

# Robert P. Swinney

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## Academic Positions

### **Duke University, Fuqua School of Business**

Durham, North Carolina

- Associate Professor, Operations Management, 2013 – Present

### **Stanford University, Graduate School of Business**

Stanford, California

- Associate Professor, Operations, Information, and Technology, 2012 – 2013
  - Assistant Professor, Operations, Information, and Technology, 2008 – 2012
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## 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

### **University of Cambridge**

Cambridge, England

Visiting Student in Physics, 2001

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## Research Interests

Strategic problems in operations management, including the implications of consumer behavior on operational decisions, social responsibility and disruption risk in supply chains, platform operations, and the operations of start-up firms.

## Journal Publications

1. "Long-Term Contracts Under the Threat of Supplier Default," Robert Swinney and Serguei Netessine, *Manufacturing & Service Operations Management*, Vol. 11, No. 1, Winter 2009.
2. "Purchasing, Pricing, and Quick Response in the Presence of Strategic Consumers," Gérard Cachon and Robert Swinney, *Management Science*, Vol. 55, No. 3, March 2009.
3. "The Value of Fast Fashion: Quick Response, Enhanced Design, and Strategic Consumer Behavior," Gérard Cachon and Robert Swinney, *Management Science*, Vol. 57, No. 4, April 2011.
4. "Capacity Investment Timing by Start-ups and Established Firms in New Markets," Robert Swinney, Gérard Cachon, and Serguei Netessine, *Management Science*, Vol. 57, No. 4, April 2011.
5. "Selling to Strategic Consumers when Product Value is Uncertain: The Value of Matching Supply and Demand," Robert Swinney, *Management Science*, Vol. 57, No. 10, October 2011.
6. "Responsible Sourcing in Supply Chains," Ruixue Guo, Hau Lee, and Robert Swinney, *Management Science*, Vol. 62, No. 9, September 2016.
7. "Disruption Risk and Optimal Sourcing in Multitier Supply Networks," with Erjie Ang, Dan Iancu, and Robert Swinney, *Management Science*, Vol. 63, No. 8, August 2017.
8. "Product Quality in a Distribution Channel with Inventory Risk," with Kinshuk Jerath, Sang-Hyun Kim, and Robert Swinney, *Marketing Science*, Vol. 36, No. 5, September-October 2017.
9. "Becoming Strategic: Endogenous Consumer Time Preferences and Multiperiod Pricing," Arian Aflaki, Pnina Feldman, and Robert Swinney, *Operations Research*, Vol. 68, No. 4, July-August 2020.
10. "Signaling to the Crowd: Private Quality Information and Rewards-Based Crowdfunding," Soudipta Chakraborty and Robert Swinney, *Manufacturing & Service Operations Management*, Vol. 23, No. 1, January-February 2021.
11. "Inventory Integration with Rational Consumers," Arian Aflaki and Robert Swinney, *Operations Research*, Vol. 69, No. 4, July-August 2021.
12. "Intertemporal Content Variation with Customer Learning," Fernando Bernstein, Soudipta Chakraborty, and Robert Swinney, forthcoming in *Manufacturing & Service Operations Management*.

13. "Managing Social Responsibility in Multitier Supply Chains," Lu Huang, Jeannette Song, and Robert Swinney, forthcoming in *Manufacturing & Service Operations Management* (Special Issue on Responsible Research in Operations Management).
14. "Managing Relationships Between Restaurants and Food Delivery Platforms: Conflict, Contracts, and Coordination," Pnina Feldman, Andrew Frazelle, and Robert Swinney (2021), forthcoming in *Management Science*.

## Working Papers

1. "Revenue Sharing and Subscription Platforms for Digital Content Distribution," Zhenhuan Lei and Robert Swinney (2019).
  2. "Designing Rewards-Based Crowdfunding Campaigns for Strategic (but Distracted) Contributors," Soudipta Chakraborty, Anyi Ma, and Robert Swinney (2021).
  3. "Are Fast Supply Chains Sustainable?" Ali Kaan Tuna and Robert Swinney (2021).
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## Other Publications

1. "Novel technique for ultra-sensitive determination of trace elements in organic scintillators," Z. Djurcic, D. Glasgow, L.-W. Hu, R. D. McKeown, A. Piepke, R. Swinney, 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.
  2. "The Impact of Strategic Consumer Behavior on the Value of Operational Flexibility," Gérard Cachon and Robert Swinney, Chapter 14 in *Consumer-Driven Demand and Operations Management Models*, S. Netessine and C. Tang eds., Springer, 2009.
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## Teaching

### Duke University, Fuqua School of Business

#### *MBA Courses*

- Technological Transformation of Business (Core), Daytime MBA (with Saša Pekeč)
- Operations Management (Core), Daytime MBA, WEMBA, Nazarbayev
- Operations Strategy (Elective), Daytime MBA

#### *Doctoral Courses*

- Supply Chain Models

- Emerging Topics in Operations Management (with OM faculty)

#### *Executive Education*

- Leading Business Strategy through Operational Excellence (with Fernando Bernstein and Kevin Shang)

### **Stanford University, Graduate School of Business**

#### *MBA, Masters, and Summer Courses*

- Operations (Core), MBA, Sloan Master's Program
- Operations, Summer Institute for General Management

#### *Doctoral Courses*

- Foundations of Supply Chain Management (with Hau Lee)
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## **Student Service**

### **Doctoral Advising (Year; Placement)**

- Ruixue Guo (2015; Coupang)
- Arian Aflaki (2017; University of Pittsburgh)
- Zhenhuan Lei (2019; Capital One)
- Soudipta Chakraborty (2020; University of Kansas)
- Ali Kaan Tuna (expected 2023)

### **Doctoral Collaborators (Non-Advisees)**

- Erjie Ang (2015; Facebook)
- Lu Huang (2015; Google)
- Andrew Frazelle (2018; UT Dallas)

### **Doctoral Committees**

- Yanchong Karen Zheng (2011; MIT Sloan)
- Ozlem Bilginer (2011; Amazon)
- Hugo Mora (2012; Nike)
- Daniel Greenia (2012; IBM)
- Adem Orsdemir (2014; UC Riverside)
- Safak Yucel (2016; Georgetown)
- Yan Shang (2016; Facebook)
- Sajad Modaresi (2018; UNC)
- Andrew Frazelle (2018; UT Dallas)

## **Masters**

- Duke Fuqua, Stanford MBA, and Stanford Sloan Fellow independent study projects
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## **Other Experience**

### **Development Analyst**

ProSys Information Systems (2003)  
Norcross, Georgia

### **Undergraduate Research Fellow**

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

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## **Invited Seminars**

McGill University, Desautels Faculty of Management (January 2022)  
University of Michigan, Stephen M. Ross School of Business (April 2021)  
Temple University, Fox School of Business (March 2021)  
University of California, Riverside, School of Business (February 2021)  
London Business School (October 2020)  
Boston College, Wallace E. Carroll School of Management (October 2020)  
City University of New York, Baruch College, Zicklin School of Business (May 2018)  
Georgia Institute of Technology, Scheller College of Business (April 2018)  
University of North Carolina, Charlotte, Belk College of Business (November 2017)  
University of British Columbia, Sauder School of Business (October 2017)  
The Wharton School, University of Pennsylvania (March 2017)  
Cornell University, Samuel Curtis Johnson Graduate School of Management (March 2017)  
University of Washington, Michael G. Foster School of Business (March 2017)  
University of Florida, Warrington College of Business Administration (November 2016)  
Georgetown University, McDonough School of Business (October 2016)  
University of Texas at Austin, McCombs School of Business (September 2016)  
University of California, Los Angeles, Anderson School of Management (September 2016)  
University of Utah, David Eccles School of Business (November 2015)  
University of Minnesota, Carlson School of Management (October 2015)  
Penn State University, Smeal College of Business (September 2015)  
INSEAD Singapore (April 2014)  
Singapore Management University (April 2014)  
University of North Carolina, Kenan-Flagler School of Business (November 2013)  
Duke University, Fuqua School of Business (March 2013)

Hong Kong University of Science and Technology (March 2013)  
University of Washington, Michael G. Foster School of Business (February 2012)  
Harvard Business School (October 2011)  
University of California, Berkeley, Haas School of Business (September 2011)  
University of Southern California, Marshall School of Business (February 2011)  
Stanford University, Graduate School of Business (February 2008)  
Duke University, Fuqua School of Business (February 2008)  
Columbia University, Graduate School of Business (February 2008)  
University of Chicago, Graduate School of Business (February 2008)  
Northwestern University, Kellogg School of Management (February 2008)  
Washington University in St. Louis, Olin School (January 2008)  
London Business School (January 2008)  
University of Washington, Michael G. Foster School of Business (January 2008)  
New York University, Stern School (January 2008)  
University of Rochester, Simon School (January 2008)  
University of Texas at Dallas, School of Management (January 2008)

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## **Internal Seminars**

Duke University, Fuqua School of Business (July 2015)  
Stanford University, Graduate School of Business (May 2013)  
Stanford University, Graduate School of Business (October 2010)

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## **Conference Presentations**

*Intertemporal Content Variation with Customer Learning*: 2021 INFORMS Annual Meeting (Anaheim, CA)

*Revenue Sharing and Subscription Platforms for Digital Content Distribution*: 2019 MSOM Annual Meeting (Singapore), 2019 INFORMS Annual Meeting (Seattle, WA)

*Designing Rewards-Based Crowdfunding Campaigns for Strategic Contributors*: 2016 INFORMS Annual Meeting (Nashville, TN), 2017 MSOM Annual Meeting (Chapel Hill, NC)

*Should Consumers Be Strategic*: 2016 MSOM Annual Meeting (Auckland, New Zealand)

*Managing Social Responsibility in Multi-tier Supply Chains*: 2015 MSOM Annual Meeting (Toronto, Canada), 2015 INFORMS Annual Meeting (Philadelphia, PA), 2017 INFORMS Annual Meeting (Houston, TX)

*Responsible Sourcing in Supply Chains*: 2014 INFORMS Annual Meeting (San Francisco, CA), 2015 POMS Annual Meeting (Washington, DC)

*Supply Chain Contracting with Quality Choice*: 2013 INFORMS Annual Meeting (Minneapolis, MN), 2014 POMS Annual Meeting (Atlanta, GA)

*Competing for Socially Conscious Consumers: The Role of Supply Chain Structure*: 2012 INFORMS Annual Meeting (Phoenix, AZ), 2014 POMS Annual Meeting (Atlanta, GA)

*Capacity Investment when Demand Depends on Bankruptcy Risk*: 2012 INFORMS Annual Meeting (Phoenix, AZ)

*Inventory Pooling with Strategic Customers*: 2012 MSOM Annual Meeting (New York, NY), 2010 INFORMS Annual Meeting (Austin, TX), 2009 INFORMS Annual Meeting (San Diego, CA)

*Cost Reduction and Quality Improvement when Consumers are Strategic*: 2009 INFORMS Annual Meeting (San Diego, CA)

*The Value of Fast Fashion*: 2010 Innovation in Operations Conference at London Business School (London, UK), 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*: 2009 INFORMS Annual Meeting (San Diego, CA), 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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## Honors

Finalist, *Management Science Best Paper in Operations Management Award*

- 2012 for "The Value of Fast Fashion: Quick Response, Enhanced Design, and Strategic Consumer Behavior"
- 2013 for "Selling to Strategic Consumers when Product Value is Uncertain: The Value of Matching Supply and Demand"
- 2013 for "The Value of Fast Fashion: Quick Response, Enhanced Design, and Strategic Consumer Behavior"

Finalist, *MSOM iFORM (Interface of Finance, Risk, and Operations Management) Best Paper Award*

- 2019 for "Disruption Risk and Optimal Sourcing in Multitier Supply Networks"

Journal Service Awards

- *Management Science* Distinguished Service Award, Associate Editor (2018)
- *Management Science* Meritorious Service Award, Associate Editor (2020)
- *Management Science* Distinguished Service Award, Reviewer (2009, 2010, 2011, 2012, 2013, 2014)
- *Management Science* Meritorious Service Award, Reviewer (2016)
- *Manufacturing & Service Operations Management* Meritorious Service Award, Reviewer (2008, 2009, 2011, 2013, 2014, 2015)

Fuqua Teaching Awards

- 2018 for Operations Management (Daytime MBA Core)
- 2020 for Operations Management (Daytime MBA Core)

Fletcher Jones Faculty Scholar, Stanford GSB (2009-2010, 2012-2013)

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 Coverage

"A Bargain Hunter's Paradox," *Duke Fuqua Insights*, May 2020.



“To Buy or Not to Buy,” *Questrom School of Business*, December 2019.

“How to Succeed at Crowdfunding,” *Duke Fuqua Insights*, January 2019.

“How Big Brands Can Cultivate Ethical Suppliers,” *Stanford Business Insights*, October 2016.

“Paying More for Responsible Sourcing Can Encourage the Opposite, Research Finds,” *Duke Fuqua Insights*, September 2016.

“Outsourcing May Be Slowing Down Apparel Firms,” *Stanford Business Insights*, January 2010.

“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.

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## **Professional Activities & Service**

### Editorial Positions

- *Management Science* (Associate Editor, 2014 – Present)
- *Manufacturing & Service Operations Management* (Special Issue and Guest Associate Editor, 2015-18; Associate Editor, 2019 – Present)
- *Production and Operations Management* (Senior Editor, 2014 – 2018)

### Reviewer

- *Management Science*
- *Operations Research*
- *Manufacturing & Service Operations Management*
- *Journal of Marketing Research*
- *Production and Operations Management*
- *Naval Research Logistics*
- *IIE Transactions*
- *European Journal of Operational Research*
- *MIT Sloan Management Review*

### Paper Competitions

- MSOM Student Paper Competition Judge (2010, 2012, 2013, 2014, 2015)
- POMS College of Supply Chain Management Student Paper Competition Judge (2011)

### Conference Chair

- 2014 MSOM Sustainability SIG Conference (Co-Chair with Soo-Haeng Cho)

#### Conference Cluster/Track Chairs

- 2016 POMS Annual Meeting Socially Responsible Operations Track (Co-Chair with Yanchong Karen Zheng)
- 2014 POMS Annual Meeting Operations and Economics Models Track
- 2012 INFORMS Annual Meeting MSOM Sponsored Cluster (Co-Chair with Sang-Hyun Kim)

#### Society Service

- Secretary/Treasurer, MSOM Society (2017 – 2018)

#### Duke University Service

- Campus Sustainability Committee (2021 – 2023)
- Academic Council (2019 – 2021)
- Committee on Facilities and Environment (2017 – 2021)

#### Duke Fuqua Service

- Judicial Board (2018 – Present)
- OM Doctoral Coordinator (2014 – Present)
- Faculty Liaison Committee (2018 – 2019, 2020 – 2021)
- Curriculum Committee (2016 – 2018)
- OM Seminar Coordinator (2014 – 2016)
- Dean's Faculty Advisory Committee (2014 – 2015)
- OM Doctoral Committee (2013 – 2014)

#### Stanford GSB Service

- OIT Seminar Coordinator (2008 – 2012)
- Academic Coordinating Committee (2011 – 2013)

*Updated February, 2022*