

# Brett Alan Hathaway (January 2026)

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| CONTACT INFORMATION     | BYU Marriott School of Business<br>629 TNRB<br>Provo, UT 84062  | <i>Phone:</i> (801) 837-0474<br><i>E-mail:</i> brett.hathaway@byu.edu<br><i>Website:</i> brett-hathaway.com |
| PROFESSIONAL EXPERIENCE | <b>Brigham Young University, Marriott School of Business</b><br>Assistant Professor of Operations Management  | <b>Provo, UT</b><br>2022 - Current  |
|                         | <b>Johns Hopkins University, Carey Business School</b><br>Assistant Professor of Operations Management and Business Analytics   | <b>Baltimore, MD</b><br>2019 - 2022   |
|                         | <b>Zions Bancorporation</b><br>Call Center Planning Manager   | <b>Salt Lake City, UT</b><br>2010 - 2014  |
|                         | <b>Hewlett-Packard Corporation</b><br>IT Support Operations Manager   | <b>Houston, TX</b><br>2008 - 2009   |
|                         | <b>Hewlett Packard Employee Credit Union</b><br>Call Center Planning Analyst  | <b>Rocklin, CA</b><br>2004 - 2006   |
| EDUCATION               | <b>University of North Carolina at Chapel Hill</b><br>Ph.D. in Operations Management<br>Dissertation: "Empirical Studies of Caller Behavior Under Call Center Innovations"<br>Advisors: Vinayak Deshpande and Seyed Emadi<br>Awarded Most Outstanding Doctoral Graduate at Kenan-Flagler Business School  | <b>Chapel Hill, NC</b><br>2019  |
|                         | <b>Brigham Young University</b><br>Master of Business Administration<br>Top 10% of Graduating Class   | <b>Provo, UT</b><br>2008  |
|                         | <b>Brigham Young University - Hawaii</b><br>Bachelor of Science: International Business<br>Summa Cum Laude<br>Awarded Most Outstanding Graduate in International Business   | <b>Laie, HI</b><br>2003   |
|                         | <b>American River College</b><br>Associate of Arts: Liberal Arts  | <b>Carmichael, CA</b><br>2002   |
| PUBLICATIONS            | M. Dada., B. Hathaway, E. Kagan. "Customer Service Operations: A Gatekeeper Framework" <i>Production and Operations Management</i> <b>34</b> (9) (2814-2832) <b>2025</b><br><br>B. Hathaway, E. Kagan, and M. Dada. The Gatekeeper's Dilemma: "When Should I Transfer This Customer?" <i>Operations Research</i> <b>71</b> (3) (843-859), <b>2023</b><br>– Awarded Best Behavioral OM Working Paper at INFORMS 2020 Annual Conference<br>– Featured on INFORMS Resoundingly Human Podcast<br>– Awarded 2024 MSOM Service Management SIG Best Paper Award<br><br>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. "Why Are Customers Averse to Service Chatbots?" (Under Review after 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

B. Hathaway, E. Kagan, J. Jones. "Case Batching in the Emergency Room: A Behavioral Study" (Work in Progress)

J. Howell, B. Hathaway. "A Structural Estimation of Case Selection in the Emergency Room" (Work in Progress)

B. Beck, C. Bale, M. Bale, B. Hathaway. "Consumer Effort in Customer Service" (Work in Progress)

PRESENTATIONS "Deploying Chatbots in Customer Service: Adoption Hurdles and Simple Remedies"  
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**

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

*Director - Business Fundamentals Summer Study Abroad (London, Paris, Rome)* 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

- Carey Business School Operations Area Research Seminar Coordinator, 2020 - 2022
- GSCM Area Research Seminar Series Coordinator, 2022 - 2026

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

- 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, 2023