

Mirko Kremer

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ACADEMIC POSITIONS

2007 - Present	Pennsylvania State University Assistant Professor, SC&IS Department, Smeal College of Business	State College, USA
2012	INSEAD Visiting Assistant Professor, DS Department	Singapore, Singapore
2005 - 2006	INSEAD Visiting Researcher, T&OM Department	Fontainebleau, France
2004 - 2007	University of Mannheim Research Assistant, Department of Logistics	Mannheim, Germany
2003 - 2004	University of Mannheim Research Assistant, Department of Operations Research	Mannheim, Germany

EDUCATION

2003 - 2008	University of Mannheim Ph.D. in Management	Mannheim, Germany
1999 - 2003	University of Mannheim M.S. in Management, Majors: OpsResearch, Int. Management, Psychology	Mannheim, Germany
2000 - 2001	School of Economics & Management Economics and Business Administration	Lund, Sweden
1997 - 1999	Ruhr-University B.S. in Economics	Bochum, Germany

RESEARCH INTEREST

My research focuses on the human element in Operations Management, with a particular emphasis on micro-behavioral foundations of inventory management, sales forecasting, and queuing/service systems.

PUBLISHED PAPERS

- Kremer, M., B. Moritz, and E. Siemsen (2011). Demand forecasting behavior: System neglect and change detection. *Management Science* 57(10), 1827-1843.
- Kremer, M., S. Minner, L. N. Van Wassenhove (2010). Do random errors explain newsvendor behavior? *Manufacturing & Service Operations Management* 12(4), 673-681.
- Francas, D., M. Kremer, S. Minner, M. Frieze (2009). Strategic process flexibility under lifecycle demand. *International Journal of Production Economics* 121(2), 427-440.

- Kremer, M., S. Minner (2008). The human element in inventory decision making under uncertainty – A review of experimental evidence in the newsvendor model. *Zeitschrift für Betriebswirtschaft* 4, 83-97.
- Kremer, M., C. Schneeweiss, M. Zimmermann (2006). On the validity of aggregate models in designing supply chain contracts. *International Journal of Production Economics* 103(2), 656-666.

WORKING PAPERS

- Kremer, M., and L.N. Van Wassenhove (2011). Avoiding the mismatch between supply and demand, and the willingness to pay for it. Revise & Resubmit at *Production and Operations Management*.
- Kremer, M., S. Minner, and L.N. Van Wassenhove (2011). Order now or order later? A laboratory study of decision postponement in a supply chain context. Revise & Resubmit at *Production and Operations Management*.
- Moritz, B., M. Kremer, and E. Siems (2011). Deliberate or intuitive: Decision speed and cognitive reflection in demand forecasting behavior. Revise & Resubmit at *Production and Operations Management*.
- Kremer, M., E. Siems, and D. Thomas (2012). The sum and its parts – A behavioral investigation of top-down and bottom-up forecasting processes.
- Kremer, M., and L. Debo (2012). Herding in queues.

WORK IN PROGRESS

- Kremer, M., and L. Debo (2011). Joining (and leaving) observable and unobservable queues – An experimental investigation. *Data analysis in progress*.
- Kremer, M., E. Siems, and B. Moritz (2011). Underestimated and overadjusted – Biases in short-term sales forecasting in the presence of trends. *Data analysis in progress*.
- Kremer, M. (2009). Don't see. Don't care. Risk-taking in the newsvendor model. *Data analysis in progress*.
- Kremer, M., and T.H. Cui (2010). Mental accounts of supply chain contracts. *Data collection in progress*.
- Kremer, M., B. Mantin, and A. Ovchinnikov (2011). Dynamic pricing in the presence of strategic consumers – A laboratory investigation. *Data collection in progress*.
- Kremer, M., A. Atasu, and K. Van Ittersum (2011). Consumer behavior in the presence of remanufactured products – Empirical foundations and implications for remanufacturing strategies. *Data analysis in progress*.

INVITED TALKS AND CONFERENCE PRESENTATIONS

- “The sum and its parts – A behavioral investigation of top-down and bottom-up forecasting processes”
Nanyang Technological University (May 2012), University College London (March 2012), ESSEC Paris (March 2012), IESE Barcelona (March 2012), 7th Winter Operations Conference 2012 (Salt Lake City, UT), POMS 2012 Conference (Chicago, USA)
- “Herding in Queues”
National University Singapore (June 2012), Singapore Management University (May 2012), Technical University Munich (March 2012), HEC Paris (March 2012), INFORMS 2011 Conference (Charlotte, NC), POMS 2012 Conference (Chicago, USA)
- “Demand forecasting behavior: System neglect and change detection”
M&SOM 2010 Conference (Haifa, Israel)
- “Risk-Taking in Repeated Newsvendor Gambles”
University of Minnesota (January 2009), INFORMS 2008 Conference (Washington DC, USA).

- “On Value of demand information and the willingness-to-pay for it”
Cornell University (April 2010), George Washington University (March 2010), POMS 2008 Conference (San Diego, USA), 3rd Behavioral OM Conference (Edmonton, Canada. 2008), 2nd Behavioral OM Conference (Minneapolis, USA. 2007), Penn State University (2007).
- “On the Impact of Secondary Markets on Supply Chain Performance”
INFORMS 2007 Conference (Seattle, USA).
- “Mental Maps of Supply Chain Contracts”
INFORMS 2006 Conference (Pittsburgh, USA).
- “Strategic Process Flexibility under Lifecycle Demand”
14th International Working Seminar on Production Economics (Innsbruck, Austria. 2006).
- “Supply Chain Contracting under Mild Behavioral Assumptions”
EURO 2006 Conference (Reykjavik, Iceland). 7th ISIR Summer School on Supply Chain Inventory Management (Mannheim, Germany. 2005). 12th International Annual EurOMA Conference (Budapest, Hungary. 2005).
- “On the Validity of Aggregate Models in Designing Supply Chain Contracts”
13th International Working Seminar on Production Economics (Innsbruck, Austria. 2004), 7th Workshop of the EURO Working Group on Distributed Decision Making (Louvain-la-Neuve, Belgium. 2004).

TEACHING EXPERIENCE

- Experimental Economics, PhD (INSEAD, Singapore)
- Supply Chain Modeling, MBA (Penn State University, SRTE scores on a 1-7 scale)
Spring 2012 (SRTE: 6.4)
- Supply Chain Modeling, Undergraduate (Penn State University)
Fall 2011 (SRTE: 6.71/6.47), Fall 2010 (SRTE: 6.37/6.22/6.33), Fall 2009 (SRTE: 6.25/6.00/6.42), Fall 2008 (SRTE: 6.13/6.08/5.94), Spring 2008 (SRTE: 6.00/6.50/6.23)
- Supply Chain Management (University of Mannheim)
Spring 2007, Spring 2006, Spring 2005, Spring 2004
- Supervision of Master Theses (University of Mannheim, 30 Theses between 2004 - 2007)
- Case Study Seminar (University of Mannheim)
Fall 2006, Fall 2005, Fall 2004
- Exercise Class Distributed Decision Making (University of Mannheim)
Fall 2003

PROFESSIONAL SERVICE

- President, Production and Operations Management Society, College of Behavior in Operations Management, 2011 – Present
- Ad-hoc reviewere: Management Science, Manufacturing & Service Operations Management, Production and Operations Management, Journal of Operations Management
- Track Chair: POMS 2010 and 2011 Annual Meetings, Behavioral Operations Track

RESEARCH GRANTS

- Various Smeal Small Research Grants (\$15,000)
- Daimler Chrysler AG (Projects on network design and capacity expansion under uncertainty: € 5,000 in 2004, € 10,000 in 2005)