Camm, J. Pinnell, and R. Radhakrishnan)
- "Bill James' 'Pythagorean Method for Baseball' - Some Findings and Potential Alternatives," INFORMS National Meeting, New Orleans LA/San Francisco CA, November 2005
- "Comparing Simulation Efficiency for Discrete Power Series Distributions with their Finitized Counterparts," INFORMS National Meeting, New Orleans LA/San Francisco CA, November 2005 (with M.S. Levy, S. Golnabi, and K.P. Sunny)
- "A Tutorial on Active Learning in the Quantitative Classroom," INFORMS National Meeting, New Orleans LA/San Francisco CA, November 2005
- "A Workshop on Using Short Cases in Quantitative Courses," INFORMS Teaching Effectiveness Colloquium, New Orleans LA/San Francisco CA, November 2005
- "A Conjoint Approach to Projecting U.S. Presidential Election Results," Joint Statistical Meetings, Minneapolis MN, August 2005 (with D.J. Curry, J.D. Camm, J. Pinnell, and R. Radhakrishnan)
- "Accelerated Simulation with Finitized Power Series Distributions," Joint Statistical Meetings,

- Minneapolis MN, August 2005 (with M.S. Levy, S. Golnabi, and K.P Sunny)
- "Using Cases in an Introductory OR Course," IFORS Triennial Conference, Honolulu HI, July 2005
- "Using Strat-O-Matic Board Games to Teach Basic Probability for Statistics," IFORS Triennial Conference, Honolulu HI, July 2005
- "Incorporating Active Learning into PowerPoint Lectures through Classroom Games," IFORS Triennial Conference, Honolulu HI, July 2005
- "A Workshop on Quantitative Approaches to Problem Solving in Sports," INFORMS Conference on ORMS Practice, Palm Springs CA, April 2005
- "Optimal Political Platform Design - A Special Case of the Share of Choices Problem," INFORMS National Meeting, Denver CO, October 2004 (with D.J. Curry, J.D. Camm, J. Pinnell, and R. Radhakrishnan)
- "Bowie Kuhn's Worst Nightmare - A Case in Integer Programming & Simpson's Paradox," INFORMS National Meeting, Denver CO, October 2004
- "Using Strat-O-Matic Board Games to Teach Basic Probability for Statistics," INFORMS National Meeting, Denver CO, October 2004
- "INFORM-ED and Professional Service: Opportunities for Operations Research Professionals to Make a Difference," INFORMS Combined Colloquia, Denver CO, October 2004
- "Some Thoughts on Active Learning and Classroom Games," INFORMS Teaching Effectiveness Colloquium, Denver CO, October 2004
- "Bias Reduction in Stochastic Covering Problems via a Bayesian Approach with a Conjugate Prior," Joint Statistical Meetings, Toronto, ON, August 2004
- "Selecting Stocks Using a Genetic Algorithm: A Case of Real Estate Investment Trusts," Decision Science Institute Meeting, Washington, D.C., November

2003 (with Kaveephong Lertwachara)

- "Sample Temporal Plots," Institute for Operations Research and the Management Sciences, Atlanta, GA, November 2003
- "Panel Discussion on Teaching for New Faculty," Institute for Operations Research and the Management Sciences Doctoral Student Colloquium, Atlanta, GA, November 2003
- "Temporal Percentile Plots - A Graphical Tool for Discerning Changes in Distributions over Time," Joint Statistical Meetings, San Francisco, California, August 2003
- "Conjoint Optimization: An Exact Branch-and-Bound Algorithm for the Share-of-Choices Problem," Louisiana Tech University Economics Research and Policy Forum, Ruston, Louisiana, May 2003
- "Participating in your Professional Organization," Louisiana Tech University DBA Association, Ruston, Louisiana, April 2003
- "Empirical Evidence of Economic Impact of Professional Sport Teams on Metropolitan Statistical Areas," Decision Sciences Institute; November 2002
- "Machine Learning Approaches for Determining Effective Seeds for K-Means Algorithm," Decision Sciences Institute; November 2002
- "Preliminary Results for an Exact Algorithm for the Share of Choices Problem," Institute for Operations Research and the Management Sciences; November 2002
- "Active Learning in the OR/MS Classroom," Institute for Operations Research and the Management Sciences Teaching Effectiveness Colloquium, San Jose, CA, November 2002
- "Using Cases to Enhance Understanding and Retention in Undergraduate Courses," Louisiana Tech University Brown Bag Series, Ruston, LA, November 2002
- "Active Learning in the Introductory Statistics

- Classroom," Joint Statistical Meeting; New York, August 2002
- "Issues in Sample-Based Coverage Optimization," Operations Research Department, Naval Postgraduate School, Monterey, California, August 2002
- "Statistical Characteristics of Sample-Based Coverage Optimization," Stanford University Statistics Seminar Series; Stanford, California, June 2002
- "The Changing Accreditation Environment and Its Impact on OR/MS," Institute for Operations Research and the Management Sciences, November 2002
- "Teaching Basic Probability for Statistics Using a Common Baseball Board Game - Strat-O-Matic Baseball in the Classroom," Joint Statistical Meetings, Atlanta, GA, August 2001
- "Bayesian Models for Stochastic Coverage Optimization," Bayesian Applications and Methods in Marketing Conference, Columbus, OH, November 2000
- "Who Wants To Be A Millionaire - The Classroom Version: A Productive Ten-Minute Break from Lecturing," INFORMS National Meeting, San Antonio, TX, November 2000
- "A Power Analysis of the 162 Game Major League Baseball Schedule," Joint Statistical Meetings, Indianapolis, IN, August 2000
- "Models for Stochastic Coverage Optimization," Joint Statistical Meetings, Indianapolis, IN, August 2000 (with Martin S. Levy)
- "The Bias Inherent in Statistical Modeling Criteria," INFORMS National Meeting, Salt Lake City, UT, May 2000 (with Martin S. Levy)
- "Optimal Product Design & Positioning," INFORMS National Meeting, Salt Lake City, UT, May 2000 (with Sriram Kannan and Jeffrey D. Camm)
- "You're Carrying Cocaine in your Wallet: A Simple & Effective Probability Case," INFORMS National Meeting, Salt Lake City, UT, May 2000

- "INFORMS' First Case Competition: An Introduction to the Competition Rules," INFORMS National Meeting, Philadelphia, PA, November 1999
- "An Analysis of Major League Baseball Hall of Fame Membership," Joint Statistical Meetings, Baltimore, MD, August 1999 (with Martin S. Levy)
- "A Bayesian Predictive Analysis of the 1998 New York Yankees' Regular Season Performance," INFORMS National Meeting, Cincinnati, OH, May 1999
- "A Bayesian Predictive Justification of the Dirichlet-Multinomial Exposure Model," INFORMS National Meeting, Seattle, WA, October 1998 (with Jeffrey D. Camm and Martin S. Levy)
- "A Case Methodology for Introductory Statistics & MS Courses in Undergraduate Business Programs," INFORMS National Meeting, Seattle, WA, October 1998
- "A Predictive Approach to Optimal Coverage Estimation," Joint Statistical Meetings, Dallas, TX, August 1998 (with Martin S. Levy and Jeffrey D. Camm)
- "Statistical Properties of Estimated Optimal Coverage," INFORMS National Meeting, Montreal, Quebec, Canada, April 1998 (with Jeffrey D. Camm and Martin S. Levy)
- "Predisposing Factors for Arthrofibrosis after Total Knee Arthroplasty," American Orthopedic Association 30th Annual Residents' Conference, March 1997 (With Kenneth S. Jeffers, et. al.)
- "An Integer Programming Approach to Product Positioning," INFORMS National Meeting, Washington, D.C., May 1996 (with Jeffrey D. Camm)
- "Forecasting Methods for Sales Data," the General Mills, Inc. Research & Development Group, April 1990
- "An Examination of the Effectiveness of Two Multivariate Techniques for Maximum Group Distinctions," TIMS/ORSA Joint National Meeting, Los Angeles, CA, April 1986 (with Patricia T. Boggs)
- "A Methodology for Longitudinal Comparisons of

Performance Levels of Professional Athletes,"  
TIMS/ORSA Joint National Meeting, Los Angeles, CA,  
April 1986 (with Patricia T. Boggs)

"An Analysis of Consumer Attitudes Regarding the  
Credibility of Advertisements in Various Media,"  
S.E. TIMS 1984 Conference, Myrtle Beach, SC,  
September 1984 (with H. Fulton Hendrickson)

"Estimating and Predicting Monetary Base Growth: An  
Evaluation of Two Contemporary Approaches," Midwest  
Economics Association Conference, Cincinnati, OH,  
April 1985 (with Stephen M. Renas)

#### **HONORS AND RECOGNITION**

College of Administration & Business Faculty Research  
Award, 2005-2006

INFORMS Case Writing Competition VII, finalist, 2006

Elected to the International Statistics Institute, 2005

Invited participant in the 2004 Young Researcher

Roundtable, INFORMS Conference on ORMS Practice,  
Boston, MA Invited participant in the 2003 Young  
Researcher Roundtable, INFORMS Conference on

ORMS Practice, Phoenix, AZ 2002 Waller Award nominee for  
innovation in the instruction of elementary  
statistics 2002 Mu Sigma Rho Statistical Education  
Award nominee for excellence in classroom teaching in  
the statistics discipline

1998-1999 UPS-SOLA Dissertation Award nominee for  
outstanding doctoral dissertation in the area of  
location analysis 1997 Elwood S. Buffa Award nominee  
and Honorable Mention for outstanding doctoral  
dissertation in the development of theory or  
application of the decision sciences 1997 Savage Award  
nominee for outstanding doctoral dissertation in the  
area of Bayesian econometrics and statistics 1997  
Zellner Award nominee for outstanding doctoral  
dissertation dealing with an applied problem in  
business and economic statistics

1996-1997 Winner of College of Business Administration  
Graduate Teaching Excellence Award and finalist for  
University of Cincinnati Graduate Teaching Excellence  
Award

1995-1996 Winner of College of Business Administration  
Graduate Teaching Excellence Award and finalist for  
University of Cincinnati Graduate Teaching Excellence

Award

1995-1996 Whiting Scholarship Award for Academic Excellence and Teaching Potential

1994-1995 Whiting Scholarship Award for Academic Excellence and Teaching Potential

1994 Inducted into Omega Rho, University of Cincinnati Chapter

1993-1994 Whiting Scholarship Award for Academic Excellence and Teaching Potential

1996 Inducted into Sigma Xi, University of Cincinnati Chapter

1988 Ralston Purina Company FY Dog Food Custom Research Supplier Award

1986-1997 Outstanding College Merit Award in recognition for outstanding contribnd Administration Outstanding Teaching Award 1985-1986 Management Science Faculty Nominee, Wright State University College of Business and Administration Outstanding Teaching Award 1983-1984 Certificate of Merit for outstanding scholarship and leadership, Wright State University Office of Student Affairs 1982-83 Certificate of Merit for outstanding scholarship and leadership, Wright State University Office of Student Affairs

1984 Inducted into Alpha Iota Delta, Pi (Wright State University) Chapter

1984 Inducted into Beta Gamma Sigma, Wright State University Chapter

1984 Inducted into Omicron Delta Epsilon, Alpha Delta Chapter

1984 National Register of Outstanding College Graduates

#### **REFEREED JOURNAL PUBLICATIONS**

"Conjoint Optimization: An Exact Branch-and-Bound Algorithm for the Share-of-Choices Problem," *Management Science*, Vol 52, Num 3, March 2006 (with J.D. Camm, D.J. Curry, and S. Kannan)

"On the Bankruptcy of Internet Companies: An Empirical Inquiry," *Journal of Business Research*, forthcoming (with A.F. Darrat and K. Elkhali)

"An Event Study of Economic Impact of Professional Sport Teams on Local Incomes," *Journal of Sports Economics*, forthcoming (with K. Lertwachara)

"Can you Really Learn Basic Probability by Playing Sports

Board Games?" *The American Statistician*, Vol 59, Num 3, August 2005

"Bowie Kuhn's Worst Nightmare - An Integer Programming & Simpson's Paradox Case," *INFORMS Transactions on Education*, Vol 5, Num 1, September 2004

"Data Management, Exploratory Data Analysis, and Regression Analysis with 1969-1992 Major League Baseball Attendance Data," *The Journal of Statistics Education*, July 2002

"Who Wants To Be A Millionaire - The Classroom Edition," *INFORMS Transactions On Education*, May 2001

"Successful Use of Cases in Introductory Undergraduate Business College Operations Research Courses," *The Journal of the Operational Research Society*, December 2000

"Career Records for All Modern Position Players Eligible for the Major League Baseball Hall of Fame," *The Journal of Statistics Education*, Volume 8, Number 2, July 2000

"Once Daily, High Dose Versus Divided, Low Dose Gentamicin for Open Fractures," *Clinical Orthopaedics and Related Research*, Number 366, September 1999 (with Joel Sorjer, et. al.)

"The Posterior Cruciate Ligament in Total Knee Arthroplasty," *The Journal of Arthroplasty*, Volume 12, Number 8, December 1997 (with Joel Sorjer, et. al.)

"An Analysis of Consumer Attitudes Regarding the Credibility of Advertisements in Various Media," *S.E. TIMS 1984 Proceedings*, Myrtle Beach, SC, September 1984 (with H. Fulton Hendrickson)

#### **NON-REFEREED PUBLICATIONS**

*Anthology of Operations Research in Sports*, INFORMS Publishing, forthcoming (co-edited with J. Ohlmann, M. Fry, and J. Sokol)

"The first *ALIO/INFORMS Workshop on OR Education* - A

- Great Success in Montevideo... and now on to Cape Town!" *IFORS Newsletter*, Vol 15, No 1, March 2007
- "2006 - A Retrospective of a Big Year for OR Education Activities!" *IFORS Newsletter*, Vol 14, No 4, December 2006
- "2006 OR Education Initiatives on Three Continents!" *IFORS Newsletter*, Vol 13, No 4, December 2005
- "Active Learning for Quantitative Courses," chapter 9 of *TutORials*, Cole Smith Ed., INFORMS, 2005
- Anthology of Statistics in Sports*, SIAM Publishing, 2005 (co-edited with J. Albert and J. Bennett)
- "The Use of Sports in Teaching Statistics, " chapter 2 of *Anthology of Statistics in Sports*, J. Albert, J. Bennett, and J.J. Cochran, Eds., SIAM Publishing, 2005 (with J. Albert)
- "Introduction to the Baseball Articles," chapter 9 of *Anthology of Statistics in Sports*, J. Albert, J. Bennett, and J.J. Cochran, Eds., SIAM Publishing, 2005 (with J. Albert)
- "This is a Very Resilient Group: Q&A with General Chair Jim Cochran," *ORMS Today*, Vol 32, No 5, October 2005 (with P. Horner)
- "All-Star Line-Up of Speakers," *ORMS Today*, Vol 32, No 5, October 2005
- "New Orleans Meeting: Ecologies, Economies, & OR," *ORMS Today*, Vol 32, No 4, August 2005 (with E. Triantaphyllou)
- "Introductions...," *IFORS Newsletter*, Vol 13, No 6, June 2005
- "Laissez Les Bon Temps Roulette," *ORMS Today*, Vol 32, No 3, June 2005
- "Essay on Management Science," *Encyclopedia of Management*, 5<sup>th</sup> ed., edited by Marilyn M. Helms Ed. Gale Group, Detroit, 2005

- "Review of 'The Numbers Game: Baseball's Lifelong Fascination with Statistics,'" *The American Statistician*, Vol 59, No 2, May 2005
- "Big Time in the Big Easy," *ORMS Today*, Vol 32, No 2, April 2005
- "O.R. Scores in SpORts," *ORMS Today*, Vol 32, No 1, February 2005
- "The State of Education in INFORMS," Issues in Education Column, *ORMS Today*, Vol 31, No 5, October 2004
- "New Section: OR in SpORts," *ORMS Today*, Vol 31, No 5, October 2004
- "You Can't Spell SpORts Without O.R., ...but you Can Teach OR With Sports!" Issues in Education Column, *ORMS Today*, Vol 31, No 4, August 2004
- "Using Strat-O-Matic Baseball to Teach Basic Probability for Statistics and Other Ways to use Baseball in the Statistics Classroom," *Newsletter of the American Statistical Association's Statistics in Sports Section*, Spring 2001
- "Probability, Statistics, and 'Playing Games'," Issues in Education Column, *ORMS Today*, April 2001
- "A New Structure for INFORMS Colloquia," *ORMS Today*, February 2001
- "INFORMS First Case Competition," *ORMS Today*, December 2000
- "INFORMS Second Teaching Effectiveness Colloquium," *OR/MS Today*, February, 2000
- "A New Pedagogical Initiative: Teaching Effectiveness Colloquium," *OR/MS Today*, February, 1999
- "A Study Guide to Accompany *An Introduction to Management Science*," Irwin Publishers, 1990 (with William J. Stevenson and Paul Van Ness)

#### **UNPUBLISHED PAPERS**

"Bayesian Coverage Optimization Models" (with Martin S. Levy and Jeffrey D. Camm; resubmitted to *Management Science* 3-04)

"Displaying And Identifying Chronological Changes In The Distribution Of A Random Variable: Serial Percentile Plots" (submitted To *The American Statistician* 9-03)

"The Discriminatory Power of the 162 Game Major League Baseball Schedule" (work in progress)

"The Bias in Conjoint-Estimated Market Shares" (work in progress)

"A Classification Tree Analysis of Baseball Hall of Fame Membership" (work in progress)

"Neural Network and Archetypal Analysis Generation of Cluster Seeds for k-Means Clustering Algorithms" (work in progress)

"A Bayesian Predictive Analysis of the Seattle Mariners' 2001 Regular Season Performance" (work in progress)

"Optimal Political Platform Design" (work in progress)

"DEA of MLB Franchises" (work in progress)

#### **EDITORIAL ACTIVITIES**

Functional Editor-November *el Applications, Interfaces*, 2004-present

Associate Editor and member of Editorial Board, *INFORMS Transactions on Education*, 1999-present

Associate Editor and member of Editorial Board, *INFORMS Case and Teaching Materials Collection*, 2003-present

Associate Editor and Member of Editorial Board, *Operations Management Education Review*, 2003-present

Member of Advisory Board, *INFORMS Summer Workshop on Teaching Management Science*, 2003-present

Founding Editor, The Education Corner column, *IFORS*

*Newsletter, 2005-Present*

Guest Editor, *INFORMS Transactions on Education*  
special issue on Sports in the ORMS Classroom,  
Vol 5, No 1, September 2004

Referee of manuscripts submitted to:

- *Journal of the American Statistical Association*
- *Operations Research*
- *Management Science*
- *The American Statistician*
- *Interfaces*
- *Marketing Science*
- *Transactions on Engineering Management*
- *Computers and Operations Research*
- *International Transactions in Operations Research*
- *INFORMS Transactions on Education*
- *The Journal of Marketing Research*
- *The Journal of Statistics Education*
- *Journal of Quantitative Analysis in Sports*
- *Information and Management Sciences Journal*
- *The Journal of Forecasting*
- *Database*
- *Journal of Sports Sciences*
- *Omega*

#### **ACADEMIC COMMITTEES/ASSIGNMENTS**

##### **Current Dissertation Activity**

Committee member: 4. Chairman: 1.

##### **Masters Theses**

Dapeng Cui, MSQA (February 2000), University of Cincinnati, Archetypal Analysis and its Applications in Business Research

Guatam Dalvi, MSQA (May 2000), University of Cincinnati, Finding all Optimal Solutions for the Generalized Set-Covering Problem

Sriram Kannan, MSQA (April 2001), University of Cincinnati, Finding All Optimal Solutions to Covering Problems

Shailesh S. Kulkarni, MSQA (August 1998), University of Cincinnati, A Genetic Algorithm Implementation of an Optimal Clustering Model for Cellular Manufacturing

Joga Rao Palutla, MSQA (September 1998), University of Cincinnati, *Minimizing Maximum Lateness in a Family Single Machine Scheduling Problem*

Meghna Sinha, MSQA (August 1999), University of Cincinnati, *An Evaluation of Combined Ranking, Selection, and Multiple Comparison Procedures in an Industrial Application*

### **Doctoral Dissertations**

Margaret Chen, DBA, Finance (May 2003), Louisiana Tech University, *Testing the Effectiveness of Deregulation in the Electric Utility Industry: A Market-based Approach*

Wei-Chih Chiang, DBA candidate, Louisiana Tech University, TBD

Ian Clough, PhD, QA (July 2000), University of Cincinnati, *On Sampling from a Many-to-Many Frame*

Cynthia Daily, DBA, Accounting (September 2002), Louisiana Tech University, *An Empirical Analysis of the Effect of the Need for Closure on Materiality Thresholds of Auditors*

Khalid Elkal, DBA, Finance (September 2002), Louisiana Tech University, *Survival Analysis of Internet Companies: An Application of the Hazard Model*

Sriram Kannan, Ph.D. Candidate (April 2006), University of Cincinnati, *Conjoint Optimization: An Exact Algorithm* (research in progress)

Kaveephong Lertwachara, DBA, QA (May 2003), Louisiana Tech University, *Hybrid Machine Learning Approaches for Determining Effective Seeds for K-Means Algorithm* (Committee Chair)

Ying Wang, DBA candidate, Louisiana Tech University, *An Empirical Investigation of Party Capability Theory on Judicial Decisions in Federal Tax Cases*

Stephen Hanke, DBA candidate, Louisiana Tech University, TBD

## Committees

- 2006-present Research Council, Louisiana Tech University
- 2001-present Information Technology Committee, Louisiana Tech University
- 2005-present Human Resource Management Committee, College of Administration and Business, Louisiana Tech University
- 2005-present Marketing & Analysis Department Chair Search Committee, Louisiana Tech University
- 2000-present QA Curriculum Committee, Louisiana Tech University
- 2000-present QA Comprehensive Examination Committee, Louisiana Tech University
- 2002-2007 Graduate Policy Advisory Committee, Louisiana Tech University
- 2002-2003 Graduate Council, Louisiana Tech University
- 2001-2003 CEnIT (Center for Entrepreneurship and Information Technology) Proposal Review Committee, Louisiana Tech University
- 2000-2001 College of Administration and Business Process Committee, Louisiana Tech University
- 2000-2001 QA Journal Classification Committee, Louisiana Tech University
- 1999-2000 University Academic Calendar Committee, University of Cincinnati
- 1997-98 College of Business Graduate Programs Committee, Drexel University
- 1997-98 Statistics Faculty Search Committee, Drexel University
- 1986-87 Management Science Faculty Search Committee, Wright State University
- 1985-87 University Media Review Committee, Wright State University
- 1985-87 Management Science Curriculum Review Committee - Quantitative Analysis Programs, Wright State University