Gad Allon

Curriculum Vita

Professor of Managerial Economics and Decision Sciences
Kellogg School of Management, Northwestern University

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Education

2001-2005 **Graduate School of Business, Columbia University, New York**
PhD in Decisions, Risk and Operations
Dissertation: Competition in Service Industries

1999-2001 **Technion- Israel Institute of Technology, Haifa, Israel**
M.Sc Operations Research and Systems Analysis
Dissertation: Convex Entropic Nonparametric Estimation of Production Technologies

1991-1995 **Technion- Israel Institute of Technology, Haifa, Israel**
B.Sc Industrial Engineering and Management (Honors)

Professional Experience

2012- **Professor in Managerial Economics and Decision Sciences**,
Kellogg School of Management, Northwestern University.

2009-2012 **Associate Professor in Managerial Economics and Decision Sciences**,
Kellogg School of Management, Northwestern University.

2006-2009 **Assistant Professor in Managerial Economics and Decision Sciences**,
Kellogg School of Management, Northwestern University.

2005-2006 **Donald P. Jacobs Scholar in Managerial Economics and Decision Sciences**,
Kellogg School of Management, Northwestern University.

2004-2005 **Consultant for El-Al (Israeli national airlines)**: design and control of its North America call center; project based on advanced call center management and planning methods.

1991-1995 **Software Developer, I.S.G – (Attunity), Haifa, Israel**

Publications

- *Bounded Rationality in Service Systems*
  (With A. Bassamboo and T. Huang), Forthcoming in ***Manufacturing and Service Operations Management***

- *Price Competition Under Multinomial Logit Demand Functions with Random Coefficients*
  (With A. Federgruen and M. Pierson), Forthcoming in ***Management Science***

- *Large-Scale Service Marketplaces: The Role of the Moderating Firm.*
  (With A. Bassamboo and E. Cil), Forthcoming in ***Management Science***

- *"We will be Right With you": Managing Customer Expectations with Vague Promises and Cheap Talk.*
  (With A. Bassamboo and I. Gurvich), ***Operations Research,*** *59(6), 1382-1394*
  This paper is also featured in *Kellogg Insight***.**

- *The Impact of Delaying the Delay Announcement*
  (With A. Bassamboo), ***Operations Research,*** *59(5), 1198-1210*

- *Cutting in Lines: Social Norms in Queues*
  (With E. Hanany), Forthcoming in ***Management Science***

- *Buying from the Babbling Retailer? The Impact of Availability Information on Customer Behavior.* (With A. Bassamboo), ***Management Science****, 57(4), 2011*

- *How Much is a Reduction of Your Customers' Wait Worth? An Empirical Study of the Fast-Food Drive-Thru Industry Based on Structural Estimation Methods.*
  (With A. Federgruen and M. Pierson), ***Manufacturing and Service Operations Management****, 13(4), 489-507*

- *Global Dual Sourcing: Tailored Base Surge Allocation to Near and Offshore Production.*
  (With J. Van Mieghem.) **Management Science,** 56(1), 2010
  This paper is also featured in *Kellogg Insight***.**

- *Pricing and Dimensioning Competing Large-Scale Service Providers*
  (With I. Gurvich) ***Manufacturing and Service Operations Management****, 12(3), 2010*
  This paper is also featured in Kellogg Insight**.**

- *Competition in Service Industries with Segmented Markets*
  (With A. Federgruen) ***Management Scienc****e 55(4), 2009*

- *Service Competition with General Queueing Facilities*
  (With A. Federgruen***) Operations Research****, 56(4) 2008*

- *Competition in Service Industries*
  (With A. Federgruen) ***Operations Research****, 55 (1), 2007*

- *The Mexico-China Sourcing Game: Teaching Global Dual Sourcing.*
  (With J. Van Mieghem.), Forthcoming, ***Informs Transactions on Education***

- *A Note On the Relationship Between Pricing and Capacity Decisions in Inventory Systems with Stochastic Demand* (With A. Zeevi), ***Production and Operations Management, Issue Production and Operations Management,*** *20(1), 143–151,*

- *Nonparametric Estimation of Concave Production Technologies by Entropic Methods* (With M. Beenstock, S. Hackman, U. Passy, and A. Shapiro) ***Journal of Applied Econometrics****,22 (4) 2007.*

- *Application of the Cross-Entropy Method to the Buffer Allocation Problem in a Simulation-Based Environment* (With D. Kroese, T. Raviv, and R. Rubinstein), ***Annals of Operations Research****, 134 (1) 2005*

Book Chapters

- *Cheap Talk in Operations: The Role of Intentional Vagueness*
  (With A. Bassamboo.)
  Consumer-Driven Demand and Operations Management Models, S. Netessine and C. Tang, editors, Springer

- *Pricing and Scheduling Decisions*.
  Encyclopedia of Operations Research and Management Science, Wiley

Papers under Review

- *The Impact of Size and Occupancy of Hospitals on the Extent of Ambulance Diversion: Theory and Evidence.*
  (With S. Deo and W. Lin), Revised and Resubmitted

- *Outsourcing Service Processes to a Common Service Provider under Price and Time Competition* (With A. Federgruen), Revised and Resubmitted

- *Will The Social Planner let Bags Fly Free?*
  (With A. Bassamboo and M. A. Lariviere)

- *Price as a Signal of Product Availability: Is It Cheap?*
  (With A. Bassamboo and R. Randhawa)

Work-in-Progress

- *A Service Marketplace with Multiple Classes and Multiple Skilled Agents*
  (With A. Bassamboo and E. Cil)

- *The Impact of Delay Announcements on Consumers: An Empirical Study*
  (With A. Bassamboo and Q. Yu)

- *To Peg or not to Peg: flexible firms and exchange rate policies"*
  (With *N. Shamir)*

- *Do Service Agents React to Congestion?*
  *(*With *A. Bassamboo, M. Lariviere, and J. Wang*)

- *Incorporating Inventory Information to Improve Shipment Forecast*
  *(*With *A. Bassamboo, R. Cui and J. A. Van Mieghem*)

- *Distributed Learning in Revenue Management*
  (With O. Besbes and J. Hoerner)

- *How to Teach your Customers to Play Nash along with Queuing Theory.*
  (With A. Bassamboo, and R. Cui)

- *Service Introduction by product-oriented firms: Pricing, Quality and Variety*
  (With A. Bassamboo)

- *A Note on Strategic Choices for Large Scale Service Providers: Do Waiting Time Matter*
  (With I. Gurvich)

Research Awards

MSOM student paper competition - Finalist (2004)

Junior Faculty Interest Group of INFORMS – Second prize (2008)

POMS Skinner Early Career Award - winner (2011)

PhD Students

Eren cil, co-advisor - *"Managing Service System with Self-Interested Actors"*

Margaret Pierson - co-advisor, "*An empirical study of the fast-food drive-thru industry based on structural estimation methods"*

Tingliang Hang – *Dissertation committee.*

Qiuping Yu - co-advisor.

Ruomeng Cui – co-advisor

Invited talks in Academic Institutions

Technion- Haifa, December 2003
Kellogg School of Management, Northwestern University, January 2004
Tuck School of Business, Dartmouth College, January 2005
Stanford University, Graduate School of Business, January 2005
The Wharton School, University of Pennsylvania, January 2005
University of Wisconsin-Milwaukee, I&ME, January 2005
Clemson University, Dept. of Mathematical Sciences, January 2005
Ohio University, Business School, January 2005
Kelley School of Business, Indiana University, Bloomington, January 2005
Stern School of Business, New York University, February 2005
Sloan School of Management, MIT, February 2005
Harvard Business School, February 2005
Michigan Business School, Michigan University, February 2005
Boston University, ME, February 2005
Stanford University, MS&E, November 2007
Technion- Haifa, January 2008
Tel Aviv University, January 2008
Hebrew University - Jerusalem, January 2008
Olin School of Management, Washington University – April 2008
Hass, Berkeley – April 2008
Fuqua, Duke University – February 2009
Columbia, GSB – March 2009
London Business School – March 2009
Kenan Flagler, UNC – March 2009
Johnson School of Management, Cornell– November 2009
McCombs School of Business, UT Austin – February 2010
Sloan School of Management, MIT - March 2010
Stern School of Management, NYU - March 2010
Hong Kong University of Science and Technology – March 2010
Chicago Booth GSB – April 2010
Tel Aviv University – June 2010
Sauder School of Management, University of British Columbia – November 2010
Marshal school Business, University of Southern California – January 2011
Microsoft Research – January 2011
INSEAD – March 2011
University of Minnesota – November 2011
University of Toronto– October 2012
Purdue – November 2012

Conferences and Workshops

Managing Customer Expectations and Priorities using Delay Announcements
MSOM conference, Columbia University, NY, 2012

Bounded Rationality in Queues
INFORMS Annual Meeting, invited talk, MSOM Cluster, Charlotte, November 2011

Cutting in Lines: Social Norms in Queues
INFORMS Annual Meeting, invited talk, MSOM Cluster, Charlotte, November 2011

Buying From The Babbling Newsvendor?
INFORMS Annual Meeting, invited talk, MSOM Cluster, Charlotte, November 2011

Would the Social Planner Let Bags Fly Free?
INFORMS Annual Meeting, invited talk, MSOM Cluster, Charlotte, November 2011

Outsourcing to a Common Service Provider under Service Competition
INFORMS Annual Meeting, invited talk, MSOM Cluster, Charlotte, November 2011

A Game Theoretic Perspective on Social Norms in Queues
MSOM Conference, Ann Arbor Michigan, 2011

Bounded Rationality in Queues
MSOM Conference, Ann Arbor Michigan, 2011

Markdown Management: Pricing as a Signaling Device
Revenue Management and Dynamic Pricing conference, Columbia University, NY, 2011

The Impact of Delaying the Delay Announcements
INFORMS Annual Meeting, invited talk, MSOM Cluster, Austin 2010

A Game Theoretic Perspective on Social Norms in Queues
INFORMS Annual Meeting, invited talk, MSOM Cluster, Austin 2010

Buying from the Babbling newsvendor – Cheap Talk and Availability Information
INFORMS Annual Meeting, invited talk, MSOM Cluster, Austin 2010

Buying from the Babbling newsvendor – Cheap Talk and Availability Information
MSOM Conference, Technion, June 2010

How much is a reduction of your customers' wait worth? An empirical study of the fast-food drive-thru industry based on structural estimation methods
Utah Operations Winter Workshop, January 2010

Teaching Dual Sourcing: the Mexico China Game
INFORMS Annual Meeting, invited talk, Informs Transaction on Education Cluster, San Diego October 2009

Buying from the Babbling newsvendor – Cheap Talk and Availability Information
INFORMS Annual Meeting, invited talk, Applied Probability Cluster, San Diego October 2009

Bounded Rationality in Queues
INFORMS Annual Meeting, invited talk, Applied Probability Cluster, San Diego October 2009

Cheap Talk in Queues
INFORMS Annual Meeting, invited talk, MSOM Cluster, San Diego October 2009

Global Dual Sourcing: Tailored Base Surge Allocation to Near and Offshore Production
MSOM, Supply Chain Special Interest Group Conference, MIT, June 2009

The Impact of Delaying the Delay announcement
MSOM Conference, MIT, June 2009

Do Large Hospitals or Busier hospitals Divert More Ambulances?
Empirical Operations Management workshop,
Wharton, University of Pennsylvania, November 2008

"We will be Right with you": Managing Services with Vague Promises
INFORMS Annual Meeting, invited talk, MSOM Cluster, Washington DC November 2008

The Impact of Delaying the Delay announcement
INFORMS Annual Meeting, invited talk, MSOM Cluster, Washington November 2008

Buying from the Babbling newsvendor: Availability Information and Cheap Talk
INFORMS Annual Meeting, invited talk, MSOM Cluster, Washington November 2008

Global Dual Sourcing: Tailored Base Surge Allocation to Near and Offshore Production
INFORMS Annual Meeting, invited talk, Applied Probability Cluster, Washington November 2008

"We will be Right with you": Managing Services with Vague Promises
Operations Management Workshop, Kellogg School of Management, September 2008

Buying from the Babbling newsvendor: Availability Information and Cheap Talk
MSOM Conference, University of Maryland, June 2008

"We will be Right with you": Managing Services with Vague Promises
Call Center Forum, Wharton, University of Pennsylvania, February 2008

"We will be Right with you": Managing Services with Vague Promises
INFORMS Annual Meeting, invited talk, MSOM Cluster, Seattle November 2007

"We will be Right with you": Managing Services with Vague Promises
Customer Driven Operations Models: Washington University, St. Louis, October 2007

Competition in Large Scale Service Systems: Do Waiting Time Standard Matter?

INFORMS Annual Meeting, invited talk, MSOM Cluster, Seattle November 2007

Outsourcing Service Processes to a Common Service Provider under Price and Time Competition
INFORMS Annual Meeting, invited talk, MSOM Cluster, Seattle, November 2007

Outsourcing Service Processes to a Common Service Provider under Price and Time Competition
INFORMS Annual Meeting, invited talk, MSOM Cluster, Pittsburgh, November 2006

The Role of Services: Pricing and Durability
INFORMS Annual Meeting, invited talk, MSOM Cluster, Pittsburgh, November 2006

Outsourcing Service Processes to a Common Service Provider under Price and Time Competition
The 6th Annual Informs Revenue Management and Pricing Section Conference, Columbia University, NY, June 2006

Competition in Service Industries with Segmented Markets
MSOM Conference, Georgia Tech, Atlanta, June 2006
Outsourcing Service Processes to a Common Service Provider under Price and Time Competition
INFORMS Annual Meeting, invited talk, MSOM Cluster, San Francisco, October 2005

Competition in Service Industries with Segmented Markets
The Applied Probability Society Conference, Ottawa, Ontario, Canada, July 2005

The Benefits of Capacity Pooling in Decentralized Service Industries
MSOM Conference, Kellogg, Evanston, June 2005

Competition in Service Industries with Segment Markets
The 5th Annual Informs Revenue Management and Pricing Section Conference, MIT, Cambridge, June 2005

Coordinating Price and Capacity Decisions in Inventory Systems
INFORMS Annual Meeting, invited talk, MSOM Cluster, Denver, October 2004

Competition in Service Industries with Segmented Markets
INFORMS Annual Meeting, invited talk, MSOM Cluster, Denver, October 2004

Competition in Service Industries
Workshop on "Economic Aspects of Congested Networks and Queue", University of Bonn, July 2004

Coordinating Price and Capacity Decision in Inventory Systems
MSOM Conference, Eindhoven, Netherlands, July 2004

Price and Service Competition among Service Providers Operating General Queueing

Facilities
The 4th Annual INFORMS Revenue Management and Pricing Section Conference, MIT, Cambridge, June 2004

Competition in Service Industries
INFORMS Annual Meeting, invited talk, MSOM Cluster, Atlanta, October 2003

Solving the Buffer Allocation Problem Using the Cross Entropy Method
The 3rd Aegean International Conference on Design and Analysis of Manufacturing Systems, Tinos, Greece, May 2001

Solving the Buffer Allocation Problem Using the Cross Entropy Method
ORSIS Annual Meeting, Israel 2001

Teaching

MBA: Core - Operations Management, OPNS 430
Elective - Operations Strategy, OPNS 454

EMBA: Strategic Decision in Operations OPNSX 455

PhD: Operations Economics: Topics in Service Management

Executive Educations: The Science of Lean Six Sigma
Leading Strategic change (FBI)

Advisor to MMM Integrations Projects: John Deere, PCTel, General Motors, and Becton Dickinson

Teaching Awards

Sidney J. Levy Teaching Award for *teaching Operations Strategy* (2011-2012)

Chairs' Core Course Teaching Award *for teaching Operations Management (2006-2007)*

Chairs' Core Course Teaching Award *for teaching Operations Management (2008-2009)*

Faculty Impact Award *for teaching Operations Management 2009*

L. G. Lavengood Outstanding Professor of the Year Award 2009

Cases

Lean Improvement in Global Connect *(with J. A. Van Mieghem)*

Variety Management in HP *(with J. A. Van Mieghem)*

Mexico China Dual Sourcing Simulation *(with J. A. Van Mieghem)*

Sugar and Spice Case (with S. Kahn and M. Skeba)

The UN's World Food Program in Zambia (with T. Lin) (in preparation)

Capstone Operations Strategy Game (with *with J. A. Van Mieghem)*

Service to the Profession

Associate Editor for Management Science, M&SOM, Naval Research Logistics, IIE Transactions and POMS

Referee for Operations Research, Mathematics of Operations Research, Management Science, and Manufacturing and Service Operations Management, and Games and Economic Behavior.

Management Science **Meritorious Award** for 2009 and 2010

Topical Editor for the Wiley Encyclopedia of Operations Research and Management Science ("Retail and Service Applications")

Co-chair of the MSOM Service Interest Group Conference 2010

Co-chair of the MSOM Student paper competition 2011

Co-chair of the MSOM Student paper competition 2012

Judge for MSOM student paper competition for 2007, 2008, 2009, and 2010

Panelist MSOM best paper competition for 2012

Service at Kellogg and Northwestern

Co-Founder and regular writer at "The Operations Room" – the official Kellogg Operations Blog

Member of the Northwestern Education Technology Advisory Committee Oct 2012- present

Member of the Provost Faculty Distance Learning Workgroup 2012-present

Member of Task Force for Product Portfolio Review 2012

Chair of Task Force for MMM review Oct 2012-present

Member of the Full Time/Part Time Curriculum committee: 2009 - 2011

Analytical Consulting Major coordinator: 2010 – present

Mentor for an incoming faculty member, Prof. Shin 2008-2009

Mentor for an incoming faculty member, Prof. Bray 2012-present

Judge for the Four Pillar award 2010

Panel member at Nota Bene 2010, 2012

Speaker at the 2010 and 2012 Kellogg Reunions

Organizing Committee of the Kellogg Operations Workshop 2008, 2010

Operations Seminar Organizer: 2006-2007

MEDS lunch Seminar Organizer: 2006-2007

Majors Presentation 2006

Mini-MBA presentation to incoming faculty, 2009, 2011, 2012

Kellogg Debate 2011

Outside Activities

Board Membership

Marketplace: Handwork of India: Board member

Brideside: Advisory Board member

Cedar Concepts: Advisory Board member

Management Development Programs:

Deloitte

Ernst and Young

Ministry of Defense (Israel)

Recanati, Tel Aviv University

Moen

Nilit

Other:

Personified (Career Builder): consulting

El Al, Israeli Airlines: consulting

Expert Witness for Milo's Hamburgers

Developed and taught a MOOC (Massive Open Online Course) on Udemy

Media Mentions

Where do you stand on waiting in line? Several news papers, including Cleveland Plain Dealer and the Atlanta Journal-Constitution), December 2005

Dear Customer, you are fired (Hebrew), Haaretz, July 2008

Disconnecting from the people (hebrew): Calcalist, March 2010

Thank you for waiting (Hebrew): Haaretz, August 2010

Mexico or China: dual sourcing (Hebrew): Haaretz, October 2010

40 Best Business School Professors under the age of 40: Poets and Quants, February 2011

Small Business Says: Your Wish is…On Demand. Business News Daily, March 2011

Japan disasters expose flaws in just-in-time production. Reuters, March 2011

Business-school research: Mind if I cut in? The Economist, November 2011

Northwestern profs featured in Udemy initiative, Chicago Tribune, January 2012

Free Online Classes May Help M.B.A. Students, US News, February 2012

Pushing Free Online Learning in a New Direction, Business Week, February 2012

Tim Hortons creates double-double lanes to combat 'drive-through rage', Maclean's (Canada), June 2012

Manufacturing making slow resurgence in the suburbs, Daily Herald, August 2012

Something for the weekend, Financial Times, October 2012

4 Massive Open Online Courses and How They Work, The Chronicle of Higher Education, Oct 2012

Updated Nov 2012