

Brett Alan Hathaway (January 2025)

CONTACT INFORMATION

BYU Marriott School of Business
629 TNRB
Provo, UT 84062

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ACADEMIC EMPLOYMENT

Brigham Young University, Marriott School of Business
Provo, UT
Assistant Professor of Operations Management

2022 - Current

Johns Hopkins University, Carey Business School
Baltimore, MD

Assistant Professor of Operations Management and Business Analytics

2019 - 2022

EDUCATION

The University of North Carolina at Chapel Hill
Chapel Hill, NC

Ph.D., Operations Management, May, 2019

- Dissertation Topic: “Empirical Studies of Caller Behavior Under Call Center Innovations”
- Advisors: Vinayak Deshpande and Seyed Emadi
- Other Committee Members: Wendell Gilland, Saravanan Kesavan, Vidyadhar Kulkarni
- Latane’ Most Outstanding Student Award: Awarded to Most Outstanding Graduating Doctoral Student in Kenan-Flagler Business School 2019

Brigham Young University
Provo, UT

M.B.A., April, 2008 (Top 10%)

Brigham Young University - Hawaii
Laie, HI

B.A., International Business, Dec, 2003

PUBLICATIONS

M. Dada., B. Hathaway, E. Kagan. “Customer Service Operations: A Gatekeeper Framework”
Accepted at *Production and Operations Management*)

B. Hathaway, E. Kagan, and M. Dada. The Gatekeeper’s Dilemma: “When Should I Transfer This Customer?” *Operations Research* **71**(3) (843-859), **2023**

- Awarded Best Behavioral OM Working Paper at INFORMS 2020 Annual Conference
- Featured on INFORMS Resoundingly Human Podcast
- Awarded 2024 MSOM Service Management SIG Best Paper Award

B. Hathaway, S. Emadi, and V. Deshpande. Personalized Priority Policies in Call Centers Using Past Customer Interaction Information. *Management Science* **68**(4) (2806-2823), **2022**

B. Hathaway, S. Emadi, and V. Deshpande. Don’t Call Us, We’ll Call You: An Empirical Study of Caller Behavior Under a Callback Option. *Management Science* **67**(3) (1508-1526), **2021**

I. Adan, B. Hathaway, V. Kulkarni. On First-Come, First-Served Queues with Two Classes of

Impatient Customers. *Queueing Systems* **91**(1-2) (113-142), **2019**

CURRENT WORK E. Kagan, M. Dada, B. Hathaway. “Beyond Algorithm Aversion: The Role of Risk and Gatekeeper Aversion in AI Chatbot Adoption” (Major Revision at *MSOM*)
– Awarded Best Working Technology and Innovation Paper at INFORMS 2023 Annual Conference
– Awarded Best Presentation at 2024 Behavioral Operations Management Conference

PRESENTATIONS “Beyond Algorithm Aversion: The Role of Risk and Gatekeeper Aversion in AI Chatbot Adoption”
Behavioral Operations Management, Boulder, CO, 2024
MSOM Conference TIMES Special Interest Group, Minneapolis, MN, 2021

“Customer Service Operations: A Gatekeeper Framework”
MSOM Annual Conference, Munich, Germany, 2022
INFORMS Annual Conference, Phoenix, AZ, 2023
University of Utah, Eccles School of Business, Salt Lake City, UT, 2023
UNC Chapel Hill, Kenan-Flagler School of Business, Chapel Hill, NC, 2024

“The Gatekeeper’s Dilemma: When Should I Transfer This Customer?”
INFORMS Annual Conference, Virtual, 2020
Virtual OM/IS Seminar Series Hosted by Kelley School of Business, 2020
Virtual Behavioral Operations Management Conference, 2020

“Personalized Priority Policies in Call Centers Using Past Customer Interaction Information”
INFORMS Annual Conference, Virtual, 2021
MSOM Conference Service Management Special Interest Group, Virtual, 2021
INFORMS Annual Conference, Seattle, WA, 2019
POMS Annual Conference, Washington, D.C., 2019
Decision Science Institute Annual Conference, Chicago, IL, 2018
INFORMS Annual Conference, Phoenix, AZ, 2018
MSOM Annual Conference, Chapel Hill, NC, 2017
POMS Annual Conference, Seattle, WA, 2017
INFORMS Annual Conference, Nashville, TN, 2016
POMS Annual Conference, Orlando, FL, 2016

“Don’t Call Us, We’ll Call You: An Empirical Study of Caller Behavior Under a Callback Option”
POMS Annual Conference, Washington, D.C., 2019
Johns Hopkins University, Carey Business School, 2019
Pennsylvania State University, Smeal College of Business, 2019
UNC Wilmington, Cameron School of Business, 2019
University of Kentucky, Gatton College of Business and Economics, 2018
Georgia Southern University, Parker College of Business, 2018
Brigham Young University, Marriott School of Business, 2017

TEACHING **Brigham Young University, Marriott School of Business**
EXPERIENCE Provo, UT

Instructor - Advanced Operations Analytics **2025 - Current**
Undergraduate Business and MBA Program

Instructor - Operations Analytics **2023 - Current**
Undergraduate Business Program

Instructor - Operations and Supply Chain Management **2016**
Undergraduate Business Program

Johns Hopkins University, Carey Business School

Baltimore, MD

Instructor - Business Analytics

2020 - 2022

Flex MBA, Dual Degree and Full-Time Masters' Programs

The University of North Carolina at Chapel Hill, Kenan-Flagler Business School

Chapel Hill, NC

Instructor - Business Analytics

2018

Undergraduate Business Program

PROFESSIONAL
EXPERIENCE

Zions Bancorporation

Salt Lake City, UT

Workforce Manager

2010 - 2014

Forecasted inbound volume, and service times for inbound call center. Directed long-term hiring decisions. Managed team of analysts.

Hewlett-Packard Corporation

Houston, TX

IT Manager

2008 - 2009

Led IT support teams in business-critical incident management for over 3,000 applications. Teams included specialists in application support, Windows, Unix, backup and storage, database administration, and networking.

Hewlett Packard Employee Credit Union

Rocklin, CA

Workforce Analyst

2004 - 2006

Forecasted inbound volume, and service times for inbound call center.