

Dr. Scott E. Sampson - Summary Vita

*Hazel Thorsell Professor of Business
and Service Operations Management*

Marriott School of Business

Brigham Young University

January 2026

Contact: Department of Marketing and Global Supply Chain Management
660 Tanner Building
Provo, Utah 84602 USA
voice: (801) 422-9226
e-mail: drsampson@byu.edu

———— *Summary* ————

Expertise: My expertise is in Services Operations Management and design and, since 2023, Artificial Intelligence applied to business operations. I have published textbooks and articles in leading journals on services management topics, including service design, service innovation, service automation, service scheduling, service quality management, and customer feedback systems. I have received major awards for work in this area and have been recognized as the third most prolific publisher of top-tier Service Operations Management research worldwide.¹

Teaching: I teach *Services Management* and *Customer Relationship Management* courses at undergraduate, graduate, and executive levels. In 2023, I will begin teaching *Artificial Intelligence for Business Operations* courses, first at the graduate (MBA) level and subsequently at the undergraduate level.

Research: My research involves theories and models for service design and innovation, professional service automation, service supply chains, service quality measurement, and mathematical methods for services scheduling. I have published in leading academic journals including *Management Science*, *Operations Research*, *Journal of Operations Management*, *Production and Operations Management*, *Journal of Service Research*, *Decision Sciences*, and others. I have been recognized as the originator of the *Unified Service Theory* (Sampson 2000, 2001, 2006, 2010) and *Process-Chain-Network Analysis* (Sampson 2012) and a significant contributor to the Service Science.

Education: PhD, 1993, The Darden School, University of Virginia
Area: Operations Management. Dissertation: Incorporating Participant Preferences in Conference and Educational Scheduling.

MBA, 1991, The Darden School, University of Virginia

¹ Smith, Jeffery S., Karwan, Kirk R., and Markland, Robert E. (2007). "A Note on the Growth of Research in Service Operations Management," *Production and Operations Management*, 16(6) (November-December), 780-790.

Area: General Management

Recognition: *Faculty Award for Academic Excellence (top 10%)*

BA, 1988, Brigham Young University

Major: Human Resource Development

Recognition: *magna cum laude, Hinckley Scholarship*

———— *Research Activities* ————

- Awards:** 2024 *Best Article Award* for his 2023 article in *California Management Review* (co-authored with Richard Chase) titled, “Optimizing Customer Involvement: How Close Should You Be to Your Customers?”
- 2023 *Outstanding Research Award*. Department of Marketing and Global Supply Chain, Marriott School of Business, Brigham Young University.
- 2019 *Lifetime Achievement Award*, presented by the Production and Operations Management Society College of Service Operations.
- 2015 *Best Article Award* in the INFORMS Journal *Service Science*, for the sole-authored article “Value Paradoxes and the Time Value of Value.”
- 2011 *Best Paper Award Honorable Mention* at the 12th International Research Symposium on Service Excellence in Management, Ithaca, New York. For “What are services? - An empirical investigation” with Daniel C. Snow.
- 2009 *Most Influential Service Operations Paper Award* at the Production and Operations Management Society (POMS) College of Service Operations Conference meeting (Orlando), for 2006 POM article with Craig Froehle.
- 2008 *Outstanding Researcher Award*. Marriott School of Management, Brigham Young University.
- 2007 *Best Paper Award* at the Production and Operations Management Society (POMS) College of Service Operations Conference, London, U.K., for the paper “Why We Need an Operations Service Paradigm.”
- 2006 *Best Paper Award* at the Production and Operations Management Society (POMS) College of Service Operations Conference, Carmel, California, for the paper “The Seven Supply-Chain Roles of Service Customers and Implications for Service Innovation.”
- 2004 *IBM Faculty Award*, as recognition for being “a leader in the field of service operations.” This award included a \$40,000 stipend.
- 2003 *Best Application Paper Award* at the Decision Sciences Institute Annual Meeting, for the paper “Objective Function Specification in a Scheduling Optimization Problem.”

2002 Best Application Paper Award at the Decision Sciences Institute Annual Meeting, for the paper “DSI 2001 Preference-Based Scheduling.”

Peer Reviewed

Publications: Sampson, Scott E. 2024, “Predicting Job Automation: What have we learned?” *Hawaii International Conference on System Sciences (HICSS-57)*. 4.
https://aisel.aisnet.org/hicss-57/cl/ai_and_future_work/4

Sampson, Scott E., and Santos, Rebecca 2023, “Reengineering professional services through automation, remote outsourcing, and task delegation,” *Journal of Operations Management*, Vol. 69, No. 6, pp. 911-940.

Sampson, Scott E., and Chase, Richard B. 2022, “Optimizing Customer Involvement: How close should you be to your customers?” *California Management Review*, Vol. 65, No. 1, pp. 119-146.

Sampson, Scott E. 2021, “A Strategic Framework for Task Automation in Professional Services,” *Journal of Service Research*, Vol. 24, No. 1, pp. 122-140.

Sampson, Scott E., and Chase, Richard B. 2020, “Customer Contact in a Digital World,” *Journal of Service Management*, Vol. 31, No. 6, pp. 1061-1069.

Sampson, Scott E. 2018, “Professional Service Jobs: Highly Paid but Subject to Disruption?,” *Service Science*, Vol. 10, No. 4, pp. 457-475.

Sampson, Scott E., 2018, “Visualizing and Improving Service Processes with PCN Analysis,” in *Handbook of Service Science*, Vol. 2, pp. 433-454.

Sampson, Scott E, Glen Schmidt, John W. Gardner, and Joseph Van Orden. 2015, “Process Coordination Within a Health Care Service Supply Network.” *Journal of Business Logistics*, Vol. 36, No. 4, pp. 355-373.

Sampson, Scott E. 2015. “Value Paradoxes and the Time Value of Value.” *Service Science*, Vol. 7, No. 3, pp. 149-162.

Sampson, S. E., and Money, R. B., 2014, “Modes of Customer Co-production for International Service Offerings,” *Journal of Service Management*, Vol. 26, No. 4, pp. 625-647.

Sampson, S. E., and Spring, M, 2012, “Customer Roles in Service Supply Chains and Opportunities for Innovation,” *Journal of Supply Chain Management*, Vol. 48, No. 4, pp. 30-50.

Sampson, S. E., and Spring, M, 2012, “Service Supply Chains: Introducing the Special Topic Forum,” *Journal of Supply Chain Management*, Vol. 48, No. 4, pp. 3-7.

Sampson, S. E., 2012, "Visualizing Service Operations," *Journal of Service Research*, Vol. 15, No. 2, pp. 182-198.

Sampson, S. E., and Menor, L. J., 2010. "Why We Need a Service Logic: A Comparative Review," *Journal of Applied Management and Entrepreneurship*, Vol. 15, No. 3, pp. 18-33.

Sampson, S. E., 2010. "The Unified Service Theory: A paradigm for Service Science," in *Handbook of Service Science* (lead article in *Service Theory* section), P. P. Maglio, C. Kieliszewski, and J. C. Spohrer, eds., Springer, New York.

Sampson, S. E., 2010. "A Unified Services Theory," in *Introduction to Service Engineering* (Chapter 2), G. Salvendy and W. Karwowski, eds., John Wiley & Sons, Hoboken, New Jersey, 31-47.

Sampson, S. E., 2008, "Optimization of Vacation Timeshare Scheduling," *Operations Research*, Vol. 56, No. 5 (September-October), pp. 1079-1088.

Seawright, K. K.; Sampson, S. E., 2007, "A Video Method for Empirically Studying Wait-Perception Bias," *Journal of Operations Management*, Vol. 25, No. 5 (August), pp. 1055-1066.

Sampson, S. E.; Froehle, C. M., 2006, "Foundations and Implications of a Proposed Unified Services Theory," *Production and Operations Management*, Vol. 15, No. 2 (Summer), pp. 329-343.

Sampson, S. E., 2006 "Optimization of Volunteer Labor Assignments," *Journal of Operations Management*, Vol. 24, No. 4, pp. 363-377.

Sampson, S. E.; Bryson, P. J., 2004 "The Destabilizing Impact of Reduced Transaction Costs on Economic Activity," *European Journal of Management and Public Policy*, Vol. 3, No. 2, pp. 35-55.

Sampson, S. E., 2004 "Practical Implications of Preference-Based Conference Scheduling," *Production and Operations Management*, Vol. 13, No. 3 (Fall), pp. 205-215.

Sampson, S. E., Hulet, K, 2003 "An Empirical Model of Price and Quality Effects of e-Commerce," Keynote Paper in the *Journal of International Technology and Information Management*, Fall, pp. 1-16.

Menor, L., Tatikonda, M., and Sampson, S. E. 2002, "New service development: areas for exploitation and exploration," *Journal of Operations Management*, Vol. 20, April, pp. 135-157.

Sampson, S. E. 2000, "Customer-Supplier Duality and Bidirectional Supply Chains in Service Organizations," *International Journal of Service Industry Management* (special issue on Supply Chain Management in Service Operations), Vol. 11, No. 4, pp. 348-364.

Foster, S. Thomas, Sampson, Scott E., Dunn, Steve, 2000, "The Impact of Customer Contact on Environmental Initiatives for Services Firms," *International Journal of Operations and Production Management*, Vol. 20, No. 2, (February), pp. 187-203.

Sampson, S. E. 1999, "Axiomatic Justification for a Geometric Quality Aggregation Function," *Decision Sciences*, Vol. 30, No. 2, (Spring), pp. 415-440.

Sampson, S. E. 1999, "An Empirically Defined Framework for Designing Customer Feedback Systems," *Quality Management Journal*, Vol. 6, No. 3, pp. 64-80.

Sampson, S. E. and Showalter, M. J. 1999, "The Importance-Performance Response Function: Observations and Implications," *The Service Industries Journal*, Vol. 19, No. 3, (July), pp. 1-25.

Sampson, S. E. 1998, "Gathering Customer Feedback via the Internet: Instruments and Prospects," *Industrial Management & Data Systems* (edited), Vol. 98, No. 2, pp. 71-82.

Sampson, S. E. 1996, "Ramifications of Monitoring Service Quality Through Passively Solicited Customer Feedback," *Decision Sciences*, Vol. 27, No. 4, pp. 601-622.

Sampson, S. E., and Weiss, E. N. 1996, "Designing Conferences to Improve Participant Satisfaction: A Numerical Investigation," *Journal of the Operational Research Society*, Vol. 46, No. 11, (February), pp. 297-314.

Sampson, S. E. and Weiss, E. N. 1995, "Increasing Participant Satisfaction in Conference and Educational Scheduling," *Management Science* (special issue on services management), Vol. 41, No. 11, (November), pp. 1816-1825.

Sampson, S. E., Freeland, J. R., and Weiss, E. N. 1995, "Class Scheduling to Maximize Participant Satisfaction," *Interfaces*, Vol. 25, No. 3, (May-June), pp. 30-41.

Sampson, S. E. and Weiss, E. N. 1993, "Local Search Techniques for the Generalized Resource Constrained Project Scheduling Problem," *Naval Research Logistics*, Vol. 40, pp. 665-675.

Books: Sampson, S. E., "Discover AI," First published online July 2024 as "AI for Business" then revised under the new name in 2025.

Sampson, S. E., “Essentials of Service Design and Innovation,” 4th Edition, published by Amazon Createspace, January 2015. This 285-page book introduces students and practitioners to service design principles based on PCN Analysis. It includes case studies from education, healthcare, financial services, and other industries.

Foster, Sampson, Wallin, and Webb, “Managing Supply Chain and Operations: An Integrative Approach,” 2nd Edition, published by Pearson Higher Education, 2015, ISBN-13: 9780134855448.

Sampson, S. E., “Understanding Service Businesses: Applying Principles of the Unified Services Theory,” published by John Wiley & Sons, New York, New York, 2001. This 524-page textbook evolved out of materials I developed for my Service Management courses and used in *Teaching Service Operations* seminars.

——— *Professional Activities* ———

Full-time Appointments:

Brigham Young University

Assistant Professor, August 1996-August 2001

Associate Professor, September 2001-August 2006

Full Professor, September, September 2006-present

Endowed Full Professor, July 2010-present

Global Supply Chain Management Area Leader, July 2014-Dec 2017

Florida State University

Assistant Professor, August 1993 – June 1996

taught Service Operations Management and Technology Management

Other Professional Appointments:

August-November 2024 – Visiting Professor, Institute of Management, University of the Philippines – Baguio. Taught a 12-week Masters of Management course (MM 298) on Artificial Intelligence for Business.

December 2021 – Visiting Instructor, University of Florence, Italy. Taught two PhD seminars and two Masters course sessions on Service Engineering.

May 2019 – Visiting Instructor, University of Florence, Italy. Taught two sessions of a course in Service Engineering.

October 2016 – Visiting Professor, University of Surrey, School of Business, Guildford, U.K. Taught an MBA course on Service Design within a Decision Making and Insight module.

June 2015 – Visiting Professor, Chinese European International Business School (CEIBS), Shanghai, China. Taught and Executive MBA courses on Service Design and Innovation.

May 2013 – Visiting Professor, Cambridge University, U.K., Taught an MBA course on Managing Service Operations at the Judge Business School.

November 2013, May 2014 – Visiting Professor, Pforzheim University, Germany, taught Customer Relationship Management and Relationship Building in Global MBA program.

June 2012, 2013, 2014 – Visiting Professor, Exeter Business School, U.K., taught in MBA module on Customer Focused Organizations.

June-July 2011 - Visiting International Fellow (VIFs) and Lecturer at Cambridge University's Advanced Institute for Management (AIM). Also gave seminars on service design at Bath, Exeter, and Cardiff Universities.

February 2011 – Appointed to Academic Advisory Board of the Cambridge Service Alliance, affiliated with the University of Cambridge.

November 2010 – Visiting Scholar at the University of Melbourne Faculty of Business & Economics. Gave seminars on service design in Melbourne as well as in Adelaide, South Australia.

Lecturing: Invited to give seminars and keynote speeches on service design and management to various industry and academic groups, including the Association for Supply Management, National Association of Purchasing Management, IBM Research, IBM Global Services, BYU Auxiliary Services, BYU Financial Services, BYU Performance Management, BYU Purchasing and Travel, Utah Credit Union Executives Association, EurOMA, Cambridge Global Manufacturing Symposium, Virgin Media, Ericsson, USC Credit Union, South Australian Office of Business Development, and Symposium on Service Science (Tokyo, Japan), Lumeris Healthcare, BYU CEO Forum.

Consulting: Consulting practice includes service design and system development, including:
Timeshare scheduling – Developed and implemented mathematically optimized timeshare exchange scheduling system for large timeshare management firm.
Conference scheduling – Developed ERP system for academic conference planning and scheduling, used by academic organizations.
Workflow planning – Developed workflow management system for use in construction consulting service.
Production planning – Developed models for production forecasting and scheduling for a major paper goods firm.