

Mark E. Ferguson

Darla Moore School of Business, University of South Carolina
August, 2026

School: Darla Moore School of Business
1014 Greene Street
Columbia, SC 29028 USA

Email: mark.ferguson@moore.sc.edu

I. EARNED DEGREES

- Sept. 2001 **Duke University, Durham, NC**
Ph.D. in Business Administration, Advisor: Paul Zipkin
- August 1994 **Georgia Institute of Technology, Atlanta, GA**
M.S. in Industrial and Systems Engineering
- Dec. 1991 **Virginia Polytechnic Institute and State University, Blacksburg, VA**
B.S. in Mechanical Engineering

II. EMPLOYMENT

Line items on a vita do not adequately convey the foundational experiences absorbed from each stage in a career. Interested readers can click on the links to be taken to a personal narrative of each stage, found at the end of the document.

- 4/19-present *Dewey H. Johnson Endowed Chair in Management Science* – **Darla Moore School of Business, University of South Carolina, Columbia, SC**
- 1/24 – 7/25 [Associate Dean of Strategic Planning and Accreditation](#) – **Darla Moore School of Business, University of South Carolina, Columbia, SC**
Oversaw the development and implementation of the school's new strategic plan and the successful renewal of our AACSB accreditation
- 7/20 – 12/23 [Senior Associate Dean of Research and Academics](#) – **Darla Moore School of Business, University of South Carolina, Columbia, SC**
Serve as dean of the faculty and academic programs for the college, reporting directly to the Dean. Oversight for 235 full and part-time faculty members, academic research and centers, PhD programs and all graduate programs (IMBA, FTMB, PMBA, MHR, MACC, MIB and MSBA).
- 2/17-12/20 [Department Chair of the Management Science Department](#) – **Darla Moore School of Business, University of South Carolina, Columbia, SC**
Program ranked #3 undergrad and #6 graduate for Supply Chain Management in North America by Gartner in 2022
- 7/17-12/17 *Visiting Scholar* – **Department of Information Systems and Operations Management** at the **University of Auckland Business School, Auckland, NZ**
- 8/11-4/19 [Wilbur S. Smith Distinguished Fellow and Professor of Management Science](#) – **Darla Moore School of Business, University of South Carolina, Columbia, SC**

- 2/08-8/11 [*Steven A. Denning Professor of Technology and Management*](#) – College of Management, Georgia Institute of Technology, Atlanta, GA
- 12/08-8/11 [*John and Wendi Wells term professor*](#) – College of Management, Georgia Institute of Technology, Atlanta, GA -
- 10/07-8/11 Faculty Director of the Technology and Management Program – Colleges of Engineering and Management, Georgia Institute of Technology, Atlanta, GA
- 8/07-8/11 *Associate professor* – College of Management, Georgia Institute of Technology, Atlanta, GA
- 6/06-12/08 *Gregory J. Owens term professor* – College of Management, Georgia Institute of Technology, Atlanta, GA
- 9/01-8/07 *Assistant professor* – College of Management, Georgia Institute of Technology, Atlanta, GA
- 2/01-5/01 [*MBA Instructor*](#) – Fuqua School of Business, Duke University, Durham, NC
Developed and taught MBA elective class on Information Systems and Operations Management.
- 5/92-7/96 [*Associate Engineer*](#) - IBM Charlotte Electronic Card Assembly Plant, Charlotte, NC
Managed \$130M in inventory; negotiated worldwide supply shortages and overages; set parameter values for MRP system; purchased, certified, and trained employees on new manufacturing equipment; led the implementation of IBM's first electronic card assembly lines in China; led the change to eliminate water cleaning of circuit boards saving over 2 million gallons of water a year.
- 6/90-4/92 [*Manufacturing Engineer*](#) – Litton Poly-Scientific, Blacksburg, VA
Performed process improvement projects resulting in production cost savings averaging 20%; started the company's first surface mount technology capable electronic card assembly line.
- 1/89-12/89 [*Engineer Co-op*](#) – Newport News Shipbuilding, Newport News, VA
Part of design team for the Seawolf Submarine; prepared financial variance reports for submarine and aircraft carrier construction projects.
- 1980-1/89 [*Barts' Farms, Hardees, Revco, OK Construction, ...*](#)

Curriculum Development

University of South Carolina

1. [Artificial Intelligence in Business Certificate](#) (New certificate at the graduate level): Served as a member of a college-wide faculty committee charged with developing the curriculum for a certificate in AI. Created one of the first courses for the certificate: Predictive Analytics Using No-Code AI
2. [Masters of Business Analytics](#): Chair of committee that researched, championed and oversaw the approval process for this new Master's level program that launched in the fall of 2021.

3. Advanced Business Analytics Executive Education Program: Developed and taught in a four-week program offered multiple times a year. The primary audience consist of officers from the U.S. Army who are responsible for providing budget updates to their commanders.
4. Business Analytics Certificate (New certificate at the graduate level): Served as chair of a college-wide faculty committee charged with developing the curriculum for a certificate in Business Analytics.
5. Business Analytics Concentration (New concentration at the undergraduate level): Served as chair of a college-wide faculty committee charged with developing the curriculum for a concentration in Business Analytics.
6. Cyber Security Management and Strategic Innovation Certificates (New certificates at the graduate level): Championed these two new certificates through the approval process
7. MGSC 778 – IMBA and PMBA Elective on Revenue Management: (New course) Designed this course to meet the new seven-week format of the PMBA program by video recording some lectures and creating reference material and activities to be consumed off-line. Average enrollment over the last two times taught has been 68 students per class.
8. Mentored nine operations and supply chain capstone student projects (from August 2011 – 2015) with companies such as Siemens, Cummins, and Eaton.

Georgia Tech

1. Technology and Management Program (New undergraduate program): Served as chair for a management faculty committee and an engineering faculty committee to develop the curriculum for a new undergraduate program that combines management and engineering students. Oversaw the approval process for a new Engineering and Management minor and recruited faculty to teach in the program. Managed a staff of two administrators and an annual budget of \$400K.
2. MGT 4742 – Technology and Management Capstone Course: (New course) In this course, interdisciplinary teams of undergraduate students work on industry consulting projects provided by the Technology and Management Program's corporate affiliates.
3. MGT 6350 – MBA Core Operations Management Class: (Significantly revised existing course) This course focuses on the core concepts of operations management at the graduate level. This is a required course for the MBA degree.
4. MGT 6352 – MBA Operations Practicum and International Trip: (New course) This course combines a semester long industry project with an international trip over spring break. The course allows MBA students to gain experience working on real industry problems while also exposing them to the challenges and opportunities of doing business on a global scale. Corporate sponsorships from participating companies have helped reduce the cost of the trip for the MBA students.
5. MGT 6362 – MBA Elective on Supply Chain Modeling and Revenue Management: (New course) This course focuses on the modeling of supply chain inventory policies and the use of revenue management techniques in both traditional (travel and hospitality) and non-traditional industries.
6. MGT 6400 – MBA Elective on Pricing Analytics and Revenue Management: (New course) This course focuses on extracting additional value from the revenue side of the profit equation. Topics include capacity-based revenue management, markdown pricing, customized pricing and overall price optimization.
7. MGT 6753 – Supply Chain Management Module in Principles of Management for Engineers: (Revised existing course) Principles of Management for Engineers is a one-semester class designed to expose non-management majors to the fundamental concepts of business.

8. MGT 8855 – Graduate Seminar in Supply Chain Management: (New course) This is a doctoral level course where the students explore new research areas in the fields of supply chain management and revenue management.

Curriculum Program Reviewer

1. Member of five-person review team for the University of Utah’s Graduate Council Program Review for the David Eccles School of Business – January 2019
2. Outside reviewer for University of Cincinnati’s Masters in Business Analytics Business Administration program for the Linder College of Business – September 2022

III. SCHOLARLY ACCOMPLISHMENTS

A. PUBLISHED BOOKS AND PARTS OF BOOKS

1. Bellos, I., and M. Ferguson, 2022, “Moving from a Product-Based Economy to a Service-Based Economy for a More Sustainable Future,” in *Sustainable Supply Chains – A research-based textbook on Operations and Strategy, 2nd Edition*, Fransoo, J., Bouchery, Y., Tan, T. and C. Corbett, Eds., Wiley
2. Pak, O., Ferguson, M., Perdikaki, O., and S. Wu, 2023, “Optimizing Stock-Keeping Unit Selection for Promotional Display Space at Grocery Retailers”, in *Retail Space Analytics*, Ghoniem, A., and B. Maddah, Eds., Springer
3. Boroushaki, M., Ferguson, M., and T. Olsen, 2021, “Environmental Sustainability Trade-offs in a Product’s Supply Chain”, in *Responsible Operations*, Deshpande, V., and J. Swaminathan, Eds., Springer
4. Ferguson, M., 2019, “Estimating Demand with Constrained Data and Product Substitutions”, Chapter in *Channel Strategies and Marketing Mix in a Connected World*, Ray, S. and Y. Shuya, Eds., Springer
5. Bellos, I., and M. Ferguson, 2016, “Moving from a Product-Based Economy to a Service-Based Economy for a More Sustainable Future,” Chapter in *Sustainable Supply Chains*, Fransoo, J., Bouchery, Y., Tan, T. and C. Corbett, Eds., Wiley
6. Ferguson, M., Souza, G., Hu, S. and W. Wang, 2016, “Capacity Investment Decisions in Renewable Energy Technologies”, Chapter in *Environmentally Responsible Supply Chains*, A. Atasu, Ed., Springer
7. Segmentation, Revenue Management and Pricing Analytics, by Tudor Bodea and Mark Ferguson, 2014, Routledge
8. Pricing Segmentation and Analytics, by Tudor Bodea and Mark Ferguson, 2012, Business Expert Press
9. Closed Loop Supply Chains: New Directions to Improve the Sustainability of Business Practices, edited by Mark Ferguson and Gilvan Souza, 2010, Taylor and Francis Publishing
10. Strategic and Tactical Aspects of Closed-Loop Supply Chains, by Mark Ferguson, 2010, *Foundations and Trends in Technology, Innovation, and Operations Management*, NOW Publishing Vol 3, Issue 2
11. Ferguson, M., 2010, “Customized Pricing to Bid Opportunities in Competitive Markets,” in *Wiley Encyclopedia of Operations Research and Management Science*

12. Drake, M.J., and M. Ferguson, 2008, “Closed Loop Supply Chain Management for Global Sustainability,” in *Global Sustainability Initiatives, New Models and New Approaches*, J. Stoner and C. Wankel, Eds., Information Age Publishing

B. REFEREED PUBLICATIONS

Published or Forthcoming Papers in Refereed Journals

1. Badraoui, B., Smith, S., and M. Ferguson, 2026, “Strategic Inertia or Rational Caution? Unpacking Short-Term Rental Pricing Responses to Hotel ADR Fluctuations” *International Journal of Contemporary Hospitality Management*, To appear.
2. Flicker, B., Perdikaki, O., Ferguson, M., and S. Wu, 2026, “Estimating Hierarchical Demand in Retail Operations” *Journal of Operations Management*, To appear.
3. Kistler, J., Sharma, L. Craighead, C., and M. Ferguson, 2025, “An Examination of Healthcare Policy, Prescribing Workload and Competition on Opioid Prescribing” *Journal of Operations Management* 71(6): 806-827 (**Winner of the Jack Meredith Best Paper Award for papers published in 2025**)
4. Ahire, S., and M. Ferguson, 2024, “Integrating Analytics Competencies with Operations and Supply Chain Functional Excellence at the University of South Carolina” *INFORMS Journal of Applied Analytics* 55(3):179-194
5. Leng, M., Becerril, R., Parlar, M., and M. Ferguson, 2024, “Disclosing Delivery Performance Information when Consumers are Sensitive to Promised Delivery Time, Delivery Reliability, and Prices” *Manufacturing and Service Operations Management* 26(5):1918-1924
6. Cho, S., M. Ferguson, J. Im, and P. Pekgün, 2024, “Robust Demand Estimation with Customer Choice-Based Models for Sales Transaction Data” *Production and Operations Management* 33(9), 1801-1820
7. Galetsi, P., Katsaliaki, K., Kumar, S., and M. Ferguson, 2023, “What Affects Consumer Behavior in Mobile Health Professional Diagnosis Applications” *Decision Sciences Journal* Vol(54,3), 315-333
8. Madarshahian, M., Balaram, A., Ahmed, F., Huynh, N., Siddiqui, C., and M. Ferguson, 2023, “Analysis of Injury Severity of Work Zone Truck-Involved Crashes in South Carolina for Interstates and Non-Interstates” *Sustainability* 15(9), 7188
9. Yılmaz, Ö., Easley, R., and M. Ferguson, 2023, “The Future of Sports Ticketing: Technologies, Data, and New Strategies” *Journal of Revenue and Pricing Management* Vol(22,3), 1-12
10. Yılmaz, Ö., M. Ferguson, P. Pekgün and G. Shang, 2022, “Strategic Behavior for Hotel Standby Upgrade Programs: Empirical Evidence and Pricing Implications” *Journal of Operations Management*, Vol(68-5), March
11. Ma, X., Talluri, S., Ferguson, M., and S. Tiwari, 2022, “Strategic Production and Responsible Sourcing Decisions under an Emissions Trading Scheme” *European Journal of Operational Research*, Vol(303,3), December, 1429-1443
12. Pak, O., Galbreth, M. and M. Ferguson, 2022, “Retailer Strategies to Encourage Reduced Packaging Adoption” *Journal of Cleaner Production*, Vol(354,20), June, 131318
13. Cho, S., Ferguson, M., Pekgün, P., and A. Vakhutinsky, 2021, “Estimating Personalized Demand with Unobserved No-purchases using a Mixture Model: An Application in the Hotel Industry” *Manufacturing and Service Operations Management*, 25(4), 1245-1262, (**Finalist for 2021 M&SOM Practice Based Research Competition**)

14. Peng, Y., Ferguson, M., and O. Yilmaz, 2021, "Airline Revenue Management around Sporting Mega-Events: An Application Using Data from the Super Bowl XLIX" *Journal of Revenue and Pricing Management*, August
15. Ferguson, M., and M. Drake, 2021, "Teaching Supply Chain Risk Management in the COVID-19 Age: A Review and New Suggestions" *Decision Sciences Journal of Innovative Education*, Vol(19,1), January, 5-14
16. Pak, O., Ferguson, M., Perdikaki, O., and S. Wu, 2020, "Optimizing Stock-Keeping Unit Selection for Promotional Display Space at Grocery Retailers" *Journal of Operations Management* Vol(66, 5), April, 501-533
17. Ataseven, C., Nair, A. and M. Ferguson, 2020, "Examining the role of supply chain integration in strengthening the performance of not-for-profit organizations: Evidence from the Food Banking Industry" *Journal of Humanitarian Logistics and Supply Chain Management* Vol(10, 2), November, 101-123
18. Shang, G., McKie, E., Ferguson, M., and M. Galbreth, 2020, "Using Transaction Data to Improve Consumer Returns Forecasting" *Journal of Operations Management* Vol(66, 3), April, 326-348
19. Shang, G., Ferguson, M., and M. Galbreth, 2018, "Where Should I Focus My Return Reduction Efforts? Data-Driven Guidance for Retailers" *Decision Sciences Journal* Vol(50), Aug, 877-909
20. McKie, E., Ferguson, M., Galbreth, M. and S. Venkataraman, 2018, "How Consumers Choose Between Multiple Product Generations and Conditions" *Production and Operations Management* 27(8), 1574-1594
21. Ataseven, C., Ferguson, M., and A. Nair, 2018, "An Examination of the Relationship Between Intellectual Capital and Supply Chain Integration in Humanitarian Aid Organizations: A Survey-based Investigation of Food Banks" *Decision Sciences Journal* Vol(49), Oct, 827-862
22. Shang, G., Pekgun, P., Ferguson, M., and M. Galbreth, 2017, "How Much Do Online Consumers Really Value Free Product Returns?" *Journal of Operations Management* Vol(53-56, 1), Nov, 45-62
23. Bellos, I., Ferguson, M., and B. Toktay, 2017, "To Sell and to Provide? Interaction of Business Model Choice and Product Line Design" *Manufacturing and Service Operations Management* 19(2), 185-201
24. Yilmaz, O., Pekgun, P. and M. Ferguson, 2017, "Would You Like to Upgrade to a Premium Room? Evaluating the Benefit of Offering Standby Upgrades" *Manufacturing and Service Operations Management*, 19(1), 1-18
25. Nicolae, M., Arıkan, M., Deshpande, V., and M. Ferguson, 2017, "Do Bags Fly Free? An Empirical Analysis of the Operational Implications of Airline Baggage Fees" *Management Science* 63(10), 3187-3206
26. Pince, C., Ferguson, M., and B. Toktay, 2016, "Extracting Maximum Value from Consumer Returns: Allocating Between Selling Refurbished Product and Meeting Warranty Demand" *Manufacturing and Service Operations Management* 18(4), 475-492
27. Nicolae, M., Ferguson, M., and L. Garrow, 2016, "How Do Airline Passengers Value Itinerary Attributes? Differences Between Bag-Checkers and Non-Bag-Checkers" *Production and Operations Management* 25(10), 1689-1708
28. Agrawal, V., Ferguson, M. and G. Souza, 2016, "Trade-in Rebates for Price Discrimination and Product Recovery" *IEEE Transactions on Engineering Management* 63(3), 326-339

29. Hu, S., Souza, G., Ferguson, M. and W. Wang, 2015, "Capacity Investment in Renewable Energy Technology with Supply Intermittency: Data Granularity Matters!" *Manufacturing and Service Operations Management* 17(4), 480-494
30. Newman, J., Ferguson, M., Garrow, L., and T. Jacobs, 2014, "Estimation of Choice-Based Models Using Sales Data From a Single Firm" *Manufacturing and Service Operations Management* 16(2), 184-197
31. Ferguson, M. and S. Smith, 2014, "The Changing Landscape of Hotel Revenue Management and the Role of the Hotel Revenue Manager" (Practice Paper) *Journal of Revenue and Pricing Management* 13, 224-232
32. Ozdemir, O., Denizel, M., and M. Ferguson, 2014, "Allocation of Returned Products among Different Recovery Options through an Opportunity Cost Based Dynamic Approach" *Decision Sciences* 45(6), 1083-1116
33. Wang, W., Ferguson, M., Hu, S. and G. Souza, 2013, "Dynamic Capacity Investment with Two Competing Technologies" *Manufacturing and Service Operations Management*, 15(4), 616-629
34. Newman, J.P., Ferguson, M.E., and L. Garrow, 2013, "Estimating GEV Models with Censored Data". *Transportation Research Part B* 58, 170 - 184
35. Denizel, M., Ferguson, M., and L.B. Toktay, 2013, "Building Sustainability into Medical Aid Operations: An Efficient Frontier Approach to the Selection of Recipients for Medical Supplies Donations" *Operations Management Education Review* 7, 49 - 78
36. Newman, J., Ferguson, M., and Garrow, L. 2013, "Estimating Nested Logit Models with Censored Data" *Transportation Research Record* 2343: 62-67
37. Subramanian, R., Ferguson, M., and L.B. Toktay, 2013, "Component Commonality in Remanufacturing" *Production and Operations Management* 22(1), 36-53
38. Oraiopoulus, N., Ferguson, M., and L.B. Toktay, 2012, "Relicensing Fees as a Secondary Market Strategy" *Management Science* 58(5), 1022-1037
39. Agrawal, V., Ferguson, M., Toktay, L.B, and V. Thomas, 2012, "Is Leasing Greener than Selling?" *Management Science* 58(3), 523-533 **(2015 Winner for Best OM Paper in the journal Management Science for Years 2012 - 2014)**
40. Newman, J., Ferguson, M., and Garrow, L. 2012, "Estimating Discrete Choice Models with Incomplete Data" *Transportation Research Record* 2302, 130-137
41. Garrow, L., Ferguson, M., and R. Cross, 2012, "Breakthrough analytics for business acceleration" *Journal of Revenue and Pricing Management*, 11, 243-249
42. Bai, L., Alexopoulos, C., Ferguson, M., and K. Tsui, 2012, "A Simple and Robust Batch-Ordering Inventory Policy For Unobservable Demand" *Computers and Industrial Engineering* 63(1), 343-353
43. Ferguson, M., Garrow, L. and J. Newman, 2012, "Application of Discrete Choice Models to Choice-Based Revenue Management Problems: A Cautionary Note" *Journal of Revenue and Pricing Management* 11, 536-554
44. Ferguson, M., Fleischmann, M., and G. Souza, 2011, "A Profit-Maximizing Approach to Disposition Decisions for Product Returns" *Decision Sciences* 42(3), 773-798
45. Garrow, L., and M. Ferguson, 2011, "Satisfying the C-suite: What C-level officers expect and need" *Journal of Revenue and Pricing Management*, 10(6), 558-563 (Reviewed by the journal editor)

46. Queenan, C., Ferguson, M., and J. Stratman, 2011, "Revenue Management Performance Drivers: An Exploratory Analysis within the Hotel Industry" *Journal of Revenue and Pricing Management* 10(2), 172-188
47. Ferguson, M., 2010, "Making Your Supply Chain More Sustainable by Closing the Loop" *The European Business Review*, Nov-Dec, 28-31
48. Garrow, L., and M. Ferguson, 2010, "Take Advantage of Uncertainty: Play for Position as the Economy Rebounds" *Journal of Revenue and Pricing Management*, 9(2), 282-288 (Reviewed by the journal editor)
49. Intlekofer, K., Bras, B., and M. Ferguson, 2010, "Energy Implications of Product Leasing" *Environmental Science and Technology*, 44(12), 4409-4415
50. Denizel, M., Ferguson, M., and G. Souza, 2010, "Multi-period Remanufacturing Planning with Uncertain Quality of Inputs" *IEEE Transactions on Engineering Management*, 57(3), 394-404 (**2008 POMS Wickham Skinner best unpublished paper award**)
51. Su, C., Chang, Y., Ferguson, M. and J. Ho, 2010, "The Impact of Delayed Differentiation in Make-to-Order Environments" *International Journal of Production Research*, 48(19), 5809-5829
52. Ferguson, M., and C. Queenan, 2009, "Starting with Good Inputs: Unconstraining Demand Data in Revenue Management" *INFORMS Transactions on Education* 9(3), 180-187
53. Garrow, L., and M. Ferguson, 2009, "Staying Ahead of the Curve: Using Revenue Management to Help Survive an Economic Downturn" *Journal of Revenue and Pricing Management*, 8(2), 279-286, (Reviewed by the journal editor)
54. Bodea, T., Ferguson, M., and L. Garrow, 2009, "Choice-Based Revenue Management: Data From a Major Hotel Chain" *Manufacturing and Service Operations Management*, 11(2), 356-361
55. Ferguson, M., Guide, V.D., Koca, E., and G. Souza, 2009, "The Value of Quality Grading in Remanufacturing" *Production and Operations Management* 18(3), 300-314
56. Manikas, A., Y. Chang, and M. Ferguson, 2009, "BlueLinux Can Benefit From Innovative Inventory Management Methods for Commodity Forward Buys" *Omega*, 37(3), 545-554
57. Metters, R., Queenan, C., Ferguson, M., Harrison, L., Higbie, J., Ward, S., Barfield, B., Farley, T., Kuyumcu, A., and A. Duggasanni, 2008 "The Killer Application of Revenue Management: Harrah's Hotel and Casino" *Interfaces*, 38(3), 161-175
58. Garrow, L., and M. Ferguson, 2008, "Revenue Management and the Analytics Explosion: Perspectives From Industry Experts" *Journal of Revenue and Pricing Management*, 7(2), 219-229 (Reviewed by the journal editor)
59. Ketzenberg, M. and M. Ferguson, 2008, "Managing Slow Moving Perishables in the Grocery Industry" *Production and Operations Management*, 17(5), 513-521
60. Queenan, C., Ferguson, M., Higbie, J. and R. Kapoor, 2007, "A Comparison of Unconstraining Methods to Improve Revenue Management Systems" *Production and Operations Management*, 16(6), 729-746
61. Agrawal, V. and M. Ferguson, 2007, "Bid-Response Models for Customized Pricing" *Journal of Revenue and Pricing Management*, 6(3), 212-228.
62. Ferguson, M. and O. Koenigsberg, 2007, "How Should a Firm Manage Deteriorating Inventory?" *Production and Operations Management*, 16(3), 306-321 (**2006 POMS Wickham Skinner runner up for best unpublished paper award**)

63. Ferguson, M., Jayaraman, V. and G. Souza 2007, "Note: An Application of the EOQ Model with Nonlinear Holding Cost to Inventory Management of Perishables" *European Journal of Operational Research*, 180, 485-490
64. Ferguson, M., Guide, V.D. and G. Souza, 2006, "Supply Chain Coordination to Reduce False Failure Returns" *Manufacturing and Service Operations Management*, 8(4), 376-393
65. Garrow, L., Ferguson, M., Keskinocak, P. and J. Swann, 2006, "Expert Opinions: Current Pricing and Revenue Management Practices Across U.S. Industries" *Journal of Revenue and Pricing Management*, 5(3), 248-250 (Reviewed by the journal editor)
66. Ferguson, M. and L.B. Toktay, 2006, "The Effect of Competition on Recovery Strategies" *Production and Operations Management*, 15(3), 351-368 (**2005 POMS Wickham Skinner best unpublished paper award**)
67. Ferguson, M., and M. Ketzenberg, 2006, "Information Sharing to Improve Retail Product Freshness of Perishables" *Production and Operations Management*, 15(1), 57-73
68. Ferguson, M., DeCroix, G. and P. Zipkin, 2005, "Commitment Decisions with Partial Information Updating" *Naval Research Logistics*, 52(8), 780-795
69. Su, C., Chang, Y., and M. Ferguson. 2005, "Evaluation of Postponement Strategies to Accommodate Mass Customization" *Journal of Operations Management*, 23(3-4), 305-318
70. Ferguson, M. 2003, "When to Commit in a Serial Supply Chain with Forecast Updating" *Naval Research Logistics*, 50(8), 917-936
71. Ferguson, M., Fieselman, C., and M. Elkins. 1997. "Manufacturing Concerns When Soldering with Gold Plated Component Leads or Circuit Board Pads" *IEEE Transactions on Components, Packaging, and Manufacturing Technology*, 20(3), 188-193

Working Papers

i. Papers in the Review Process

72. Balaram, A., Ferguson, M., and O. Perdikaki, "Is Fast Fashion Really Killing the Planet? A Comparison to Traditional Apparel Supply Chains" under review

ii. Non-Published Papers

73. Bodea, T., and M. Ferguson, 2012, "Customer Segmentation for Customized Pricing in B2B Environments"
74. Ferguson, M., Ketzenberg, M., and R. Kuik, 2011, "Optimal Ordering Policies with Uncertain Cost and Uncertain Demand"
75. Held, C., and M. Ferguson, 2011, "The Impact of Incumbent Biasing on Procurement Performance"
76. Held, C., and M. Ferguson, 2011, "Repeat Interaction Procurement"
77. Ferguson, M., Garrow, M., Meterelliyo, M., and J. Newman, 2010, "Multi-resource Revenue Management with Upgrades: A Comparison of EMSR-based and Choice-based Algorithms"
78. Ferguson, M., Garrow, M., Lee, M., Newman, J., and D. Post, 2012, "The Impact of Leisure Travelers' Online Search and Purchase Behavior"
79. Lystad, E., Alexopoulos, C., and M. Ferguson, 2006, "Single Stage Heuristics for Perishable Inventory Control in Two-Echelon Supply Chains"
80. Lystad, E., and M. Ferguson, 2006, "Where To Differentiate Your Product When Stocking Levels Are Coupled"

81. Ferguson, M., and S. Kavadias, 2006, “On the Interactions between Supply Chain Design Choices and Product Design Features”
82. Oh, S-K., Ferguson, M. and L.B. Toktay, 2007, “OEM Certification Programs for Remanufactured Products”
83. Lystad, E. and M. Ferguson, 2006, “Simple Newsvendor Heuristics for Multi-echelon Distribution Networks”

C. PRESENTATIONS

Academic Invited Seminars

1. University of Arizona, Tempe, AZ, September 2025
2. University of Tennessee, Knoxville, TN, March 2024
3. Keynote at Operations Research Society of Israel (ORSIS) Annual Conference, Tel Aviv, May 2023
4. Baylor University, Waco, TX, March 2022
5. University of Colorado, Boulder, CO, April 2022
6. Ball State University, Muncie, IN, October 2021
7. George Mason University, Alexandria, VA, October 2020
8. Indiana University (senior scholars webinar series), IN, May 2020
<https://www.youtube.com/watch?v=ie5Xk7PlZ7Q>
9. Oregon State University, Corvallis, OR, March 2020
10. Clemson University, Clemson, SC, February 2020
11. Texas A&M University, College Station, TX, November 2019
12. Old Dominion University, Norfolk, VA, November 2019
13. Arizona State University, Tempe, AZ, October 2019
14. University of Massachusetts at Amherst, MA, October 2019
15. Rutgers University, Newark, NJ, September 2019
16. University of Auckland, Auckland, NZ, August 2019
17. University of California, Irvine, June 2019
18. Baruch University, New York City, April 2019
19. University of Toronto, Toronto, March 2019
20. Boston University, Boston, October 2018
21. Széchenyi University, Budapest, Hungary, September 2018
22. University of Loyola, Chicago, November 2018
23. University of Luxembourg, June 2018
24. University of Florida, Gainesville, April 2018
25. Penn State University, State College, April 2018
26. University of Nebraska, Lincoln, March 2018
27. Mannheim University, Mannheim, Germany, May 2017
28. North Carolina State University, College of Management, Raleigh, NC, October 2016

29. George Washington University, Washington, D.C., April 2016
30. University of Minnesota, School of Industrial Engineering, Minneapolis, MN, March 2015
31. Clemson University, College of Management, Clemson, SC, March 2015
32. University of Minnesota, Carlson School of Management, Minneapolis, MN, Dec 2014
33. EBS University, Wiesbaden Germany, October 2014
34. MIT-Zaragoza, Zaragoza Spain, June 2014
35. University of Illinois College of Business, Champaign, IL, March 2014
36. University of Utah, David Eccles School of Business, Salt Lake City, UT, Feb 2014
37. University of Alabama, Culverhouse College of Commerce and Business, Tuscaloosa, AL, Nov 2013
38. USC/Syracuse Continuous Improvement Conference, Syracuse, NY, Oct 2013
39. University of Michigan, Ross School of Business, Ann Arbor, MI, Sept 2012
40. University of Groningen, Groningen, Netherlands, June 2012
41. University of Virginia, Darden School of Business, Charlottesville, VA, April 2012
42. INSEAD, Fontainebleau, FR, March 2012
43. Purdue University, Krannert School of Management, West Lafayette, IN, October 2010
44. Wilfrid Laurier School of Business, Waterloo, Canada, October 2010
45. MIT-Zaragoza, Zaragoza Spain (PhD research seminar class), July 12 – July 21, 2010
46. University of North Carolina, Dept of Statistics and OR, Chapel Hill, NC, April 2010
47. Southern Methodist University, Cox School of Business, Dallas, TX, Feb 2010
48. Cornell University, College of Business, Ithaca, NY, October 2009
49. Sabanci University, College of Business, Istanbul, Turkey, May 2009
50. Stanford University, College of Business, Stanford, CA, March 2009
51. McGill University, College of Management, Montreal, Canada, April 2008
52. University of Maryland, Robert H. Smith School of Business, College Park, MD, October 2006
53. Notre Dame, Mendoza College of Business, South Bend, IA, September 2006
54. ITBA, Buenos Aires, Argentina, March 2006
55. Ivey School of Business, University of Western Ontario, London, Canada, September 2005
56. Singapore Technical University, Singapore, March 2005
57. Vanderbilt University, Nashville, TN, February 2001
58. Tulane University, New Orleans, LA, January 2001
59. University of Connecticut, Storrs, CN, January 2001
60. Georgia Tech, Atlanta, GA, January 2001
61. University of South Carolina, Columbia, SC, January 2001

Industry Invited Seminars

1. American Tire Distributors workshop on Supply Chain Management, December 2023
2. Columbia Rotary Club: Why Are Global Supply Chains So Broken, September 2021

3. Michelin Global Supply Chain Summit: Human Biases in Decision Making, April 2021
4. South Carolina Business Review: The Pandemic Shapes the Supply Chain, June 2020
<https://www.southcarolinapublicradio.org/post/pandemic-shifts-supply-chain>
5. Darla Moore School of Business – Managerial Insights Series, June 2020
<https://youtu.be/z1PX6G84qVM>
6. “Opportunities and Challenges in Supply Chain Research Collaboration. International and Local Perspectives from Business and Academia” After Five talk at the University of Auckland’s Center for Supply Chain Management Annual Symposium, Auckland, New Zealand, July 2019
7. “Revenue Management Opportunities in Supply Chain Management” Keynote talk at the ProLogitech Summit and Expo, Guayaquil, Ecuador, June 2019
8. “Analytics Solutions to the Promotional Display Question” Webinar to customers of Oracle Retail, Boston, MA, Oct 2018
9. “Building More Sustainable Supply Chains” Keynote talk at the University of Auckland’s Center for Supply Chain Management Annual Symposium, Auckland, New Zealand, Sept. 2017
10. “The New World of Analytics in Supply Chains” IBM’s Supply Chain Analytics Workshop, Columbus, OH, Oct 2015
11. “Demand Shaping: Moving Manufacturing from Reactive to Proactive” Keynote Talk at the South Carolina Chamber of Commerce Manufacturer’s Conference, Greenville, SC, Feb 2015
12. “What is the Value of Offering a Money Back Guarantee?” Reverse Logistics Association Annual Meeting, Las Vegas, NV, Feb 2015
13. “What is the Value of Offering a Money Back Guarantee?” Consumer Returns Conference, Dallas, Sept 2014
14. “Making the Most Out of Consumer Returns” Consumer Returns Conference, Dallas, Sept 2013
15. “Counter Intuitive Results from Sustainable Supply Chains” Worldwide Webcast as part of Accenture’s Sustainability24 event, May 2011
16. “Pricing in B2B Markets” Quarterly Supply Chain Counsel Meeting, Eaton Corporation, Chicago, IL, April 2011
17. “Consumer Returns and Secondary Market Strategies” Reverse Logistics Association Annual Conference, Las Vegas, NV, February 2011
18. “Choice-Based Revenue Management and Customized Pricing Models” PROS research series, Houston TX, December 2010
19. “State of the Practice” Consumer Returns Conference, Dallas, TX, Oct 2010
20. “Multi-resource Revenue Management with Upgrades.” 50th Annual Meeting of the Airline Group of the International Federation of Operational Research Societies, Nice, France, Sept 2010
21. “Current Research on Consumer Returns” Consumer Returns Roadshow, Chicago, IL, May 2010
22. “Choice-Based Revenue Management: A Hotel Perspective” SAS research series, Cary NC, April 2010
23. “Using Pricing Analytics in B2B Selling Opportunities” Keynote talk at the Rome Chamber of Commerce Meeting, Rome, GA, November 2009
24. “Consumer Returns: Reduce and Remarket” Reverse Logistics Association Seminar, Atlanta, GA, October 2009

25. “A new methodology for solving the no purchase problem in choice-based revenue management.” 49th Annual Meeting of the Airline Group of the International Federation of Operational Research Societies, Atlanta, GA., Sept 2009, **Winner of “best technical” presentation.**
26. “Choice-Based Revenue Management: A Hotel Perspective” Airline Group of the International Federation of Operational Research Societies (AGIFORS) Revenue Management Conference, Amsterdam, NL, May 2009
27. “Current Research in Pricing and Revenue Management” Deloitte Consulting’s Pricing Workshop, Atlanta, GA, September 2007
28. “A Comparison of Unconstraining Methods to Improve Revenue Management Systems” Eye-For-Travel Revenue Management Conference, Miami, FL, April 2005
29. “The Future of Revenue Management” Manugistic’s Revenue Management Summit, Rockville, MD, October 2004
30. “Price Experimentation via the Internet” NCR’s Email Marketing Conference, Atlanta, GA, September 2004
31. “A Comparison of Unconstraining Methods to Improve Revenue Management Systems” Manugistic’s Revenue Management Summit, Rockville, MD, October 2003

D. OTHER SCHOLARLY ACCOMPLISHMENTS

Patent

1. Ferguson, M., Elkins, M. Fieselman, C., Graham, S., and J. Poole (1996), United States Patent 5,394,609, “Apparatus for Assembling PCMCIA Printed Circuit Cards,” March 17
2. Wu, S., Ferguson, M., Pak, O., and O. Perdikaki (2022), United States Patent 11,663,624, “Method and System for Generating a Schedule Data Structure for Promotional Display Space,” March 31

IV. TEACHING

A. INDIVIDUAL STUDENT GUIDANCE

Post-doctoral Fellows

- Cerag Pince (with Beril Toktay) December 2010 – July 2011
- Jeffrey Newman (with Laurie Garrow) December 2009 – August 2013
- Misuk Lee (with Laurie Garrow) September 2009 – May 2010
- Melike Meterelliyoz (with Laurie Garrow) September 2008 – December 2009
- Se-Kyoung Oh. (with B. Toktay, supported by NSF grant DMI-0522557) August 2006-Sept 2007

Doctoral Students: Chair or Co-chair

- Balaram, Aditya (with Olga Perdikaki, USC), Thesis title: *Essays on Consumer Returns and Environmental Sustainability in Operations Management*, Graduated in May 2023. Position after graduation: Loyola Marymount Los Angeles.
- Sanghoon Cho (with Pelin Pekgun, USC), Thesis title: *Demand and Cluster Estimation in Travel and Hospitality*, Graduated in May 2022. Position after graduation: Texas Christian University. **Winner of the 2023 Elwood Buffa Doctoral Dissertation Award presented by the Decision Sciences Institute.**

- Justin Kistler (with Luv Sharma), Thesis title: *Operational Drivers of Hospital and Physician Adaptation to Industry Change*, Graduated in May 2020. Position after graduation: University of Tennessee.
- Olga Pak, (USC), Thesis title: *Three Essays on Optimization and Decision-Making Solutions in Retail Operations*, Graduated in December 2019. Position after graduation: Penn State University.
- Ovunc Yilmaz (with Pelin Pekgun, USC), Thesis title: *Essays in Revenue Management*, Graduated in June 2017. Position after graduation: Notre Dame University.
- Erin McKie (with Michael Galbreth, USC), Thesis title: *Essays in Sustainable Operations*, Graduated in June 2017. Position after graduation: Ohio State University.
- Mariana Nicolae, (USC), Thesis title: *Essays in the Airline Industry*, Graduated in June 2013. Position after graduation: Eastern Michigan University.
- Cigdem Ataseven, (with Anand Nair, USC), Thesis title: *Essays on Food Banks, Operational Issues and the Role of Supply Chain Integration*, Graduated in August 2013. Position after graduation: Cleveland State University.
- Chris Held, (GT), Thesis title: “*Repeat Interaction Procurement*” Graduated in December 2011. Position after graduation: McKinsey Consulting.
- Vishal Agrawal (with Beril Toktay, supported by NSF grant DMI-0620763 and winner of the Aspen Institute’s Best Dissertation Proposal Award, GT) Thesis title: “*Essays in Sustainable Operations*” Graduated in June 2010. Position after graduation: Georgetown University.
- Francisco Hederra (with Christos Aloxopoulos, GT) Thesis title: “*Inventory Policies for a Single Echelon Periodic Review System with Two Supply Nodes*” Graduated in September 2007. Position after graduation: Chilean Navy
- Carrie Crystal Quennan (with J. Stratman, GT) Thesis title: “*Revenue Management Performance Drivers: An Empirical Analysis in the Hotel Industry*”, Graduated in August 2007. Position after graduation: Notre Dame University.
- Erik Lystad, (GT), Thesis title: “*Simple Newsvendor Heuristics for Multi-echelon Distribution Networks*” Graduated in September 2006. Position after graduation: BlueLinx.

Doctoral Students: Committee Member

- USC: Zhihao “Terry” Zhang, MGSC, Ivey - Western University: Foad Hassanmirzaei, Management Science, USC: Guangzhi Shang, MGSC. Georgia Tech: Stacey Mumbower, CEE, Chanjo Lee, ISYE; So Yeon Chun, ISYE; Byungsoo Na, ISYE; Taesu Cheong, ISYE; Kan Wu, ISYE; Yang Zhang, ISYE; Frederick Zahrn, ISYE; Altan Gulcu, ISYE; Nektarios Oraiopoulos, MGT; Mike Hewitt, ISYE; Okan Ozener, ISYE; Evren Ozkaya, ISYE; Emrah Uyar, ISYE; Serhan Duran, ISYE; Divya Mangotra, ISYE; Ray Hagtvedt, ISYE; Fellipe Roman, ME; Tudor Bodea, CEE; Dan Iliescu, CEE; Ozgun Demirag, ISYE; Pelin Pekgun, ISYE; Juan Morales, ISYE; Sanjiv Erat, MGT; Melda Ormeci, ISYE; Matt Drake, ISYE; Jason Aughenbaugh, ME; Gwen Malone, ISYE; Karin Boonlertvanich, ISYE; Jianbin Dai, ISYE; Eda Ziya, ISYE; Stephanie Jernigan, ISYE; Jack Su, MGT; Pairate Balun, ISYE; German Mendoza, ISYE

Masters Students: Chair or Co-chair

- Koji Intlekofer (with Bert Bras from ME, supported by NSF grant DMI-0620763) Thesis title: “*Environmental Implications of Leasing*” Graduated in November 2009.

Undergraduate Students: Chair or Co-chair of Honors Thesis

- Grace Kuhlman: “Public EV Charging Infrastructure in Sweden and South Carolina” 2025

- Ashley Hannon: “The Value of the Global Supply Chain and Operations Management Capstone Consulting Course on Graduate Careers” 2018
- Jessica Theirgartner, Samantha Kear and Miller Love: “*Disaster Relief Mobile Coordination Application*” 2017 (This team won Fan Favorite at annual Proving Ground competition held at the Moore School of Business. The team was one of three winners at this competition from a total of over 50 teams that entered)
- Brett Ward, Thesis title: “*Better Coordination of Disaster Relief*” 2016.
- Matt Johnson, Thesis title: “*Better Coordination of Disaster Relief*” 2016
- Katherine Dail, Thesis title: “*Functional Space Management in the Hospitality Industry*” 2014

B. OTHER TEACHING ACTIVITIES

Pedagogical Materials Developed

1. Ferguson, Mark and Erica Plambeck, 2008, “Teaching Note for Interfaces’ Evergreen Services Agreement”

Normal Teaching Load

USC: (averages over all sections taught)

MGSC 894: Doctoral Seminar in Management Science; S12, F13, S14, F16, S19 (5 students, NA)

MGSC 778: Revenue Management; S12, S13, F13, S15, S16, S17, S18, S24, S25, S26 (60 students; 4.4/5.0)

MGSC 770: Predictive Analytics using No-Code AI; S26 (30 students; 4.9/5.0)

MGSC 491: Supply Chain Management: S14 (36 students; 4.2/5.0)

MGSC 486: Service Operations Management; F11, S12, F12, F14, S16, S17, F18 (60 students; 4.4/5.0)

IBUS 490G: Business in Germany; S16, S17, S18, S19 (20 students, 4.9/5.0)

Georgia Tech: (averages over all sections taught)

MGT 6400TS: Pricing Analytics and Rev Mgt; S10, S11 (60 students; 4.7/5.0)

MGT 6400EM: Pricing Analytics and Rev Mgt (evening MBA); S10, S11 (32 students; 4.6/5.0)

MGT 4742: Technology and Management Capstone Project; S10, S11 (30 students; 4.4/5.0)

MGT 6753 (3 sessions): Principles of Management; S07 - S11 (70 students, NA*)

MGT 6362: Supply Chain Modeling and Rev Mgt; S07, S08, S09, (55 students; 4.8/5.0)

MGT 6352: Operations Practicum in Costa Rica; S08, (15 students; 4.3/5.0)

MGT 6350: Operations Management; S03 – S07 (71 students; 4.2/5.0)

MGT 6362: Supply Chain Modeling and Rev Mgt; S03 – S07 (27 students; 4.7/5.0)

MGT 8803: Operations Practicum in Costa Rica/Ireland; S07 (31 students; 5.0/5.0)

MGT 8803: Operations Practicum in Argentina; S06 (13 students; 5.0/5.0)

MGT 8803: Operations Practicum in Singapore; S05 (10 students; 4.9/5.0)

MGT 8855: Doctoral Seminar; 6 students; S03, F04 (6 students; NA*)

MGT 3501: Operations Management; S02 53 students; 4.7/5.0

*NA = Because of class size or only teaching part of a class, no evaluations are available

Executive Teaching

- Demystifying Artificial Intelligence, 2-day program (taught three times in 2022)

- Intermediate Business Analytics, 2-week program for U.S. Army (taught twenty times total in 2021-26)
- Two guest lectures (June 2020 and October 2020) for Chungnam National University
- Predictive Analytics, Part of 4-week Business Analytics Certificate program for U.S. Army, (taught eighteen times total from 2016 - 2026)
- Senior Leaders Introduction to Business Analytics for U.S. Army, (2017, 2018, 2019, 2020)
- Supply Chain Management Principles – Two-day program for Duracell, Nov 2018
- Advanced Analytics, Part of 4-week Business Analytics Certificate program for U.S. Army, (taught once in 2018)
- Supply Chain Management in South Carolina, Brazil Program, DMSB, 2015
- An Introduction to the Science of Forecasting with Price and Substitution Effects, Professional Pricing Society Annual Conference, Chicago, 2014
- Custom Program on Demand Sensing and SIOP, NCR 2011
- Custom Program on Material Replenishment Strategies, Honeywell (Four - 2 day programs) 2011
- Custom Program on Supply Chain Leaders Development, Coca-Cola (2 weeks) 2010, 2011
- “Global Strategy Project” Capstone project for the Global Executive MBA class; 2009, 2010
- IMBA 6260 - “Global Supply Chain Management” Global Executive MBA class; 2009, 2010
- “Introduction to the Models used in Revenue Management and Price Optimization” workshop at the Revenue Management and Price Optimization conference co-hosted by Georgia Tech and Revenue Analytics; 2008, 2009, 2010, 2011
- “Inventory Management” course in Executive Masters for International Logistics (EMIL); June 2008, October 2008, April 2010.
- “Competitive Pricing” workshop at the Revenue Management and Price Optimization conference co-hosted by Georgia Tech and Revenue Analytics; October 2007
- “Unconstraining Demand Data” workshop at the Revenue Management and Price Optimization conference co-hosted by Georgia Tech and Revenue Analytics; October 2007
- “Information Systems in Manufacturing” course in Executive Masters for International Logistics (EMIL); September 2006.
- “Los Andes Executive MBA: Operations Management Module”; Georgia Tech College of Management Executive Education; May, 2004.
- “BellSouth: Supply Chain Management”; Georgia Tech College of Management Executive Education; May, 2003.

V. SERVICE

A. PROFESSIONAL CONTRIBUTIONS

Editorial

Co-Editor-in-Chief: *Decision Sciences Journal*, May 2017 – July 2020

Senior Editor: *Production and Operations Management*, Sept 2014 – 2021 (received outstanding SE award in 2016)

Special Issue Editor: *Journal of Revenue and Pricing Management*, INFORMS Revenue Management and Pricing Section Annual Issue, Dec 2012 – Sept 2013

Special Issue Co-Editor: *Production and Operations Management*, New Product Development, Innovation and Sustainability, Dec 2009 – Sept 2012

Associate Editor, *Manufacturing and Service Operations Management*, Dec 2012 – 2019 (received 2015 M&SOM Meritorious Service Award)

Associate Editor: *Decision Sciences Journal*, August 2011 – 2017

Editorial Review Board: *Production and Operations Management*, April 2008 – 2014

Guest Associate Editor: *Interfaces*, Special issue on Humanitarian Applications: Doing Good with Good OR, June 2009 – June 2010

Guest Associate Editor: *INFORMS Transactions on Education*, Special issue on Teaching Service and Retail Operations Management, July 2009 – July 2010

Guest Associate Editor: *Production and Operations Management*, Special issue on Operations Management in Business to Business Markets: Practice and Research, Dec 2007 – Dec 2008

Associate Editor: *IIE Transactions*, Supply Chains, May 2006 – Dec 2011

Referee for Journals

- *Decision Sciences, Electronic Commerce Research Journal, European Journal of Operational Research, IEEE Transactions in Engineering Management, IIE Transactions, International Journal of Operations and Production Management, International Journal of Production Economics, International Journal of Production Research, Journal of Operations Management, Management Science, Manufacturing and Service Operations Management, Marketing Science, Naval Research Logistics, Operations Research, Production and Operations Management, IBM Research Journal*

Referee for Publishers

- Series Editor for Business Expert Press for Business Analytics series (2013 – present). Consulting editor for over 20 books published in the series Big Data, Business Analytics, and Smart Technology
- Reviewed MBA textbook Managing Supply Chains – Concepts, Tools, and Applications by Ananth Iyer for McGraw Hill (2010)
- Reviewed chapter for the textbook Principles of Supply Chain Management: A Balanced Approach, 2nd Ed. by Wisner, Leong, and Tan for Cengage (2007)
- Edited solutions manual for the textbook Integrated Operations Management by Hanna and Newman for Thomson (2006)
- Reviewed MBA textbook Matching Supply with Demand by Cachon and Terwiesch for McGraw Hill (2006)
- Reviewed textbook Integrated Operations Management by Hanna and Newman for Thomson (2005)
- Reviewed MBA textbook Operations Management for Competitive Advantage by Chase, Jacobs, and Aquilano for McGraw Hill (2004)
- Reviewed textbook Designing and Managing the Supply Chain by Simchi-Levi, Kaminsky, and Simchi-Levi for McGraw Hill (2004)
- Reviewed MBA textbook Matching Supply with Demand by Cachon and Terwiesch for McGraw Hill (2003)

Service in Professional Organizations

- *VP-Information Services*, DSI Board 2025-2027
- *Chair*, DSI Elwood Buffa Doctoral Dissertation Award, 2023
- *Review Committee*, MSOM Service Award, 2023
- *Review Committee*, DSI Fellows Award, 2022
- *Officer*, Vice President of Member Activities, POMS, 2016-2019
- *Chair*, POMS Paul Kleindorfer Award in Sustainability, 2016-2017
- *Board Member*, INFORMS Sections and Subdivisions Council, 2014-2016
- *Review Committee*, MSOM Fellows Award, 2014-16, 2018-19
- *Officer*, President Elect and President, MSOM, 2012-2014
- *Officer*, Board Member, INFORMS Revenue Management and Pricing Section, 2012-2013
- *Officer*, Chair-Elect and Chair, INFORMS Revenue Management and Pricing Section, 2010-2012
- *Officer*, President Elect and President, POMS Supply Chain College, 2010-2012
- *Officer*, Vice President of Meetings, MSOM, 2010-2011
- *Review Committee*, AGIFORS Best Paper Award, 2012
- *Review Committee*, JFIG Best Paper Award, 2009
- *Review Committee*, MSOM Conference, 2008, 2009
- *Officer*, Vice President of Special Events, POMS Supply Chain College, 2007-2010
- *Review Committee*, MSOM Best Student Paper Award, 2007, 2008, 2010, 2011, 2016
- *Review Committee*, DSI Best Dissertation Award, 2007
- *Review Committee*, INFORMS Prize, 2007 - 2010
- *Chair*, POMS College of Sustainable Operations Best Paper Award, 2007
- *Review Committee*, POMS Wickham Skinner Best Paper Award, 2007
- *Board Member*, INFORMS Revenue Management and Pricing Section, 2006-2008
- *Vice President and Media Coordinator* – INFORMS Junior Faculty Group (JFIG), 2002-2004

Conference/Workshop/Session Organization

Conference Chair or Co-Chair

- Workshop on Short Term Vacation Rentals, held in Charleston, SC in May 2025 with over 25 participants (co-chair with Scott Smith)
- Workshop on Closed Loop Supply Chains held in Charleston, SC in October 2013 with over 50 academic participants (co-chair with Michael Galbreth)
- Program Chair – 2013 POMS National Conference, Denver Colorado
- Workshop on Closed Loop Supply Chains held at Georgia Tech in October 2008 with over 60 academic participants (co-chair with Beril Toktay)
- Manufacturing and Service Operations Management (MSOM) – Supply Chain Special Interest Group Conference, June 7, 2008, College Park, MD (co-chair with Beril Toktay and Pinar Keskinocak).
- Manufacturing and Service Operations Management (MSOM) Conference, June 19-20, 2006, Atlanta, GA (co-chair with Pinar Keskinocak from ISYE). This was the 10th annual conference for the largest subdivision of INFORMS; attended by over 300 academic and industry professionals
- Chair of annual industry workshops on Dynamic Pricing and Revenue Management (April 2005, May 2006, Oct. 2007, Nov. 2008, Oct. 2009, Oct 2010), Georgia Tech College of Management. These workshops focused on high-level industry speakers and averaged approximately 150 industry professionals in attendance

- Chair of an internal academic workshop on Dynamic Pricing and Revenue Management (2004), Georgia Tech College of Management. Those in attendance included over 35 faculty and doctoral students from five disciplines and three participants from industry

Cluster chair

- Green Supply Chains, INFORMS, San Diego, CA, October 2009
- College of Supply Chain Management, POMS National Meeting, San Diego, CA, May 2008
- Closed Loop Supply Chains, POMS National Meeting, Dallas, TX, April 2007
- Closed Loop Supply Chains, POMS National Meeting, Chicago, IL, April 2005
- Revenue Management and Pricing Section, INFORMS, Atlanta, GA, October 2003

Other Conference Activity

- Co-organizer for industry workshop on Product Re-X: Reuse, Recycling, Recovery, Remanufacturing Innovations in Business Models, Product Design and Economic Development (2006), Georgia Tech College of Management. This one-day workshop was attended by over 100 academic and industry professionals (chair was Beril Toktay)
- Reviewer for International Conference on Operations and Supply Chain Management, Bali, Indonesia, December, 2005
- Helped organize a symposium on the future of Electronics Recycling (2005), Georgia Tech College of Management. This symposium brought together private recyclers and government agencies to discuss ideas for how to keep electronic waste out of U.S. landfills and from creating health risks in third world countries

B. CAMPUS CONTRIBUTIONS

- (USC) Chair of the DMSB Business Analytics Committee (2015 – 20)
- (USC) Chair of the Masters of Business Analytics Task Force (2019 – 20)
- (USC) University Search Committee for Business Intelligence Strategist (2018-19)
- (USC) University Committee on Information Technology (2016 – 2017)
- (USC) University Search Committee for Executive Director of the Office of Inst Research (2015-16)
- (USC) University Committee on Tenure and Promotions (2015 – 2017)
- (USC) DMSB Doctoral Programs Committee (2012 – 2017)
- (USC) Chair of Business Analytics Committee (2013 – 2018)
- (USC) DMSB Undergraduate Programs Committee (2013 – 2017)
- (USC) Chair of Clinical Faculty Search Committee (2013 – 2014)
- (USC) Member of the President’s Sustainability Council (2012 - 2014)
- (USC) Tenure Track and Clinical Faculty Search Committees (2012 - 2014)
- (USC) Director of the Sustainable Enterprise and Development Initiative (2012 – 2014)
- (USC) Chair of Tenure Track Faculty Search Committee (2011 – 2012)
- (USC) PhD Director for the Management Science Dept (2011 – 2017)
- (USC) Chair of the Management Science Dept. Faculty Search Committee (2011 - 2012)
- (USC) Dean’s Advisory Committee (2011 – 2012)
- (GT) Faculty Review Committee for Distance Learning Proposals (2009)
- (GT) Provost’s Taskforce on Undergraduate Minors (2009)
- (GT) Recruiting Committee for Professor of Practice Position in Real Estate (2009)
- (GT) *Chair*, Technology and Management Program Curriculum Committee (2007-08)
- (GT) Recruiting Committee for Chaired Position in Finance (2007-08)
- (GT) Provost’s Taskforce on Undergraduate Education Broadening (2007-08)
- (GT) Recruiting Committee for Mechanical Engineering, GT Savannah Campus (2006-07)

- (GT) Flex-MBA Committee (2006-07)
- (GT) Faculty Liaison Committee (2006-07)
- (GT) MBA Committee (2004-06, 07-08)
- (GT) Faculty Development Committee (2002-04)
- (GT) Professional Environment Committee (2003)

VI. GRANTS AND CONTRACTS

A. AS PRINCIPAL OR CO-PRINCIPAL INVESTIGATOR (TOTAL TO DATE > \$11,800,000)

- Oracle AI Labs Research Grant on Customized Hotel Room Pricing and Options, 2019, (**\$90,000**), Mark Ferguson (Co-PI), Pelin Pekgun (Co-PI)
- Oracle Retail Research Grant on Optimizing Special Promotional Space in Retail Stores, 2017, (**\$90,000**), Mark Ferguson (PI)
- Oracle Retail Research Grant on Optimizing Special Promotional Space in Retail Stores, 2016, (**\$90,000**), Mark Ferguson (PI)
- Oracle Retail Research Grant on Customer Behavior Based Targeted Promotions as Predictors of Profitability in Repeat Online and In-Store Retail Transactions, 2013, (**\$90,000**), Mark Ferguson (PI)
- Business Analytics Initiative, Moore School of Business at the University of South Carolina, 2013, (**\$300,000**) from corporate donations, Mark Ferguson (co-PI), Michael Galbreth (co-PI)
- NSF Grant DMI-1130745: “Integrating Flexible Discrete Choice and Revenue Management Models,” DMII-SEE program, 2011 (**\$325,000**), Laurie Garrow (PI), Mark Ferguson (co-PI)
- Program support for the Technology and Management Program averaging (**\$560,000** from 2008 - 2011) from Siemens, Cox Communications, Georgia Pacific, Caterpillar, Timken, Interface, and Newell Recycling.
- Development grant for the Technology and Management Program (**\$10,000,000**), Steven A. Denning (private donor) \$5M in 2007 and \$5M in 2010. This program combines selected undergraduate engineering and management students to learn the other group’s discipline and to participate in interdisciplinary group projects, activities, and courses.
- “Revenue Management Focus Area,” (**\$235,000** industry award in 2007 – 2011 from Revenue Analytics) from the proceeds of the annual Georgia Tech Price Optimization and Revenue Management workshop
- NSF Grant DMI-0620763: “Decision Support for Improved Financial and Environmental Performance of Product Leasing,” DMII-Service Enterprise Engineering program, 2006 (**\$300,000**), Mark Ferguson (PI), Beril Toktay (co-PI), Bert Bras (co-PI)
- Company Sponsorships (totaling **\$12,500**) for the 2006 MSOM meeting from SAS, United Airlines and IBM
- Focused Research Area in “Enterprise Strategies for Expanding Closed Loops in Production Systems” (**\$30,000** university seed money in 2005, **\$15,000** in 2006), Beril Toktay (FRP Coordinator), Mark Ferguson, Nancey Greene, Jane Ammons, Bert Bras, Matthew Realff and Ben Hill
- NSF Grant DMI-0522557: “Enterprise Strategies for Remanufacturing in the Presence of Competition and Environmental Policy,” DMII-MES program, 2005 (**\$300,000**), Beril Toktay (PI), Mark Ferguson (co-PI), Bert Bras (co-PI)

- “Revenue Management Focus Area,” (\$25,000 industry award in 2005 from Revenue Analytics)
- “Revenue Management Focus Area,” (\$5,000 industry award in 2004 from Revenue Analytics)
- Focused Research Area in “Dynamic Pricing and Revenue Management” (\$26,000 in 2004), Mark Ferguson (FRP Coordinator), Pinar Keskinocak and Paul Griffin.
- “Revenue Management Focus Area,” (\$10,000 industry award in 2004 from Manugistics)

VII. HONORS AND AWARDS

- 2025 Jack Meredith Best Paper in Operations Management
- 2021 Fellow of the Decision Sciences Institute
- 2017 M&SOM Distinguished Service Award
- 2016 Outstanding Senior Editor at Productions and Operations Management Journal
- 2015 M&SOM Meritorious Service Award for Associate Editor Work
- 2015 Jo van Nunen Pioneer in Closed-Loop Supply Chain Research Award
- 2015 Winner for Best OM Paper in the journal Management Science for Years 2012 - 2014
- 2010 College of Management Hesburgh Award Teaching Fellow, Georgia Tech
- Winner of “best technical” presentation at the 49th Annual Meeting of the Airline Group of the International Federation of Operational Research Societies, Atlanta, GA., Sept 2009
- Nominated by the Georgia Tech College of Management for the University Level Interdisciplinary Activities Award in 2007, 2008, and 2009
- Wickham Skinner best unpublished paper award presented at the 2008 POMS conference
- Runner up for Wickham Skinner best unpublished paper award presented at the 2006 POMS conference
- CETL “Thank a Teacher” award for MBA core operations management class, 2006
- Wickham Skinner best unpublished paper award presented at the 2005 POMS conference
- Third place nationally in 1999 J.F. Fogarty Student Paper Competition, sponsored by APICS
- Third Runner-up in the 2001 FedEx Publish and Prosper essay contest for Doctoral Candidates
- 1993-1994 IBM Future Manufacturing Leaders Fellowship