

ROHIT VERMA

Department of Management
David Eccles School of Business
University of Utah
Salt Lake City, UT 84112

Phone: (801)-585-5263
Fax: (801)-581-7214
Email: Rohit.verma@business.utah.edu

PROFESSIONAL INTERESTS

Research New Product-Service Design, E-Services, Operations Strategy, Marketing/Operations Interrelated Issues, Supplier Selection Strategies, Research Methods.

Teaching Operations Management, Service Management, Quality Management, Quantitative Methods, New Product/Service Development

RESEARCH AWARDS

Wickham Skinner Early Career Research Accomplishments Award. Awarded by Production & Operations Management Society (3/01).

Sprit of Inquiry Award, DePaul University. One of the first recipients of the highest award for research accomplishments within the University. (7/00)

Best Paper Award, Service Management Association International Conference, Boston (8/99).

TEACHING AWARDS

Teaching Innovation Award, Department of Management, DePaul University. Received for use of simulation and various Internet technologies in MBA courses (6/98).

Outstanding Doctoral Student Teaching Award, Awarded by the David Eccles School of Business, University of Utah for academic year 94-95.

PROFESSIONAL RECOGNITION

Guest Editor: Journal of Operations Management. Special invited issue on "New Issues and Opportunities in Service Design Research." (11/00).

ACADEMIC EXPERIENCE

University of Utah, Department of Management, Salt Lake City, USA (7/01 onwards)

- ▶ **Associate Professor**

DePaul University, Department of Management, Chicago, USA (9/95 onwards)

- ▶ **Promoted to Associate Professor with Tenure** (7/01 onwards – currently on leave)

- ▶ **Assistant Professor**, (7/97 – 6/01)
- ▶ **Visiting Assistant Professor**, (7/95 - 7/97)
 - Taught Executive, Weekend, Full-Time, Part-Time MBA and Undergraduate Courses in Service Management, Operations Management, Managerial Decision Making, and Quality Management Systems.
 - Designed & Developed Supply Chain & Quality Mgt. Certificate Programs; Co-designed MBA Operations Management Curriculum.
 - Director, Technology and E-Learning Team
 - Member, College of Commerce Graduate Curriculum Committee
 - Member, College of Commerce Technology Policy Committee
 - Member, University Library Advisory Committee

University of Sydney, Department of Marketing, Sydney, AUSTRALIA

- ▶ **Visiting Senior Lecturer** (7/98 - 12/98)
 - Taught Services Marketing for Masters Students; New Product Development for Undergraduate Students; Co-Directed Ph.D. Seminar in Advanced Research Methods

Helsinki School of Economics and Business Administration, FINLAND

- ▶ **Visiting Professor**, International MBA in Digital Technology Management (12/96, 12/98)

Mediterranean Collage, Athens, GREECE

- ▶ **Visiting Professor**, Quality Management Certificate Program (3/01).
- ▶ **Honorary Visiting Professor**, (6/01 onwards).

EDUCATION

University of Utah, Salt Lake City, UT, USA

Ph.D., Business Administration (Major: Operations Management) (6/96)

M.S., Metallurgical Engineering (3/93)

Indian Institute of Technology, Kanpur, INDIA

B. Tech., Metallurgical Engineering (6/90)

ACADEMIC SCHOLARSHIPS

Graduate Research Fellowship. Awarded by the United States Bureau of Mines (9/89 - 8/91).

National Talent Search Scholarship. Awarded by the National Council for Educational Research and Training, Government of India (6/83 - 5/89).

State Talent Search Scholarship. Awarded by the Bihar State Educational Research and Training, State of Bihar, India (6/83 - 5/85).

EXTERNAL RESEARCH GRANTS

Value Drivers in Hospitality Services. Hospitality Sales & Marketing Association International (7/01 onwards), (with Dev, C. and Plaschka, G.).

The Role of Urban Forests and Greeninfrastructure on Suburban Sprawl and on Housing Choice Decisions: An Exploratory Study. United States Department of Agriculture – Forest Service (6/99 - 5/02)

Integrated Design of Service Systems by combining Market Utility Models and Animated Computer Simulation. APICS (American Production and Inventory Control Society) Education & Research Foundation (6/99 - 3/00)

Brand Equity of Financial Services in New Distribution Channels (e.g. Internet and E-Commerce). Funded by NCR Knowledge Laboratory, London, United Kingdom to University of Sydney, Australia. Sub-grant for USA data collection efforts. (6/99 - 12/99)

Outdoor Recreation Site and Accommodation Choice under Capacity Constraints in National Forests. United States Department of Agriculture – Forest Service (6/98 - 7/01) (with Louviere, J.J.)

Service Process Improvement for International Airport Food Court. Phi Airport Strategies, Inc. (6/98 - 12/98), (with Pullman, M.E. and Goodale, J.C.)

A Model for Effective Operations Management Integrating Customer Choice Patterns and Constrained Optimization Theory and Customer Choice Patterns. APICS and Marketing Science Institute (95-97), (with Thompson, G.M., Moore, W.L. and Louviere, J.J.).

INTERNAL RESEARCH GRANTS

The Value of E-Learning Technologies in Business Administration Courses: An Assessment of Student Preferences. DePaul University. Jointly funded by Quality of Instruction Council, University Academic Affairs, Office of Distance Learning, Commerce Technology Center, and Management Development Center. (3/01 – 12/01).

Urban Housing Choice Decisions: An Analysis. DePaul University, Undergraduate Research Assistant Program. (1/01 - 6/01).

Integrated Design of Service Systems Based on Consumer Choice Models and Animated Computer Simulation Models. College of Commerce, DePaul University (Summer 00).

Assessment of Service Quality & Culture in Hong Kong Banking Industry, University Research Council, DePaul University (6/00) (with Lori Cook).

Design of Health Care Delivery Systems, DePaul University, Undergraduate Research Assistant Program. (1/00 - 6/00).

Effective Design of Banking Services. Competitive Research Grant, University Research Council, DePaul University (95-97).

INSTRUCTIONAL IMPROVEMENT GRANTS

Designing Online Learning Environments. Faculty Institute, Academic Technology Development, DePaul University (1/99 - 6/99)

Service Process Improvement Using Computer Simulation. College of Commerce Technology Grant, DePaul University (6/98)

Incorporating Spreadsheet-based Quantitative Methods in Management Courses. Instructional Quality Improvement Council, DePaul University (95-97) (with Boyer, K.K.)

JOURNAL ARTICLES

2001

Research Opportunities in Service Process Design, **Journal of Operations Management**, forthcoming (with Hill, A., Collier, D.A., Froehle, C.M., Goodale, J.C., Metters, R.D.).

Exploring the Linkages Between Quality System, Service Quality, and Performance Excellence: Service Providers' Perspectives, **Quality Management Journal**, forthcoming (with Cook, L.)

A Market Utility Based Model for Capacity Scheduling in Mass Services, submitted to **Production and Operations Management**, forthcoming (with Goodale, J. and Pullman, M.E.)

Effective Design of Products/Services: An Approach based on Integration of Marketing and Operations Management Decisions, **Decision Sciences**, 32, 1, 165-193. (with Thompson, G.M., Moore, W.L. and Louviere, J.J.)

2000

Service Design and Operations Strategy Formulation in Multicultural Markets **Journal of Operations Management**, 19, 2, 239-254 (with Pullman, M.E. and Goodale, J.C.).

Configurations of Low-Contact Services, **Journal of Operations Management**, 18, 6, 643-661, (with Young, S.T.).

Multiple Raters in Operations Strategy Research, **Production and Operations Management**, 9 (2), 128-140, (with Boyer, K.K.)

Service Classification and Management Challenges, **Journal of Business Strategies**, Vol. 17, No. 1, Spring 2000, pp 5-24, (with Boyer, K.K.)

An Empirical Assessment of Management Challenges in Service Factories, Service Shops, Mass Services and Professional Services. **International Journal of Service Industry Management**, 11 (1), 8-25.

Redesigning Check Processing Operations Using Animated Computer Simulation, **Business Process Management Journal**, 6 (1), 54-64 (with Gibbs, G. and Gilgan, R.).

1999

Designing and Positioning Services for Multicultural Markets, **Cornell Hotel and Restaurant Administration Quarterly**, 40 (6), (with Pullman, M.E. and Goodale, J.C.)

Configuring Service Operations in Accordance with Customers Needs and Preferences, **Journal of Service Research**, 1(3), 262-274 (with Thompson, G.M. and Louviere, J.J.)

Using Conjoint Analysis to Design Product Platforms. **Journal of Product Innovation Management**, 16 (1), 27-39 (with Moore, W.L. and Louveire, J.J.).

Managing Service Operations Based on Customer Preferences, **International Journal of Operations and Production Management**, 19 (9), 891-908. (with Thompson, G.M.).

1998

An Analysis of the Supplier Selection Process, **Omega: The International Journal of Management Science**, 26 (6), 739-750 (with Pullman, M.E.)

Discrete Choice Analysis in Hospitality Management Research, **Journal of Hospitality and Tourism Research**, 21 (1), 28-47. (with Thompson, G.M.)

1997

Management Science, Theory of Constraints/Optimized Production Technology and Local Optimization, **Omega: The International Journal of Management Science**, 25 (2), 189-200.

1996

Basing Service Management on Customer Determinants, **Cornell Hotel and Restaurant Administration Quarterly**, 37 (2), 18-23 (with Thompson, G.M.)

1995

Statistical Power in Operations Management Research, **Journal of Operations Management**, Vol. 13, No. 2, 1995, pp. 139-152 (with Goodale, J.C.).

Environment Dependent Breakage Rates in Ball Milling. **Powder Technology**, 84, 127-137 (with Rajamani, R.K.).

1992

Simulation of Locked Cycle Grinding of Multi-component Feeds and Its Implication for Stability and Control of Industrial Comminution Circuits. **Powder Technology**, 69 (1), 77-84 (with Kapur, P.C., Velamakanni, B. and Fuerestenu, D.W.).

BOOK CHAPTERS

Services Marketing, **Handbook of Logistics and Supply Chain Management**, Ed. Brewer, A.M., and Hensher, D.A. Pergamon, New York, 2001.

Service Capacity Design with Integrated Market-Utility Based Method, **Service Product Development**, Eds: James Fitzsimmons, Sage Publications, Thousand Oaks, CA, pp. 111-137, 2000 (with Pullman, M.E. and Goodale, J.C.)

Effective Product and Process Development Using Quality Function Deployment, **Integrated Product and Process Development: Methods, Tools, and Technologies** John Wiley and Sons, 1998, pp. 339-354 (with Maher T. and Pullman, M.E.)

Effect of Milling Environment on the Breakage Rates in Dry and Wet Grinding. **Comminution: Theory and Practice**, The Society of Mining & Met. Engineers, 1992 (with Rajamani, R.K.)

OTHER ACADEMIC PUBLICATIONS

Designing Value-Added Services: An Evolving Research Stream, **Decision Line** (forthcoming)

International Teaching Early in Academic Career, **Decision Line**, Vol. 30, No. 5, pp. 4-6, 1999 (with Boyer, K.K. and Youngdahl, W.)

Effective Design of Products/Services: An Approach based on Integration of Marketing and Operations

Management Decisions. Research Paper Series of **APICS Education and Research Foundation**, #07016, 1999 (with Thompson, G.M., Moore, W.L., and Louviere, J.J.)

Using Conjoint Analysis to Design Product Platforms. **Marketing Science Institute Research Paper Series** 98-113 (with Moore, W.L. and Louviere, J.J.).

My Operations Management Students' Love Linear Programming, **Decision Line**, Vol. 28, No. 4, 1997, pp. 9-12.

WORKING PAPERS/MANUSCRIPTS UNDER INITIAL REVIEW

Service Providers' Dissatisfaction with Customer Behavior: Implications for Service Design, submitted to **Journal of Operations Management** (with Ray Coye).

The Role of Value Added Services in B2B Supplier Selection Process: A Multinational/Multicultural Study. Submitted to **Decision Sciences**. (with Gerhard Plaschka).

From Clicks to Bricks: The Role of Value Added Features in Effective Design of E-Services. manuscript preparation in progress (with Zafar Iqbal)

CONFERENCE PROCEEDINGS/PRESENTATIONS

Adapt, Play, Shape in e-Services, 2001 Illinois Solutions Conference and Show, Chicago, 8/01. (**Invited Presentation**)

Simulation of Service Systems, ProModel Solutions Conference, Park City, 8/01. (**Invited Presentation**)

Exploring the Linkages Between Quality System, Service Quality, and Performance Excellence: Service Providers' Perspectives, Academy of Management Annual Meeting, Washington DC, 8/01.

Efficient Operations & Government and Not-For-Profit Services, Academy of Management Annual Meeting, Washington DC, 8/01. (**Invited Presentation**)

Quality Culture and Performance Excellence in a Service Environment, Production and Operations Management Association Annual Meeting, Orlando, 3/01 (with Cook, L.)

A Market Utility-based Model for Capacity Scheduling in Mass Services, Decision Sciences Institute Annual Meeting, Orlando, 11/00. (with Goodale, J. and Pullman, M.E.)

Integrated Design of Service Processes: Linking Customer Preferences, and Operating Parameters via Animated Computer Simulation Models, AMA/INFORMS Frontiers in Services Conference, Nashville, 9/00.

Quality Culture, Strategic Consensus and Performance in Banking Services, AMA/INFORMS Frontiers in Services Conference, Nashville, 9/00.

Product Variety Management in Retail Services: A Market-Utility-Based Approach, INFORMS Spring Meeting, Salt Lake City, 5/00 (with Oppewal, H. and Koelemeijer, K.)

Service Provider's Dissatisfaction with Customer Behavior: Implications for Service Design, INFORMS Spring Meeting, Salt Lake City, 5/00 (with Coye, R.)

Managing Product Variety at Retail Establishments: A Customer-Based Approach, Decision Sciences Institute Annual Meeting, New Orleans, 11/99 (with Oppewal, H. and Koelemeijer, K.)

Redesigning Check Processing Operations Using Animated Computer Simulation Models, Decision Sciences Institute Annual Meeting, New Orleans, 11/99.

Enhancing Operations Management Courses by the Use of Graphical Computer Simulation, Decision Sciences Institute Annual Meeting, New Orleans, 11/99 (with Boyer, K.)

Analyzing Teaching Evaluation Scores for Continuous Improvement, Decision Sciences Institute Annual Meeting, New Orleans, 11/99 (with Belohlav J. and Wardell, D.)

A Customer-Based Approach to Designing Capacity Constrained Outdoor Recreation Services at National Forests, Decision Sciences Institute Annual Meeting, New Orleans, 11/99 (with Louviere, J.J.)

Service Design for Multicultural Markets, Decision Sciences Institute Annual Meeting, New Orleans, 11/99 (with Pullman, M.E. and Goodale, J.C.)

Integrated Service Design Research: Issues and Opportunities, INFORMS Annual Meeting, Philadelphia, 11/99.

Employee Staffing Levels in Service Firms: Shortage & Surplus Costs, INFORMS Annual Meeting, Philadelphia, 11/99 (with Goodale, J.C. and Pullman, M.E.)

Effective Design of Products/Services: An Approach based on the Integration of Marketing and Operations Management Decisions. Academy of Management Annual Meeting, Chicago, 8/99 (with Thompson, G.M, Moore, W.L. and Louviere, J.J.)

An Empirical Assessment of Service Factory Configurations, Service Operations Management Association Conference, Waltham, 6/99 (with Young, S.T.)

Designing Services in a Multinational Context, Service Operations Management Association Conference, Waltham, 6/99. **(Best Paper Award)** (with Pullman, M.E. and Goodale, J.C.)

An Integrated Approach to Designing Service Products and Processes using Market Utility Models and Graphical Computer Simulation. Advanced Research Techniques Forum, American Marketing Association, Santa Fe, 6/99 (with Louviere, J.J. and Moore, W.L.)

Banking Process Improvement Using Graphical Computer Simulation, Production and Operations Association Annual Meeting, Charleston, 3/99.

An Integrated Market Utility-Based Framework for Scheduling in Services, Decision Sciences Institute Annual Meeting, Las Vegas, 11/98 (with Goodale, J.C. and Pullman, M.E.)

A Market Utility-Based Framework for Scheduling Customer Service Representatives, Production and Operations Management Association Annual Meeting, Santa Fe, 3/98 (with Goodale, J.C. and Pullman, M.E.).

Typologies in Service Operations: an Empirical Assessment, Decision Sciences Institute Annual Meeting, San Diego, 11/97 (with Boyer, K.)

Competitive Priorities and Performance in Service Operations, Decision Sciences Institute Annual Meeting, San Diego, 11/97 (with Young, S.)

Configuring Operations Objectives Based on Customer Needs and Preferences, Cincinnati, 8/95 (with Thompson, G.M.)

Customer-based and Effective Product/Service Design, American Production and Inventory Control Society Annual Conference, Washington D.C., 10/97 (Invited Presentation).

Effective Product/Service Design: A Customer-based Approach, Berkeley, INFORMS Marketing Science Conference, 3/97 (with Thompson, G.M.)

Optimizing Latent Segment Choice Model for Market Segmentation: A Simulated Annealing-based Approach, INFORMS Marketing Science Conference, Berkeley, 3/97 (with Moore, W.L. and Thompson, G.M.)

Customer-based Service Operations management in Hospitality Businesses: A Pizza Delivery Industry Example, Decision Sciences Institute Annual Meeting, Orlando 11/96 (with Thompson G.M.)

Optimizing Latent Segment Choice Model for Market Segmentation: A Simulated Annealing-based Approach, Decision Sciences Institute Annual Meeting, Orlando 11/96 (with Moore, W.L.)

A Note of the Use of Multiple Raters in Operations Strategy Research, Decision Sciences Institute Annual Meeting, Orlando 11/96 (with Boyer, K.)

Effective product/Process Improvement Using Quality Function Deployment, Atlanta, 10/96 INFORMS Annual Conference (with Pullman, M.E.).

Effective Product/Service Design: A Customer-Based Approach, Decision Sciences Institute Annual Meeting, Boston 11/95 (WITH Thompson, G.M.)

An Effective Methodology for Analyzing Tradeoffs in Operations Management: A Supplier Selection Process Example. Decision Sciences Institute Annual Meeting, Boston 11/95 (with Pullman, M.E.).

Harmonizing Manufacturing and Marketing Relationship to Improve Supply Chain Performance: Towards Time and Customer Service -Based Competition. American Production and Inventory Control Society Annual Conference, Orlando, 10/95 (Invited Presentation)

Differences Between Actual Customer Choice Patterns and Managers Perceptions of Customer Choice Patterns. INFORMS Annual Conference, New Orleans, 10/95 (with Thompson, G.M.)

Ski Resort Process Improvement: A Customer-Based Approach. INFORMS Annual Conference, New Orleans, 10/95 (with Pullman, M.E. and Louviere, J.J.).

The Foundations of Theory of Constraints. Decision Sciences Institute Annual Meeting, Honolulu, 11/94.

A Structural Equation Model for Service Quality in Business Education. Decision Sciences Institute Annual Meeting, Honolulu, 11/94 (with Goodale, J.C. and Young, S.T.).

Statistical Power in Production and Operations Management Research. Decision Sciences Institute Annual Meeting, Washington D.C., 11/93 (with Goodale, J.C.)

Strategic/Quality Purchasing Management in Small Manufacturing Firms. Decision Sciences Institute Annual Meeting, Washington D.C. 11/93 (with Baird, B.C. and Snow, J.)

Service Quality, Human Factors and Student Satisfaction in Management Education: A Comparison of Students and Instructors. Decision Sciences Institute Annual Meeting, Washington D.C., 11/93 (with Goodale, J.C. and Young, S.T.).

Student Perceptions of Service Quality: Applying SERVQUAL in Academic Environment. Decision Sciences Institute Annual Meeting, San Francisco, 11/92 (with Baird, B.C., Goodale, J.C., and Stodart, L.M.)

Acceleration and Deceleration of Breakage Rates in Batch Grinding. Society of Metallurgical Engineers Conference, Denver, 2/91 (with Rajamani, R.K.)

Simulation of Locked Cycle Grinding With a View Towards Evaluation of Stability and Control of Circuit Operations. Control of Particulate Processes Conference, Finland, 8/89 (with Kapur, P.C. and Fuerestenaus, D.W.).

Solution of Unsteady State Heat Transfer Problems Using Finite Difference Equations. Intensive Course on Computer Applications in Metallurgy, India, 6/87 (with Deo, B.)

TEACHING EXPERIENCE

DePaul University

Full-Time MBA/IMF Program

Managing Operations for Competitive Advantage (Required MBA Core Course)

Weekend and Evening MBA Programs

Managing Service Operations (MBA Elective in Operations Management)
Quality Improvement Methods (MBA Elective in Operations Management)
Quality Management Systems (MBA Elective in Operations Management)
Managing Operations for Competitive Advantage (Required MBA Core Course)

Executive Circle Program

New Product/Service Development
Quality Management

Quality Management Certificate Program

Quality Management Systems

Undergraduate Program

Advanced Service Sector Management (Undergraduate Business Elective)
Management and Measurement of Quality (Undergraduate Business Elective)
Managerial Concepts and Practices II (Required Undergraduate Business Course)
Making Sense of Managerial Data Analysis (Required Undergraduate Business Course)

Helsinki School of Business and Economics, Finland

Managing Operations for Competitive Advantage (Required Course as part of International MBA program with focus on Digital Technology Management)

University of Sydney, Australia

Service Marketing (M.Com Elective in Marketing)
New Product Development (Required Undergraduate Commerce Course)

David Eccles School of Business, University of Utah

Operations Planning and Control (MBA Elective in Operations Management)
Advanced Operations Management (Undergraduate Business Elective)

Special Study in New Product Design and Development (Undergraduate Special Topics)
Production & Operations Management (Required Undergraduate Business Course)
Business Statistics II (Required Undergraduate Business Course)
Business Statistics I (Required Undergraduate Business Course)

PROFESSIONAL SERVICE ACTIVITIES

Service to the University (1995 – 2001)

- Director, **Technology and E-Learning Team**, Department of Management. This newly-created committee is responsible for identifying the use of new information technologies in order to develop new courses and multi-disciplinary degree programs in management (00 onwards).
- Member, **Graduate Curriculum Committee**, College of Commerce. This committee is responsible for reviewing and approving new graduate program or any major changes in existing graduate programs offered by the Kellstadt Graduate School of Business. (00 onwards).
- Member, **University Library Committee**. A sub-committee of the University Academic Senate. Develops recommendations for long-term improvements in the university library system (98-00).
- Member, **Technology Policy Committee**, College of Commerce. This committee develops policies regarding all aspects of technology requirements, training, and usage and makes recommendations to the Dean, College of Commerce. This committee received a grant of \$100000 from the Executive Vice-President for IT Infrastructure Improvement (98 - 00).
- Member, **Enterprise-wide Resource Management MBA Program Taskforce**. This taskforce is developing a new technology-driven interdisciplinary MBA curriculum using SAP enterprise-wide software program (98-99).
- Member, **Suburban MBA Program Taskforce**. This taskforce is responsible for developing a new internet technology-based MBA curriculum with special focus on Lake County, Illinois (98-99)
- Co-designed **MBA program in Operations Management**. Kellstadt Graduate School of Business (DePaul University) (95-onwards).
- Developed three **new courses** (Quality Management Systems, Quality Improvement Methods, Managing Service Operations) for the MBA program at DePaul University (95-97).
- Member, **Continuous Improvement Team**, Department of Management, (95–00)

Service to Professional Organizations

- Editor** Invited Issue on Service Design, **Journal of Operations Management**
- Member,** Strategic Planning for International Affairs Committee, DSI (99-01)
- Track Chair** Service Management Mini Conference, DSI Annual Meeting, 11/01, 11/02
Service Design Cluster, INFORMS Annual Meeting, 5/00
Service Design, POMS Annual Meeting, 3/98.
- Coordinator,** New Service Design Panel Discussion Sessions, DSI Annual Meeting, 11/00.
- Session Chair** Annual Meeting of The Decision Sciences Institute (96).
Production and Operations Management Society (98)
Academy of Management Annual Meeting (99)

Discussant Annual Meeting of The Decision Sciences Institute (93 onwards).

Reviewer Journal of Hospitality and Tourism Research (96+)
Journal of Operations Management (94+)
Journal of Leisure Research (97+)
Management Science (98+)
National Science Foundation (97+)
Production and Operations Management Journal (97+)
Annual Meeting of The Decision Sciences Institute (93+).
Academy of Management Annual Meeting (95+).

Member Academy of Management
Decision Sciences Institute.
Institute of Operations Research and Management Sciences.
Production and Operations Management Society
American Marketing Association.