

## MARTIN A. LARIVIERE

Kellogg School of Management  
Northwestern University  
2211 Campus Drive  
Evanston, IL 60208

Phone: (847) 491-5461  
Fax: (847) 467-1220  
m-lariviere@kellogg.northwestern.edu

### EXPERIENCE

- 2011 - Present **John L. and Helen Kellogg Professor of Operations**, Kellogg School of Management, Northwestern University, Evanston, Illinois.
- 2007 - Present **Professor**, Operations, Kellogg School of Management, Northwestern University, Evanston, Illinois.
- 2007 - 2010 **Professor (by courtesy)**, Industrial Engineering and Management Science, Robert R. McCormick School of Engineering and Applied Science, Northwestern University, Evanston, Illinois.
- 2000 – 2007 **Associate Professor**, Managerial Economics and Decision Sciences, Kellogg School of Management, Northwestern University, Evanston, Illinois.
- 1999 – 2000 **Associate Professor of Operations Management**, The Fuqua School of Business, Duke University, Durham, North Carolina.
- 1995 – 1999 **Assistant Professor of Operations Management**, The Fuqua School of Business, Duke University, Durham, North Carolina.
- 1988 – 1989 **Research Associate**, Charles River Associates, Boston, Massachusetts.

### EDUCATION

- 1989 – 1995 **Graduate School of Business, Stanford University**  
Ph.D. in Business.  
Jaedicke Merit Fellowship, Graduate School of Business (1991 – 1992).
- 1984 – 1988 **Yale University**  
B.A. in Economics.  
*Magna Cum Laude*  
Distinction in the Major.

### RESEARCH INTERESTS

Economics of operations management, incentives in operations, supply chain management and contracting, and service management.

## JOURNAL ARTICLES

*Concavity and Unimodality of Expected Revenue under Discrete Willingness to Pay Distributions*, with Anh Ninh and Max Shen, forthcoming **Production and Operations Management**, November 2019.

*Coverage, Coarseness and Classification: Determinants of Social Efficiency in Priority Queues*, with Itai Gurvich and Can Ozkan, **Management Science**, 65, 3 (March 2019), 1061-1075.

*OM Forum—Supply Chain Contracting: Doughnuts to Bubbles*, **Manufacturing & Service Operations Management**, 18, 3 (Summer 2016), 309–313.

*Saving Seats for Strategic Customers*, with Eren Çil, **Operations Research**, 61, 6 (November-December 2013), 1321-1332.

*Are Reservations Recommended?*, with Alexei Alexandrov, **Manufacturing & Service Operations Management**, 14, 2 (Spring 2012), 218-230.

*Capacity Allocation over a Long Horizon: The Return on Turn-and-Earn*, with Lauren Xiaoyuan Lu, **Manufacturing & Service Operations Management**, 14, 1 (Winter 2012), 24-41.

*Asymmetric Information and Economies-of-Scale in Service Contracting*, with Mustafa Akan and Barış Ata, **Manufacturing & Service Operations Management**, 13, 1 (Winter 2011), 58-72.

*A Note on Probability Distributions with Increasing Generalized Failure Rates*, **Operations Research**, 54, 3 (May-June 2006), 602-604.

*Managing Service Inventory to Improve Performance*, with Sunil Chopra, **Sloan Management Review**, 41, 1 (Fall 2005) 56-63.

*Supply Chain Coordination with Revenue-Sharing Contracts: Strengths and Limitations*, with Gérard P. Cachon, **Management Science** 51, 1 (January 2005), 30 - 44.

*Strategically Seeking Service: How Competition Can Generate Poisson Arrivals*, with Jan A. Van Mieghem, **Manufacturing & Service Operations Management** 6, 1 (Winter 2004), 23-40.

*Selling to the Newsvendor: An Analysis of Price-Only Contracts*, with Evan L. Porteus, **Manufacturing & Service Operations Management**, 3, 4 (Fall 2001), 293-305.

*Contracting to Assure Supply: How to Share Demand Forecasts in a Supply Chain*, with Gérard P. Cachon, **Management Science**, 47, 5 (May 2001), 629-646.

*Turning the Supply Chain into a Revenue Chain*, with Gérard P. Cachon, **Harvard Business Review**, 79, 3 (March 2001), 20-21.

*Decentralizing Cross-Functional Decisions: Coordination Through Internal Markets*, with Panagiotis Kouvelis, **Management Science**, 46, 8 (August 2000), 1049-1058.

*An Equilibrium Analysis of Linear, Proportional and Uniform Allocation of Scarce Capacity*, with Gérard P. Cachon, **IIE Transactions**, 31, 9 (September 1999), 835-850.

*Capacity Choice and Allocation: Strategic Behavior and Supply Chain Performance*, with Gérard P. Cachon, **Management Science**, 45, 8 (August 1999), 1091-1108.

*Capacity Allocation Using Past Sales: When to Turn-and-Earn*, with Gérard P. Cachon, **Management Science**, 45, 5 (May 1999), 685-703.

*Stalking Information: Bayesian Inventory Management with Unobserved Lost Sales*, with Evan L. Porteus, **Management Science**, 45, 3 (March 1999), 346-363.

*Slotting Allowances and New Product Introductions*, with V. Padmanabhan, **Marketing Science**, 16, 2 (1997), 112-128.

## WORKING PAPERS

*Priority Queues and Consumer Surplus*, August 2019.

*Promotional Design for Small Businesses: The Operational Value of Online Deals*, with Simin Li and Kejia Hu, July 2019.

*Paying by the Hour: Are Wages the Cost of Waiting?*, with Achal Bassamboo and Simin Li, January 2019.

*Why Charge for Bags? Segmentation versus Changing Customer Behavior*, with Gad Allon and Achal Bassamboo, under revision (an earlier version of this paper was titled *Would the Social Planner Let Bags Fly Free?*).

*Inducing Forecast Revelation through Restricted Returns*, June 2002.

*Manufacturer-Retailer Contracting under an Unknown Demand Distribution*, with Evan L. Porteus, December 1995.

## ARTICLES AND CHAPTERS IN BOOKS

*Operations in the On-demand Economy: Staffing Services with Self-scheduling Capacity*, with Itai Gurvich and Antonio Moreno-Garcia, in **Sharing Economy: Making Supply Meet Demand**, Ming Hu (ed), Springer Series in Supply Chain Management, 2019.

*Capacity Allocation*, in **Wiley Encyclopedia of Operations Research and Management Science**, James J. Cochran (Editor-in-Chief), John Wiley & Sons, 2010.

*Supply Chains*, in **The New Palgrave Dictionary of Economics**, 2<sup>nd</sup> edition, L. Blume and S. Durlauf (Eds), Palgrave Macmillan, 2008.

*Supply Chain Contracting and Coordination with Stochastic Demand*, in **Quantitative Models of Supply Chain Management**, S. Tayur, R. Ganeshan, and M. Magazine (Eds.), Kluwer Academic Publishers, 1999.

## CONFERENCE PROCEEDINGS

*Would the Social Planner Let Bags Fly Free?*, with Gad Allon and Achal Bassamboo, MSOM Conference, The Technion, June 2010.

*Are Reservations Recommended?*, with Alexei Alexandrov, MSOM Conference, Georgia Institute of Technology, June 2006.

*Capacity Allocation and Private Information: Strategic Behavior in a Supply Chain*, with Gérard P. Cachon, MSOM Conference, The Amos Tuck School of Business Administration, Dartmouth College, June 1996.

## CASES AND TEACHING MATERIALS

*Announcing Waiting Time in Emergency Departments*, with Sarang Deo, Kellogg School of Management case, February 2019.

*Managing Independent Agents at Maison Service Providers*, with Itai Gurvich and Antonio Moreno-Garcia, Kellogg School of Management case, November 2014.

*Portland Computer Systems*, Kellogg School of Management case, with Sunil Chopra, December 2012.

*Staffing at LS&S*, Kellogg School of Management case, February 2010.

*The Edison Hospital Maternity Ward*, Kellogg School of Management case, revised February 2008.

*The BAT Case: Putting Tech Support on the Fast Track*, Kellogg School of Management case, revised 2007.

*Revenue Cycle Management at Lake-Cook Physicians*, Kellogg School of Management case, with Sunil Chopra, April 2006.

*An Introduction to Project Management with PERT/CPM*, Kellogg School of Management note, with Sarah Stock Patterson, revised February 2004.

*Staffing the University Police Department*, Kellogg School of Management case, revised November 2006.

*An Introduction to Queuing Theory: Things to Think About When Waiting in Line*, Kellogg School of Management note, revised January 2004.

*A Note on Inventory Management*, Fuqua School of Business note, with Gérard P. Cachon, September 1999.

*The Basics of MRP and Kanban Systems*, Fuqua School of Business note, revised October 1999.

*An Introduction to Process Analysis*, Fuqua School of Business note, revised May 1999.

*World Wide Purchasing at General Motors*, Stanford Graduate School of Business case and teaching note, 1994.

*Manzanita Insurance – Fruitvale Branch*, revised Stanford Graduate School of Business case and teaching note, 1993.

*Raychem Corporation, Thermofit Division (A) - (C)*, Stanford Graduate School of Business case, with Christopher Avery, 1993.

## AWARDS

*2015 Saul Gass Expository Writing Award* of the Institute for Operations Research and the Management Sciences.

*2015 Distinguished Fellow Award* of the Manufacturing and Service Operations Management Society of INFORMS.

*2009 Distinguished Service Award* of the Manufacturing and Service Operations Management Society of INFORMS.

*2007 Manufacturing & Service Operations Management Best Paper for Strategically Seeking Service: How Competition Can Generate Poisson Arrivals* with Jan A. Van Mieghem, **Manufacturing & Service Operations Management** 6, 1 (Winter 2004), 23-40.

## **EDITORIAL WORK**

Department Editor, **Management Science**, January 2009 to June 2014.

Associate Editor, **Management Science**, July 2000 to January 2006.

Associate Editor, **Operations Research**, January 2000 to December 2005.

Associate Editor/Senior Editor, **Manufacturing & Service Operations Management**, January 2003 to December 2008.

Member, Editorial Board of **Manufacturing & Service Operations Management**, August 2000 to December 2002.

Member, Editorial Board of **IIE Transactions**, focus issues on Scheduling and Logistics, September 2001 to 2005.

Senior Editor, **Production and Operations Management**, July 2007 to present.

Member, Editorial Board of **Kellogg Insight**, June 2007 to October 2012.

Referee for **Management Science**, **Operations Research**, **Manufacturing & Service Operations Management**, **Marketing Science**, **The Rand Journal of Economics**, **European Journal of Operational Research**, **American Economics Review**, and **IIE Transactions**.

Recipient, Meritorious Service Award, **Operations Research**, 1998, 2002 & 2005.

Recipient, Meritorious Service Award, **Manufacturing & Service Operations Management**, 2004, 2007, & 2008.

## **SERVICE AT NORTHWESTERN UNIVERSITY**

Chair, Operations Division of the Department of Managerial Economics, Decision Sciences and Operations, June 2016 – present.

Chair, Department of Managerial Economics and Decision Sciences, August 2012 – June 2016.

Academic Director, Kellogg Certificate Program for Undergraduates, July 2011 – present.

Academic Director, Managerial Analytics Certificate Program for Undergraduates, July 2009 – present.

Member, Northwestern University Faculty Senate, September 2019 – present.

Member, Kellogg School Personnel Committee, September 2010 – June 2012.

Member, search committee for McCormick MMM Co-Director, 2009 – 2010 academic year.

Director, Center for Operations and Supply Chain Management Kellogg School of Management, 2004 - 2016.

Chair, Taskforce on Design at Kellogg, Kellogg School of Management, 2009.

Member, Committee to Review the Transportation Major, Kellogg School of Management, 2004.

## **PROFESSIONAL ACTIVITIES AND SERVICE**

Chair, MSOM Service SIG Best Paper Prize Committee, 2016 – 2017.

Member, MSOM Young Scholar Prize Committee, 2017.

Member, INFORMS Subdivisions Council, January 2011 – December 2012.

Co-Chair, INFORMS Revenue Management and Pricing Section Conference, June 2009, Northwestern University, Evanston, IL.

President, Manufacturing and Service Operations Management Society of INFORMS, June 2007 to June 2008.

Executive Vice President/President Elect, Manufacturing and Service Operations Management Society of INFORMS, June 2006 to June 2007.

Vice President – Meetings and Communications, Manufacturing and Service Operations Management Society of INFORMS, June 2005 to June 2006.

Co-Chair, annual meeting of the Manufacturing and Service Operations Management Society of INFORMS, June 2005, Northwestern University, Evanston, IL.

Co-Chair, MSOM Student Paper Competition, 2001.

Judge, MSOM Student Paper Competition, 1998, 2002, & 2006.

Judge, Junior Faculty at INFORMS Group Paper Competition, 2003 & 2005.

Co-Chair, Supply Chain Management cluster, INFORMS Conference, 2004.

Member, INFORMS Expository Writing Award Committee, 2004 – 2006 (chair in 2006).

Member, **Manufacturing & Service Operations Management**, Review Committee, 2005.

Chair, INFORMS Ad Hoc Committee on New Publication Products, Fall 2006.

## **DOCTORAL STUDENT ADVISING**

Abhishek Ghosh, committee member, OM, Kellogg School of Management, expected 2021.

Simin Li, chair, OM, Kellogg School of Management, expected 2020.

Nil Karacaoglu, co-chair, OM, Kellogg School of Management, 2019.

Can Ozkan, committee member, OM, Kellogg School of Management, 2017.

Eren Çil, co-chair, OM, Kellogg School of Management, 2010.

Mustafa Akan, committee member, MECS, Kellogg School of Management, 2008.

Michaela Isabel Hoehn, committee member, WHU - Otto Beisheim School of Management, 2008.

Lauren Xiaoyuan Lu, committee member, MECS, Kellogg School of Management, 2007.

Alexei Alexandrov, committee member, MECS, Kellogg School of Management, 2007  
Gigi Y. Yuen, committee member, IEMS, McCormick School of Engineering, 2006.  
Xiaowei Xu, committee member, IEMS, McCormick School of Engineering, 2005.  
Xiaodong Xu, committee member, IEMS, McCormick School of Engineering, 2004.  
Qiang Gong, committee member, MECS, Kellogg School of Management, 2004.  
Fuqiang Zhang, committee member, OPIM, The Wharton School, 2004.  
Eylem Tekin, committee member, IEMS, McCormick School of Engineering, 2002.

Updated: February 25, 2020