

HANI I. MESAK

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U .S. Citizen
Married
Excellent Health

Education

Ph. D. in Operations Research, Wharton School, University of Pennsylvania, 1974.

Dissertation Topic: "Market Behavior in Response to Price Increases: A Model Building Approach."

Graduate Diploma in Applied Statistics, Institute of Statistical Studies and Research, Cairo University, 1969.

B. Sc. in Electrical Engineering, College of Engineering, Cairo University, 1965.

Related Experience

****Teaching, Research, Consulting, and Training, Faculty Member**

- Louisiana Tech University, College of Administration and Business, September 1989 to present.
- University of Louisiana at Monroe, Department of Management and Marketing, September 1987 to August 1989.
- Kuwait University, Department of Business Administration, September 1975 to June 1987.
- Current Rank: The State Farm Endowed Professor and Professor of Quantitative Analysis since the beginning of the 1995-96 academic year.

**** Administration Research - Project Leader**, Data Analysis Center, State of New Jersey, 1974-1975.

Advanced Research dealing with the Criminal Justice Administration of the State of New Jersey; The Development of a Set of indicators to Measure the Performance of Police and Correctional Institutions; The Analysis of Crime Data; Building Mathematical Models for Prison Activities.

** Management Consulting and Research - Senior Management Research Analyst. The Wharton School, Management and Behavioral Science Center, 1970 to 1973.

Advanced research of an applied nature for government, public, and commercial organizations.

* Market Analysis: Modeling of Market Behavior in Response to Price Changes and Alternative Advertising Policies; Sales Forecasting, Advertising Policy for New Product Introduction for one of the Largest Beverage Manufacturers in the U.S.

* Corporate Planning: Evaluation of Different Planning Methodologies for a Leading Candy Manufacturing Company; Identification of Alternative Futures for a Multinational Corporation.

** Managerial Analysis of Small Scale Industries - Engineer, The Institute of Industries, Cairo, 1965 to 1970: Preparing Feasibility Studies; Organizing Small Scale Production Units; Designing Document Flow; Designing Inventory Control Systems; Marketing of Small Scale Industries.

Research Accomplishments and Recognitions

*More than Ninety papers and monographs. Articles in refereed journals appeared in Management Science, Decision Sciences, Marketing Science, Journal of Service Research, Journal of The Operational Research Society, European Journal of Operational Research, Computers and Operations Research, Omega, Optimal Control Applications & Methods, and other journals.

*Research work has been cited in several books and review articles such as

Erickson, G. M. (2003), Dynamic Models of Advertising Competition, Kluwer Academic Publishers, Boston.

Weitz, B.A. and R. Wensley (2002), Handbook of Marketing, SAGE Publications, Inc., Thousand Oaks.

Leeflang, P., Wittink, D., Wedel, M. and P. Neart (2000), Building Models for Marketing Decisions, Kluwer Academic Publishers, Boston.

Eliashberg, J. and G. L. Lilien (1993), Handbooks in Operations Research and Management Science, Volume 5, North Holland, Amsterdam.

Rust, R. T. and T. S. Chung (2006), "Marketing Models of Service and Relationships," Marketing Science, 25 (November/December), 560-580.

Bitran, G. and R. Caldentey (2003), "An Overview of Pricing Models for Revenue Management," Manufacturing & Service Operations Management, 5 (3), 203-229.

Feichtinger, G., Hartl, R. F. and S. P. Sethi (1994), "Dynamic Optimal Control Models in Advertising: Recent Development," Management Science, 40 (February), 195-226.

Mahajan, V., Muller, E. and F. M. Bass (1990), "New Product Diffusion Models in Marketing: A Review and Directions for Research," Journal of Marketing, 54 (January), 1-26.

*Membership in Beta Gamma Sigma, the honor society for collegiate schools of business

*Recipient of Summer Research Grant, College of Business Administration, University of Louisiana at Monroe, 1988.

*Recipient of Summer Research Grant, Louisiana Tech University, 1990, 1991, 1992, 2001, 2003.

*The State Farm Insurance Endowed Professor, 1995-present.

*Recognized by the Decision Sciences Institute (DSI) for contributions to the field during the period 1982-1992 (Decision Line, Vol. 24, No. 2, 1993, p. 28).

*Co-winner of the Irwin McGraw-Hill Distinguished Paper Award presented on 3/12/1999 at the Southwestern Federation of Administration Disciplines (SWFAD) in Houston entitled "A Spatial Variation in Diffusion of Technological Innovations at the Cross-National Level."

*Recognized on 10/27/1999 by the University of Louisiana System and its Board of Supervisors for outstanding and exemplary accomplishments during the academic year 1998-99.

*Co-winner of the Best Theoretical/Empirical Paper Award for the 2002 Decision Sciences Institute Annual Meeting presented in San Diego on November 24 entitled "Optimum Scheduling of Advertising Pulses over Time."

*Included in the Decision Sciences list of Hall of Fame in 2002. The list was established by the Decision Sciences Institute (DSI) in 1969.

*University Senate Chair Award Nominee, College of Administration and Business, Louisiana Tech University, 2003 and 2004.

*Co-winner of a Distinguished Paper Award for the 2006 Decision Sciences Institute Annual Meeting presented in San Antonio on November 19 entitled "On the Superiority of Pulsing under a Concave Advertising Market potential Function."

Professional Activities

- *Associate Editor: Decision Sciences (1999-2005)
- *Editorial Board Member: Computers and Operations Research (1993-2005)
International Journal of Business and Economics Perspective (2006-present)
International Journal of Business and Public Administration (2006-present)
International Journal of Business, Accounting, and Finance (2007-present)
International Journal of Business, Marketing, and Decision Sciences (2008- present)
- *Referee: Management Science, Marketing Science,...
- *Member: INFORMS, DSI.

Main Publications in Refereed Journals

1. "Optimal Multi-period Service Capacity Allocation and Pricing Allowing for Uncertain Competitive Entry," Journal of the Operational Research Society, with H. Zhang, forthcoming, 2009.
2. "ON the Superiority of Pulsing Under a Concave Advertising Market Potential Function," European Journal of Operational Research with T. Selwyn Ellis, Vol. 194, 2009, pp.1-27.
3. "An Exploratory Examination of National Culture on Cross-National Product Diffusion," Journal of International Marketing, with S. Dwyer and M. Hsu, Vol. 13, No.2, 2005, pp.1-27.
4. "An Empirical Inquiry into New Subscriber Services under Interdependent Adoption Processes," Journal of Service Research, with A. Darrat, Vol. 6, November 2003, pp.180-192.
5. "On Deriving and Validating Comparative Statics of a Symmetric Model of Advertising Competition," Computers and Operations Research, Vol. 30, 2003, pp. 1791-1806.
6. "On the Impact of Initial Performance on the Effectiveness of Advertising Pulsation Policies," Journal of the Operational Research Society, Vol. 53, 2002, pp. 1247-1255.
7. "Optimal Pricing of New Subscriber Services under Interdependent Adoption Processes," Journal of Service Research, with A. Darrat, Vol. 5, November 2002 pp. 140-153.
8. "Optimal Advertising Pulsation Policies: A Dynamic Programming Approach," Journal of the Operational Research Society, with H. Zhang, Vol. 52, 2001, pp. 1244-1255.

9. "Hybrid Subgames and Copycat Games in a Pulsing Model of Advertising Competition," Journal of the Operational Research Society, with J. Calloway, Vol. 50, 1999, pp. 837-849.
10. "On the Generalizability of Advertising Pulsation Monopoly Results to an Oligopoly," European Journal of Operational Research, Vol. 117, 1999, pp.429-449.
11. "Modeling Advertising Budgeting and Allocation Decisions Using Modified Multinomial Logit Market Share Models," Journal of the Operational Research Society, with T. Means, Vol. 49, 1998, pp. 1260-1269.
12. "Monopolist Optimum Pricing and Advertising Policies for Diffusion Models of New Product Innovations, Optimal Control Applications & Methods," with J. Clark, Vol. 19, No. 2, 1998, pp. 111-136.
13. "Changing Market Conditions and Advertising Strategies: Theory and Evidence," Journal of the Operational Research Society, with A. Darrat, Vol. 49, No.1, 1998, pp. 42-51.
14. "Modeling Monopolist Pricing and Protection Period Decisions for New Products under Warranty," Optimal Control Applications & Methods, Vol. 17, No. 4, 1996, pp. 231-252.
15. "Incorporating Price, Advertising and Distribution in Diffusion Models of Innovation: Some Theoretical and Empirical Results," Computers and Operations Research, Vol. 23, No. 10, 1996, pp. 1007-1023.
16. "Incorporating Price and Replacement Purchases in New Product Diffusion Models," Decision Sciences, with W. Berg, Vol. 26, No. 4, 1995, pp. 425-449.
17. "A Simple Model of International Joint Venture Distributorships: The American-Kuwaiti Experience," Omega: International Journal of Management Science, with A. Mayyasi, Vol. 23, No. 5, 1995, pp. 525-538.
18. "A Pulsing Model of Advertising Competition: A Game Theoretic Approach, Part A-Theoretical Foundation," European Journal of Operational Research, with J. Calloway, Vol. 86, October, 1995, pp. 231-248.
19. "A Pulsing Model of Advertising Competition: A Game Theoretic Approach, Part B-Empirical Application and Findings," European Journal of Operational Research, with J. Calloway, Vol. 86, November, 1995, pp. 422-433.
20. "A Competitive Advertising Model: Some Theoretical and Empirical Results," Journal of the Operational Research Society, with A. Darrat, Vol. 44, No. 5, 1993, pp. 491-502.
21. "Scheduling Professionals in the Retail Chain Pharmacy," Omega: International Journal of Management Science, with K. Brown, Vol. 20, No. 5/6, 1992, pp. 671-678.

22. "An Aggregate Advertising Pulsing Model with Wearout Effects," Marketing Science, Vol. 11, No. 3, 1992, pp. 310-326.
23. "On Comparing Alternative Advertising Policies of Pulsation," Decision Sciences, with A. Darrat, Vol. 23, No. 3, 1992, pp. 541-564.
24. "Modeling the Effect of Subsidized Pricing Policy on New Product Diffusion," Omega: International Journal of Management Science, with R. Coleman, Vol. 20, No. 3, 1992, pp. 303-312.
25. "Faculty Performance Evaluation: Modeling to Improve Personnel Decisions," Decision Sciences, with L. Jauch, Vol. 22, No. 5, 1991, pp. 1142-1157.
26. "Impact of Anticipated Competitive Entry and Cost Experience on Optimal Strategic Pricing of Technological Innovations," Computers and Operations Research, Vol. 17, No. 1, 1990. pp. 27-37.
27. "On Modeling Revitalization Decisions for Weak Industrial Products," Omega: International Journal of Management Science, with A. Elimam, Vol. 17, No. 6, 1989, pp. 571-581.
28. "Optimal Conservative Price Increase Decisions in a Competitive Market," Decision Sciences, with R. Clelland, Vol. 19, No. 4, 1988, pp. 920-929.
29. "Prelaunch Sales Forecasting of a New Industrial Product," Omega: International Journal of Management Science, with W. Mikhail, Vol. 16, No. 1, 1988, pp. 41-51.
30. "On Modeling Advertising Pulsing Decisions," Decision Sciences, Vol. 16, No. 1, 1985, pp. 25-42.
31. "On Optimum Advertising Pulsing Decisions in a Non-Stationary Market," Computers and Operations Research, Vol. 12, No. 5, 1985, pp. 421-435.
32. "A Competitive Pricing Model," Management Science, with R. Clelland, Vol. 25, No. 11, November 1979, pp. 1057-1068.

Other Publications in Refereed Journals

1. "Optimum Scheduling of Rectangular Advertising Pulses Over Time," International Journal of Business, Marketing, and Decision Sciences, With H. Zhang, Vol. 1, No.1, 2008, 1-15.
2. "Optimum Procurement Plan for Assembled Computers on Anniversary Sale: The Case of Small Businesses," Academy of Information and Management Journal, with J. Erinjeri and J.Ker, Vol. 7, No. 1, 2004, pp. 47-62.

3. "Government Programs and Diffusion of Innovation in Taiwan: An Empirical Study of Household Technology Adoption Rates," Journal of Nonprofit and Public Sector Marketing, with M. Hsu, Vol. 13, No. 1/2, 2005, pp. 91-110.
4. "Classifying the stability scores of the Big – Three American Automotive Companies using DEA Window Analysis," Academy of Information and Management Sciences Journal, with K. Alshare and X. Luo, Vol. 7, No. 1, 2004, pp. 11-23.
5. "Evaluating the Efficiency of the Big-three American Automotive Companies: An Application of DEA Window, Sensitivity and Cluster Analyses," Journal of Business, Industry and Economics, with K. Alshare and X. Luo, Vol. 3, Fall, 2003, pp. 13-30.
6. "The Impact of Information Technology Investments on Managerial Decision Making: Evidence from Dividend Payout," Journal of Applied Business Research, with T. Ellis and K. Casey, Vol. 18, No. 3, 2002, pp. 65-75.
7. "Ethical Judgments of College Students: An Empirical Analysis," Journal of Education for Business, with T. Knotts and T. Lopez, Vol. 75, No. 3, 2000, pp. 158-163.
8. "Examining the Impact of the 1986 Tax Reform Act on Corporate Dividend Policy: A New Methodology," The Financial Review, with K. Casey, D. Anderson and R. Dickens, Vol. 34, No. 3, 1999, pp. 33-46.
9. "Improving the Performance of Weak Industrial Products: An Applied Analytical Approach," Journal of the Social Sciences, Vol. 17, No. 2, 1989, pp. 201-223.
10. "A Diffusion of Innovation Model," Journal of the Social Sciences, Vol. 15, No. 4, Fall 1987, pp. 97-119.
11. "Advertising Pulsing Policy Decisions," Methods of Operations Research, Vol. 55, 1985, pp. 175-198.
12. "Quantitative Methods in Decision Making of Higher Educational Institutions with Applications at Kuwait University," Journal of the Gulf and Arabian Peninsula Studies, with M. Elhaddad, Vol. 6, No. 22, April 1980, pp. 13-42.
13. "Optimal Advertising Expenditure Over time in Stationary Markets," Egyptian Journal for Operations Research and Applied Statistics, Vol. 4, No. 1, 1978, pp. 282-308.

Books and Refereed Proceedings

1. "Allocating and Pricing Service Capacity Over Time in a Competitive Environment," Proceedings of the Annual Meeting of the Decision Sciences Institute, with H. Zhang, Baltimore, November, 2008, 1051-1056.

2. "Optimal Service Capacity Allocation and Pricing Under the Threat of Rival Entry," Proceedings of the Annual Meeting of the Decision Sciences Institute with H. Zhang, Phoenix, November, 2007, 921-926.
3. "On the Superiority of Pulsing Under a Concave Advertising Market Potential Function," Proceedings of the Annual Meeting of the Decision Sciences Institute, with T.S.Ellis, San Antonio, November, 2006, 27791-27796.
4. "Modeling Service Capacity Allocation and Pricing under Uncertain Competitive Entry," Proceedings of the Annual Meeting of the Decision Sciences Institute, with H. Zhang, San Antonio, November, 2006, 25781-25786.
5. "Optimal Advertising Pulsation Policy for a Continuous Model of Advertising Competition," Applications of Management Science in Productivity, Finance and Operations, with H. Zhang, 2006. In: Kenneth D. Lawrence and Ronald K. Klimberg (eds.), Elsevier Ltd, pp. 285-308.
6. "Government Programs and Diffusion of Innovations in Taiwan: An Empirical Study of Household Technology Adoption Rates," Government Policy and Program Impacts on Technology Development, Transfer and Commercialization, with M.K. Hsu, 2005. In: Kimball P. Marshall, William S. Piper and Walter W. Wyner (eds.), Best Business Books Haworth Press, Inc., pp. 91-110.
7. "Optimizing Service Capacity Allocation and Pricing," Proceedings of the Annual Meeting of the Decision Sciences Institute, with Hongkai Zhang, San Francisco, November, 2005, pp. 13431-13436.
8. "A Note on Advertising Competition in a Duopolistic Market," The ACME Annual Conference Proceedings," with H. Zhang, Dallas, 2005, pp. 261-266.
9. "Optimal Advertising Pulsation Policy for a Continuous Model of Advertising Competition," Proceedings of the Annual Meeting of the Decision Science Institute," with H. Zhang, Boston, November, 2004, pp. 1244-1255.
10. "Time Series and Diffusion Models for Forecasting the Supply and Demand Sides of an Innovation," Proceedings of the Southwest Decision Sciences Institute, with M. Hassan and R. Nassar, Orlando, March, 2004 (7 pages).
11. "Revisiting Cultural Influences on the Diffusion of New Products," The ACME Annual Conference Proceedings, with M. Hsu and S. Dwyer, Orlando, March 2004 (5 pages).
12. "Diffusion of Home Appliances in Taiwan: An Empirical Investigation into the Impact of Geographical Differences," Proceedings of the Annual Meeting of the Society for Marketing Advances (SMA), with M.Hsu, New Orleans, November, 2003, pp. 114-117.

13. "Optimal Advertising Pulsation Policy for a Discrete Model of Advertising Competition," Proceedings of the Annual Meeting of the Decision Sciences Institute, with H. Zhang, Washington DC, November 2003 (6 pages).
14. "Impact of an Oil Shock on the Diffusion of Technological Innovations," The ACME Annual Conference Proceedings, with M. Hsu, Houston, 2003, pp. 130-133.
15. "Optimum Scheduling of Advertising Pulses Over Time," Proceedings of the Annual Meeting of The Decision Sciences Institute, with H. Zhang, San Diego, November 2002, pp. 1484-1489.
16. "Choosing Between Additive and Multiplicative Adoption Rate Models: Some Empirical Evidence from Spatial Diffusion," AMA 2001 Winter Educators' Conference Proceedings, with M. Hsu, 2001, pp. 6-11.
17. "Evaluating the Efficiency of the American Automobile Industry: A DEA Approach," Proceedings of The Annual Meeting of the Decision Sciences Institute, with K. Alshare and M. Luo, San Francisco, November, 2001, pp. 34-36.
18. "Optimal Advertising Pulsation Policies: A Dynamic Programming Approach," Proceedings of the Annual Meeting of the Decision Sciences Institute, with H. Zhang, San Francisco, November, 2001, pp. 725-727.
19. "Time and the Rate of Adoption of Innovations: Evidence from Taiwan," AMA 2001 Summer Educators' Conference Proceedings, with M. Hsu, 2001, pp. 306-310.
20. "A Study of the Specific Factors Believed to Influence Attitude Towards the IRS," Proceedings of the ooictl-Business 2000 International Conference, with C. Dailey, E. Davis and C. Posey, Shreveport, Vol.1, 2000, pp. 29-32.
21. "On the Diffusion of New Subscriber Services under Interdependent Adoption Processes," Proceedings of the Annual Meeting of the Decision Sciences Institute, with A. Darrat, New Orleans, November, 1999, pp. 338-340.
22. "On the Appropriateness of Multinomial Logit Market Share Models for Equilibrium Analyses of Advertising Competition," Proceedings of the Annual Meeting of the Decision Sciences Institute, with T. Means, Las Vegas, November, 1998, pp. 409-411.
23. "Effects of Retailers and Consumer Adoption Processes on Diffusion of New Subscriber Services," Proceedings of the Annual Meeting of the Decision Sciences Institute, with D. Wright and K. Washer, San Diego, November, 1997, pp. 334-336.
24. "On Faculty Salary Compression and Inversion in State Universities," Proceedings of the Annual Meeting of the Decision Sciences Institute, Orlando, with S. Glandon and J. Pullis, 1996, pp. 1001-1003.

25. "Incorporating Price and Advertising in Diffusion Models of New Product Innovations," Proceedings of the Annual Meeting of the Decision Sciences Institute, with J. Clark, Honolulu, November, 1994, pp. 460-462.
26. "Zero-One Integer Programming in Controlling the Cost of Assigning Relief Pharmacists," Proceedings of the Annual Meeting of the Decision Sciences Institute, with K. Brown, San Francisco, November, 1992, pp. 1711-1713.
27. "On Modeling Photovoltaics Diffusion and Government Subsidized Pricing Policy in Foreign Markets," Proceedings of the Annual Meeting of the Decision Sciences Institute, with R. Coleman, Miami Beach, November, 1991, pp. 224-226.
28. "A Simple Model of Joint Venture Distributorship Between Marketing Channel Members," Proceedings of the Annual Meeting of the Decision Sciences Institute, with P. Rice, San Diego, November, 1990, pp. 1136-1138.
29. "On the Comparison Between Uniform and Pulsing Policies in the Presence of Advertising Wearout," Proceedings of the Annual Meeting of the Decision Sciences Institute, New Orleans, November, 1989, pp. 750-752.
30. "Optimal Pricing Policy for a New Product under the Threat of Competitive Entry," Proceedings of the Annual Meeting of the Decision Sciences Institute, Las Vegas, November, 1988, pp. 717-719.
31. Management of Business Enterprises, Dar El-Kotob Publishing Company, Kuwait, 1977, (co-author).
32. "MIS Information Needs with Criminal Justice System Applications," Proceedings of the First Conference on Management Information Systems, Kuwait, April 1977, pp. 1-27.
33. "A Model of Purchase Intervals for New Product Introduction," Proceedings of the American Statistical Association, Business and Economic Statistics Section, with S. Gupta and E. Marks, 1972, pp. 373-375.

Unpublished Presentations

1. "On Monopolist Optimal Dynamic Marketing Mix Policies for the Diffusion of New Subscriber Service Innovations," presented at the 30th Annual Marketing Science Conference, Vancouver, Canada, June, 2008.
2. "Price Increase Sensitivity of the Consumer: A Methodology and an Application," presented at the International Conference on Systems Research, Information, and Cybernetics, Baden-Baden, West Germany, August, 1984.

3. “On Advertising Pulsing Policy Decisions,” presented at the 8th International Conference of the International Federation of Operations Research Societies, Toronto, Canada, June 1978.
4. “Operations Research in Marketing,” presented at the first symposium on Operations Research Applications, Kuwait University, Kuwait, 1976.

Consulting Services and Technical Reports

1. Market Assessment Study of Photovoltaics in Kuwait during the period 1985-2000, Kuwait Institute for Scientific Research, 1984.
2. Improvement of Asbestos/Cement Pipe Marketing Program in Kuwait, Kuwait Institute for Scientific Research, 1983.
3. A Market Assessment of the Bilingual Telex and Word processor Equipment in the Arab World, Kuwait Institute for Scientific Research, 1982.
4. Annex 1: Design of Marketing System, Battery Plant and Production System, Project (TE-49), Kuwait Institute for Scientific Research, 1982.
5. Annex 1: Market Analysis, Battery Plant and Production System, Project (TE-49), Kuwait Institute for Scientific Research, 1981.
6. On Future Investments of the Public Institution for Social Security, Kuwait Public Institution for Social Security, 1981.
7. Kuwait University - The Year 2000, Kuwait University, 1978.
8. “Development of a Set of Indicators to Measure the Performance of Correctional Institutions,” Data Analysis Center, Trenton, N.J., April 1975.
9. “The Use of Indicators to Measure the Performance of the Criminal Justice System,” Data Analysis Center, Trenton, N.J., January 1975.
10. “Microscopic and Macroscopic Models of Sales Behavior in Response to Price Increases,” Management Science Center, Wharton School, University of Pennsylvania, August 1973.
11. “Towards a Statistical Behavioral Theory of Dichotomic Decisions,” Management Science Center, Wharton School, University of Pennsylvania, March 1973.
12. “A Mathematical Model of the Impact of Brand Unavailability on Sales,” Management Science Center, Wharton School, University of Pennsylvania, November 1972.

13. “An Operations Research Study in Snow Removal and Ice Control,” Management Science Center, Wharton School, University of Pennsylvania, March 1972.
14. “A Mathematical Model of Competitive Dynamic Consumer Behavior in Response to Price Increases,” Management Science Center, Wharton School, University of Pennsylvania, January 1972.
15. “A Theory of Brand Choice, Brand Switch and Price Increase Sensitivity,” Management Science Center, Wharton School, University of Pennsylvania, October 1971.

Papers Submitted to Refereed Journals

“On Optimal Service Capacity Allocation Policy in an Advance Selling Environment in Continuous Time,: with Zhang and Pullis.

“Investigating the Country Effect and the Moderating Role of Culture on the Structural Relationships among the Components of an Extended Technology Acceptance Model,” with Alshare, Grandon and Badri.

Research in Progress

1. “Optimal Advertising Pulsation Policy for a Discrete Model of Advertising Competition.”
2. “Comparison of Advertising Pulsing Policies in the Presence of S-shaped Response Function: The Impact of Initial Sales and Discount Rates.”
3. “Optimizing Service Capacity Allocation and Prices over Time under Uncertain Demand: A Dynamic Programming Approach.”

Courses Taught

Undergraduate

Lower Division

-Basic Business Statistics

Upper Division

- Introduction to Management Science
 - Operations Management
 - Intermediate Business Statistics Applications
 - Quantitative Methods for Business and Economics

Graduate

- Advanced Management Science Methods (Masters course)
 - Advanced Business Statistics (Doctoral course)

- Methods of Business Research (Doctoral course)
- Multivariate Statistics: Business Applications (Doctoral course)
- Seminar on Applications of Management Science in Marketing (Doctoral course)

School Committees

College of Business, Member of Faculty and Staff Campaign Committee 2006-present.

College of Administration and Business, Member of MBA Study Committee 2005-2006.

University Senator, Louisiana Tech University, 1995-98, 2002-2005.

College of Administration and Business, Member of Faculty Advisory Council to the Dean,
2003-2005

College of Administration and Business, Strategic Planning and Assessment Committee, 2001-
2002.

College of Administration and Business, Graduate Studies and Policy Committee, 1994-2001.

College of Administration and Business, Promotion and Tenure Committee, 1993-94, 1995-97.

College of Administration and Business, Undergraduate Studies Committee, 1989-1994

Doctoral Committees

Member of the doctoral dissertation committee of Dr. Eddie Hand at the College of Administration and Business, Louisiana Tech University (degree awarded in 1993, Summer quarter). "The Effect of Marketing Information on the Reduction of Perceived Risk in the Purchase of Innovative Products: A Multi Product Factorial Experiment," A Doctoral Dissertation in Marketing.

Member of the doctoral dissertation committee of Dr. Mike Casey at the College of Administration and Business, Louisiana Tech University (degree awarded in 1995, Winter quarter). "Dividend Policy and the 1986 Tax Reform Act," A Doctoral Dissertation in Finance.

Member of the doctoral dissertation committee of Dr. Charles Williams at the College of Administration and Business, Louisiana Tech University (degree awarded in 1996, Summer quarter). "Disaggregating Reserve to Production Ratios: An Algorithm for Petroleum Reserve Development," A Doctoral Dissertation in Quantitative Analysis.

Member of the doctoral dissertation committee of Dr. Sidney P. Glandon at the College of Administration and Business, Louisiana Tech University (degree awarded in 1997, Summer quarter). "Expectation-Performance Gap: Professional Liability Associated with Certain Auditor Behaviors," A Doctoral Dissertation in Accounting.

Member of the doctoral dissertation committee of Dr. Kenneth M. Washer at the College of Administration and Business, Louisiana Tech University (degree awarded in 1998, Summer quarter). "A Cross-Sectional Analysis of The Determinants of Corporate Share Repurchases," A Doctoral Dissertation in Finance.

Member of the doctoral dissertation committee of Dr. Kevin Chiu at the College of Administration and Business, Louisiana Tech University (degree awarded in 2002, Summer quarter). "An Exploratory Study on the Relationships among Electorate's Voting Behavior, Party Identification, Personal Values, and Demographic Characteristics," A Doctoral Dissertation in Marketing.

Member of the doctoral dissertation committee of Dr. Xueming Luo at the College of Administration and Business, Louisiana Tech University (degree awarded in 2003, Winter quarter). "Antecedents of Salesperson Effectiveness and Efficiency Performance: A Data Envelopment Analysis," A Doctoral Dissertation in Marketing.

Member of the doctoral dissertation committee of Dr. Ryan Samuel Sale at the College of Business, Louisiana Tech University (degree awarded in 2008, Fall quarter). "Optimal Lot-sizing, Pricing, and Product Intergenerational Lifestyle Decisions for the case of Disruptive Innovations in Fashion," A Doctoral Dissertation in Management.

Chair of the doctoral dissertation committee of Dr. Maxwell Hsu at the College of Administration and Business, Louisiana Tech University (degree awarded in 1999, Winter quarter). "Spatial Variation in Diffusion of Technological Innovations at the State, Regional and Cross-National Levels," A Doctoral Dissertation in Marketing.

Chair of the doctoral dissertation committee of Dr. Hongkai Zhang at the College of Administration and Business, Louisiana Tech University (degree awarded in 1999, Spring quarter). "Optimum Advertising Pulsation Strategies: A Dynamic Programming Approach," A doctoral Dissertation in Quantitative Analysis.

Chair of the doctoral dissertation committee of Dr. Morsheda Hassan at the College of Administration and Business, Louisiana Tech University (degree awarded in 2002, Summer quarter). "An Empirical Investigation into the Personal Value Systems of Accounting Managers of CPA Firms," A Doctoral Dissertation in Quantitative Analysis.

Chair of the doctoral dissertation committee of Ms. Iman Akour at the College of Administration and Business, Louisiana Tech University (degree awarded in 2006, Winter quarter). "Factors Influencing Faculty Computer Literacy and Use in Jordan: A Multivariate Analysis," A Doctoral Dissertation in Quantitative Analysis.

Main Executive Positions Held

Director of Unit for Maintenance and Production, Kafr El-Shaikh, Egypt, January 1966 - May 1967.

Interim Marketing Manager, Kuwait Building and Industries Company (KUBIC), Kuwait, May 1980 - September 1981.

Membership in Community Organizations

Member of the Rotary Club of Ruston, 2003-present.

Co-founder and member of St. Barbara Coptic Orthodox Church in Shreveport, 2003-present.