

## Brett Alan Hathaway (December 2022)

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### CONTACT INFORMATION

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### ACADEMIC EMPLOYMENT

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

*Assistant Professor of Operations Management and Business Analytics*

**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

B. Hathaway, E. Kagan, and M. Dada. The Gatekeeper’s Dilemma: “When Should I Transfer This Customer?” (Articles in Advance at *Operations Research*)

- Awarded Best Working Behavioral OM Paper at INFORMS 2020 Annual Conference
- Featured on INFORMS Resoundingly Human Podcast

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. “AI Chatbots in Customer Service: Adoption Hurdles and Simple Remedies” (Under Review at *Management Science*)

M. Dada., B. Hathaway, E. Kagan. “Building the (Omni-) Service Channel Architecture: AI Chatbots, Live Agents or Both?” (Working Paper)

INVITED TALKS

“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

“Building the (Omni-) Service Channel Model: Bots, Live Servers or Both?”

MSOM Annual Conference, Munich, Germany, 2022

TEACHING  
EXPERIENCE

**Brigham Young University, Marriott School of Business**

Provo, UT

*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.