

# JULIE L. SWANN

Assistant Professor  
School of Industrial and Systems Engineering  
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## I. EARNED DEGREES

- Ph.D. in Industrial Engineering/Management Science;  
Northwestern University, Evanston, IL; Dec 2001
- M.S. in Industrial Engineering/Management Science;  
Northwestern University, Evanston, IL; June 1998
- B.S. in Industrial and Systems Engineering;  
Georgia Institute of Technology, Atlanta, GA; June 1996

## Research Interests

Dr. Julie Swann integrates optimization tools with methods from economics to solve problems in supply chain management and healthcare policy. The focus is on extending scientific methodologies to yield solutions that are near-optimal, implementable in practice, and incorporate human behavior. Some examples of this include:

- Integrating economic and optimization tools to efficiently manage demand in the supply chain.
- Analyzing aspects of the automotive industry to improve manufacturer and policy decisions.
- Applying mathematical techniques to disease modeling to inform policymaking in health systems.

## II. EMPLOYMENT

### (A) *Academic Appointments*

<b>Georgia Institute of Technology</b> , Atlanta, GA Assistant Professor of Industrial and Systems Engineering	Jan 2002 - present
<b>National University of Singapore</b> Visiting fellow affiliated with The Logistic Institute-Asia Pacific	Nov 2003, Nov 2004
<b>Northwestern University</b> , Evanston, IL Instructor (Introduction to Statistics for graduate students)	Fall 1997, 1998

### (B) *Industry Appointments*

<b>International Business Machines</b> , Yorktown, NY <i>Research Intern</i> (Mathematical Optimization under Uncertainty Group)	Summer 2000
<b>General Motors</b> , Warren and Pontiac, MI <i>Research Intern</i> (Research and Development and GM Truck Group)	Summer 1998
<b>Intel Corporation</b> , Tempe, AZ <i>Summer Intern</i> (Site Materials and Services)	Summer 1995
<b>Medical Center of Central Georgia</b> , Macon, GA <i>Co-op Student</i> (Management Engineering)	1994 – 1995
<b>Figgie International, Inc.</b> , Goose Creek, SC and Seymour, IN <i>Co-op Student</i>	1992 – 1993

### III. TEACHING

#### (A) *Individual Student Guidance*

##### A.1 Ph.D. students as major or co-major advisor

1. Matt Drake<sup>\*</sup>, Ph.D. student in ISyE; Advisement began Fall 2002  
Thesis topic: The Design of Incentives for the Management of Supply and Demand.  
Passed comprehensive exams in Economic Decision Analysis in Nov 2004  
Graduated Summer 2006  
Presently employed as Assistant Professor at Duquesne University in Pittsburgh, PA.
2. Ozgun Caliskan Demirag<sup>\*</sup>, Ph.D. student in ISyE; Advisement began Summer 2003  
Thesis Topic: Decentralized Demand Management in Logistics Systems and Supply Chains  
Passed comprehensive exams in Manufacturing/Logistics in Oct 2003  
Defended thesis June 1, 2007 and will graduate Summer 2007.  
Accepted position as visiting Assistant Professor at The Chinese University of Hong Kong.
3. Serhan Duran, Ph.D. student in ISyE; Advisement began Spring 2003  
Thesis Topic: Optimizing Demand Management in Stochastic Systems to Improve Flexibility and Performance  
Passed comprehensive exams in Manufacturing/Logistics in Oct 2004  
Defended thesis June 11, 2007 and will graduate Summer 2007.  
Accepted position as Assistant Professor at METU in Ankara, Turkey for Fall 2007.
4. Daniel Faissol<sup>\*</sup> (with Paul Griffin), Ph.D. student in ISyE; Advisement began Summer 2005  
Thesis Topic: Mathematical Models to Improve Healthcare Policy  
Passed comprehensive exams in Economic and Decision Analysis Spring 2006.  
Expected graduation Spring 2008.
5. Jessica Heier<sup>\*</sup> (with Ozlem Ergun), Ph.D. student in ISyE; Advisement began Winter 2007  
Thesis Topic: Optimization of Decentralized Logistics Systems  
Passed comprehensive exams in Manufacturing/Logistics in Mar 2007.  
Expected graduation Summer 2009.
6. New advisement of Ph.D. students:
  - Naragain (Jan) Phumchusri; began Spring 2007. “Stochastic Models to Improve Service Systems”
  - Moin Islam (with John Vande Vate); began Summer 2007. “Improving Humanitarian Supply Chains”
  - Yi-Te Lee; began Summer 2007. “Decision-Making in the Automotive Industry”

##### A.2 M.S. Thesis Students

1. Jason Leong Choon Meng (co-advised with faculty from National University of Singapore)  
Dual Masters degree Georgia Tech/National University of Singapore 2003  
Thesis Topic: “Engineering Service Parts Logistics at Panalpina”; Graduated December 2003.
2. Chenhui Liu (co-advised with faculty from National University of Singapore)  
Dual Masters degree Georgia Tech/National University of Singapore 2004  
Thesis Topic: “Facility Location for UPS air cargo”; Graduated December 2005.

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<sup>\*</sup> See Honors and Awards section for awards received by this student.

### **A.3 Supervision of Undergraduate Research**

1. Sebastian Urbina\* (with Paul Griffin) Research in Summer 2004.  
“Optimal Location of Community Healthcare Centers”; see papers and presentations.  
Research selected for undergraduate research award and presented at INFORMS 2004 conference  
Received PURA research award (Summer 2004) and travel award (Fall 2004)
2. Ginna Rodriguez (with Paul Griffin) Research in Fall 2004.  
“Development of Synthetic Estimates of Health and Uninsured Status for Optimizing Healthcare Delivery”; see presentations.  
Received PURA research award Fall 2004
3. Eva Petrova (with Paul Griffin) Research in Summer 2006.  
“Risk Factors to Improve Screening for Hepatitis C”; paper in preparation.  
Received PURA research award Summer 2006

### **A.4 Independent Study with Ph.D. Students**

1. David Huang (with Alan Erera), Summer 2002; “Incorporating Advance Information to Improve Truck Routing”
2. I-Hsuan Hong, Summer 2002; “Designing Adaptive Supply Chains with Multiple Agents”
3. Murat Aka (with Pinar Keskinocak), Summer 2003; “Multi-period pricing with interactions”
4. Olga Ortiz (with Alan Erera), Summer 2003; “Value of Advance Information for Freight Assignment Problems”
5. Sertan Sener, Summer 2003; “Improved Flexibility in Manufacturing Systems”
6. Ray Hagvedt (with Paul Griffin), Summer 2004; “Optimizing Category Management in Capacitated Systems”
7. Natalya Zlobin, former Ph.D. student in ISyE (co-advised with Paul Griffin); Advisement Fall 2002 – Spring 2004; see papers and presentations.  
Student left Ph.D. program with Master’s in IE (Spring 2004); presently employed by Caterpillar in Illinois.
8. Altan Gulcu (with Pinar Keskinocak), Spring – Fall 2004; “Quoting Leadtimes when Customers are Service Sensitive”; see papers and presentations.
9. Christina Robinson-Scherrer (with Paul Griffin), Spring – Fall 2005; “Allocation of Scarce Resources in Public Health”; see papers and presentations.
10. Emrah Uyar, Spring 2005-Fall 2005; “Improving Security in Supply Chains”; see presentations.
11. Sebastian Urbina, former Ph.D. student in ISyE; Advisement Spring 2006 (student presently on leave); “Mathematical Modeling to Reduce the Stray Animal Population”
12. Ozgul Baysar, former Ph.D. student in ISyE (with Pinar Keskinocak); Advisement Fall 2004-Spring 2005 (student presently on leave); see papers and presentations.

### **A.5 Independent Study with Master’s Students**

1. Claudius Illgen, Summer 2002; “Rationing Limited Capacity to Multiple Classes of Customers”

### **A.6 Independent Study with Undergraduates**

1. Mansoor Ahmed, Summer 2002; “E-Commerce Models for Flexibility”

### **A.7 Committee Member on Ph.D. Proposal or Dissertation Defense (in addition to advised students above)**

1. Kasarin Charnsirisakskul, Ph.D. student in ISyE; served on thesis committee May 2003  
Thesis title: “Combined Price and Lead-time Quotation Strategies”
2. Christina Robinson Scherrer, Ph.D. student in ISyE; served on proposal committee November 2004 and thesis committee August 2005  
Thesis title: “Allocation of Scarce Resources in Dental Public Health”
3. Andreea Popescu, Ph.D. student in ISyE; served on proposal committee January 2004 and thesis committee November 2006;  
Thesis title: “Air Cargo Capacity and Revenue Management”
4. I-Hsuan Hong, Ph.D. student in ISyE; served on thesis committee October 2005  
Thesis title: “Decentralized Decision-making and Protocol Design for Recycled Material Flows”
5. Olga Ortiz, Ph.D. student in ISyE; served on proposal committee February 2007  
Thesis title: “Stochastic Inventory Control with Partial Demand Observability”

### **(B) Other Teaching Activities**

- Ethics Education: Initiated cross-college ethics research to determine how best to improve ethics education for engineering undergraduates (2003 – 2006); collaborators include faculty from Public Policy (Robert Kirkman and Jason Borenstein) and several engineering departments. Key activities in addition to curriculum development include:
  - Application of existing tool to assess general moral reasoning in classroom (about 400 students). Key finding is that several ways of teaching ethics in science and engineering are not effective at improving the general moral reasoning score. Paper was published in the Journal of Engineering Education with additional invited essays and abstract in an online engineering education journal.
  - Development of new tool to assess moral reasoning skills in science and engineering professional discipline areas. This is the first tool of its kind in science and engineering. Tool was implemented in IRB-approved experiments in multiple classes on Georgia Tech campus (Fall 2005 – Summer 2006), with both written and electronic versions tested (about 300 students). Development of measurement indices and analysis of results are ongoing.
  - Development of new tool to assess sensitivity or awareness of ethical issues in science and engineering professional discipline areas. This is the first tool in science and engineering that is scaleable for large classes. Tool was implemented in an IRB-approved experiment in Spring 2007 (about 380 students). Analysis is currently underway.

These initiatives are part of a larger effort to increase awareness and discussion around ethics on the GT campus. After refinement of the tools, they will be distributed to universities world-wide to further impact ethics education in science and engineering education. The work has been supported by an NSF CAREER award, the GT College of Engineering, and the GT FRP program.

- Curriculum Development
  - Co-developed ethics module (Spring 2004) that was used in ISyE 2030 (Modeling in IE) and ISyE 6201 (Manufacturing Systems), impacting about 240 students.
  - Developed lectures on pricing research for use in ISyE 6201 (Manufacturing Systems) and ISyE 6230 (Economic and Decision Analysis), impacting about 150 students.

- Case Studies

- M. Drake, P. Griffin, and J. Swann (2004), “The Groundhog’s New Clothes”, case study and teaching notes. (The case was selected as a Finalist in the 2004 Institute for Operations Research and Management Science (INFORMS) case competition and as a Finalist for the 2007 Decision Sciences Institute Best Case Study Award.)

This case integrates professional ethical dilemmas in the context of a quantitative production planning problem. The pedagogical objectives are for students to increase their awareness of ethical dilemmas, understand outcomes and trade-offs of the decisions, and develop the reasoning ability to justify a final solution to the situation while simultaneously practicing their optimization and modeling skills. The case was initially implemented in 2004 in 3 sections of ISyE 3104 (Supply Chain Modeling: Manufacturing Systems), ~120 students in all and has been used in other classes since.

- M. Drake, P. Griffin, and J. Swann (2005), “Keeping Logistics under Wraps”, case study and teaching notes. (The case was selected as a Finalist in the 2006 INFORMS case competition.)

This case integrates ethical dilemmas such as contract agreements in the context of a logistics network design/mode selection problem. The case was initially implemented in ISyE 3103 (Supply Chain Modeling: Transportation and Logistics) in Fall 2005, ~50 students and has been distributed for use in other classes and universities.

- Professional Education

- Developed and taught “Demand Management: Inventory and Forecasting” in short course on supply chain and logistics optimization at The Logistics Institute of Georgia Tech (April 2006, April 2007)
- Developed and taught “Demand Planning and Forecasting” in short course on supply chain management at The Logistics Institute of Georgia Tech (October 2006)

#### IV. SCHOLARLY ACCOMPLISHMENTS\*\*

##### (A) *Published Books and Parts of Books*

1. Chan, L. M. A., Z. J. M. Shen, D. Simchi-Levi and J. Swann (2004). Coordination of Pricing and Inventory Decisions: A Survey and Classification. Handbook of Quantitative Supply Chain Analysis: Modeling in the E-Business Era. D. Simchi-Levi, S. D. Wu and Z. J. M. Shen, Kluwer Academic Publishers: 335-392. (Invited and Refereed)
2. Swann, J. (2004). The Price is Right: A Case Study on Dynamic Pricing. Revenue Management and Pricing: Case Studies and Applications. I. Yeoman and U. McMahon-Beattie. UK, Thomson Learning: 32-45. (Invited)

##### (B) *Refereed Publications*

##### **Published or Accepted Papers in Peer-Reviewed Journals**

1. Nelson, B. L., J. Swann, D. Goldsman, and W. Song (2001). “Simple Procedures for Selecting the Best Simulated System when the Number of Alternatives is Large.” *Operations Research*, vol. 49:6, pp 950-963.
2. Griffin, S.O., P.M. Griffin, J. Swann and N. Zlobin<sup>†</sup> (2004). “Estimating Rates of New Root Caries in Older Adults.” *Journal of Dental Research*, 83(8): 634-638. (Finalist for 2005 Charles C. Sheppard Award at Centers for Disease Control and Prevention.)

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\*\* In most papers, order of authors is determined by alphabet rather than by contribution.

3. Biller, S., L. M. A. Chan, D. Simchi-Levi and J. Swann (2005). "Dynamic Pricing and the Direct-to-Customer Model in the Automotive Industry." *Electronic Commerce Research (Special issue on Dynamic Pricing)*, 5(2): 309-334.
4. Drake<sup>†</sup>, M., R. Kirkman, P. Griffin and J. Swann (2005). "Engineering Ethical Curricula: Assessment and Comparison of Two Approaches." *Journal of Engineering Education*, 94(2): 223-232.
5. Griffin, S.O., P.M. Griffin, J. Swann and N. Zlobin<sup>†</sup> (2005). "New Coronal Caries in Older Adults: Implications for Prevention." *Journal of Dental Research*, 84(8): 715-720.
6. Biller, S. and J. Swann (2006). "Pricing for Environmental Compliance in the Automotive Industry." *Interfaces*, 36(2): 118-125.
7. Chan, L. M. A., D. Simchi-Levi and J. Swann (2006). "Pricing, Production and Inventory Policies for Manufacturing with Stochastic Demand and Discretionary Sales." *Manufacturing and Service Operations Management*, 8(2): 149-168.
8. Faissol<sup>†</sup>, D., J. Swann, B. Kolodziejcki, P. Griffin and T. Gift (2007). "The Role of Bathhouses and Sex Clubs in HIV Transmission: Findings from a Mathematical Model." *Journal of AIDS*. 44(4): 386-394.
9. Duran<sup>†</sup>, S., T. Liu, D. Simchi-Levi and J. Swann (2007). "Demand Management of Price and Time Differentiated Customers." *IIE Transactions*. 39(9): 845-861.
10. Scherrer<sup>‡</sup>, C., P. Griffin, J. Swann. "Public Health Sealant Delivery Programs: Optimal Delivery and the Cost of Practice Acts." To appear in *Medical Decision-Making* Summer 2007.
11. Duran<sup>†</sup>, S., T. Liu, D. Simchi-Levi and J. Swann. "Tactical Inventory Decisions for Service-Differentiated Customers." Forthcoming in *OR Letters* (Accepted April 2007).
12. Griffin, P., C. Scherrer<sup>‡</sup>, and J. Swann. "Optimal Location of Community Health Centers using Synthetic Estimates for Need." Forthcoming in *IIE Transactions (Special Issue on Healthcare Engineering)* (Accepted May 2007). (Finalist in 2006 Pierskalla Health Applications paper competition at INFORMS conference in Pittsburgh, PA, November 2006.)
13. Caliskan Demirag<sup>†</sup>, O. and J. Swann. "Centralized Capacity Allocations to Decentralized Sales Agents in Sea Cargo." Forthcoming in *Naval Research Logistics*. (Accepted June 2007.)

**Papers under Review in Refereed Journals (available at <http://www.isye.gatech.edu/~jswann>)**

14. Drake<sup>†</sup>, M., S. Duran<sup>†</sup>, P. Griffin, and J. Swann. "Optimal Timing of Sales of Bundled and Individual Tickets in Entertainment Industries." Under second review at *Naval Research Logistics*. (Submitted February 2007, June 2007.) (Finalist for IBM Best Service Paper Award at POMS conference in Boston, MA in April 2006.)
15. Griffin, P., M. Savelsbergh, and J. L. Swann. "The Health Care System: Operations Research and Improving Access." Under revision for *Operations Research (Special Issue on Healthcare)*. (Submitted January 2007; revision requested May 2007.)
16. Griffin, P., C. Scherrer, J. Swann. "Access through Community Health Centers or Coverage through Medicaid: A Geographical and Mathematical Analysis of the State of Georgia." Under review at *Medical Decision Making*. (Submitted April 2007.)
17. Baysar<sup>†</sup>, O., O. Caliskan Demirag<sup>†</sup>, P. Keskinocak, and J. Swann. "Optimizing Customer Rebates and Retailer Incentives in the Automotive Industry." Under review at *Naval Research Logistics*. (Submitted May 2007.) (Finalist in 2006 MSOM Student Paper Competition at INFORMS in Pittsburgh, PA in November 2006.)

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<sup>†</sup> Indicates an author who was a main or co-advised Ph.D. student in ISyE at Georgia Tech at the time of research

<sup>‡</sup> Indicates an author who was a Ph.D. student in ISyE at Georgia Tech at the time of the research

18. Duran<sup>†</sup>, S. and J. Swann. "Optimal Dynamic Timing of Tickets in Sports and Entertainment." Under review at *Operations Research*. (Submitted June 2007.)
19. Faissol<sup>†</sup>, D., P. Griffin, and J. Swann. "Timing of Testing and Treatment of Hepatitis C and Other Diseases." Under review at *Management Science*. (Submitted June 2007.)
20. Drake<sup>†</sup>, M. and J. Swann. "Facilitating the Sharing of Demand Risk in Truckload Transportation with the Percent Deviation Contract." Under review at *Production and Operations Management*. (Submitted June 2007.)
21. Caliskan Demirag<sup>†</sup>, O., P. Keskinocak, and J. Swann. "Effect of Competition on Automotive Promotions." Under review at *Manufacturing and Service Operations Management*. (Submitted July 2007.)

#### **Working Papers for Refereed Journals**

22. Keskinocak, P., B. Ozkaya<sup>§</sup>, and J. Swann. "Evidence of Rebate Effect on Behaviors in the Automotive Industry." Target journal: *Manufacturing and Service Operations Management*. Anticipated submission July 2007.
23. Drake<sup>†</sup>, M. and J. Swann. "Mechanisms to Improve Decentralized Category Management with Vendor-Specific Product Portfolios." Target journal: *Production and Operations Management*. Anticipated submission July 2007.
24. Duran<sup>†</sup>, S., A. Gulcu<sup>‡</sup>, P. Keskinocak, and J. Swann. "Leadtime Quotation and Order Acceptance when Demand Depends on Service Performance." Target journal: *Manufacturing and Service Operations Management*. Anticipated submission July 2007.

#### **In Preparation for Refereed Journals**

25. Borenstein, J., M. Drake, R. Kirkman, and J. Swann. "Development and Testing of the Engineering and Science Issues Test (ESIT) for Assessing Ethical Judgment." Target journal: *Journal of Engineering Education*. Anticipated submission August 2007.
26. Faissol<sup>†</sup>, D., P. Griffin, and J. Swann. "Policies for When and How Often to Test for Hepatitis C." Target journal: *Annals of Internal Medicine*. Anticipated submission August 2007.

#### **Published or Accepted Papers in Refereed Conference Proceedings**

1. Drake<sup>†</sup>, M., P. Griffin, R. Kirkman and J. Swann (2005). "Engineering Ethical Curricula: Assessment and Comparison." *American Society for Engineering Education*, Portland, OR, June 12 - 15.
2. Drake<sup>†</sup>, M., P. Griffin, and J. Swann (2006). "Revenue Management for Sports Ticket Packages." *Manufacturing and Service Operations Management (MSOM) conference*, Atlanta, GA, June 19 - 20.
3. Griffin, P., C. Scherrer<sup>‡</sup>, and J. Swann (2006). "Optimal Location and Service Selection for Community Healthcare Centers." *MSOM conference*, Atlanta, GA, June 19 - 20.

#### **(C) Other Publications**

##### Journals or Volumes

1. Swann, J. (2000). Vote Early and Often. Research Ethics: Cases and Commentaries, Association for Practical and Professional Ethics under NSF grant Number SES-9817880. Vol. 4.

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<sup>§</sup> Indicates an author who was a post-doc in ISyE at Georgia Tech at the time of the research

2. Drake, M., R. Kirkman, P. Griffin and J. Swann (2006). "Engineering Ethical Curricula: Assessment and Comparison of Two Approaches." Invited Abstract and Essays, *Annals of Research on Engineering Education*, Winter 2006.
3. Garrow, L., M. Ferguson, P. Keskinocak, J. Swann (2006). "Expert opinions: Current pricing and revenue management practice across U.S. industries." *Journal of Revenue and Pricing Management*, 5(3):237-247. (Refereed journal but this article was not.)

#### Technical Reports

4. Swann, J. (1999). "Flexible Pricing Policies: Introduction and a Survey of Implementation in Various Industries." Contract report, General Motors Corporation.
5. Swann, J. (1999). "Visual CAFE: Incorporation of Demand Diversions." Contract report, General Motors Corporation.

#### Other

6. Swann, J. (2004). "Teaching Ethics: It's the Right Thing to Do." *OR/MS Today*. **31**:10.
7. Drake, M., P. Griffin and J. Swann (2004). "The Groundhog's New Clothes." Case study and teaching notes, selected as Finalist in 2004 INFORMS Case Competition.
8. Drake, M., P. Griffin, and J. Swann (2006). "Keeping Logistics under Wraps." Case study and teaching notes, selected as Finalist in 2006 INFORMS Case Competition.

### **(D) Presentations**

#### **Presentations at Conferences**

1. Chan, L. M. A., D. Simchi-Levi and J. Swann (1999). "Using Flexible Pricing to Improve Supply Chain Performance." *Institute for Operations Research and Management Science (INFORMS) national meeting*, Salt Lake City, UT, May 7 - 10.
2. Chan, L. M. A., D. Simchi-Levi and J. Swann (2000). "Flexible Pricing Strategies to Improve Supply Chain Performance." *Manufacturing and Service Operations Management (MSOM) national meeting*, Ann Arbor, MI, June.
3. Chan, L. M. A., D. Simchi-Levi and J. Swann (2000). "Dynamic Pricing and the Direct-to-Customer Model." *INFORMS national meeting*, San Antonio, TX, Nov 5 - 8.
4. Chan, L. M. A., D. Simchi-Levi and J. Swann (2000). "Extensions of Dynamic Pricing in Manufacturing and Retail Industries." *INFORMS national meeting*, San Antonio, TX, Nov 5 - 8.
5. Chan, L. M. A., D. Simchi-Levi and J. Swann (2001). "Stochastic Dynamic Pricing in Manufacturing with Discretionary Sales." *MIT East Coast Roundtable on OR and E-commerce*, Cambridge, MA, Jan 24 - 26, 2001.
6. Chan, L. M. A., D. Simchi-Levi and J. Swann (2001). "Stochastic Dynamic Pricing in Manufacturing with Discretionary Sales." *INFORMS international meeting*, Maui, HI, June 17 - 20.
7. Chan, L. M. A., D. Simchi-Levi and J. Swann (2001). "Stochastic Dynamic Pricing in Manufacturing with Discretionary Sales." *INFORMS national meeting*, Miami, FL, Nov 4 - 7.
8. Chan, L. M. A., D. Simchi-Levi and J. Swann (2002). "Stochastic Dynamic Pricing in Manufacturing with Discretionary Sales." *Conference on Supply Chain Optimization and E-Commerce*, University of Florida, Feb 27 - Mar 2.
9. Chan, L. M. A., D. Simchi-Levi and J. Swann (2002). "Dynamic Pricing in Manufacturing with Discretionary Sales." *Canadian Operational Research Society (CORS)*, Toronto, Canada, June 3 - 5.

10. Chan, L. M. A., D. Simchi-Levi and J. Swann (2002). "Dynamic Pricing in Manufacturing with Discretionary Sales." *International Federation of Operational Research Societies (IFORS)*, Edinburgh, Scotland, July 8 - 12.
11. Chan, L. M. A., D. Simchi-Levi and J. Swann (2002). "Dynamic Pricing in Manufacturing with Discretionary Sales." *INFORMS national meeting*, San Jose, CA, Nov 17 - 20.
12. Biller, S. and J. Swann (2003). "Pricing for Environmental Compliance in the Auto Industry." *Production and Operations Management Society (POMS) national meeting*, Savannah, GA, April 4 - 7.
13. Biller, S. and J. Swann (2003). "Pricing for Environmental Compliance in the Auto Industry." *The Association of European Operational Research Societies (EURO) / INFORMS joint international meeting*, Istanbul, Turkey, July 6 - 10.
14. Griffin, P., S. Griffin, J. Swann and N. Zlobin (2003). "Financing Mechanisms and Information Asymmetries in Oral Health." *EURO / INFORMS joint international meeting*, Istanbul, Turkey, July 6 - 10.
15. Drake, M. and J. Swann (2003). "Channel Coordination in Transportation Contracting: A Percent Deviation Approach." *INFORMS national meeting*, Atlanta, GA, Oct 19 - 22.
16. Duran, S. and J. Swann (2003). "Production and Inventory Policies under Discretionary Sales for Time Differentiated Customers." *INFORMS national meeting*, Atlanta, GA, Oct 19 - 22.
17. Drake, M., P. Griffin, R. Kirkman and J. Swann (2004). "Engineering Ethical Curricula: Assessment and Comparison." *CORS / INFORMS joint international meeting*, Banff, Canada, May 16 - 19.
18. Duran, S. and J. Swann (2004). "Production and Inventory Policies under Discretionary Sales for Time Differentiated Customers." *CORS / INFORMS joint international meeting*, Banff, Canada, May 16 - 19.
19. Griffin, P., S. Griffin, J. Swann and N. Zlobin (2004). "Financing Mechanisms and Information Asymmetries in Oral Health." *European Operations Management Association (EUROMA) international conference*, Fontainebleau, France, June 27 - 29.
20. Caliskan Demirag, O. and J. Swann (2004). "Optimizing and Coordinating Decentralized Sales Capacity in Maritime Shipping." *INFORMS national meeting*, Denver, CO, Oct 24 - 26.
21. Drake, M., P. Griffin, R. Kirkman and J. Swann (2004). "Engineering Ethical Curricula: Assessment and Comparison." *INFORMS national meeting*, Denver, CO, Oct 24 - 26.
22. Drake, M. and J. Swann (2004). "Facilitating the Sharing of Demand Risk in Truckload Transportation with the Percent Deviation Contract." *INFORMS national meeting*, Denver, CO, Oct 24 - 26.
23. Duran, S., T. Liu, D. Simchi-Levi and J. Swann (2004). "Realizing Market Segmentation in the Manufacturing Industry." *INFORMS national meeting*, Denver, CO, Oct 24 - 26.
24. Griffin, P., S. Griffin, J. Swann and N. Zlobin (2004). "Local Estimates of Prevalence." *INFORMS national meeting*, Denver, CO, Oct 24 - 26.
25. Griffin, P., G. Rodriguez, J. Swann and S. Urbina (2004). "Optimal Location of Community Health Centers using Synthetic Estimates for Need." *INFORMS national meeting*, Denver, CO, Oct 24 - 26.
26. Duran, S., A. Gulcu, P. Keskinocak and J. Swann (2004). "Quoting Leadtimes when Customers are Service Sensitive." *INFORMS national meeting*, Denver, CO, Oct 24 - 26.
27. Baysar, O., P. Keskinocak and J. Swann (2005). "Designing Effective Rebate and Incentive Programs for the Automotive Industry." *Industrial Engineering Research Conference (IERC) hosted by Institute for Industrial Engineers (IIE)*, Atlanta, GA, May 14 - 18.
28. Caliskan Demirag, O. and J. Swann (2005). "Optimizing and Coordinating Decentralized Sales Systems in Sea Cargo." *IERC hosted by IIE*, Atlanta, GA, May 14 - 18.

29. Drake, M., P. Griffin, R. Kirkman and J. Swann (2005). "Engineering Ethical Curricula: Assessment and Comparison." *IERC hosted by IIE*, Atlanta, GA, May 14 - 18.
30. Drake, M. and J. Swann (2005). "Facilitating the Sharing of Demand Risk in Truckload Transportation with the Percent Deviation Contract." *IERC hosted by IIE*, Atlanta, GA, May 14 - 18.
31. Duran, S., A. Gulcu, P. Keskinocak and J. Swann (2005). "Quoting Customer Leadtimes when Customer are Service Sensitive." *IERC hosted by IIE*, Atlanta, GA, May 14 - 18.
32. Duran, S., A. Gulcu, P. Keskinocak and J. Swann (2005). "Quoting Customer Leadtimes when Customers are Service Sensitive." *MSOM national meeting*, Evanston, IL, June 27 - 28.
33. Baysar, O., O. Caliskan Demirag, P. Keskinocak and J. Swann (2005). "The Effect of Customer Rebates and Retailer Incentives on Channel Coordination." *INFORMS national meeting*, San Francisco, CA, Nov 13 - 16.
34. Drake, M., P. Griffin, and J. Swann (2005). "Revenue Management for Sports Ticket Packages." *INFORMS national meeting*, San Francisco, CA, Nov 13 - 16.
35. Duran, S., A. Gulcu, P. Keskinocak and J. Swann (2005). "Quoting Customer Leadtimes when Customers are Service Sensitive." *INFORMS national meeting*, San Francisco, CA, Nov 13 - 16.
36. Griffin, P., C. Scherrer, and J. Swann (2005). "Optimal Location and Service Selection for Community Healthcare Centers." *INFORMS national meeting*, San Francisco, CA, Nov 13 - 16.
37. Swann, J. and E. Uyar (2005). "Developing System Policies to Improve Security in Supply Chains." *INFORMS national meeting*, San Francisco, CA, Nov 13 - 16.
38. Baysar, O., O. Caliskan Demirag, P. Keskinocak and J. Swann (2006). "The Effects of Customer Rebates and Retailer Incentives on Manufacturer Profitability and Sales." *5<sup>th</sup> Annual Supply Chain and Logistics Engineering Conference*, Gainesville, FL, Feb 25 - 26.
39. Baysar, O., O. Caliskan Demirag, P. Keskinocak and J. Swann (2006). "The Effects of Customer Rebates and Retailer Incentives on Manufacturer Profitability and Sales." *1st Utah Winter Operations Conference*, Snowbird, UT, Feb 23 - 25.
40. Drake, M., P. Griffin, and J. Swann (2006). "Revenue Management for Sports Ticket Packages." *POMS national meeting*, Boston, MA, April 28 – May 1.
41. Swann, J., E. Uyar, and H. Willis (2006). "Developing System Policies to Improve Security in Supply Chains." *POMS national meeting*, Boston, MA, April 28 – May 1.
42. Baysar, O., O. Caliskan Demirag, P. Keskinocak and J. Swann (2006). "The Effects of Customer Rebates and Retailer Incentives on Manufacturer Profitability and Sales." *POMS national meeting*, Boston, MA, April 28 – May 1.
43. Drake, M., P. Griffin, and J. Swann (2006). "Revenue Management for Sports Ticket Packages." *Annual Conference of the Revenue Management and Pricing section of INFORMS*, New York, NY, June 5 - 6.
44. Baysar, O., O. Caliskan Demirag, P. Keskinocak and J. Swann (2006). "The Effects of Customer Rebates and Retailer Incentives on Manufacturer Profitability and Sales." Poster session at *MSOM conference*, Atlanta, GA, June 19 - 20.
45. Caliskan Demirag, O., P. Keskinocak and J. Swann (2006). "The Effect of Competition on the Performances of Customer Rebates and Retailer Incentives." *INFORMS national meeting*, Pittsburgh, PA, Nov 5 – 8.
46. Duran, S., A. Gulcu, P. Keskinocak and J. Swann (2006). "Value of Considering Service-Sensitive Demand in Customer Acceptance Decisions." *INFORMS national meeting*, Pittsburgh, PA, Nov 5 – 8.
47. Drake, M. and J. Swann (2006). "A Model for Category Management with Vendor-Specific Product Portfolios." *INFORMS national meeting*, Pittsburgh, PA, Nov 5 – 8.

48. Faissol, D., J. Swann, P. Griffin and T. Gift (2006). "A Bernoulli Process Model of HIV Transmission in MSM." *INFORMS national meeting*, Pittsburgh, PA, Nov 5 – 8.
49. Griffin, P., C. Scherrer, and J. Swann (2006). "Resource Allocation and Facility Location in Healthcare." *INFORMS national meeting*, Pittsburgh, PA, Nov 5 – 8.
50. Swann, J. (2006). "Lessons from The Founding of JFIG and Other Service Activities." *INFORMS national meeting*, Pittsburgh, PA, Nov 5 – 8.
51. Keskinocak, P., B. Ozkaya, and J. Swann (2007). "Evidence of Manufacturer Rebates in the Automotive Industry." Poster session at *Sloan Industry Studies Southeastern Regional Meeting*, Atlanta, GA, Mar 30.
52. Faissol, D., P. Griffin, S Griffin, E. Kirkizlar, and J. Swann (2007). "Testing and Treatment of Hepatitis C: When and How Often." Poster session at *MIT Operations Research in Healthcare* conference, Cambridge, MA, May 23.

#### **Forthcoming Presentations at Conferences**

53. Faissol, D., P. Griffin, E. Kirkizlar and J. Swann (2007). "Timing of Testing and Treatment of Hepatitis C and other Diseases." *INFORMS international meeting*, Puerto Rico. July 8-11.
54. Faissol, D., P. Griffin, E. Kirkizlar and J. Swann (2007). "Timing of Testing and Treatment of Hepatitis C and other Diseases." *INFORMS national meeting*, Seattle, WA. Nov 4-7.
55. Gift, T., P. Griffin, J. Swann, and M. Vlasiou (2007). "Multi-stage modeling of HIV transmission in bathhouses." *INFORMS national meeting*, Seattle, WA. Nov 4-7.
56. Ergun, O., J. Heier, and J. Swann (2007). "Incorporating Behavior in Decentralized Facility Location Problems." *INFORMS national meeting*, Seattle, WA. Nov 4-7.

#### **Presentations at Conferences with Refereed Abstracts**

1. Griffin, P., S. Griffin, J. Swann, and N. Zlobin (2004). "Estimating New and Recurrent Root Caries among Older Adults." International Association of Dental Research General Session, Honolulu, HI, March 10 – 13.
2. Drake, M., P. Griffin, R. Kirkman and J. Swann (2005). "Engineering Ethical Curricula: Assessment and Comparison." Association for Practical and Professional Ethics, San Antonio, TX, February 26 - 27.
3. Griffin, P., S. Griffin, J. Swann and N. Zlobin (2005). "Prevalence and Impact of Risk Factors for Untreated Decay." International Association for Dental Research, Baltimore, MD, March 9 -12.
4. Faissol, D., J. Swann, P. Griffin and T. Gift (2006). "Bathhouse Policies to Reduce New HIV Infections." National STD Prevention Conference, Jacksonville, FL, May 8 – May 11. Selected for Oral Presentation.
5. Griffin, P., C. Scherrer, and J. Swann (2007). "Access through Community Health Centers or Coverage through Medicaid: A Geographical and Mathematical Analysis of the State of Georgia." Academy Health Annual Research Meeting, Orlando, FL, June 3-5.

#### **Presentations at Conferences with Refereed Abstracts (Submitted)**

6. Faissol, D., P. Griffin, E. Kirkizlar, and J. Swann (2007). "Screening for Hepatitis C: When and How Often." Submitted to Society of Medical Decision Making Annual Meeting, Pittsburgh, PA, October 21 - 24.

#### **Invited Seminars or Presentations**

1. *The Supply Chain Executive Roundtable*, Chicago, IL, March 1999. "Integrating Pricing, Production and Distribution Decisions (or, The Future of Yield Management)."

2. *National University of Singapore*, Singapore, Nov 12, 2003. "Pricing and Production in Manufacturing with Discretionary Sales."
3. *Kasetsart University*, Bangkok, Thailand, Nov 21, 2003. "Pricing and Production in Manufacturing with Discretionary Sales."
4. *BIOS Humanitarian Logistics Seminar*, San Salvador, El Salvador, May 29, 2006. "The Role of Private Industry in Disaster Logistics."
5. *University of Michigan (IOE Department)*, Ann Arbor, MI, Dec 12, 2006. "The Effects of Customer Rebates and Retailer Incentives on Manufacturer Profitability and Sales."
6. *World Vision International Supply Chain Transformation Programme*, Lusaka, Zambia, Feb 6, 2007. "Supply Chain Management."
7. *Stanford University (MS&E Department)*, Palo Alto, CA, Feb 21, 2007. "Where and When to Screen for Hepatitis C and other Diseases."
8. *University of California-Berkeley (IE&OR Department)*, Berkeley, CA, Mar 22, 2007. "Where and When to Screen for Hepatitis C and other Diseases."
9. *Northwestern University (IE/MS)*, Evanston, IL, May 15, 2007. "Where and When to Screen for Hepatitis C and other Diseases."
10. *Purdue University (IE)*, West Lafayette, IN, May 16, 2007. "Where and When to Screen for Hepatitis C and other Diseases."
11. *Massachusetts Institute of Technology (Operations Management in Sloan School of Business)*, Cambridge, MA, May 22, 2007. "Where and When to Screen for Hepatitis C and other Diseases."
12. *University of Maryland (Robert H. School of Business)*, College Park, MD, May 24, 2007. "Where and When to Screen for Hepatitis C and other Diseases."

## V. SERVICE

### (A) *Professional Contributions*

#### Leadership

- Co-founder and Co-director of the Humanitarian Logistics Research Center in the Georgia Tech Supply Chain and Logistics Institute (Winter 2007 – present)
- Chair of 2006 Multi-Echelon / Public Applications of Supply Chain Management conference in Atlanta, GA
- Organizing Committee for 2006 Manufacturing and Service Operations Management conference in Atlanta, GA.
- Co-organizer of 2006 U.S. Frontiers of Engineering Symposium hosted by the National Academy of Engineering in Dearborn, MI
- Co-founder and President of Junior Faculty Interest Group (JFIG) of Institute for Operations Research and Management Science (INFORMS) national professional organization (2001 – 2003)
- Co-chair of 1<sup>st</sup> Annual Junior Faculty INFORMS Group paper competition (2003)
- Vice President of External Relations, INFORMS Forum on Education (INFORM-ED), 2003 - 2005
- Chaired or co-chaired multiple sessions at INFORMS (2002, 2003, 2004, 2005, 2006, 2007) conferences, CORS / INFORMS 2004 conference

#### Invited Participation

- Trustee on the Georgia Institute of Technology Alumni Association Board of Trustees (2005 – present)
- Member of Northwestern University IE/MS Young Alumni Advisory Board (2004 – present)
- Judge, INFORMS Health Applications committee to choose Pierskalla Best Paper Award (2004)
- Judge, INFORMS Nicholson committee (2005, 2006)

- Judge, INFORMS MSOM student paper competition (2005)
- Eno Fellow, ENO Center for Transportation Leadership Development (1998)
- Participant (invited), NSF workshop on Using Operations Research to Improve Health Care Delivery Systems (2002)
- Participant NSF sponsored Graduate Research Ethics Education Workshop (1999); developed case study for integrating ethics in engineering education
- Participant in Women as Leaders Academic Seminar in Washington, DC (1996)
- Sloan Industry Affiliate (2005 – present)

#### Editorial and Funding Reviewer

- Referee for *Operations Research*, *Management Science*, *IIE Transactions*, *Naval Research Logistics*, *Production and Operations Management society (POM) journal*, *Journal of Pricing and Revenue Management*, *Manufacturing Service and Operations Management*, *OR Spectrum*, *European Journal of Operational Research* as well as book chapters and conferences.
- Reviewer for National Science Foundation for Manufacturing Enterprise Systems (2004) and the International Research Experience for Students Program (2006), National Textile Center (2006)
- Invited member of the Production and Operations Management journal Editorial Review Board (2006 – present)

#### Other

- Member, INFORMS (1997 – present); Institute of Industrial Engineers (2004 – present); Association of Practical and Professional Ethics (2000 – present); American Society of Engineering Education (2004 – present)

#### **(B) Campus Contributions**

- Associate, Center for Ethics and Technology at Georgia Tech (2007 – present)
- Faculty Advisor, student chapter of Institute of Industrial Engineers (2004 – present)
- Faculty Advisor, Georgia Tech Dance Association (2002 – present)
- Faculty Mentor for Women, Science and Technology Learning Community (2002 – 2005)
- ISyE Committee Membership:
  - Faculty Search (2004 – 2007)
  - Search Committee for ISyE Chair (2004 – 2005)
  - Undergraduate Curriculum Committee (2003 – 2005); Co-chair 2004 – 2005
    - Co-initiated and led the 2005 undergraduate curriculum changes in ISyE at Georgia Tech, where a track-based system was created to give students flexibility in courses. This program was recognized in 2007 by the External Academic Program Review of ISyE for its positive impact.
  - Ph.D. Comprehensive Exam Committee in Manufacturing/Logistics (2003 – 2004)
  - Ph.D. Comprehensive Exam Committee in Economic and Decision Analysis (2005 – 2006)
- Member, TLI Asia-Pacific sea-cargo group, 2002 – 2005

## VI. GRANTS AND CONTRACTS

### (A) *Principal or Co-principal Investigator*

#### Ongoing

1. CAREER: “Manufacturing Flexibility through Demand Chain Management”  
National Science Foundation (NSF)  
\$400,000 (+ \$125,000 cost share promised by General Motors); May 2004 – April 2009  
PI: J. Swann
2. “Focused Research Program in Ethics and Technology”  
Georgia Tech

\$20,000; August 2006 – July 2007

PI: R. Kirkman; Co-PIs: P. Benkeser, R. Berry, J. Borenstein, C. Carmichael, S. Marder, and J. Swann

3. “Collaborative Research: DRU Consumer Choice and Organizational Decision-Making”  
National Science Foundation  
\$670,000 overall, \$587,215 Georgia Tech portion (subaccount \$124,712 for J. Swann);  
July 2006 – May 2009  
PI: M. Castillo; Co-PI: W. Elmaghraby, L. Garrow, P. Keskinocak, J. Swann.
4. “Supply Chain Analysis for Pandemic Response”  
USDOT/FHWA to the Transportation Research Center at Georgia Tech  
Subcontract of \$30,000; Awarded; expected in June 2007  
PI: J. Swann on subcontract.

### Completed

5. “Designing an Optimal Financing Mechanism for Provision of Dental Care to the Elderly:  
Reducing the Costs Associated with Information Asymmetries”  
National Science Foundation  
\$144,000; Sept 2002 – Feb 2004 (extended to Feb 2005)  
PI: J. Swann; Co-PI: P. Griffin
6. “Coordinating Inventory Control and Pricing Strategies”  
National Science Foundation  
\$250,000 overall, \$30,000 Georgia Tech portion; July 2003 – August 2006  
PI: D. Simchi-Levi from MIT; Co-PI: J. Swann
7. “Designing Logistics Contracts to coordinate the Supply Chain”  
Lucent Technology through The Logistics Institute (TLI) Leaders in Logistics Program  
\$32,000; Jan 2003 – Dec 2003  
PI: J. Swann
8. “Improving Ethics Education to Impact Future Leaders”  
Georgia Tech College of Engineering Undergraduate Education Initiative  
\$19,000 plus cost share from ISyE department each year  
Oct 2003 – Sept 2004; Oct 2004 – Nov 2005; Nov 2005 – Oct 2006  
PI: J. Swann; Co-PIs: P. Griffin and R. Kirkman
9. “Focused Research Program in Ethics and Technology”  
Georgia Tech  
\$30,000; August 2005 – July 2006  
PI: R. Kirkman; Co-PIs: P. Benkeser, R. Berry, J. Borenstein, C. Carmichael, S. Marder, and J. Swann
10. “Incorporating Revenue Management Techniques into GM’s Planning, Inventory Control and Pricing Strategies”  
General Motors Corporation  
Feb 2002 – Aug 2002; Jan 2003 – June 2004; Oct 2004 – June 2006  
\$75,000 approximate total portion for J. Swann  
PI: M. Bazarraa; Co-PIs: G. Nemhauser, P. Keskinocak, A. Kleywegt, and J. Swann
11. “Applications of Optimization to the Sea Cargo Industry”  
TLI-Asia Pacific, ASTAR and EDB of Singapore  
June 2003 – May 2004, June 2004 – May 2005  
\$120,000 approximate total portion for J. Swann  
PI: G. Nemhauser; Co-PIs: O. Ergun, A. Kleywegt, and J. Swann

## Pending

12. “Designing and Managing Logistics Networks with Decentralized Agents”  
National Science Foundation  
\$335,612; October 2007 – September 2010  
PI: O. Ergun; Co-PI: J. Swann.
13. “Focused Research Program in Disaster Relief”  
Georgia Tech  
\$30,000; August 2007 – July 2008  
PI: J. Swann; Co-PIs: A. Amekudzi, M. Castillo, O. Ergun, S. French, P. Keskinocak, and E. Whitaker.

## Other

14. “New Methods for Local Optimization of Logistics Networks with Decentralized Agents”  
White paper for RFI SN07-28 at DARPA (precursor to potential funding)  
Submitted April 2007; Invited for workshop participation for June 20 – 22, 2007  
O. Ergun, P. Keskinocak, and J. Swann (main contact)
15. “Logistics Planning and Response for Influenza Pandemic”  
CDC/Georgia Tech Research Awards  
Letter of Notification of Intent to Submit a Proposal, 6/15/2007  
\$50,000 to PIs at each institution, August 2007 - 2009  
P. Keskinocak, R. Schrieber, and J. Swann (main contact)

## VII. HONORS AND AWARDS

### General Awards

- CAREER Award, National Science Foundation (Jan 2004)
- Invited to attend the National Academy of Engineering Frontiers of Engineering Symposium for emerging engineering leaders in industry, academia, and government labs (Sept 2004)
- Inducted into the Council of Outstanding Young Engineering Alumni of Georgia Tech (2006)
- Joe Magnan Alumna of the Year (2007) for Tattnall Square Academy; Invited commencement speaker for 2007 graduation

### Research Awards

- Council of Logistics Management Dissertation Award (2002)
- INFORMS Dantzig Dissertation Competition, Finalist (2002)
- GM-GT Project on Revenue Management selected for The Charles McKuen Award for outstanding contributions to General Motors (GM’s highest research award) (2004)
- Paper “Estimating New and Recurrent Root Caries Among Older Adults” selected as Finalist for 2005 Charles C. Sheppard Award at CDC
- Paper “Optimal Timing of Sales of Bundled and Individual Tickets in Entertainment Industries” selected as Finalist for 2006 IBM Best Paper Award at POMS conference in Boston, MA
- Paper “Optimal Location of Community Health Centers using Synthetic Estimates for Need.” selected as Finalist in 2006 Pierskalla Health Applications paper competition at INFORMS conference in Pittsburgh, PA
- See also student papers below (2006 Finalist in MSOM student paper competition).

### Teaching Related Awards

- “The Groundhog’s New Clothes” case study selected as Finalist in INFORMS national case competition (2004) and as a Finalist for the 2007 Decision Sciences Institute (DSI) Best Case Study Award
- “Keeping Logistics under Wraps”, case study selected as Finalist in INFORMS national case competition (2006)

### Fellowship Awards

- Intel Women in Science and Engineering Scholar (1994 – 1996)
- Omicron Delta Kappa Graduate Fellowship Recipient (1996)
- National Science Foundation Fellowship Recipient (1996 – 2000)
- Cabell Fellow, Northwestern University (1996)
- Rhodes Scholarship State Finalist (1996)

### **HONORS AND AWARDS BY DR. SWANN’S STUDENTS**

- Daniel Faissol
  - Awarded NASA Harriet G. Jenkins Fellowship (2006)
- Ozgun Caliskan Demirag
  - Awarded GM Manufacturing Scholarship (2006)
  - with Ozgul Baysar, paper selected as Finalist in 2006 Manufacturing and Service Operations Management Student Paper Competition at INFORMS in Pittsburgh, PA
- Matt Drake
  - See paper awards above (2006 IBM Finalist at POM, 2004 and 2006 Finalist cases at INFORMS, and 2007 Finalist case at DSI)
  - Awarded Council of Logistics Management Graduate Fellowship (2002)
  - Named Honorable Mention in NSF Graduate Fellowship Competition (2003, 2004)
- Jessica Heier
  - Awarded NSF Graduate Fellowship (2005)
- Sebastian Urbina
  - Selected for Omega Rho award for undergraduate research at INFORMS Fall 2004 conference in Denver, CO
- Natalya Zlobin
  - See paper awards above (2005 CDC Finalist)