

Brett Alan Hathaway (January 2024)

CONTACT INFORMATION

BYU Marriott School of Business
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Provo, UT 84062

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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?” *Operations Research* **71**(3) (843-859), **2023**

- Awarded Best Behavioral OM Working 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 Second Round Review after Major Revision at *Management Science*)

– Awarded Best Working Technology and Innovation (TIMES) Paper at INFORMS 2023 Annual Conference

M. Dada., B. Hathaway, E. Kagan. “Operational Strategies in Customer Service: A Gatekeeper Framework” (Submitted to *Operations Research*)

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

“Operational Strategies in Customer Service: 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

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
Undergraduate Business Program

2018

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.