

Brent B. Moritz
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University Park, PA 16802
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Curriculum Vitae

Academic Employment

- 2017 - Current *Associate Professor of Supply Chain Management (with tenure)*
The Pennsylvania State University, Smeal College of Business,
Supply Chain and Information Systems Department, University Park, PA
Faculty Affiliate, Smeal College of Business:
Smeal Center for Supply Chain Research (CSCR)
Laboratory for Economics, Management and Auctions (LEMA)
- 2018 – 2019 *Visiting Scholar (on Sabbatical Leave from Penn State)*
The University of New South Wales (UNSW)
School of Information Systems and Technology Management
UNSW Business School, Sydney, Australia.
- 2010 – 2017 *Assistant Professor of Supply Chain Management*
The Pennsylvania State University, Smeal College of Business,
Supply Chain and Information Systems Department, University Park, PA

Education

- 2010 **University of Minnesota, Carlson School of Management** Minneapolis, MN
PhD in Business Administration (Operations and Management Science Department)
Dissertation: *Behavioral and Cognitive Factors in Supply Chain Decision Making*
- 2001 **Case Western Reserve Univ., Weatherhead School of Management** Cleveland, OH
Master of Business Administration (MBA)
Concentrations: Finance and Entrepreneurship
- 1995 **Valparaiso University, College of Engineering** Valparaiso, IN
Bachelor of Science in Mechanical Engineering (BSME)
Manufacturing Management Minor (Joint Business / Engineering Minor)
Christ College Associate (Honors Designation in Humanities and Liberal Arts)

Refereed Journal Articles

- Moritz, B., A. Narayanan, C. Parker. 2021. Unraveling Behavioral Ordering: Relative Costs and the Bullwhip Effect. *Manufacturing & Service Operations Management*. In press, accepted 7/2021.
- S. Kirshner, B. Moritz. 2021. Measuring Demand Chasing Behavior. *Decision Sciences Journal*. Accepted January 2021. Articles in Advance, <https://doi.org/10.1111/deci.12518>

- Quiroga, B.F., B. Moritz, V.D.R. Guide. 2021. The Role of Transparency in Procurement: Revealed Versus Concealed Scoring Rules in Sealed Bid A+B Auctions. *Journal of Operations Management*. 67(1), 71-83.
- Kirshner, S., B. Moritz. 2020. Comment on “Newsvendor demand chasing revisited.” *Management Science*. 66(12), 6062-6064.
- Quiroga, B.F., B. Moritz, A. Ovchinnikov. 2019. Behavioral Ordering, Competition and Profits: An Experimental Investigation. *Production and Operations Management*. 28(9), 2242-2258.
- Ovchinnikov, A., B. Moritz, B.F. Quiroga. 2015. How to Compete Against a Behavioral Newsvendor. *Production and Operations Management*. 24(11), 1783-1793.
- Bansal, S., B. Moritz. 2015. Perceived Versus Actual Value of Substitution: An Experimental Investigation. *Journal of Operations Management*. 38(1), 56-70.
- Narayanan, A., B. Moritz. 2015. Decision Making and Cognition in Multi-Echelon Supply Chains: An Experimental Study. *Production and Operations Management*. 24(8), 1216-1234.
- Moritz, B., E. Siemsen, M. Kremer. 2014. Judgmental Forecasting: Cognitive Reflection and Decision Speed. *Production and Operations Management*. 23(7), 1146-1160.
- Moritz, B., A.V. Hill, K. Donohue. 2013. Individual Differences in the Newsvendor Problem: Behavior and Cognitive Reflection. *Journal of Operations Management*. 31(1-2), 72-85.
- Kremer, M., B. Moritz, E. Siemsen. 2011. Demand Forecasting Behavior: System Neglect and Change Detection. *Management Science*. 57(10), 1827-1843.

Other Publications and Outlets

- Moritz, B and M. Renella. 2020. How I Teach: Supply Chain Management in a Pandemic. *Harvard Business School Publishing*. December 14, 2020. <https://hbsp.harvard.edu/inspiring-minds/teaching-supply-chain-management-in-a-pandemic>
- Markwood, P., B. Moritz, R. Palekar, T. Wilkerson. 2020. Pragmatic Approach to the Use of Current and Novel Diagnostics to Support the COVID-19 Pandemic Response. Whitepaper, *MITRE / COVID-19 Healthcare Coalition*. <https://c19hcc.org/resource-library/resource/pragmatic-approach-to-the-use-of-current-and-novel-diagnostics-to-support-the-covid-19-pandemic/>
- Moritz, B. 2020. Supply Chain Disruptions and COVID-19. *Supply Chain Management Review*. May-June 2020, 14-17. (Cover story.)
- Moritz, B. 2020. Supply Chain Disruptions and COVID-19. *Modern Materials Handling*. May 2020, 16-21. (Cover story of *MMH* May issue, reprint of *SCMR* article.)
- Goodwin, P., B. Moritz, E. Siemsen. 2018. *Behavioral Forecasting*. Chapter 12 in K. Donohue, E. Katok, S. Lieder (Eds.). *The Handbook of Behavioral Operations Management*. John Wiley and Sons, Inc., New York, NY.

Working Papers and Work in Process

S. Kirshner, B. Moritz. 2021. For the Future and from Afar: Psychological Distance and Inventory Decision Making. Working Paper, Penn State University, University Park, PA. Under review, second submission April 2021.

Fahimnia, B., A. Collins, M. Reisi, B. Moritz. 2020. Managing Risk Tradeoffs: Sustainability and Diversification Strategies of Supply Managers. First Submitted April 2020. Revisions in progress.

Cheng, Y., B. Moritz, V.D.R. Guide. 2018. False Failure Returns: An Experimental Investigation of Supply Chain Coordination. Working Paper, Penn State University, University Park, PA. First Revision Requested (December 2017).

Narayanan, A. Moritz, B., Freeman, N. 2020. Effect of Capacity and Sunk Cost on Ordering Behavior Under Uncertainty: An Experimental Investigation. Work in progress.

Moritz, B., K. Donohue, A.V. Hill, B.F. Quiroga. 2016. Asymmetric Ordering Behavior in Newsvendor Inventory Decisions: Customer Service and Cognitive Dissonance. Working Paper, Penn State University, University Park, PA.

Quiroga, B.F., B. Moritz, X. Wu. 2018. Behavioral Analysis of A+B Procurement Auctions: Competition, Complexity and Overbidding. Working Paper, Pontifical Catholic University, Chile.

Teaching Case / Note

Moritz, B., C. Craighead. 2015. Ashmark Corporation: Dealing With a Supply Disruption. Case 9B15D010. *Ivey Publishing*, Ivey Business School, Western University, London, Ontario, Canada.

Moritz, B., C. Craighead. 2015. Teaching Note: Ashmark Corporation: Dealing With a Supply Disruption. TN 8B15D010. *Ivey Publishing*, Ivey Business School, Western University, London, Ontario, Canada.

Patent Held

LeMire, M.S., B.B. Moritz, M.D. Ruesch. 1999. *Rodless Pneumatic Cylinder*. US 6,336,393 B1. Assigned to Parker Hannifin Corporation.

Invited Research Presentations & Seminars

Operations Management Seminar. The University of Alabama. 2020. *Behavioral Operations*.

Invited Webinar (Featured Presenter). 2020. *Supply Chain Risk Management*. Penn State Executive Education, 7/30/2020.

Invited Workshop. Macquarie University, Sydney AU. 2019. *Investigating Business and Economic Decision-making with Experiments*.

Operations Management Seminar. Macquarie University, Sydney AU. 2019. *Behavioral Ordering, Competition and Profits: An Experimental Investigation*.

Operations Management Seminar. The University of Auckland Business School, Auckland, NZ. 2019. *Behavioral Ordering, Competition and Profits: An Experimental Investigation*.

Operations Management Seminar. Peking University HSBC Business School, Shenzhen, China. 2019. *Behavioral Ordering, Competition and Profits: An Experimental Investigation*.

Operations Management Seminar. City University of Hong Kong – Shenzhen (CUHK), Shenzhen, China. 2019. *Behavioral Ordering, Competition and Profits: An Experimental Investigation*.

Invited Workshop, 10th Production and Operations Management Society Hong Kong International Conference (POMS-HK) 2019. Hong Kong. *Workshop on Behavioral Operations*.

Invited Workshop, Decision Sciences Institute. 2017. Washington, DC. *Behavioral Research and Experimentation in Operations Management*

Invited Workshop, Decision Sciences Institute. 2016. Austin, TX. *Behavioral Research in Operations Management*

PhD Alumni Meeting, University of Minnesota, Carlson School of Management, Operations and Management Science Department 25th Anniversary, 2015. *Cognition and the Bullwhip Effect: How We Think Matters*

Keynote Speaker – China International Workshop on Behavioral Operations Management. Tianjin University, Tianjin, China. 2015. *Cognition and the Bullwhip Effect: How We Think Matters*

Operations Management Seminar. Massachusetts Institute of Technology - Sloan School of Management, Cambridge, MA. 2015. *Decision Making and Cognition in Multi-Echelon Supply Chains: An Experimental Study*

Introduction to Operations Management PhD Seminar. Penn State University, University Park, PA. 2013, 2014. *Behavioral Operations*

Smeal Faculty Networking Lunch. Penn State University, University Park, PA. 2011. *Behavior in Supply Chain Decision Making: Inventory Management, Cognitive Reflection and Cognitive Dissonance*

Wharton Empirical Research Workshop. University of Pennsylvania, Philadelphia, PA. 2010. *Individual Differences in the Newsvendor Problem: Behavior and Cognitive Reflection*

Operations Seminar. Cornell University, Johnson School of Management, Ithaca NY. 2009. *Behavior, Cognition and Individual Difference in the Newsvendor Problem*

Doctoral Proseminar in Operations. Cornell University, Johnson School of Management, Ithaca NY. 2009. *Behavioral Operations*

Conference Presentations

Decision Science Institute (DSI), New Orleans, LA. 2019. *Revealed vs. Concealed Scoring Rules in A+B Sealed-bid Auctions*

INFORMS, Seattle WA. 2019. *Construal Level and Inventory Decisions: Psychological Distance & Newsvendor Decision-Making*

Production and Operations Management Society (POMS), Houston, TX. 2018. *Behavioral Ordering and Competition*

Production and Operations Management Society (POMS), Seattle, WA. 2017. *Managing False Failure Returns with Coordination*

INFORMS, Nashville, TN. 2016. *Behavioral Ordering and Competition*

INFORMS, Philadelphia, PA. 2015. *Perceived Versus Actual Value of Product Substitution Flexibility: An Experimental Investigation*

Production and Operations Management Society (POMS), Washington, D.C. 2015. *The Costs of Behavioral Ordering: Inventory, Competition and Policy*

INFORMS, San Francisco, CA. 2014. *Decision Making and Cognition in Multi-Echelon Supply Chains: An Experimental Study*

Behavioral Operations Conference, University of Cologne, Germany. 2014. *Decision Making and Cognition in Multi-Echelon Supply Chains: An Experimental Study*

Production and Operations Management Society (POMS), Atlanta, GA. 2014. *Perceived Vs. Actual Value of Substitution: An Experimental Investigation*

INFORMS, Minneapolis, MN. 2013. *Cognition and Heterogeneity in Multi-Echelon Supply Chains*

INFORMS, Minneapolis, MN. 2013. *Decision Making in Time Series Forecasting*

Production and Operations Management Society (POMS), Denver, CO. 2013. *Perceived Vs. Actual Value of Substitution: An Empirical Investigation*

INFORMS, Phoenix, AZ. 2012. *Decision Making and Cognition in Multi-Echelon Supply Chains: An Experimental Study*

Production and Operations Management Society (POMS), Chicago, IL. 2012. *Demand Forecasting Behavior: Fast, Slow and Just Right*

INFORMS, Charlotte, NC. 2011. *Asymmetric Ordering Behavior in Newsvendor Inventory Decisions*

Decision Science Institute (DSI), Boston, MA. 2011. *Cognition and Heterogeneity in Supply Chain Planning: A Study of Inventory Decision Making*

Production and Operations Management Society (POMS), Reno, NV. 2011. *Deliberate or Intuitive: Decision Speed in Demand Forecasting Behavior*

INFORMS, Austin, TX. 2010. *Asymmetric Ordering Behavior in Newsvendor Decisions: Cognitive Dissonance and Customer Service*

Production and Operations Management Society (POMS), Vancouver, BC, Canada. 2010. *Individual Differences and Forecasting Behavior*

INFORMS, San Diego, CA. 2009. *Cognitive Factors and Performance in the Newsvendor Problem.*

Production and Operations Management Society (POMS), Orlando, FL. 2009. *Cognition, Anchoring and Individual Differences in the Newsvendor Problem*

INFORMS, Washington, D.C. 2008. *Behavior and Cognition: Individual Differences in the Newsvendor Problem*

Behavioral Operations Conference, University of Alberta, Edmonton, AB, Canada. 2008. *Behavior, Cognition and Individual Difference in the Newsvendor Problem*

Production and Operations Management Society (POMS) La Jolla, CA. 2008. *Cognition and Individual Differences in the Newsvendor Problem: Correspondence and Coherence in the Supply Chain*

Production and Operations Management Society (POMS) Dallas, TX. 2007. *Learning, JIT and Performance: An Exploratory Study*

Brunswik Society (Annual pre-conference to Society for Judgment and Decision Making (SJDM) Conference) Long Beach, CA. 2007. *Correspondence and Coherence Theory: Cognition and Individual Differences in Supply Chain Inventory Planning in the Newsvendor Problem*

Honors and Awards

Beta Gamma Sigma National Business Honor Society, Penn State Faculty Inductee. 2016.

Recognized as a favorite professor at Smeal. Schmitt, J. 2016. *Poets and Quants for Undergrads*. <http://poetsandquantsforundergrads.com/2016/02/15/top-business-majors-name-their-favorite-professors/5/>

Best Research Presentation Award. 2014 Behavioral Operations Conference. Cologne, Germany. *Decision Making and Cognition in Multi-Echelon Supply Chains: An Experimental Study*

Decision Sciences Institute (DSI): 2011 Elwood S. Buffa Doctoral Dissertation Competition (Honorable Mention)

CSCMP: 2011 Doctoral Dissertation Competition (Honorable Mention)

POMS College of Supply Chain Management: 2010 Student Paper Competition (Second Place). *Cognition and Individual Differences in the Newsvendor Problem: Behavior Under Dual Process Theory*

Kristy Cua Doctoral Student Excellence Award. 2009. Carlson School of Management, University of Minnesota

Best Research Presentation Award. 2008 Behavioral Operations Conference. Edmonton, AB Canada. *Behavior, Cognition and Individual Difference in the Newsvendor Problem*

Juran Center for Research in Quality, University of Minnesota. 2007 Doctoral Award Winner. *Total Quality Management, Learning and Performance*

Juran Center for Research in Quality, University of Minnesota. 2006 Doctoral Award Finalist. *An Empirical Investigation Using Baldrige-Based Evaluation Criteria Over Multiple Time Periods and the Impact on Current and Projected Performance*

Tau Beta Pi National Engineering Honor Society, Valparaiso University 1994-1995

Editorial Service

15.6 journal reviews or AE reports completed (ten-year average).

Associate Editor

Decision Sciences Journal

Journal of Operations Management

Editorial Review Board / Reviewer:

Journal of Operations Management

Production and Operations Management

Regular / Ad Hoc Reviewer:

Decision Sciences Journal

Management Science (Meritorious Service Award, 2015, 2016)

Manufacturing & Service Operations Management

European Journal of Operational Research

International Journal of Forecasting

Journal of the Operational Research Society

Omega: The International Journal of Management Science

PhD Advising

Co-advisor to B.F. Quiroga, PhD 2015. Smeal College of Business.

Initial Placement: College of Business Administration, Clemson University, Clemson, SC

PhD Committee Member: Yue Cheng, PhD 2017. Smeal College of Business.

James Fan, PhD 2017. Smeal College of Business.

Leadership in Professional Societies

POMS College of Supply Chain Management, College Secretary 2016-2018

POMS College of Supply Chain Management, Mini-Conference Co-organizer 2013

INFORMS Behavioral Operations Management Section, Annual Conference Track Chair 2012

POMS College of Supply Chain Management, Mini-Conference Volunteer 2009

Participation on Prize Committees

POMS College of Supply Chain Management, Best Student Paper Competition

Reviewer. 2015, 2016, 2017, 2018, 2019, 2020, 2021.

INFORMS Behavioral Operations Section. Best Working Paper Annual Competition.

Award Committee Member. 2015. Reviewed and selected winners with three-person committee.

Award Committee Chair. 2014. Assigned external reviewers and consolidated reviews, coordinated judging, jointly selected the winners with three-person committee.

Award Session Presentation Chair. 2019.

Reviewer. 2013, 2016, 2019, 2020.

DSI Regional Best Paper Presentation Award – Judge 2019
Elwood S. Buffa Dissertation Award Competition (DSI) – Reviewer 2013, 2014, 2015

Service to the Institution

Penn State Procurement Organizational Alignment Working Group 2020-Current
Member of cross-functional team to working to re-design Central Procurement practices and align the organization under the office of Finance & Business.

Penn State COVID-19 Testing and Contact Tracing Process Review 2020
As requested by the Provost, one of four members who conducted an independent review of Penn State’s testing and contact tracing efforts. Interviewed key members of the COVID-19 response for Fall 2020, and made recommendations for Spring 2021.

Smeal College of Business, Undergraduate Policy Committee 2019-21
Elected SC&IS Department faculty representative to College committee.
Elected Committee Chair 2020.

Smeal College of Business, Promotion and Tenure Committee (PATCOM) 2017-18
Elected SC&IS Department faculty representative to College committee.

Smeal College of Business, Faculty Advisory Council (FAC) 2014-16
Elected SC&IS Department faculty representative to College-wide council.

Faculty Academic Advisor: Sigma Chi Fraternity (Penn State Chapter) 2013-2020

Carlson School / Department of Graduate Studies PhD Student Advisory Council 2006-2008

Professional Memberships

Institute for Operations Research and the Management Sciences (INFORMS)
Manufacturing and Service Operations Management Society (MSOM)
Production and Operations Management Society (POMS)
Decision Sciences Institute (DSI)

Teaching Experience

Assistant Professor and Associate Professor, Penn State Smeal 2010 - Current
Design and Management of Supply Chains (SCM 450)
Required case-based capstone course for undergraduate Supply Chain Management majors.
Writing-designated course since 2011-2012.

<i>Semester</i>	<i>Sections</i>	<i>Instructor Rating (Avg)</i>
Spring 2021	1 Section	n/a (COVID-19)
Fall 2020	2 Sections	n/a (COVID-19)
Spring 2020	1 Section	6.0 / 7.0

Fall 2019	2 Sections	6.6 / 7.0
Spring 2018	1 Section	6.9 / 7.0
Fall 2017	2 Sections	6.7 / 7.0
Spring 2017	2 Sections	6.4 / 7.0
Fall 2016	1 Section	6.8 / 7.0
Spring 2016	2 Sections	6.5 / 7.0
Fall 2015	1 Section	6.7 / 7.0
Spring 2015	1 Section	6.3 / 7.0
Fall 2014	2 Sections	6.7 / 7.0
Spring 2014	2 Sections	6.7 / 7.0
Spring 2013	2 Sections	5.7 / 7.0
Spring 2012	3 Sections	5.6 / 7.0
Spring 2011	3 Sections	4.8 / 7.0

Strategic Procurement (SCM 406)

Required course in purchasing strategy for undergraduate Supply Chain Management majors.

<i>Semester</i>	<i>Sections</i>	<i>Instructor Rating</i>
Fall 2013	1 Section	5.7 / 7.0
Fall 2012	1 Section	5.8 / 7.0

Instructor, Carlson School of Management, University of Minnesota Spring 2008

Introduction to Operations Management (OMS 3001)

Undergraduate core operations course, 61 students.

Teaching Assistant, University of Minnesota, Carlson School of Management 2005-2009

Operations Management (MBA and Executive MBA)

Operations Management (Undergraduate)

Quality Management and Six Sigma (MBA)

Statistics for Managers (MBA)

Teaching Assistant, Case Western Reserve Univ., Weatherhead School of Mgmt. 2000-01

Banking / Finance II (MBA)

Advanced Financial Modeling (Excel-based) (MBA)

Teaching Assistant, Valparaiso University

Discussion Section Leader: *Inquiry in the Liberal Arts*, Christ College (Honors College) 1994

Grader: *Engineering Economics*, College of Engineering 1993-1995

Corporate / Professional Experience

BorgWarner Automotive

Purchasing Supervisor, BorgWarner Turbo Systems, Asheville, NC 2004-2005

Led purchasing area for supply at lowest total cost. Negotiated contracts with key vendors, with annual savings of 4%. Managed re-sourcing efforts under bankruptcy of largest supplier.

Eaton Corporation

Manufacturing Manager, Eaton Truck Group, Kings Mountain, NC 2003-2004

Responsible for component machining operations for heavy-duty truck transmissions. Supervised engineers, material planners and shift supervisors; 275 production employees on 3 shifts.

Supply Chain Program Manager, Eaton Supply Chain, Cleveland, OH 2001-2003

Led corporate-wide MRO purchasing programs across 100+ facilities and \$295M spend. Negotiated contracts, saving \$5.3M on \$75M; improved 22 average days payable and working capital savings of \$4.7M. Resolved \$8.3M inventory obligation, with annual savings of \$1M in carrying charges.

Parker Hannifin Corporation

Project Manager – International Operations, Akron, OH / Monterrey, Mexico 1998-1999

Led expansion for Cylinder Division to Parker's Monterrey campus. Hired key first employees, developed systems and procedures. Responsible for capital budgeting, coordination with division and corporate HQ and domestic plants. Launch completed on time and on budget.

Global Development Program, England and Germany 1996-1997

Selected as one of three U.S. participants for international assignment. Assisted in kaizen, lean / JIT projects. Designed and implemented a plant-wide machine scheduling program in Visual Basic.

Manufacturing Engineer, Akron, OH, Enfield, CT and Des Plaines, IL 1995-1996, 1997-1998

Manufacturing leadership, including lean projects, capital equipment, tooling and plant layouts. Supervised maintenance staff in machine installations. Lead manufacturing engineer for a major new product launch in Corona, CA.

Manufacturing Engineer Co-op, Akron, OH and Des Plaines, IL 1992 - 1994

Co-op term for 18 months over three academic years while completing BSME.

Other Information

Program for the Advancement of Classroom Excellence (PACE). May 2008

Certified as a PACE program active learning facilitator, University of Minnesota.

Basic language skills in German.

Past user of several ERP / MRP systems, including SAP, J.D. Edwards, i2 and Oracle.

Microsoft Excel expert user. Able to write Visual Basic and Java programs.

Certificate in Toyota Production Systems, Toyota Motor Company USA, Erlanger, KY.

Examiner - Eaton Business Excellence Assessment. (Malcolm Baldrige Quality Assessment)