

Rebekah (Bekki) Inez Brau

Assistant Professor Global Supply Chain Management

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EDUCATION

Ph.D., Supply Chain Management, University of Arkansas; Fayetteville, AR

The Sam M. Walton College of Business

Dissertation: “Integrating Systems, Processes, and Human Judgment: Three Essays on Value Creation with Supply Chain Analytics”

[University of Arkansas Graduate School Distinguished Dissertation Award]

[Council of Supply Chain Management Practitioners Doctoral Dissertation Award]

Degree Awarded: May 2021

M.S., Instructional Psychology and Technology, Brigham Young University; Provo, UT

McKay School of Education

Concentration: Research and Evaluation

Thesis: “Plan, Do, Study, Act (PDSA): A Supply Chain Management Learning Activity”

Degree Awarded: December 2017

B.S., Management, Brigham Young University; Provo, UT

Marriott School of Business

Concentration: Organizational Behavior Pre-PhD Program

Degree Awarded: June 2016

RESEARCH ACTIVITY

PUBLICATIONS IN PEER-REVIEWED JOURNALS

9. “Is AI an Algorithm by Any Other Name? Behavioral Reactions to AI- and Model-Based Demand Planning Algorithms” with Finnegan McKinley, John Aloysius, and Adriana Rossiter Hofer, *Journal of Operations Management*, 2026, Forthcoming.
8. “Innovation in the Last Mile: Exploring Factors Influencing Consumer Intention to Use In-Home Logistics Services” with Finnegan McKinley, John Gardner, and Hugo DeCampos, *Journal of Business Logistics*, 46(4), 2025, e70034. <https://doi.org/10.1111/jbl.70034>
7. “Utilizing People, Analytics, and AI for Decision-Making in the Digitalized Retail Supply Chain” with Nada Sanders, John Aloysius, and Donnie Williams, *Journal of Business Logistics* 45(1), 2024, 1-20. <https://doi.org/10.1111/jbl.12355>
6. “Demand Planning for the Digital Supply Chain: How to Integrate Human Judgment and Predictive Analytics” with John Aloysius and Enno Siemsen, *Journal of Operations Management* 69, 2023, 965-982. <https://doi.org/10.1002/joom.1257> [2024 Jack Meredith Best Paper Award]

5. “Shipping Surcharges and LSQ: Pricing the Last Mile” with Jordan Barker, *International Journal of Physical Distribution and Logistics Management* 50(6), 2020, 667-691. <https://doi.org/10.1108/IJPDLM-09-2019-0292>
4. “Plan, Do, Study, Act (PDSA): A Supply Chain Management Learning Activity” with John Gardner, Jason McDonald, and Scott Webb, *Decision Sciences Journal of Innovative Education* 17(1), 2019, 6-32. <https://doi.org/10.1111/dsji.12171> (from master’s thesis) **[DSJIE Top Downloaded Paper 2018-2019]**
3. “An Empirical Analysis of the Success Factors in an Introductory Financial Management Class” with James Brau, Truman Rowley, and Michael Swenson *Journal of the Academy of Business Education* 18, 2017, 1-52 (lead article, from undergraduate program)
2. “A Framework for Teaching the Goal of the Firm in Introductory Business Classes: Shareholder Wealth Maximization Ethicality and Classical Philosophical Paradigms” *Journal of the Utah Academy of Sciences, Arts & Letters* 93, 2016, 135-161 (solo-authored from undergraduate program)
1. “The Determinants of Student Performance in a University Marketing Class” with James Brau, Stephen Owen, and Michael Swenson, *Business Education Innovation Journal* 8(2), 2016, 21-31 (from undergraduate program)

WORKING PAPERS

- “Shifting the Burden: Upstream Employee Well-Being in Customer-Supplier Inventory Dynamics” with Brigham Brau, Joseph Henry, and Junyoung Jeong (Revising for 2nd Round Resubmission at *Management Science*) [\[SSRN\]](#)
- “User Vigilance and Collaborative Human-Algorithm Demand Forecasting: Declarative Knowledge and Cognitive Reflection” with Nada Sanders and John Aloysius (Under 1st Round Review at *Production and Operations Management*)
- “Collaborative Human-Machine Learning for Demand Planning: Reimagining the Partnership Between People and Automated Systems” with Finnegan McKinley and John Aloysius (Revising for submission at *Production and Operations Management*)
- “Behavioral Anthropomorphism of AI Forecasting Tools and Effects on Forecaster Performance” with Finnegan McKinley and John Aloysius (Target journal: *Production and Operations Management*)

CONFERENCE PROCEEDINGS

7. “Is AI an Algorithm by Any Other Name? Behavioral Reactions to Model-and AI-Based Forecast Algorithms” with Finnegan McKinley, John Aloysius, and Adriana Rossiter Hofer, *Academy of Management Proceedings* (1), 2025, 18592.
6. “Collaborative Human-Machine Learning for Demand Planning” with Finnegan McKinley, John Aloysius, and Enno Siemsen, *Academy of Management Proceedings* (1), 2024, 17307. **[Chan Hahn Best Paper Award Finalist]**
5. “Unleashing the Power of Big Data in the Retail Supply Chain: The Partnership of Analytics and Managers” with Nada Sanders, John Aloysius, and Donnie Williams, *Academy of Management Proceedings* (1), 2022, 11561.
4. “Integrating Machine Learning and Human Judgment: A Study on Demand Planning in the Field” with John Aloysius and Enno Siemsen, *Academy of Management Proceedings* (1), 2021, 16334. **[Chan Hahn Best Paper Award Finalist]**
3. “When Managers Meet Models: Integrating Human Judgment and Machine Learning” with John Aloysius and Enno Siemsen, *Academy of Management Proceedings* (1), 2020, 21395. **[Best Student Paper Award Finalist]**
2. “An Empirical Analysis of the Success Factors in an Introductory Business Class” with James Brau, Truman Rowley, and Michael Swenson, *Academy of Management Proceedings* (1), 2016, 17349.

1. “A Framework for Teaching the Goal of the Firm in Introductory Business Classes: Shareholder Wealth Maximization Ethicality and Classical Philosophical Paradigms” *Proceedings of the International Association for Business and Society* 27, 2016, 1-20.

BOOK CHAPTERS

- “Behaviorism” with N. Fox and E. Robinson in R. Kimmons (Ed.), *The Students' Guide to Learning Design and Research*, 2018, EdTech Books. https://edtechbooks.org/education_research/behaviorismt
- “Constructivism” in R. Kimmons (Ed.), *The Students' Guide to Learning Design and Research*, 2018, EdTech Books. https://edtechbooks.org/education_research/constructivismy

CONFERENCE PRESENTATIONS (* indicates I presented)

44. “Behavioral Mechanisms in Predictive Analytics: A Multi-Theoretical Approach to High- and Low-Level Processing Tasks” with John Aloysius and Nada Sanders, *Decision Sciences Institute (DSI)*, 2025, Invited presentation.*
43. “Behavioral Anthropomorphism of AI Forecasting Tools and Effects on Forecaster Performance” with Finnegan McKinley and John Aloysius, *Decision Sciences Institute (DSI)*, 2025, Invited presentation.
42. “Is AI an Algorithm by Any Other Name? Behavioral Reactions to Model- and AI-Based Demand Planning Algorithms” with Finnegan McKinley, John Aloysius, and Adriana Rossiter Hofer, *Institute for Operations Research and the Management Sciences (INFORMS)*, 2025, Invited presentation.
41. “Collaborative Human-Machine Learning” with Finnegan McKinley and John Aloysius, *Council of Supply Management Professionals (CSCMP) Academic Research Symposium*, 2025, Peer-reviewed presentation.
40. “Demand Planner Acceptance of Advice from an AI Agent: Dimensions of Algorithm Performance” with Finnegan McKinley, John Aloysius, and Adriana Rossiter Hofer, *Academy of Management*, 2025, Peer-reviewed presentation.
39. “Behavioral Anthropomorphism of AI Forecasting Tools and Effects on Forecaster Performance” with Finnegan McKinley and John Aloysius, *Behavioral Operations Conference*, 2025, Peer-reviewed presentation.
38. “The Effect of AI Demand Planning System Attributes on Demand Planner Behavior and Performance” with Finnegan McKinley and John Aloysius, *Production and Operations Management Society (POMS)*, 2025, Invited presentation.
37. “Behavioral Mechanisms in Predictive Analytics: A Multi-Theoretical Approach to High- and Low-Level Processing Tasks” with John Aloysius and Nada Sanders, *Production and Operations Management Society (POMS)*, 2025, Invited presentation.*
36. “Using AI-based Systems for Supply Chain Demand Planning: The Effect of Algorithm Performance on User Vigilance” with Finnegan McKinley, John Aloysius, and Adriana Rossiter Hofer, *Decision Sciences Institute (DSI)*, 2024, Peer-reviewed presentation.
35. “Lean and Mean: The Unintended Consequences of Customer Pressure on Supplier Employee Well-Being” with Brigham Brau, Joseph Henry, and Junyoung Jeong, *Decision Sciences Institute (DSI)*, 2024, Invited presentation.*
34. “Using AI-based Systems for Supply Chain Demand Planning: The Effect of Algorithm Performance on User Vigilance” with Finnegan McKinley, John Aloysius, and Adriana Rossiter Hofer, *Council of Supply Chain Management Professionals (CSCMP) Academic Research Symposium*, 2024, Peer-reviewed presentation. **[E. Grosvenor Plowman Award Finalist]**

33. “Collaborative Human-Machine Learning” with Finnegan McKinley, John Aloysius, and Enno Siemsen, *Academy of Management*, 2024, Peer-reviewed presentation.* **[Chan Hahn Best Paper Award Finalist]**
32. “Demand Planner Acceptance of Advice from an AI Agent: Dimensions of Algorithm Performance” with Finnegan McKinley, John Aloysius, and Adriana Rossiter Hofer, *Behavioral Operations Conference*, 2024, Peer-reviewed presentation.
31. “Collaborative Human-Machine Learning” with Finnegan McKinley, John Aloysius, and Enno Siemsen, *Production and Operations Management Society (POMS)*, 2024, Invited presentation.*
30. “Demand Planner Acceptance of Advice from an AI Agent: Dimensions of Algorithm Performance” with Finnegan McKinley, John Aloysius, and Adriana Rossiter Hofer, *Production and Operations Management Society (POMS)*, 2024, Invited presentation.
29. “Collaborative Human-Machine Learning” with Finnegan McKinley, John Aloysius, and Enno Siemsen, *Decision Sciences Institute (DSI)*, 2023, Invited presentation.
28. “Collaborative Human-Machine Learning” with Finnegan McKinley, John Aloysius, and Enno Siemsen, *Institute for Operations Research and the Management Sciences (INFORMS)*, 2023, Invited presentation.*
27. “The Use of Risk Salience Priming in Shifting Consumer Attitudes Toward Unattended In-Home Package Delivery” with Finnegan McKinley, John Gardner, and Hugo DeCampos, *Council of Supply Chain Management Professionals (CSCMP) Academic Research Symposium*, 2023, Peer review presentation.
26. “Someone to Blame But Yourself: The Effects of AI and ML Forecast Management System Mistakes on Human Adjustments to Forecasts” with Finnegan McKinley, John Aloysius, and Adriana Rossiter Hofer, *Behavioral Operations Conference Young Scholar Workshop*, 2023, Peer-reviewed presentation.
25. “Collaborative Human-Machine Learning” with Finnegan McKinley, John Aloysius, and Enno Siemsen, *Behavioral Operations Conference*, 2023, Peer-reviewed presentation.*
24. “Automation or Collaboration? Comparing Integrated Learning Methods with Machine Learning in Demand Planning” with Finnegan McKinley, John Aloysius, and Enno Siemsen, *Production and Operations Management Society (POMS)*, 2023, Invited presentation.
23. “Automation or Collaboration? Comparing Integrated Learning Methods with Machine Learning in Demand Planning” with John Aloysius and Enno Siemsen, *Institute for Operations Research and the Management Sciences (INFORMS)*, 2022, Invited presentation.*
22. “Unleashing the Power of Big Data in the Retail Supply Chain: The Partnership of Analytics and Managers” with Nada Sanders, John Aloysius, and Donnie Williams, *Academy of Management (AOM)*, 2022, Peer-reviewed presentation.*
21. “Integrating Machine Learning and Human Judgment” with John Aloysius and Enno Siemsen, *Behavioral Operations Conference*, 2022, Peer-reviewed presentation. (Unable to present after acceptance due to Covid-19.)
20. “The Use of Risk Salience Priming in Shifting Consumer Attitudes Toward Unattended In-Home Package Delivery” with Finnegan McKinley, John Gardner, and Hugo DeCampos, *Production and Operations Management Society (POMS)*, 2022, Invited presentation.
19. “Integrating Machine Learning and Human Judgment” with John Aloysius and Enno Siemsen, *Institute for Operations Research and the Management Sciences (INFORMS)*, 2021, Invited presentation.*
18. “Integrating Machine Learning and Human Judgment: A Study on Demand Planning in the Field” with John Aloysius and Enno Siemsen, *Council of Supply Chain Management Professionals (CSCMP), Academic Research Symposium*, 2021, Peer-reviewed presentation.*

17. “Integrating Machine Learning and Human Judgment: A Study on Demand Planning in the Field” with John Aloysius and Enno Siemsen, *Academy of Management (AOM)*, 2021, Peer-reviewed presentation.* **[Chan Hahn Best Paper Award Finalist]**
16. “Integrating Machine Learning and Human Judgment: A Study on Demand Planning in the Field” with John Aloysius and Enno Siemsen, *Production and Operations Management Society (POMS)*, 2021, Invited presentation.*
15. “When Managers Meet Models: Integrating Human Judgment and Analytics” with John Aloysius and Enno Siemsen, *Decision Sciences Institute (DSI)*, 2020, Peer-reviewed presentation.*
14. “When Managers Meet Models: Integrating Human Judgment and Analytics” with John Aloysius and Enno Siemsen, *Academy of Management (AOM)*, 2020, Peer-reviewed presentation.* **[Best Student Paper Award Finalist]**
13. “When Managers Meet Models: Integrating Human Judgment and Analytics” with John Aloysius and Enno Siemsen, *Production and Operations Management Society (POMS)*, 2020, Invited presentation.* (Conference canceled after acceptance due to Covid-19.)
12. “When Models Meet Managers: Optimal Integration of Statistical Model-Based and Judgmental Forecasting” with John Aloysius and Enno Siemsen, *Council of Supply Chain Management Professionals (CSCMP) Academic Research Symposium*, 2019, Peer-reviewed presentation.*
11. “When Models Meet Managers: Optimal Integration of Statistical Model-Based and Judgmental Forecasting” with John Aloysius and Enno Siemsen, *Production and Operations Management Society (POMS)*, 2019, Invited presentation.*
10. “When Models Meet Managers: Optimal Integration of Statistical Model-Based and Judgmental Forecasting” with John Aloysius and Enno Siemsen, *Institute for Operations Research and the Management Sciences (INFORMS)*, 2019, Invited presentation.
9. “When Models Meet Managers: Optimal Integration of Statistical Model-Based and Judgmental Forecasting” *Council of Supply Chain Management Professionals (CSCMP), Academic Research Symposium*, 2018, Peer-reviewed poster presentation.* **[First Place for Best Practical Application Poster]**
8. “Shipping Surcharges and Logistics Disruptions: Pricing Strategies to Attract and Retain Online Customers” with Jordan Barker, *Council of Supply Chain Management Professionals (CSCMP), Academic Research Symposium*, 2018,. Peer-reviewed presentation.
7. “When Models Meet Managers: Optimal Integration of Statistical Model-Based and Judgmental Forecasting” *Behavioral Operations Conference, Young Scholars Workshop*, 2018, Peer-reviewed presentation.*
6. “Instructional Designer Values as Revealed Through the Use of Inscriptions” *Utah Academy of Sciences, Arts, & Letters (UASAL)*, 2017, Peer-reviewed presentation.*
5. “A Framework for Teaching the Goal of the Firm in Introductory Business Classes: Shareholder Wealth Maximization Ethicality and Classical Philosophical Paradigms” *International Association of Business and Society (IABS)*, 2016, Peer-reviewed presentation.*
4. “Conditions of Shareholder Wealth Maximization Ethicality under Classical Philosophical Paradigms” *Utah Academy of Science, Arts, & Letters (UASAL)*, 2016, Peer-reviewed presentation.*
3. “An Empirical Analysis of the Factors of Success in an Introductory Business Class” with James Brau, Truman Rowley, and Michael Swenson, *Academy of Management (AOM)*, 2016, Peer-reviewed presentation.*

2. “An Empirical Analysis of the Factors of Success in a Principles of Finance Class” with James Brau, Truman Rowley, and Michael Swenson *Utah Academy of Science, Arts, & Letters (UASAL)*, 2016, Peer-reviewed presentation.*
1. “An Empirical Analysis of the Factors of Success in a Principles of Finance Class” with James Brau, Truman Rowley, and Michael Swenson, *Academy of Business Education (ABE)*, 2015, Peer-reviewed presentation. **[Best Paper Award]**

CONFERENCES ATTENDED

46. Academy of Management Annual Meeting 2026 (August)
45. European Operations Management Association Annual Conference 2026 (June)
44. Behavioral Operations Conference 2026 (May)
43. Logistics Doctoral Symposium 2026 (March)
42. Decision Sciences Institute Annual Conference 2025
41. Council of Supply Chain Management Academic Research Symposium 2025
40. Academy of Management Annual Meeting 2025
39. Behavioral Operations Conference 2025
38. Production and Operations Management Society Annual Conference 2025
37. Logistics Doctoral Symposium 2025
36. Decision Sciences Institute Annual Conference 2024
35. Council of Supply Chain Management Academic Research Symposium 2024
34. Academy of Management Annual Meeting 2024
33. Behavioral Operations Conference 2024
32. Production and Operations Management Society Annual Conference 2024
31. Journal of Operations Management Mini-Conference 2024
30. Institute for Operations Research and the Management Sciences Annual Meeting 2023
29. Council of Supply Chain Management Professionals Academic Research Symposium 2023
28. Behavioral Operations Conference 2023
27. Production and Operations Management Society Annual Conference 2023
26. Institute for Operations Research and the Management Sciences Annual Meeting 2022
25. Council of Supply Chain Management Professionals Academic Research Symposium 2022
24. Academy of Management Annual Meeting 2022
23. Production and Operations Management Society Annual Conference 2022
22. Logistics Doctoral Symposium 2022
21. Institute for Operations Research and the Management Sciences Annual Meeting 2021
20. Council of Supply Chain Management Professionals Academic Research Symposium 2021
19. Academy of Management Annual Meeting (Online) 2021
18. Production and Operations Management Society Annual Conference 2021
17. Logistics Doctoral Symposium 2021
16. Decision Sciences Institute Annual Conference 2020
15. International Symposium on Forecasting 2020
14. Academy of Management Annual Meeting (Online) 2020
13. Logistics Doctoral Symposium 2020
12. Council of Supply Chain Management Professionals Academic Research Symposium 2019
11. Production and Operations Management Society Annual Conference 2019
10. Logistics Doctoral Symposium 2019
9. Council of Supply Chain Management Professionals Academic Research Symposium 2018
8. Behavioral Operations Conference 2018
7. Logistics Doctoral Symposium 2018
6. Utah Academy of Sciences, Arts, & Letters 2017
5. International Association of Business and Society 2016
4. Utah Academy of Science, Arts, & Letters 2016
3. Academy of Management Annual Meeting 2016
2. Utah Academy of Science, Arts, & Letters 2015
1. Academy of Business Education 2015

INVITED PRESENTATIONS AND KEYNOTES

17. Laurier Lazaridis School's 9th Annual World Class Supply Chain Summit Keynote Speaker, 2025
16. BYU Plant and Wildlife Sciences Research Seminar, 2025
15. World Trade Association of Utah Artificial Intelligence in International Business, 2024
14. BYU Marriott School of Business Marketing and Global Supply Chain Research Seminar, 2024
13. Decision Sciences Institute Annual Conference Keynote Moderator and Panel Member, AI and the Future of Business Research, Dr. Nada Sanders, 2024
12. BYU Marriott School of Business Fall Conference, 2024
11. Supply Chain Management Research Center Emerging Research Symposium, 2021
10. Association for Supply Chain Management (ASCM) Corporate Roundtable, 2021
9. Association For Supply Chain Management (ASCM) Connect +, 2021
8. BYU Marriott School of Business Marketing and Global Supply Chain Department, 2020
7. Supply Chain Management Research Center Emerging Research Symposium, 2020
6. International Symposium on Forecasting, 2020
5. Plug and Play Tech Center Leading Supply Chain Innovation Webinar Part 1: Transforming your Business Analytics: Maturity Cycle for Decision Making, 2020
4. Walmart International Supplier Collaboration Board Meeting, 2020
3. Supply Chain Management Research Center Emerging Research Symposium, 2019
2. Association for Supply Chain Management (ASCM) Corporate Advisory Board Meeting, 2019
1. IRI (Information Resources Inc.), 2019

INTERVIEWS AND NEWS ARTICLES THAT CITE MY RESEARCH OR ME

- Sustainability in Business (February, 2026). *Measuring Success Right Podcast*.
<https://podcasts.apple.com/us/podcast/professor-bekki-brau-on-sustainability-in-business/id1441598742?i=1000748001047>
- The Shipping Point (July 2025). *BYU Marriott Alumni Magazine*.
<https://marriott.byu.edu/magazine/feature/the-shipping-point>
- Life of an Assistant Professor (March 2025), *Journal of Operations Management Project D.O.M.E.*
<https://youtu.be/Mnbx83Hn5yM>
- Stewarding Success (March, 2025). *BYU Marriott 2024 Annual Report*. 2-5.
<https://marriott.byu.edu/magazine/student-experiences/stewarding-success>
- Cultivating Corporate Stewardship (July 2024). *BYU Marriott Alumni Magazine*
<https://marriott.byu.edu/magazine/student-experiences/cultivating-corporate-stewardship>
- The Pathway to PhDs (April 2023). *BYU Marriott 2022 Annual Report*. 5-7
<https://marriott.byu.edu/magazine/feature/the-pathway-to-phds>
- Brau, Sanks Earn GSIE's Distinguished Dissertation Award (August 2022). *University of Arkansas News*
https://news.uark.edu/articles/60529/brau-sanks-earn-gsie-s-distinguished-dissertation-award?utm_source=newsletter&utm_medium=email2022-08-04&utm_campaign=news_headlines&utm_content=brau-sanks-earn-gsie-s-distinguished-dissertation-award
- Photography, Plants, and Human Behavior (May 2022). *BYU Marriott News*
<https://marriott.byu.edu/news/article?id=2136>
- Students Organize Semester-Long Shoe Drive for Children in Africa (November 2021). *The Daily Universe* <https://universe.byu.edu/2021/11/11/students-organize-semester-long-shoe-drive-for-children-in-africa/>
- BYU Marriott Welcomes New Faculty (September 2021). *BYU Marriott News*
<https://marriott.byu.edu/infosys/news/article?id=2035>

Research Presented to the Association for Supply Chain Management Board (October 2019). *University of Arkansas News* <https://news.uark.edu/articles/50201/research-presented-to-association-for-supply-chain-management-board>

RESEARCH AWARDS

Jack Meredith Best Paper Award, *Journal of Operations Management*, 2024

E. Grosvenor Plowman Award Finalist, Academic Research Symposium at the Council of Supply Chain Management Practitioners (CSCMP) Edge Conference, 2024

Outstanding Researcher Award, BYU Marriott School of Business Marketing and Global Supply Chain Department, 2024

Chan Hahn Best Paper Award Finalist, Operations & Supply Chain Management (OSCM) Division, Academy of Management (AOM), 2024

University of Arkansas Graduate School Distinguished Dissertation Award, University of Arkansas, 2022

Doctoral Dissertation Award, Academic Research Symposium at the Council of Supply Chain Management Practitioners (CSCMP) Edge Conference, 2021

Chan Hahn Best Paper Award Finalist, Operations & Supply Chain Management (OSCM) Division, Academy of Management (AOM), 2021

Best Student Paper Award Finalist, Operations & Supply Chain Management (OSCM) Division, Academy of Management (AOM), 2020

First Place for Best Practical Application Poster, Academic Research Symposium, Council of Supply Chain Management Practitioners (CSCMP) Edge Conference, 2018

Walton Doctoral Fellowship, 2017-2021

Best Paper Award, Academy of Business Education (ABE), 2015

RESEARCH GRANTS

Association for Supply Chain Management, Associate Researcher
“Supply Chains Analytics and the Evolving Work of Supply Chain Managers”
Future of Supply Chains Grant, \$41,500 (2017), \$24,500 (2019)

Office of Research & Creative Activities, BYU, Primary Author
“Externalities of Corporate Social Responsibility on Employee Compensation”
University-wide grant competition for \$1,500 of support

PATENTS

U.S. Patent Application 18/957,286, “Collaborative Human-Machine Learning System,” November 22, 2024. Co-inventor with Finnegan McKinley and John Aloysius. Nonprovisional Utility Patent Application filed by the University of Arkansas and Brigham Young University.

RESEARCH INTERESTS

Human-Machine Collaborations in Operations and Supply Chains
Well-Being Implications of Operations and Supply Chain Decisions
Consumer Behavior & Last-Mile Delivery
Behavioral Operations & Supply Chain Management

RESEARCH METHODOLOGIES

Laboratory and Field Experiments
Econometric Analysis

TEACHING ACTIVITY

TEACHING EXPERIENCE

Assistant Professor, Brigham Young University, 2021-Present
Scholarly Research in GSCM (pre-PhD), GSCM 585
Supply Chain Strategy, GSCM 429
Introduction to Sustainable Business, GSCM 414
Introduction to Global Supply Chain Mgmt., GSCM 305
Introduction to Global Supply Chain International Business, GSCM 211
Introduction to Global Supply Chain Mgmt., GSCM 201

Guest Lecturer, Michigan State University, 2024-Present
Emerging Thought and Current Trends in Logistics, SCM 932 (PhD level)
Professor Simone Peinkofer

Guest Lecturer, University of Arkansas, 2021-Present
Behavioral Supply Chain Management, SCMT 64503 (PhD level)
Professor John Aloysius

Guest Lecturer, University of Arkansas, 2019-2021
Predictive Supply Chain Analytics, SCMT 5693 (EMBA level)
Professor John Aloysius

Graduate Teaching Instructor, University of Arkansas, 2018-2021
International Logistics, SCMT 3643
Supply Management, SCMT 3613

TEACHING DEVELOPMENT ACTIVITIES

AI-ify Your Course, Scott Sampson (2025)
Invest in Mission-Inspired Scholarship/Mentoring, BYU Marriott (2024)
Using AI at the Marriott School, BYU Marriott (2023)
Interdisciplinary Sustainability Forum, BYU (2023)
AI in the Classroom Workshop, BYU Marriott (2023)
Spiritually Strengthening Workshop, BYU Marriott (2023)
Case Teaching Workshop, BYU MBA, (2023)
BYU New Faculty Spring Seminar, BYU Faculty Center, (2022)
Principles of Sticky Learning Teaching Workshop, BYU Marriott, (2022)
Effective Teaching Workshop, BYU Faculty Center, (2022)
Rising Together: How Allies Create Belonging, BYU Inclusion and Diversity, (2021)
UArk Ph.D. Seminar on University-Level Teaching, WCOB 6111, (2018)
Many graduate courses in instructional psychology and technology, BYU, (2016-2017)
Academy of Management Teaching and Learning Conference (TLC), (2016)

TEACHING INTERESTS

Supply Chain and Operations Management Principles
Supply Chain and Operations Management Research
Sustainable Supply Chains and Operations

SERVICE ACTIVITY

PROFESSIONAL SERVICE (non-reviewer)

Guest Editor, Journal of Business Logistics 2027 Annual Review Issue, 2025-present
Editorial Review Board, Journal of Operations Management, 2025-present
Editorial Review Board, Journal of Business Logistics, 2025-present

Associate Editor, Journal of Supply Chain Management, 2024-present
Editorial Review Board, Journal of Supply Chain Management, 2021-present
Cluster Chair, Institute for Operations Research and the Management Sciences Annual Conference, Behavioral Operations Management Cluster, 2026
Panel Member, Assistant Professors: Navigating Opportunities, Logistics Doctoral Symposium, 2026
Session Organizer and Chair, Decision Sciences Institute Annual Conference, Behavioral Operations Management Track, 2025
Election Committee Member, Production and Operations Management Society, College of Behavior in Operations Management, 2025
Treasurer, Production and Operations Management Society, College of Behavior in Operations Management (elected position), 2023-2025
Co-Session Organizer and Co-Chair, Production and Operations Management Conference, College of Behavior in Operations Management, 2025
Editorial Advisory Meeting Participant, Journal of Business Logistics, 2025
Panel Member, Navigating Feedback: How to Respond to Reviewers, Logistics Doctoral Symposium, 2025
Faculty Discussant, Experiments Roundtable, Logistics Doctoral Symposium, 2025
Chair, Production and Operations Management Society, College of Behavior in Operations Junior Scholar Paper Competition, 2023-2024
Co-Leader of Editorial Review Board Developmental Program, Journal of Supply Chain Management, 2021-2024
Co-Session Organizer and Co-Chair, Production and Operations Management Conference, College of Behavior in Operations Management, 2024
Session Organizer and Chair, Production and Operations Management Conference, College of Procurement and Supplier Management, 2024
Organizing Committee, Behavioral Operations Conference, 2021-2023
Facilitator, Academy of Management Operations and Supply Chain Management Division Joint Junior Faculty and Doctoral Consortium, 2022
Faculty Advisor, Logistics Doctoral Symposium, 2022
Panel Member, Logistics Doctoral Symposium, 2022
Panel Member, Partners in Business Ethics Symposium, 2021
Editorial Review Board Developmental Program Member, Journal of Supply Chain Management (JSCM), 2020-2021
Student Facilitator, Teaching Ethics at Universities Conference, BYU Wheatley Institute, 2015

PROFESSIONAL SERVICE (ad hoc reviewer)

Management Science, 2025-present
Manufacturing and Service Operations Management, 2024-present
Production and Operations Management, 2022-present
Behavioral Operations Conference, 2021-present
Council of Supply Chain Management Professionals Conference, 2018-present
Academy of Management Conference, 2017-present
Journal of Business Logistics, 2021-2025
Journal of Operations Management, 2020-2025
International Journal of Forecasting, 2024
Decision Sciences Journal, 2023-2024
International Journal of Operations and Production Management, 2023
Quality Management Journal, 2022
Council of Supply Chain Management Professionals Doctoral Dissertation Award, 2022
Transportation Research Part E., 2021
Journal of Supply Chain Management, 2020-2021
International Association of Business Society Conference (IABS), 2016

DISSERTATION COMMITTEE AND EXTERNAL REVIEWER

Committee Member, Finnegan McKinley, University of Arkansas, Expected Graduation: 2026
External Reviewer, Henrietta von Eben-Worlée, Kühne Logistics University, Expected Graduation: 2026

UNIVERSITY SERVICE

Research Fellow, Ballard Center for Social Impact, Mar 2023-present
Faculty Affiliate, Global Environmental Studies, Sep 2023-present
Faculty Advisor, Marriott School Women in Supply Chain Club, May 2021-present
Supply Chain Management Pre-PhD Mentor, Marriott School, May 2021-present
Pre-PhD in Supply Chain Management Panel Presenter, Panel of professors from each business discipline, Marriott School, Sep 2021-present
Speaker, BYU Women in Supply Chain Self Care Night, Nov 2025
Faculty Coordinator, BYU Surplus and BYU Sustainability Student Project, 2025
Faculty Coordinator, BYU Sustainable 2020 Plan Student Project, 2024
Coordinator, BYU Marriott Faculty Sustainability Group, Jan-Oct 2024
Global Supply Chain Representative, MKTG 201 Presentation, Sep 2022-2023
Speaker, Honors Pre-PhD Information Session, Sep 2024
Panel Member, BYU Marriott Collective Power of Women in Business, Mar 2024
Guest Lecturer, Ben Abbott Lab of Ecosystem Ecology, Nov 2023
Panel Member, BYU Marriott MBA and Marriott Inclusion and Belonging Society Female Faculty Panel, Nov 2023
Co-Developer, GSCM 490R Introduction to Business, Jul 2022
Global Supply Chain Representative, Business Major Exploration for Women, Mar 2022
Panel Member, Women in Graduate School Panel, Nov 2021
Panel Member, Marriott Inclusion in Business Society LGBTQ+ Panel, Sep 2021

COMMUNITY SERVICE

Youth camp director for local church congregation, Orem, UT (2026-present)
Women's group activities committee member for local church congregation, Orem, UT (2026-present)
Youth leader for local church congregation, Vineyard, UT (2025)
Women's group instructor for local church congregation, Vineyard, UT (2021-2024)
Youth leader for local church congregation, Provo, UT (2021)
Women's group leader for local church congregation, Rogers AR (2020-2021)
Youth leader for local church congregation, Rogers AR (2020)
Spanish translator for local church congregation, Rogers, AR (2019-2020)
Sunday instructor for local church congregation, Bentonville, AR (2018)
Program Director for local Boys & Girls Club, Provo, UT (2017)
Women's group instructor for local church congregation, Provo, UT (2016)
Provo City Center Temple Ordinance Coordinator for Church of Jesus Christ of Latter-Day Saints, Provo, UT (2016-2017)
Provo Temple Ordinance Worker for Church of Jesus Christ of Latter-Day Saints, Provo, UT (2015-2016)
Served church mission to Mexico City, Mexico (2014)
YMAD Humanitarian Service Trip, Banjar India (2012)

SERVICE AWARDS

Outstanding Reviewer, *Journal of Business Logistics*, 2024
Values in Action: Excellence Award, BYU Marriott School of Business, 2024

INDUSTRY ACTIVITY & PERSONAL

INDUSTRY ENGAGEMENT AND EXPERIENCE

Morgan Stanley Information Session Faculty Coordinator, 2023-Present
Consulting for Various Fortune 500 Firms, 2018-Present
Vivint Supply Chain Management Undergraduate Case Competition Judge, 2025
Women Impacting Supply Chain Excellence Symposium, 2025
Sustainable BYU Conference, 2025
Bloom Peery Business for Good Case Competition Judge, 2025
Expert Witness Team for Anderson and Karrenberg, PC, 2025

BYU Global Supply Chain Management National Advisory Board Meeting, 2025
Swire Coca-Cola Supply Chain Management Undergraduate Case Competition Judge, 2024
BYU Global Supply Chain Management National Advisory Board Meeting, 2024
Glad Plant Tour, 2024
Women Impacting Supply Chain Excellence Symposium, 2024
Savage Sustainability Video Faculty Coordinator 2024
BYU Global Supply Chain Management National Advisory Board Meeting, 2023
Boeing Supply Chain Management Undergraduate Case Competition Judge, 2023
BYU Global Supply Chain Management National Advisory Board Meeting, 2023
Walmart Fashion Warehouse Tour, *Faculty attendee*, 2023
Women Impacting Supply Chain Excellence Symposium, 2023
Conservative Climate Summit, 2023
BYU Global Supply Chain Management National Advisory Board Meeting, 2022
Women Impacting Supply Chain Excellence Symposium, 2022
AWS & VW Supply Chain Management Undergraduate Case Competition Judge, 2021
BYU Global Supply Chain Management National Advisory Board Meeting, 2022
MyEducator Instructional Materials Auditor, 2017
WorldStock (Overstock.com) Supply Chain Consultant, 2013
Citizens for Decency Project Management Intern, 2013
Women on Wall Street with Goldman Sachs, Credit Suisse, Morgan Stanley, Citigroup, 2012

LANGUAGES AND SKILLS

Speak, read, and write Spanish (I have lived in Mexico and Puerto Rico)
Intermediate programmer in Django (oTree), JavaScript, HTML, CSS
Proficient in Python, Stata, SPSS, R, and EViews statistical analysis software

PERSONAL

Hobbies include family activities, traveling (42 countries), film photography, reading, working out, yoga.
Executive producer, script supervisor, and production designer for award-winning short films
Women relay team triathlon winner
Family: Married to Kamiko Ho'okano, Jerry (Rescue Australian Cattle Dog mix)