

Syedmorteza Emadi

- CONTACT INFORMATION** Kenan-Flagler Business School, University of North Carolina at Chapel Hill
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Email: Seyed_Emadi@kenan-flagler.unc.edu
- EDUCATION** **Kellogg School of Management, Northwestern University**, Evanston, IL
Ph.D., Operations Management, June 2013
Dissertation: “Estimation and Analysis of Callers’ Behavior in Call Centers”
Advisor: Baris Ata
M.Sc., Operations Management, March 2011
Sharif University of Technology, Tehran, Iran
M.Sc., Electrical Engineering, January 2004
B.Sc., Electrical Engineering, September 2001
- PROFESSIONAL EXPERIENCE** **Kenan-Flagler Business School, University of North Carolina at Chapel Hill**, Chapel Hill, NC
Associate Professor with Tenure, July 2020-present
Assistant Professor, July 2013-June 2020
Kellogg School of Management, Northwestern University, Evanston, IL
Research and Teaching Assistant, September 2008-June 2013
Iran Transformer Research Institute, Tehran, Iran
Chief Executive Officer, July 2005-August 2008
Iran Transfo Co., Tehran, Iran
Head of the Electrical Research Department, March 2004-June 2005
Electrical Design and Software Engineer, September 2001-February 2004
- HONORS** Recognized as a Teaching All-Star by Kenan-Flagler MBA students, 2019 and 2018
Management Science Meritorious Service Award, 2019 and 2017
Kellogg School of Management Graduate Fellowship, September 2008–June 2013
Ranked 1st, Electrical Power Engineering Program at Sharif University of Technology, Tehran, Iran, 2001
Ranked 7th (among approximately 500,000 entrants) in the Nationwide University Entrance Exam in Iran, 1997
Awarded Silver Medal, National Mathematics Olympiad, 1995

REFEREED
JOURNAL
ARTICLES

B. Hathaway, S. M. Emadi and V. Deshpande, Don't Call Us, We'll Call You: An Empirical Study of Caller Behavior Under a Callback Option, Accepted in January 2020 for publication in *Management Science*, 44 pages.

S. M. Emadi and B. Staats, A Structural Estimation Approach to Study Agent Attrition, Accepted in April 2019 for publication in *Management Science*, 42 pages.

S. M. Emadi and J. Swaminathan, Customer Learning in Call Centers from Previous Waiting Experiences, *Operations Research*, Vol. 66, No. 5, September-October 2018, pp. 1433-1456.

Z. Aksin, B. Ata, S. M. Emadi and C. Su., Impact of Delay Announcements in Call Centers: An Empirical Approach, *Operations Research*, Vol. 65, No. 1, January-February 2017, pp. 242-265.

Z. Aksin, B. Ata, S. M. Emadi and C. Su., Structural Estimation of Callers' Delay Sensitivity in Call Centers, *Management Science*, Vol. 59, No. 12, December 2013, pp. 2727-2746.

- This paper was selected as one of three finalists for the 2015 MSOM Service Management SIG Prize for the best paper on service management published between 2012 and 2015.

JOURNAL
ARTICLES
UNDER PEER
REVIEW

B. Hathaway, S. M. Emadi and V. Deshpande, Personalized Priority Policies in Call Centers Using Past Customer Interaction Information, Major revision at *Management Science*, November 2018, 33 pages.

S. M. Emadi, R. Ibrahim and S. Kesavan, Can "Very Noisy" Information Go a Long Way? An Exploratory Analysis of Personalized Scheduling in Service Systems, Invited for resubmission at *Manufacturing & Service Operations Management*, April 2019, 34 pages.

RESEARCH
PROJECTS IN
PREPARATION
FOR JOURNAL
SUBMISSION

B. Hathaway, S. M. Emadi and V. Deshpande, The Value of Different Types of Customer Information for Predicting Customer Patience, work in progress.

S. M. Emadi, C. Glaesar and B. Staats, Predicting Agent Attrition in Call Centers Using Productivity Information, working paper.

S. M. Emadi, S. Modaresi and D. Zhang, Higher Demand or Higher Reviews? A Quality-Efficiency Trade-Off in Service Systems, working paper.

D. Steele, S. M. Emadi and S. Kesavan, Intertemporal Pricing with Speculation of New Durable Goods, working paper.

S. M. Emadi and J. Swaminathan, Surgery Duration: Prediction and Behavioral Biases, work in progress.

TEACHING RECORD	<p>Kenan-Flagler Business School, University of North Carolina at Chapel Hill, Chapel Hill, NC <i>Instructor</i></p> <p>MBA Elective Course (MBA 706), Data Analytics: Tools and Opportunities, Spring 2016 - Present, Average evaluation score: 4.51 out of five, Number of students in each section from 2017 to 2019: (44,32), (41,38), (49,45)</p> <p>BSBA Core Course (BUSI 410), Business Analytics, Spring 2014 - Present, Average evaluation score: 4.45 out of five, Number of students in each section from 2017 to 2019: (43, 41), (44,43), (42,47)</p> <p>Kellogg School of Management, Northwestern University, Evanston, IL <i>Teaching Assistant</i></p> <p>MBA Elective Course, Analytical Decision Modeling with Spreadsheets, 2009-2012 Ph.D. Course, Stochastic Calculus and Control, 2011 Ph.D. Course, Contemporary Topics in Operations Management, 2010</p>
PH.D. ADVISING	<p>Brett Hathaway, UNC-Chapel Hill, Kenan-Flagler Business School, Role: Co-Advisor, Graduated in 2019, First Position: Assistant Professor of Operations Management at Johns Hopkins Carey Business School. Thesis title: “Data-driven Studies of Caller Behavior Under Call Center Innovations”</p> <p>Hyun-Seok Lee, UNC-Chapel Hill, Kenan-Flagler Business School, Role: Dissertation Committee, Graduated in 2017, First Position: Assistant Professor of Operations Management at Oregon State University, College of Business. Thesis title: “Essays on Retail Operations Management”</p>
PROFESSIONAL AFFILIATIONS & SERVICE	<p><i>Institute for Operations Research and the Management Sciences (INFORMS)</i></p> <p><i>Manufacturing and Service Operations Management Society</i></p> <p>Reviewer for <i>Management Science, Operations Research, Mathematics of Operations Research, Manufacturing and Service Operations Management, Production and Operations Management, European Journal of Operational Research, Naval Research Logistics</i></p>
INVITED TALKS	<p>Don’t Call Us, We’ll Call You: An Empirical Study of Caller Behavior Under a Callback Option</p> <p>Wharton Empirical Operations Workshop, Philadelphia, PA, 2019 INFORMS Annual Meeting, Seattle, WA, 2019</p> <p>Can “Very Noisy” Information Go a Long Way? An Exploratory Analysis of Personalized Scheduling in Service Systems</p> <p>INFORMS Annual Meeting, Seattle, WA, 2019 INFORMS Annual Meeting, Phoenix, AZ, 2018</p> <p>History-Based Priority Policies: How to Use Caller History to Reduce Caller Waiting Times And Increase Cross-Selling Opportunities</p> <p>INFORMS Annual Meeting, Seattle, WA, 2019</p> <p>A Structural Estimation Approach to Agent Attrition</p>

INFORMS Annual Meeting, Seattle, WA, 2019
Indiana University, Kelley School of Business, Bloomington, IN, 2019
University of Washington at Seattle, Foster School of Business, Seattle, WA, 2019
Arizona State University, Carey School of Business, Phoenix, AZ, 2019
University of Texas at Austin, McCombs School of Business, Austin, TX, 2018
Northwestern University, Kellogg School of Management, Chicago, IL, 2018
INFORMS Annual Meeting, Phoenix, AZ, 2018
MSOM Annual Conference, Dallas, TX, 2018

Customer Learning in Call Centers from Previous Waiting Experiences

MSOM Conference, Chapel Hill, NC, 2017
INFORMS Annual Meeting, Houston, TX, 2017
INFORMS Annual Meeting, Nashville, TN, 2016
INFORMS Annual Meeting, San Francisco, CA, 2014

Impact of Delay Announcements in Call Centers: An Empirical Approach

University of Illinois at Chicago, IDS department, 2016
University of North Carolina, STOR department, 2016
University of Southern California, Marshall School of Business, 2015
University of Pennsylvania, Wharton School of Business, 2015
INFORMS Annual Meeting, San Francisco, CA, 2014
MSOM Annual Conference, Seattle, WA, 2014
INFORMS Annual Meeting, Minnesota, MN, 2013

Structural Estimation of Callers' Delay Sensitivity in Call Centers

University of North Carolina at Chapel Hill, Kenan-Flagler Business School, 2013
University of Texas at Austin, McCombs School of Business, 2013
University of Texas at Dallas, Naveen Jindal School of Management, 2013
Duke University, Fuqua School of Business, 2013
University of Wisconsin at Madison, Wisconsin School of Business, 2013
University of Washington, Foster School of Business, 2013
INFORMS Annual Meeting, Minnesota, MN, 2013
City University of New York, Baruch School of Business, 2012
INFORMS Annual Meeting, Phoenix, AZ, 2012
POMS Annual Conference, Chicago, IL, 2012
INFORMS Annual Meeting, Charlotte, NC, 2011

Last updated: January, 2020