

Robert P. Swinney

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Academic Positions

Stanford University, Graduate School of Business

Stanford, California

Assistant Professor of Operations, Information, and Technology, 2008 – Present

Fletcher Jones Faculty Scholar, 2009-2010

Education

The Wharton School, University of Pennsylvania

Philadelphia, Pennsylvania

Doctor of Philosophy in Operations Management, 2008

California Institute of Technology

Pasadena, California

Bachelor of Science in Astronomy, 2002

Research Interests

Implications of consumer behavior on operational decisions, supply chain contracting, start-up firms, game theoretic operations models, and managing operational risk.

Journal Publications

1. "Purchasing, Pricing, and Quick Response in the Presence of Strategic Consumers," with G. Cachon, *Management Science*, Vol. 55, No. 3, March 2009, pp. 497-511.
 2. "Long-Term Contracts Under the Threat of Supplier Default," with S. Netessine, *Manufacturing & Service Operations Management*, Vol. 11, No. 1, Winter 2009, pp. 109-127.
 3. "Novel technique for ultra-sensitive determination of trace elements in organic scintillators," with Z. Djurcic, D. Glasgow, L.-W. Hu, R. D. McKeown, A. Piepke, and B. Tipton, *Nuclear Instruments and Methods in Physics Research Section A: Accelerators, Spectrometers, Detectors, and Associated Equipment*, Vol. 507, No. 3, July 2003, pp. 680-690.
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Working Papers

4. "The Value of Fast Fashion: Rapid Production, Enhanced Design, and Strategic Consumer Behavior," with G. Cachon (2009).
5. "Selling to Strategic Consumers when Product Value is Uncertain: The Value of Matching Supply and Demand" (2009).

6. "The Timing of Capacity Investment by Start-ups and Established Firms in New Markets," with G. Cachon and S. Netessine (2009).
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Manuscripts in Preparation

7. "Incentives for Cost Reduction When Consumers are Strategic," with S. Kim (2009).
 8. "Do Fast Channels Benefit an Industry?" (2009).
 9. "Risk Pooling with Strategic Customers" (2009).
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Other Publications

10. "The Impact of Strategic Consumer Behavior on the Value of Operational Flexibility," with G. Cachon (2009), Chapter 14 in *Consumer-Driven Demand and Operations Management Models*, S. Netessine and C. Tang eds., Springer.
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Teaching

- OIT 262: Operations (MBA core), 2009-2010
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Other Experience

Consulting

Comcast Corporation (2007 – 2008)
Philadelphia, Pennsylvania

Development Analyst

ProSys Information Systems (2003)
Norcross, Georgia

Undergraduate Research Fellow

California Institute of Technology (2000 – 2002)
Pasadena, California

Invited Seminars

- *Selling to Strategic Consumers When Product Value is Uncertain*: UT Dallas School of Management (1/08), University of Rochester Simon School (1/08), New York University Stern School (1/08), University of Washington Michael G. Foster School of Business (1/08), London Business School (1/08), Washington University in St. Louis Olin School (1/08), Northwestern University Kellogg School of Management (2/08), University of Chicago Graduate School of Business (2/08), Columbia University Graduate School of Business (2/08), Duke University Fuqua School of Business (2/08), Stanford University Graduate School of Business (2/08)
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Conference Presentations

- *Risk Pooling with Strategic Customers*: 2009 INFORMS Annual Meeting (San Diego, CA)
 - *Incentives for Cost Reduction when Consumers are Strategic*: 2009 INFORMS Annual Meeting (San Diego, CA)
 - *Using a Fast Fashion System for Rapid Product Design*: 2009 INFORMS Annual Meeting (San Diego, CA), 2009 MSOM Annual Meeting (Cambridge, MA), 2008 INFORMS Annual Meeting (Washington, DC)
 - *Capacity Investment by Competitive Start-ups*: 2008 INFORMS Annual Meeting (Washington, DC), 2006 MSOM Annual Meeting (Atlanta, GA), 2005 INFORMS Annual Meeting (San Francisco, CA)
 - *Selling to Strategic Consumers When Product Value is Uncertain*: 2007 INFORMS Annual Meeting (Seattle, WA)
 - *Purchasing, Pricing, and Quick Response in the Presence of Strategic Consumers*: 2007 INFORMS Annual Meeting (Seattle, WA), 2007 MSOM Annual Meeting (Beijing, China), 2007 INFORMS International (San Juan, Puerto Rico), 2007 Washington University Workshop on Strategic Customer Behavior in Operations Management (St. Louis, MO)
 - *Long-Term Contracts Under the Threat of Supplier Default*: 2007 MSOM Annual Meeting (Beijing, China), 2007 INFORMS International (San Juan, Puerto Rico), 2007 International Motor Vehicle Program Mini-Conference (Philadelphia, PA), 2006 INFORMS Annual Meeting (Pittsburgh, PA), 2006 Carnegie Mellon Integrated Finance and Operations Conference (Pittsburgh, PA), 2006 Michigan Integrated Risk Management in Operations Conference (Ann Arbor, MI)
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Grants & Honors

- Fletcher Jones Faculty Scholar, Stanford GSB (2009-2010)
 - *Management Science* Distinguished Service Award (2009)
 - *Manufacturing & Service Operations Management* Meritorious Service Award (2008)
 - Doctoral Fellowship, Wharton (2003-2008)
 - Wharton-Lehigh Summer NSF IGERT Grant (2005-2007)
 - Hallett Smith Prize, Caltech (2002)
 - Caltech Cambridge Scholar (2001)
 - Caltech Undergraduate Research Fellow (2000, 2001)
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Media References

- "The Games Companies Play," *U.S. News & World Report*, August 1, 2007.
- "Here Today, Discounted Tomorrow: Strategic Shoppers Know When to Buy, and at What Price," *Knowledge@Wharton*, May 31, 2007.

Professional Activities & Service

- Reviewer for *Management Science*, *Operations Research*, *Manufacturing & Service Operations Management* (MSOM), *Production and Operations Management* (POM)
- Session Chair, 2008 INFORMS Annual Meeting (“Consumer & Service Oriented Operations Models,” MSOM track)
- Memberships: Institute for Operations Research and Management Sciences (INFORMS), Manufacturing & Service Operations Management Society (MSOM)
- Stanford GSB OIT Seminar Coordinator (2008 – Present)

Updated 9/10/2009