

Reynold E. Byers

W. P. Carey School of Business
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Professional

The W.P. Carey School of Business, Department of Supply Chain Management
Arizona State University
Clinical Associate Professor: August 15, 2007 - present

The Rady School of Business
University of California, San Diego
Visiting Associate Professor: Summers 2008 – 2012, Spring 2013

The Paul Merage School of Business
University of California, Irvine
Assistant Professor: July 1, 1999 – June 30, 2006
Lecturer: July 1, 2006 – June 30, 2007

Education

Ph.D.	University of Rochester, Simon School of Business
October 2000	<i>Operations Management</i>
M.S.	University of Rochester, Simon School of Business
June 1997	<i>Management Science</i>
M.S.	Brigham Young University
April 1994	<i>Mathematics</i>
B.S.	Brigham Young University
December 1992	<i>Mathematics</i>

Teaching

ASU, W. P. Carey School of Business

SCM 502: Operations and Supply Chain Management Core Course

Recent evaluations: **6.66** out of **7.00**

Taught in evening MBA program, 2007- present

Taught in Executive MBA program, Spring 2008

Taught in Graduate and Professional Certificate Programs

Representative student comment:

“Great job providing critical thinking questions and thoughts”

SCM 581: Management of Technology and Innovation

Recent evaluations: **6.56** out of **7.00**

Taught in Online MBA program, Fall 2008, 2009, 2010 and Spring 2009, 2010

Representative student comment:

“Good presentation of material, clear outline of what is expected, and timely responses to questions.”

SCM 515: Decision Modeling

Recent evaluations: **6.86** out of **7.00**

Taught in Evening MBA program, Summer 2009, 2010

Taught in Full-time MBA program, Fall 2010

Representative student comment:

“Excellent professor. Well arranged class and teaching. This class was probably the most useful so far in my MBA program. A lot of take a way for a Supply Chain student.”

SCM 591: Sustainability and Social Responsibility

Recent evaluations: **6.77** out of **7.00**

Taught in Evening MBA program, Summer 2009, Spring 2010, 2011

Taught in Full-time MBA program, Spring 2010, 2011

Representative student comment:

“Stimulated great discussions and he was willing to listen to the students. Presented good issues from multiple sides. I definitely got a lot out of this class.”

OE: Introduction to Supply Chain Management

Taught in Center for Executive and Professional Development Supply Chain

Management Certificate Program (online) January 2009, July 2009, September 2010

SCM 587: Project Management

Recent evaluations: **6.75** out of **7.00**

Taught in Evening MBA program, Winter Break 2011 and 2012.

Representative student comment:

“In class activities were very well thought out and executed. Enhanced the learning!”

SCM 521: Supplier Management and Negotiations

Recent evaluations: **6.80** out of **7.00**

Taught in corporate custom MBA and certificate programs, 2011 - 2012

University of British Columbia: Sauder School of Business**Operations and Logistics in the New Millennium**

Recent evaluations: **4.6** out of **5.00**

Taught in Accelerated Leadership Program, October 2008

Representative student comment:

“it was a valuable session. I picked up some interesting thoughts/ideas about inventory control in particular during this session.”

UC San Diego, The Rady School of Business**M270: Project Management**

Recent evaluations: **4.18** out of **5.00**

Taught in Flex MBA program, Summers 2008 - 2011

Representative student comment:

“Prof Byers was one of the best teachers I have had here at Rady. It was obvious he cared and understood what teaching style was necessary after a long day of class.”

M279: Service Operations Management

Taught in MBA program, Spring 2013

UC Irvine, The Paul Merage School of Business

Business Process Improvement: Executive Education, MBA Update Course

Recent evaluations: **4.465** out of **5.00**

Taught November 1, 2007

Sample student comment:

“Great use of case work to demonstrate point”

Mgmt. 208: Operations Management Core Course

Recent evaluations: **6.74** out of **7.00**

Taught in Full-Time MBA and Fully-Employed MBA programs, 2000- present

Representative student comment:

“Very intelligent, very humorous, makes every class enjoyable and interesting. Provides much insight and knowledge while giving real world examples.”

Mgmt. 286: Service Operations Management Elective Course

Recent evaluations: **6.8** out of **7.00**

Taught in Full-Time MBA and Fully-Employed MBA programs, 2000- present

Representative student comment:

“Lots of cases, projects, simulations, discussions, discussions, discussions ... I loved it. To differ from many other courses, where I would often feel like undergrad, your classes made me feel that my time and my money are well invested. I loved your class sessions. I loved the course structures and I loved it being part of it. THANK YOU!”

University of Rochester, Simon School of Business

APS 401: Decision Analysis and Applied Probability Core Course

Taught in Part-Time MBA program, 1997 – 1998

Brigham Young University: **Math 110: College Algebra**, 1993-1994

Utah Valley State College: **Math 90: Pre-Algebra and Introduction to Algebra**, 1993

Teaching Innovation:

SandCorp – a team-based Business Simulation. Student teams are charged with running a project team to produce samples of a new product for their employer. They must assign job training and costs, manage resource costs, arrange the production process, bid on completion time and then actually produce a quality version of the product: 4 sandcastles built to exacting specifications. The students learn about the integral connection between operational output and team dynamics through a fun, physically active and mentally challenging, educationally stimulating activity. Developed in 2000 with Professor Christine Beckman and run in the UC Irvine full-time MBA program from 2001 – 2008. Also conducted the activity with Keck Graduate Institute 2006 – 2009, and 2012 and with the Claremont-McKenna graduate school as an orientation activity.

BirdCorp team simulation. Altered the SandCorp activity to be done indoors building paper airplanes.

Project StoryKid – Project Management-oriented team-based simulation. Teams have to work to create a commercially viable children’s storybook based on targeted word. Teams must choose storyline, words, and basic graphics. Challenges teamwork, creativity, and maintaining a focus on value during a stressful, time-constrained project.

Fortune Teller Project – Project management-oriented team-based simulation. Teams have to work to create a colorful, witty, and well-designed “fortune teller.” Unknowingly, each student is given a different performance metric; one is graded on time, one on quality, one on wittiness of the “fortunes,” etc. The challenge is to work together as a group in the face of those differing objectives, including figuring them out and establishing a superordinate, group-oriented goal.

BirdCorp Agile – Project management-oriented team-based simulation. Teams are assigned a “customer” who is asking for them to develop a new type of “corporate aircraft” (paper airplane); customers vary in their desires for the “aircraft.” Customers range from cost-focused to extreme performance to high quality in their desires. The teams follow an Agile Project Management methodology to interact with the customer and develop their new “aircraft” according to their customer’s unique desires.

The Tragedy of the K’Nex - Sustainability-oriented team-based simulation that demonstrates the economic effect of the Tragedy of the Commons. Teams are challenged to build towers out of K’Nex building toys that they draw from a common pool of building pieces. The team that builds the greatest total height of towers wins. The pool of building pieces is varied in size and composition to demonstrate the overuse of the common pool, leading to the depletion of the supply. We also demonstrate the results of remedies such as permits (limiting the number of pieces they can draw per period) and private ownership (they get their own pool of pieces to manage).

Administrative:

W. P. Carey Master’s Program Committee member

SCM Department Master’s committee chair (August 2009 – present)

Full-time MBA program SCM/SCFM Specialization Coordinator (August 2009 – present)

Academic Director of the Supply Chain Management Professional Certificate program offered through the Center for Executive and Professional Development at the W. P. Carey School of Business. (January 2009 – Present)

Faculty liaison to the ISM Services Group (2008 – present)

SCM Department Master's Committee member (August 2007 – present)

Research Interests

Service Operations Management
Design and Management of Telephone Centers
Financial Service Operations Strategy
Performance Measurement in Services

Published Articles

Reynold E. Byers, Shuya Yin, and Xiaona Zheng, "ATM Pricing and Location Games in the Retail Banking Industry", *Asia Pacific Journal of Operations Research*, March 2012, Vol. 29, Iss. 1

Reynold E. Byers and Kut C. So, "A Mathematical Model for Evaluating Cross-sales Policies in Telephone Service Centers," *Manufacturing and Service Operations Management*, January 2007, Vol. 9, Iss. 1, pp 1-8.

Reynold E. Byers and Phillip J. Lederer, "Retail Bank Services Strategy: A Model of Traditional, Electronic, and Mixed Distribution Choices" *Journal of Management Information Systems*, Fall 2001, Vol. 18, No. 2, pp 129-152.

Reynold E. Byers and Phillip J. Lederer, "Channel Strategy Evolution in Retail Banking" forthcoming in the book of edited papers, *Managing in the Information Economy: Current Research*, edited by Uday Karmarkar, UCLA, and Uday Apte, SMU.

Reynold E. Byers and Phillip J. Lederer, "Branch Bank Network Structure with Electronic Transactions Considerations" *Proceedings of the 33rd Hawaii International Conference on System Sciences*, 2000.

Working Papers and On-Going Research Projects

Reynold E. Byers and David Huff, Assistant Clinical Professor, Penn State University, "No Soup for You: Demand, Pricing and Intentional Shortages," under revision.

Reynold E. Byers and Yuchen Luo, "A Market for Love Apples: Service Guarantees, Effort Games and Market Creation," under revision.

Reynold E. Byers, Marshall Freimer and Phillip J. Lederer, "Retail Banking Choice of Distribution Strategy in a Competitive Market," under revision

Reynold E. Byers, Gregory Dobson, and Robert A. Shumsky, "Optimal Allocation of Tasks in the Design of Telephone Centers"

Conference Presentations

Reynold E. Byers, Shuya Yin and Xiaona Zheng, "ATM Pricing and Location Games in the Retail Banking Industry," POMS national meeting, May 2008, La Jolla, CA

Reynold E. Byers, Shuya Yin and Xiaona Zheng, "ATM Pricing and Location Games in the Retail Banking Industry," INFORMS national meeting, November 2007, Seattle, WA

Reynold E. Byers and David Huff, "No Soup for You: Demand, Pricing and Intentional Shortages," MSOM conference, June 2005

Reynold E. Byers and Rick So, "The Value of Information-based Cross-Sales Policies in Telephone Centers", INFORMS national meeting, November 2003, Atlanta, GA.

Reynold E. Byers and Phillip J. Lederer, "Multi-Channel Retail Bank Distribution Strategy in Competition," CMIE/CIBER Conference 2003, Managing in the Global Information Economy, UCLA.

Reynold E. Byers, Marshall Freimer and Phillip J. Lederer, "Distribution Strategy Choice in Retail Banking," INFORMS national meeting, November 2001, Miami Beach, FL.

Reynold E. Byers, Gregory Dobson and Robert A. Shumsky, "Optimal Allocation of Tasks in Telephone Center Design," INFORMS national meeting, November 2000, San Antonio, TX.

Reynold E. Byers and Phillip J. Lederer, "Technology and Competition in Retail Banking," Irvine Conference on Operations Research and Operations Management in the Information Technology Era, June 2, 2000. Graduate School of Management, UC Irvine.

Reynold E. Byers, Gregory Dobson, and Robert Shumsky, "Consolidation of Telephone Centers," INFORMS national meeting, November 1997, Dallas, TX.

Honors and Awards

University of California, Irvine, Best Core Course Instructor Full-Time MBA Class of 2007 and Class of 2008.

University of California, Irvine Faculty Career Development Award, 2004

William E. Simon Graduate School of Business Fellowship (1994 – 1998)

Brigham Young University Presidential Scholarship (1986 – 1987, 1990)

Professional Societies

Institute for Supply Management (Current)

Institute For Operations Research and Management Science (INFORMS) (1998 – 2008)

Manufacturing and Service Operations Management Section of INFORMS (2001 – 2008)

Decision Sciences Institute (DSI) (2006 – 2007)

Professional Activity

Bausch and Lomb (1995) Analyzed the distribution channels and inventory levels for thousands of SKU's in B&L's contact lens product lines, with Avi Seidmann.

Student Advising

Usha Rani, Ph.D. Student, ODT Area
Yuchen Luo, Ph.D. Student, Finance Area - RA
Aron Spencer, Ph.D. Student, MIS Area – member of committee
Xiaofang Wu, Ph.D. student, ODT Area - RA
Xiaona Zheng, Ph.D. Student, ODT Area – TA, RA
Sami Alan, MBA Student – Individual Study on Yield Management, Summer 2001
Emily Such, Honors Undergraduate Student – Honors Thesis, second committee member, 2012 - 2013