

# CURRICULUM VITAE

Michael S. Pangburn

Lundquist College of Business  
Operations and Business Analytics Dept.  
University of Oregon

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## Academic Positions

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- University of Oregon, Lundquist College of Business
  - 2017 - present Professor, Operations & Business Analytics
  - 2017 - present Department Head
  - 2008-2017 Associate Professor
  - 2002-2008 Assistant Professor
- Penn State University, Smeal College of Business
  - 1997-2002 Assistant Professor

## Education

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University of Rochester, William E. Simon Graduate School of Business Administration, Ph.D., 1997

University of Rochester, William E. Simon Graduate School of Business Administration, M.S., 1993

Virginia Tech, College of Engineering, B.S. Magna cum Laude, 1990

## Research Interests

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Retail operations; Pricing; Product Introductions; Revenue Management; Business Analytics

## Refereed Journal Articles

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Piri, S., E. Cil, M.S. Pangburn 2024 (*forthcoming*). Impact of Ridesharing Platforms on Hospitals' Emergency Department Admissions. **Decision Support Systems**.

A. Yazdani, E. Cil, M.S. Pangburn. 2023. Retail Sample Boxes: Counteracting the Adverse Effect of Accelerated Learning via Future Credit. **Manufacturing & Service Operations Management** 25(5).

Jalili, M., E. Cil, M.S. Pangburn. 2023. Pricing and structuring product trials: Separate versus mixed wine tastings. **EJOR** 312(2), 668-683.

Pangburn, M.S., E. Stavroulaki. 2022. From Used to New: Committing to Product Refresh Services. **Sustainability** (MDPI) 14(8) 1-21.

Jalili, M., M.S. Pangburn. 2021. Understanding the Value of Delayed Discounts in Retail Rewards Programs. **Decision Sciences** 52(4) 952-985.

- Jalili, M., M.S. Pangburn. 2020. Pricing Joint Sales and Rentals: When are Purchase Conversion Discounts Optimal? *Production and Operations Management* 29(12) 2679-2695.
- Yazdani, A., Cil, E., M.S. Pangburn. 2020. What if Hotelling's customers can mass customize? *Decision Sciences* 51(2) 395-422.
- Cil, E., M.S. Pangburn. 2017. Mass Customization and Guardrail Products: "You can't be all things to all people." *Production and Operations Management* 26 1728–1745.
- Aydinliyim, T., M.S. Pangburn, E. Rabinovich. 2017. Inventory Disclosure in Online Retailing. *EJOR* 261 195-204.
- Pangburn, M.S., E. Stavroulaki. 2014. Take Back Costs and Product Durability. *EJOR* 238 175-184.
- Aydinliyim, T., M.S. Pangburn. 2012. Reducing Packaging Waste and Cost via Consumer Price Discounts. *Decision Sciences* 43 1063-1089.
- Pangburn, M.S., S. Sundaresan. 2009. Capacity Decisions for High-tech Products with Obsolescence. *EJOR* 197 102–111.
- Pangburn, M.S., E. Stavroulaki. 2008. Capacity and Price Setting for Dispersed, Time-Sensitive Customer Segments. *EJOR* 184 1100-1121.
- Balakrishnan, A., M.S. Pangburn, E. Stavroulaki. 2008. Integrating the Promotional and Service Roles of Retail Inventories. *Manufacturing & Service Operations Management* 10 (2) 218-235.
- Balakrishnan, A., J. Geunes, M.S. Pangburn. 2004. Coordinating Supply Chains by Controlling Upstream Variability Propagation. *Manufacturing & Service Operations Management* 6 163-183.
- Balakrishnan, A., M.S. Pangburn, E. Stavroulaki. 2004. Stack them High, Let 'em Fly: Lot-Sizing Policies when Inventories Stimulate Demand. *Management Science* 50 630-644.
- Balakrishnan, A., H.P. Natarajan, M.S. Pangburn. 2000. Optimizing Delivery Fees for a Network of Distributors. *Manufacturing & Service Operations Management* 2, 297-316.

### **Chapters in Edited Research Volumes**

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- Pangburn, M.S., E. Stavroulaki. 2005. Service Facility Location and Design with Pricing and Waiting-Time Considerations. Supply Chain Optimization, J. Geunes and P.M. Pardalos (eds.). Springer Verlag. ISBN: 0-387-26280-6.
- Balakrishnan, A., J. Geunes, M.S. Pangburn. 2002. Coordinating the Distribution Chain: New Models for New Challenges. Supply Chain Management: Models, Applications, and Research

Directions, J. Geunes, P.M. Pardalos, and H.E. Romeijn (eds.). Springer Verlag. ISBN: 0-387-23391-1.

### **Papers Under Review / In Revision**

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Rabiee, M., D. Durson, M.S. Pangburn, S. Piri. A Novel, Expert-Augmented, Supervised Feature Selection Methodology (**DSS**, 2nd round, Major Revision)

Jalili, M., M.S. Pangburn, A. Yazdani. Trend-chasing versus Minimalism: Selling Fewer, Better Products to Fashion Sensitive Customers (**POM**, 3rd round, Major Revision)

### **Papers In Progress**

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Pangburn, M.S., E. Stavroulaki, M. Jalili. Impact of Free Updates on the Pace and Profitability of Product Releases.

A.C. Sodero, T. Aydinliyim, M.S. Pangburn. An Empirical Analysis of How Inventory Disclosure Affects Online Retail Sales.

### **Papers Presentations**

Selling Fewer Better Things: Serving Variety with Durable Products, with M. Jalili and A. Yazdani. DSI Annual Meeting, November 2022.

Impact of Ridesharing Platforms on Hospitals' Emergency Department Admissions, with S. Piri and E. Cil. INFORMS Annual Meeting, October 2022.

Design Of Returnless Refunds In Online Retailing, with A. Yazdani, E. Cil, and M. Jalili. POMS Annual Meeting (online), April 2022.

Selling Fewer Better Things: Serving Variety with Durable Products, with M. Jalili and A. Yazdani. POMS Annual Meeting (online), April 2022.

Impact of Ridesharing Platforms on Hospitals' Emergency Department Admissions, with S. Piri and E. Cil. POMS Annual Meeting (online), April 2022.

Design Of Returnless Refunds In Online Retailing, with A. Yazdani, E. Cil, and M. Jalili. INFORMS Annual Meeting (online), November 2021.

Selling Fewer Better Things: Serving Variety With Slow Fashion, with A. Yazdani and M. Jalili. INFORMS Annual Meeting (online), November 2021.

Optimal Seller-Induced Learning: Joint or Decoupled Product Trials, with E. Cil and M. Jalili. DSI (virtual) Annual Meeting, November 2020.

Sample Boxes for Retail Products: Bundling Experience Goods to Leverage Consumer Uncertainty, with A. Yazdani and E. Cil. INFORMS, Seattle WA, October 2019.

Optimal Seller-Induced Learning: Joint or Decoupled Product Trials, with E. Cil and M. Jalili. INFORMS, Seattle WA, October 2019.

Sample Boxes for Retail Products: Bundling Experience Goods to Leverage Consumer Uncertainty, with A. Yazdani and E. Cil. POMS, Washington DC, May 2019.

Optimal Seller-Induced Learning: Joint or Decoupled Product Trials, with E. Cil and M. Jalili. POMS, Washington DC, May 2019.

Online Inventory Disclosure: The Impact of How Consumers Perceive Information, with T. Aydinliyim and E. Rabinovich. POMS, Washington DC, May 2019.

Sample Boxes for Retail Products: Bundling Experience Goods to Leverage Consumer Uncertainty, with A. Yazdani and E. Cil. INFORMS, Phoenix AZ, November 2018.

What if Hotelling's Customers Can Mass Customize, with A. Yazdani and E. Cil. INFORMS, Phoenix AZ, November 2018.

An Empirical Analysis of How Inventory Levels and Prices Affect Online Retail Sales, with Sodero, Annibal C., Elliot Rabinovich, and Tolga Aydinliyim. MSOM, Dallas TX, July 2018.

Sample Boxes for Retail Products: Bundling Experience Goods to Leverage Consumer Uncertainty, with A. Yazdani and E. Cil. MSOM, Dallas TX, July 2018.

Rental Prices and Purchase Conversions Under Valuation Uncertainty, with M. Jalili. POMS, Houston TX, May 2018.

Sample Boxes for Retail Products: Bundling Experience Goods to Leverage Consumer Uncertainty, with A. Yazdani and E. Cil. POMS, Houston TX, May 2018.

Try Before You Buy Pricing: Should Rental Fees Apply to Purchases?, with M. Jalili. POMS, Washington DC, November 2017.

Try Before You Buy Pricing: Should Rental Fees Apply to Purchases?, with M. Jalili. POMS, Bellevue WA, May 2017.

Product Versioning and the Impact of Post-Sale Updates, with S. Xu. POMS, Bellevue WA, May 2017.

Better Late Than Now: Delayed vs. Instantaneous Retail Price Discounts, with M. Jalili. POMS, Bellevue WA, May 2017.

What if Hotelling's Firms Can Deliver Their Products? Competitive and Social Implications, with E. Cil and A. Yazdani. POMS, Bellevue WA, May 2017.

Online Inventory Disclosure: The Impact of How Consumers Perceive Information, with T. Aydinliyim and E. Rabinovich. POMS, Bellevue WA, May 2017.

Try Before You Buy Pricing: Should Rental Fees Apply to Purchases?, with M. Jalili. INFORMS, Nashville TN, November 2016.

Better Late Than Now: Delayed vs. Instantaneous Retail Price Discounts, with M. Jalili. INFORMS, Nashville TN, November 2016.

The Impact of Scarcity Perceptions on Consumer Behavior, T. Aydinliyim, E. Rabinovich, and A.C. Sodero. POMS, Orlando FL, May 2016.

Online Inventory Disclosure: The Impact of How Consumers Perceive Information, with T. Aydinliyim and E. Rabinovich. POMS, Orlando FL, May 2016.

From New to Used: Increasing Profit through Product Renewals, with E. Stavroulaki. POMS, Orlando FL, May 2016.

Try Before You Buy Pricing: Should Rental Fees Apply to Purchases?, with M. Jalili. POMS, Orlando FL, May 2016.

Better Late Than Now: Delayed vs. Instantaneous Retail Price Discounts, with M. Jalili. INFORMS, Philadelphia PA, November 2015.

Online Inventory Disclosure: Consumer Uncertainty and Experience, with T. Aydinliyim, E. Rabinovich. INFORMS, Philadelphia PA, November 2015.

Try Before You Buy Pricing: Should Rental Fees Apply to Purchases?, with M. Jalili. INFORMS, Philadelphia PA, November 2015.

What if Hotelling's Firms Can Deliver Their Products? Competitive and Social Implications, with E. Cil and A. Yazdani. INFORMS, Philadelphia PA, November 2015.

Mass customization, externalities, and guardrail products: "You can't be all things to all people," with E. Cil. POMS, Philadelphia PA, November 2015.

From New to Used: Increasing Profit through Product Renewals, with E. Stavrulaki. POMS, Washington DC, May 2015.

Online Inventory Disclosure: Consumer Uncertainty and Experience, with T. Aydinliyim, E. Rabinovich. POMS, Washington DC, May 2015.

Mass customization, externalities, and guardrail products: "You can't be all things to all people", with E. Cil. POMS, Washington DC, May 2015.

Optimal Rental-based Price Discounts for Digital Content, with M. Jalili. POMS, Washington DC, May 2015.

From New to Used: Increasing Profit through Product Renewals, with E. Stavrulaki. INFORMS, San Francisco CA, October 2014.

Immediate vs. Past Purchase Based Retail Price Discounts, with M. Jalili. INFORMS, San Francisco CA, October 2014.

Mass customization, externalities, and guardrail products: "You can't be all things to all people", with E. Cil, M&SOM, Seattle WA, June 2014.

Current vs. Past-Purchase Based Retail Price Discounts, with M. Jalili, 14th Annual INFORMS Revenue Management & Pricing Conference, Istanbul, Turkey, June 2014.

Instant Gratification or Delayed Satisfaction: Future Rewards Points versus Immediate Price Discounts, with M. Jalili, POM Conference, Atlanta GA, May 2014.

Price Discounts in Retailing: Fixed Vs. Past-Purchase Based Percentages, with M. Jalili. INFORMS, Minneapolis MN, October 2013.

Can there be too much variety? Limits of mass customization, with E. Cil. INFORMS, Minneapolis MN, October 2013.

Can there be too much variety? Limits of mass customization, with E. Cil. POMS, Denver CO, May 2013.

Take Back Costs and Product Durability, with E. Stavrulaki. POMS, Denver CO, May 2013.

Is the Cue 'In Stock' Always Effective? Inventory Information Disclosure Tactics to Leverage Stockout Risk, with T. Aydinliyim, E. Rabinovich, and M. Choi. M&SOM, Columbia Univ., NY, June 2012.

Is the Cue 'In Stock' Always Effective? Inventory Information Disclosure Tactics to Leverage Stockout Risk, with T. Aydinliyim, E. Rabinovich, and M. Choi. POMS, Chicago IL, April 2012.

Pricing of Successive Product Releases: The Impact of Prior Versions with Strategic Customers, with S. Xu. INFORMS, Charlotte NC, November 2011.

Planned Obsolescence and Recycling Costs with Product Take Backs, with E. Stavrulaki. INFORMS, Charlotte NC, November 2011

Is the Cue 'In Stock' Always Effective? Inventory Information Disclosure Tactics to Leverage Stockout Risk, with T. Aydinliyim, E. Rabinovich, and M. Choi. INFORMS, Charlotte NC, November 2011.

Reducing Packaging Waste and Cost via Consumer Price Discounts. POMS, Reno NV, May 2011.

Pricing and Timing of New Version Releases in the Presence of Strategic Consumers, with S. Xu. INFORMS, Austin TX, November 2010.

Inventory Information Disclosure in the Presence of Strategic Consumers, with T. Aydinliyim. POMS, Vancouver, Canada, May 2010.

Discount Pricing and Market Segmentation for Source Reduction via Consumer Reuse, with T. Aydinliyim. INFORMS, San Diego CA, October 2009.

Discount Pricing and Consumer Segmentation for Reusable Goods, with T. Aydinliyim. POMS, Orlando FL, May 2009.

Discount Pricing for Source Reduction via Consumer Reuse, with T. Aydinliyim. M&SOM, Boston MA, June 2009.

Discount Pricing and Consumer Segmentation for Reusable Goods, with T. Aydinliyim. INFORMS, Washington DC, October 2008.

Disclosing Real-Time Inventory Levels Online, with A. Talalayevsky. DSI, Phoenix AZ, November 2007.

Optimization Over Revenue-rate Endogenized Ranges, with S. Sundaresan. INFORMS, Seattle WA, November 2007.

Capacity Decisions for High-Tech Products with Obsolescence, with S. Sundaresan. INFORMS, Puerto Rico, July 2007.

Capacity Decisions for High-Tech Products with Obsolescence, with S. Sundaresan. M&SOM, Beijing, China, June 2007.

Capacity and Price Setting with Customer Location and Waiting Effects, with E. Stavrulaki. DSI Annual Meeting, San Antonio TX, November 2006

Order Processing Capacity and Pricing with Heterogeneous, Time-Sensitive Customers, with E. Stavrulaki. POMS, Boston MA, April 2006.

Inventory Availability Disclosure in Online Retailing, with A. Talalayevsky. INFORMS, San Francisco CA, November 2005.

Inventory Information in E-tailing, with A. Talalayevsky. INFORMS, San Francisco CA, November 2005.

Stock Availability Information in E-tailing, with A. Talalayevsky. Western DSI, Vancouver, BC, Canada, March 2005.

Stock Availability and Information Sharing Strategies for Online Retailers, with A. Talalayevsky. DSI Annual Meeting, Boston MA, November 2004.

Dynamic Pricing for Obsolescing Technology Products, with S. Sundaresan. INFORMS, Denver CO, October 2004.

Service Facility Design and Segmented Pricing Policies with Time-sensitive Customers, with E. Stavoulaki. INFORMS, Denver CO, October 2004.

Software Trials and Consumer Switching, with E. Stavoulaki. INFORMS, Atlanta GA, October 2003.

Capacity Setting and Pricing for Multi-generation Technology Products, with S. Sundaresan. INFORMS, Atlanta GA, October 2003.

Software Pricing and Versioning Strategies Over Time. INFORMS, Miami FL, November 2001.

Product Introductions & Obsolescence: A Study of Capacity & Time-Driven Price Erosions, with S. Sundaresan. INFORMS, Miami FL, November 2001.

Intertemporal Pricing and Capacity Planning in the Semiconductor Industry, with S. Sundaresan, Workshop on Information Systems & Economics, Australia, December 2000.

Newsvendor Policies for Demand-Stimulating Inventories, with A. Balakrishnan and E. Stavoulaki. INFORMS, San Antonio TX, November 2000.

Capacity Planning & Intertemporal Pricing for Semiconductor Production, with S. Sundaresan. INFORMS, San Antonio TX, November 2000.

Lot Sizing with Demand-Stimulating Inventories, with A. Balakrishnan and E. Stavoulaki. M&SOM, Ann Arbor, MI, June 2000.

Delivery Planning for Periodic LTL Shipments with Uncertain Demand, with A. Balakrishnan. INFORMS, Salt Lake City UT, May 2000.

Product Variety and Consumer Switching, with E. Stavoulaki. INFORMS, Salt Lake City UT, May 2000.

Product Introductions Over Time for Heterogeneous Consumers, with G. Dobson. INFORMS, Cincinnati OH, May 1999.

Impact of Variability Control Agreements on Supply Chain Performance, with A. Balakrishnan and J. Geunes. INFORMS, Cincinnati OH, May 1999.

New-Product Release Timing & Subscription Pricing for Successive Product Versions, with G. Dobson. INFORMS, Seattle WA, October 1998.

Individual Upgrades vs. Subscriptions for Products with Changing Technologies, with G. Dobson. INFORMS, Dallas TX, October 1997.

Modular Product Lines with Configuration Flexibility. INFORMS, Dallas TX, October 1997.

## **Courses Taught**

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University of Oregon, undergraduate level: business information systems; database systems; operations management; production systems analysis.

University of Oregon, Master's level: e-commerce; database systems; production systems analysis.  
Penn State University, undergraduate level: database design & application; operations planning & control; simulation.

Penn State University, Master's level: operations planning & control; manufacturing strategy and organization; service operations.

University of Rochester, PhD level: linear programming.

### **Doctoral Student Committees**

External member	Zhangxiang Hu	Computer Science, University of Oregon, 2023
Chair	Meysam Rabiee	Lundquist College, University of Oregon, 2022
Co-Chair	Alireza Yazdani	Lundquist College, University of Oregon, 2019
Co-Chair	Monire Jalili	Lundquist College, University of Oregon, 2017
Committee member	Shubin Xu	Lundquist College, University of Oregon, 2012
External member	Nino Sitchinava	Economics, University of Oregon, 2008
External member	John Lasseter	Computer Science, University of Oregon, 2006
Committee member	Joseph Geunes	Smeal College of Business, Penn State University, 2000

### **College/University Service Activities**

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2018-present	LCB MBA Program Committee
2018-present	Course Waivers & Transfers Committee (for OBA electives)
2022	LCB Personnel Committee
2020-2021	OBA OM PhD Program Coordinator
2018-2020	UO Research Advanced Computing Services (RACS) Faculty Advisory Committee
2018	LCB Personnel Committee
2018	UO Data Sciences Visioning Committee
2015-2016	LCB Personnel Committee
2014-2015	Dean Review Committee
2009-2014	LCB Personnel Committee
2014	LCB Committee on Internal Governance
2012-2013	Committee on Faculty Support & Development
2012-2013	LCB Building Space Usage Committee
2011-2012	DSC 340 Core Course Coordinator
2010-2012	LCB MBA Taskforce
2008-2009	LCB Workload Policy Committee
2009	LCB LC2 hiring committee
2007-2008	University of Oregon Blackboard Advisory Committee
2006-2008	University of Oregon Student Health Advisory Committee
2004-2008	LCB representative on the University of Oregon Faculty Senate.



- 2007 LCB Decision Sciences Dept. committee for Ph.D. program redesign.
- 2002–2005 LCB Undergraduate Programs Committee. As designated departmental representative, spearheaded creation of ISOM undergraduate concentration and associated courses.
- 2000 Strategic planning committee, MS&IS Department, Penn State. Assigned task of defining the future role and vision of department, efforts led to new Information Systems programs at both the M.S. and Ph.D. levels.
- 1997 New major planning committee, Penn State, MS&IS Department. Tasked with defining a new undergraduate program in operations. Resulting OISM major was launched two years later and by Fall 2001 was ranked 10th nationally by U.S. News & World Report in its “Best Colleges” rankings of this discipline.

### **Professional Service**

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Senior Editor role for Production and Operations Management (POM), 2019.

Referee in operations management field for several journals including: Management Science, MSOM, POM, Decision Sciences, EJOR, NRL.

Track Co-Chair: OM-IS/Marketing Interface, 2007 Annual DSI conference.

### **Honors / Awards**

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UO Outstanding Department Head Award (10/2023)

Lundquist College of Business Goulet Research Excellence Award (2007-2008)

Lundquist College of Business Scharpf Research Excellence Award (2004-2005)

Beta Gamma Sigma honor society (1997)

William E. Simon Graduate Fellowship (1993-1996)

Univ. of Rochester Sproull university president’s fellow (1991 and 1992)

Center for Manufacturing & Operations Management fellowship (1991)

Tau Beta Pi engineering/business honor society (1990)

Gilbert & Lucille Seay Scholarship—College of Engineering, Virginia Tech (1989, 1990)

Marshall Hahn Engineering Scholarship—College of Engineering, Virginia Tech (1989)

General Electric Corporation S.T.A.R. merit scholar (1988)

