

Brett Alan Hathaway (May 2026)

CONTACT INFORMATION

BYU Marriott School of Business
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PROFESSIONAL EXPERIENCE

Brigham Young University, Marriott School of Business **Provo, UT**
Associate Professor of Operations Management 2026 - Current
Assistant Professor of Operations Management 2022 - 2026

Johns Hopkins University, Carey Business School **Baltimore, MD**
Assistant Professor of Operations Management and Business Analytics 2019 - 2022

Zions Bancorporation **Salt Lake City, UT**
Call Center Planning Manager 2010 - 2014

Hewlett-Packard Corporation **Houston, TX**
IT Support Operations Manager 2008 - 2009

Hewlett Packard Employee Credit Union **Rocklin, CA**
Call Center Planning Analyst 2004 - 2006

EDUCATION

University of North Carolina at Chapel Hill **Chapel Hill, NC**
Ph.D. in Operations Management 2019
Dissertation: "Empirical Studies of Caller Behavior Under Call Center Innovations"
Advisors: Vinayak Deshpande and Seyed Emadi
Awarded Most Outstanding Doctoral Graduate at Kenan-Flagler Business School

Brigham Young University **Provo, UT**
Master of Business Administration 2008
Top 10% of Graduating Class

Brigham Young University - Hawaii **Laie, HI**
Bachelor of Science: International Business 2003
Summa Cum Laude
Awarded Most Outstanding Graduate in International Business

American River College **Carmichael, CA**
Associate of Arts: Liberal Arts 2002

PUBLICATIONS

E. Kagan, M. Dada, B. Hathaway. "Why Are Customers Averse to Service Chatbots?" Articles in *Advance at Manufacturing and Service Operations Management* **2026**
– Awarded Best Presentation at 2024 Behavioral Operations Management Conference
– Awarded Best Working Technology and Innovation Paper at INFORMS 2023 Annual Conference

M. Dada., B. Hathaway, E. Kagan. "Customer Service Operations: A Gatekeeper Framework" *Production and Operations Management* **34(9)** (2814-2832) **2025**

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

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 B. Hathaway, E. Kagan, J. Jones. “One at a Time? The Personal Productivity Bias in Emergency Department Patient Assignment” (Work in Progress)

PRESENTATIONS “Why Are Customers Averse to Service Chatbots?”
EDSI Annual Conference, Porto, Portugal, 2026
Behavioral Operations Management, Boulder, CO, 2024
MSOM Conference TIMES Special Interest Group, Minneapolis, MN, 2024

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

“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

Director - General Business Asia/Pacific Summer Study Abroad 2027
Undergraduate Students

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

Director - Business Fundamentals Europe Summer Study Abroad 2024 - 2026
Pre-Business Undergraduate Students

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

UNIVERSITY
SERVICE

- Marriott School College Curriculum Committee Member, 2026 - Current
- GSCM Area Research Seminar Series Coordinator, 2022 - 2026
- Carey Business School Operations Area Research Seminar Coordinator, 2020 - 2022

EDITORIAL
SERVICE**Reviewer**

- *Operations Research*, 2025 - Current
- *Management Science*, 2021 - Current
- *MSOM*, 2020 - Current
- *Production and Operations Management*, 2024 - Current
- *Journal of Operations Management*, 2020 - Current

PROFESSIONAL
SERVICE

- Behavioral Operations Annual Conference co-organizer (at BYU), 2027
- Conference Cluster Chair: DSI Annual Conference Service Systems Cluster, 2026
- Conference Cluster Chair: INFORMS Annual Conference Behavioral Operations Cluster, 2025
- Behavioral Operations Annual Conference co-organizer (at JHU), 2023