



Management Science

Publication details, including instructions for authors and subscription information:
<http://pubsonline.informs.org>

About Authors

To cite this article:

(1990) About Authors. Management Science 36(2):244-246. <https://doi.org/10.1287/mnsc.36.2.244>

Full terms and conditions of use: <https://pubsonline.informs.org/Publications/Librarians-Portal/PubsOnLine-Terms-and-Conditions>

This article may be used only for the purposes of research, teaching, and/or private study. Commercial use or systematic downloading (by robots or other automatic processes) is prohibited without explicit Publisher approval, unless otherwise noted. For more information, contact permissions@informs.org.

The Publisher does not warrant or guarantee the article's accuracy, completeness, merchantability, fitness for a particular purpose, or non-infringement. Descriptions of, or references to, products or publications, or inclusion of an advertisement in this article, neither constitutes nor implies a guarantee, endorsement, or support of claims made of that product, publication, or service.

© 1990 INFORMS

Please scroll down for article—it is on subsequent pages



With 12,500 members from nearly 90 countries, INFORMS is the largest international association of operations research (O.R.) and analytics professionals and students. INFORMS provides unique networking and learning opportunities for individual professionals, and organizations of all types and sizes, to better understand and use O.R. and analytics tools and methods to transform strategic visions and achieve better outcomes. For more information on INFORMS, its publications, membership, or meetings visit <http://www.informs.org>

ABOUT AUTHORS

Linda Argote ("The Persistence and Transfer of Learning in Industrial Settings") is Associate Professor in the Graduate School of Industrial Administration, Carnegie-Mellon University. She received a B.S. degree from Tulane University and a Ph.D. in Organizational Psychology from the University of Michigan. Her research interests include organizational learning curves, organizational structure, technology, and group decision making and performance. Her research has appeared in *Administrative Science Quarterly*, *Basic and Applied Social Psychology*, *Organizational Behavior and Human Decision Processes*, and *Sloan Management Review*. She is on the Editorial Boards of *Administrative Science Quarterly* and *Organization Science* and a member of TIMS, American Psychological Association, and Academy of Management.

Sara L. Beckman ("The Persistence and Transfer of Learning in Industrial Settings") is Assistant Professor at the University of California, Berkeley School of Business Administration. She received her B.S., M.S. and Ph.D. degrees in Industrial Engineering from Stanford University. Her research interests include manufacturing strategy, cost management systems and investment management and innovation in manufacturing. Her research has appeared in *Decision Sciences* and *Journal of Operations Management*.

Bor-Chung Chen ("Confidence Interval Estimation for the Variance Parameter of Stationary Processes") is currently a Computer System Analyst at the Bureau of the Census, Department of Commerce and is also an adjunct assistant professor at the Graduate School, University College, the University of Maryland. He received a Ph.D. in Industrial Engineering and Operations Research from Syracuse University. His current interests are in simulation and modelling for computer and network systems, and computer and network security.

S. Chan Choi ("Product Positioning under Price Competition") is Assistant Professor of Marketing and Quantitative Studies at the School of Business, San Jose State University. He received his B.S. (Pharmaceutics) and B.A. (Management) degrees from Seoul National University, MBA from Michigan State University, and Ph.D. (Decision Sciences, 1988) from the Wharton School, University of Pennsylvania. This paper is based on a part of his dissertation. His current research interests include models of competition, optimal product positioning, channel competition, computation of equilibria, and multi-level mathematical programming.

Randolph B. Cooper ("Information Technology Implementation Research: A Technological Diffusion Approach") is Assistant Professor of Computer and Information Systems at The University of Michigan, Ann Arbor, Michigan 48109. He received his A.B. in Economics, his M.B.A. and his Ph.D. in Management Information Systems at the University of California, Los Angeles. His research interests focus on examining and evaluating the impact of information technology on organizations.

Wayne S. DeSarbo ("Product Positioning under Price Competition") is Sebastian S. Kresge Distinguished Professor of Marketing and Statistics at the Graduate School of Business, University of Michigan, Ann Arbor. He was formerly the Harold C. Simmons Distinguished Professor of Marketing and Statistics at the E. L. Cox Graduate School of Business, Southern Methodist University, Dallas. Wayne previously spent three years as a Chaired Associate Professor at the Wharton School and four years as a member of technical staff in the Mathematics and Statistics Research Center at Bell Laboratories in Murray Hill, N.J. He received his B.S. degree in Economics from the Wharton School of the University of Pennsylvania in 1971. He has M.A. degrees in Sociology, Administrative Science/OR, and Marketing from Yale University and the University of Pennsylvania. Wayne obtained his Ph.D. in Marketing and Statistics from the University of Pennsylvania in 1979, and completed post doctorate work in Operations Research and Econometrics there. He has published over 70 articles in such journals as *Journal of Marketing Research*, *Psychometrika*, *Journal of Consumer Research*, *Journal of Mathematical Psychology*, *Marketing Science*, *Journal of Classification*, *Journal of Marketing*, *Management Science*, and *Decision Sciences*. His methodological interests lie in multidimensional scaling, classification, and multivariate statistics, especially as they pertain to substantive marketing problems in positioning, market structure, consumer choice, market segmentation, and competitive strategy. He was recently awarded the 1988 Raymond B. Cattell Award for his outstanding research contributions in mathematical psychology. Wayne is a member of AMA, ORSA/TIMS, Psychometric Society, ASA, RSS, Classification Society, INSNA, IMS, Econometric Society, ACR, DSI, and APA.

Dennis Eppler ("The Persistence and Transfer of Learning in Industrial Settings") is Professor in the Graduate School of Industrial Administration, Carnegie Mellon University. He received

a B.S. in Aeronautical Engineering from Purdue University, a Masters of Public Affairs from the Woodrow Wilson School, and a Ph.D. in Economics from Princeton University. His research interests include organizational learning, public economics, and the economics of exhaustible resources. His research has appeared in *American Economic Review*, *Bell Journal of Economics*, *Journal of Political Economy*, *Journal of Public Economics*, *Journal of Urban Economics*, and *Public Choice*.

Guillermo Gallego ("On the Effectiveness of Direct Shipping Strategy for the One-Warehouse Multi-Retailer R-Systems") is Assistant Professor in the Department of Industrial Engineering and Operations Research at Columbia University in the City of New York. He received the Ph.D. degree from the School of Operations Research and Industrial Engineering at Cornell University (1988). His areas of interest are manufacturing, production planning, inventory control and scheduling.

Ward A. Hanson ("Optimal Bundle Pricing") is Assistant Professor of Management at the Krannert School of Management, Purdue University. He received his Ph.D. in Economics from Stanford University. His current research interests include product line pricing, product line design, bundling, new product introduction strategies, and dynamical systems.

Patrick T. Harker ("Product Positioning under Price Competition") is Stephen M. Peck Term Associate Professor of Decision Sciences at the Wharton School, University of Pennsylvania. He received his B.S.E. and M.S.E. in Civil Engineering, M.A. in Economics all from the University of Pennsylvania. Prior to joining the faculty at Wharton, he was at the University of California, Santa Barbara. He has published in a variety of journals such as *Management Science*, *Operations Research*, *Mathematical Programming*, *Journal of Regional Science*, and *Mathematical Modeling*, as well as publishing the book *Predicting Intercity Freight Flows* and editing the volume *Spatial Price Equilibrium: Advances in Theory, Computation and Application* and a special issue of *Socio-Economic Planning Sciences* devoted to the Analytic Hierarchy Process. His primary research interests include the computation of equilibria, transportation planning and logistics, and the theory of the Analytic Hierarchy Process.

Prafulla Joglekar ("Industry Investment in Basic Research Assuming Interdependence of Benefits from Appropriable and Inappropriable Activities") is Lindback Professor of Business Administration and Professor of Information Systems and Management Sciences at La Salle University. He has served La Salle in many different capacities. As Chairman of the Management Department, he introduced a major change in the department's curriculum, helped start La Salle's MBA program, and ensured a four-fold growth of the department's students and faculty.

Applying concepts, theories and models of economics, operations research and information systems to government policy determination, and to the management of service industries/nonprofit organizations has been a major focus of his research. Professor Joglekar has been an active consultant to several firms in the Philadelphia area. He has served as an expert witness in front of a Canadian Commission on Pharmaceutical Industry and in a Canadian Federal Court. Professor Joglekar holds a B.S. (Math) degree from Nagpur University, India, an M.B.A. from the Indian Institute of Management, Ahmedabad, India (Harvard affiliate), an M.S. and a Ph.D. (Operations Research) from the University of Pennsylvania. Dr. Joglekar's articles have appeared in *Decision Sciences*, *Evaluation and the Health Professions*, *Journal of Health Economics*, *Management Science*, and *Public Choice*. He serves on the Editorial Board of *Evaluation and the Health Professions*. Professor Joglekar is a member of AMA, ASM, DSI, NMA, and TIMS. He also serves on the Board of Directors of the Nonprofit Management Association (NMA), and is the Content Editor of NMA's Working Papers Series. This year he is serving as President-Elect of ORSA/TIMS Philadelphia Chapter.

Tai-Up Kim ("Routing and Scheduling on a Shoreline with Release Times") is currently President of Kion Technology, Inc., a management consulting and software development company in Seoul, South Korea, specializing in project planning and engineering (since 1987). He is also an instructor at the Hankuk University of Foreign Studies, and is also serving as President of the Korean Maritime Industry Research Institute. He received his B.Sc. in Naval Architecture from the Seoul National University Engineering College in 1972, and his Ph.D. in Ocean Systems Management from MIT in 1985. From 1975 to 1981 he worked as a Superintendent at the Pan Ocean Shipping Company in Korea, and from 1985 to 1987 he was director of that company's planning and control department. His current projects at Kion include optimal fleet composition planning, ship investment/return analysis, long-term strategic planning for shipping companies, and database management of Korean fleet and cargo movement.

Thomas L. Magnanti ("Routing and Scheduling on a Shoreline with Release Times") is George Eastman Professor of Management Science at the Sloan School of Management at MIT. He is currently codirector of MIT's Operations Research Center and of its Joint Engineering and Management Research and Educational Program, Leaders for Manufacturing. He has previously served as President of Operations Research Society of America, as Editor of *Operations Research*, and as a Co-Editor of *Mathematical Programming*. Dr. Magnanti's research interests focus on large-scale optimi-

zation, including such topics as production planning and scheduling, transportation planning, facility location, logistics, and communication systems design, as well as on underlying methodologies in mathematical programming. His publications include coauthorship of the textbook *Applied Mathematical Programming*.

R. Kipp Martin ("Optimal Bundle Pricing") is Associate Professor of Management Science and Operations Management in the Graduate School of Business, University of Chicago. He received his Ph.D. in Management Science from the University of Cincinnati. Professor Martin has published in *Management Science*, *Mathematical Programming*, *Operations Research*, *Journal of Accounting Research* and other professional journals. Current research interests include the theory of how to construct good mixed integer linear programming models, polyhedral combinatorics, bundle pricing models, applications of mixed integer programming models in Operations Management, and capacity planning under uncertainty.

Harilaos N. Psaraftis ("Routing and Scheduling on a Shoreline with Release Times") is currently Professor of Shipping and Shipbuilding Management at the National Technical University of Athens, Greece. From 1979 to 1989 Professor Psaraftis has been a faculty member at the Massachusetts Institute of Technology (Department of Ocean Engineering). He holds two M.Sc. degrees and a Ph.D., all from MIT. Professor Psaraftis has published in such journals as *Operations Research*, *Management Science*, *Transportation Science*, *Transportation Research*, *European Journal of Operational Research*, *Networks*, *Journal of Ship Research*, *Journal of the Acoustical Society of America*, and *American Journal of the Mathematical and Management Sciences*. His current research interests center primarily on vehicle routing and scheduling and logistics, although he has also led projects in such areas as marine oil spill cleanup decision-making and ocean acoustic surveillance. While at MIT, Professor Psaraftis has also led the development of a graphics-based system of about 10 optimization software packages, under the aegis of the Project Athena educational initiative. Professor Psaraftis is an Associate Editor of *Transportation Science*, and a Council Member of the Transportation Science Section of ORSA.

Robert G. Sargent ("Confidence Interval Estimation for the Variance Parameter of Stationary Processes") is Professor at Syracuse University in the College of Engineering and in the School of Computer and Information Science. He received his education at The University of Michigan. Professor Sargent's research has been published in a variety of journals and proceed-

ings. His current research interests are primarily in the methodology areas of discrete event simulation. In 1988 Dr. Sargent received the TIMS College on Simulation Service Award for long-standing exceptional service to the simulation community.

David Simchi-Levi ("On the Effectiveness of Direct Shipping Strategy for the One-Warehouse Multi-Retailer R-Systems") received the Ph.D. degree from Tel-Aviv University (1987). He is currently Assistant Professor in the Department of Industrial Engineering and Operations Research at Columbia University in the City of New York. His interests are analytical analysis of heuristic algorithms for hard problems. The article is part of a series that analyzes the distance constrained vehicle routing problems, multi-depot capacitated routing problems and location routing problems.

Marius M. Solomon ("Routing and Scheduling on a Shoreline with Release Times") is Assistant Professor in the Management Science Department at Northeastern University. Dr. Solomon has active research interests in the design, analysis and implementation of mathematical programming algorithms for distribution, warehousing and production management. He has published a number of papers dealing with Vehicle Fleet Planning and Scheduling. He has also written on the management of new technology such as Computer Integrated Manufacturing and Automated Storage/Retrieval Warehousing Systems. His work has appeared in such journals as *Operations Research*, *Networks*, and *Transportation Science*. Dr. Solomon has been awarded the Joseph G. Reisman Research Professorship for 1984–1986 and is currently serving on the editorial board of *Operations Research*. Dr. Solomon received his Ph.D. in Decision Sciences from The Wharton School of the University of Pennsylvania.

Robert W. Zmud ("Information Technology Implementation Research: A Technological Diffusion Approach") is Professor and Thomas L. Williams, Jr., Eminent Scholar in Management Information Systems in the Information and Management Science Department at the College of Business, Florida State University. His current research interests focus on the impact of information technology in facilitating a variety of organizational behaviors and on organizational efforts involved with planning, managing, and diffusing information technology. Dr. Zmud currently is an Editor with two journals, *Organization Science* and *Communications of the ACM*, and serves on the Editorial Boards of two others, *Management Science* and *Decision Sciences*. Both his Ph.D. (University of Arizona) and his S.M. (MIT) degrees are in Management.