

NATALIE CATHERINE SIMPSON

Vita Summary

RESEARCH

- Research interests include emergency services, management in disorganized environments and complex logistical networks.
- 30 peer-reviewed journal articles, six proceedings papers, three book chapters and one textbook to date.
- Research mentions in articles by the Associated Press, *Axios*, *Washington Post*, National Public Radio, *US News & World Report*, and others. Over 2.3 billion media impressions in the past five years.

TEACHING

- Ten teaching awards, including the Wickam Skinner Award from the Production and Operations Management Society, and the state-wide SUNY Chancellor's Award.
- Experience in undergraduate, MBA, doctoral and executive programs, teaching primarily operations management and decision science.
- Subject matter expert and faculty mentor for all aspects of video production in the context of instruction.
- Developed textbook and teaching materials used at over 35 universities.

LEADERSHIP

- Associate Dean for Graduate Programs, University at Buffalo School of Management, January 2023- present. Currently leading projects to launch two fully on-line programs in August 2023.
- President of the Decision Sciences Institute (DSI), a professional association with over 3,000 members globally.
- DSI Board of Directors since 2017. Chair, DSI Technology Committee. Elected to Executive Committee of the Board, 2019-present.
- Department Chair, 2017-present, Operations Management and Strategy, University at Buffalo School of Management.
- UB School of Management Undergraduate Program Chair, 2008- 2017.
- Created the course-casting system *Digital Access* in 2003, providing instruction to over 3,000 undergraduate students a semester on both our Buffalo and Singapore campuses. Founder, Digital Access Working Group.

NATALIE CATHERINE SIMPSON

Department of Operations Management and Strategy
University at Buffalo (SUNY)
Buffalo, NY
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May 28, 2023

EDUCATION

Ph.D., Business Administration, Concentration: Operations Management. University of Florida Warrington College of Business Administration, 1994.

M.B.A., Concentration: Finance. University of Florida Warrington College of Business Administration, 1990.

B.S., Fire and Emergency Services Administration, SUNY Empire State College, 2001.

B.F.A., Technical Production, University of North Carolina School of the Arts, School of Design & Production, 1986.

PROFESSIONAL APPOINTMENTS

Professor (2022-present), Operations Management and Strategy Department Chair (2017-present), and Associate Dean for Graduate Programs (2023-present)
Univ. at Buffalo (SUNY), Buffalo, NY

Research interests include emergency services, decision models for disorganized environments and complex logistical networks. As associate dean, current projects focus on the build and launch of two fully on-line degree programs in August 2023, including development of all on-line student and faculty support services. As department chair, projects include expansion of entrepreneurship programming, (225% increase in annual entrepreneurship to date); establishing cross-listed undergraduate offerings to reduce single digit student sections by 83%; and establishing UB Pathways programming to attract undergraduate students from outside the School of Management.

Associate Professor, Operations Management and Strategy
Univ. at Buffalo (SUNY), Buffalo, NY, 2001-2022.

Created the course-casting system *Digital Access* in 2003, now providing lectures via video streaming to over 3,000 undergraduate students a semester, supporting undergraduate instruction on both our Buffalo and Singapore campuses. Starting 2007, served as faculty leader of the largest and most international UB undergraduate program, rising from the status of unranked to among the top programs in the country (for example, #89 in recent US News and World Report). Milestones included basement renovation to create a level dedicated to undergraduates (2012), founding a new management undergraduate Honors program (2014), and the addition of two new majors and a minor.

PROFESSIONAL APPOINTMENTS CONT'D

Assistant Professor, Dept. of Management Science and Systems

University at Buffalo (SUNY), Buffalo, NY, 1994-2001.

Visiting Faculty, Dept. of Decision and Information Sciences

University of Florida, Gainesville, FL, 1998-2006. Taught large televised and digitally streamed undergraduate courses offered via distance learning throughout the state of Florida (summer semesters).

Academic-in-Residence, Gainesville Fire and Rescue

Gainesville, FL, 2001-2002. Summer residencies to provide in-house consulting services on operations management and video instruction for a municipal fire department with a full-time staff of 150 firefighters and 20 administrative personnel.

Managerial Consultant, Florida State Fire College / M.E. Rinker, Sr. School of Building Construction, Univ. of Florida, Gainesville, FL, 1998-1999. Developed on-line material for the State of Florida's fire fighter distance learning curriculum.

Graduate Teaching Assistant, Dept. of Decision and Information Sciences, Univ. of Florida, Gainesville, FL, 1990-1994.

Adjunct Instructor, Santa Fe Community College, Gainesville, FL, 1993.

Graduate Assistant, Florida Water Resources Research Center. Univ. of Florida, Gainesville, 1989-1991.

NON-ACADEMIC EXPERIENCE

Information Management Lead, Region 10 Covid-19 Vaccination Hub

Buffalo, New York, January 2021- June 2021. Head analyst for a team of volunteer health professionals from Kalieda Health, Catholic Health, and the University at Buffalo, commissioned by New York State government to coordinate and facilitate mass vaccination across the five counties of Western New York. Led UB-based project team in the rapid creation of *Vaccine Hound* (vaccinehound.org), a local vaccination appointment aggregator which assisted over 65,000 visitors in its first three weeks of operation.

Co-Owner, Glenochil Associates LLC

East Aurora, New York, 2010-present. Consulting firm specializing in the development of materials and systems for self-guided learning. Designer and owner of *NoteShaper.com*, the internet-based tutorial service supporting the textbook *Practical Operations Management*.

NON-ACADEMIC EXPERIENCE CONT'D

Fire Fighter, Line Officer and Warden, East Aurora Fire Department

East Aurora, New York, 1997 – 2009. New York State Fire Academy training in fire fighting, automobile accident victim extrication, emergency medical treatment, department management and traffic control.

Production Manager, Fine Wine Rack and Cellar Company

San Carlos, California, 1986-1988. Supervised production facility and on-site installations of custom bottle racking systems. Produced technical designs and bids for large cellars, including those featured in the *Wine Spectator*, *Northern California Home and Garden*, and *Architectural Digest*.

Carpenter 1982-1986. Seasonal work in scenery construction and touring for firms such as the Berkshire Theatre Festival, Daytona Seaside Music Theatre, North Carolina Shakespeare Festival, and Barrango, Inc.

RESEARCH VITA

Books

N.C. Simpson and P.G. Hancock, *Practical Operations Management*. (2013) *Second Edition* (2017) Hercher Publishing, Naperville, IL. Introductory operations textbook adopted by 41 universities, accompanied by an integrated teaching package and video tutorial site known as *NoteShaper*.

Book Chapters

J. Minas, N.C. Simpson, and T.W. Kao, "New Measures of Vulnerability within Supply Networks: A Comparison of Industries", *Handbook of Ripple Effects in the Supply Chain* (2019), Dmitry Ivanov, Alexandre Dolgui, and Boris Sokolov, Editors; Springer, Berlin, pp. 209-227.

N.C. Simpson, Z. Tacheva and T.W. Kao, "Social Network Analysis in the Context of Humanitarian Logistics", opening chapter in *The Palgrave Handbook of Humanitarian Logistics and Supply Chain Management* (2017), Gyöngyi Kovács, Karen Spens, and Mohammad Moshtari, Editors; Palgrave MacMillan UK, Hampshire, pp 1- 39.

N.C. Simpson and P.G. Hancock, "New Measures for Supply Chain Vulnerability: Characterizing the Issue of Friction in the Modelling and Practice of Procurement", in *Supply Chains: Theory and Application* (2008), Vedran Kordic, Editor; ARS Publishing, Vienna, pp. 515-536.

Peer Reviewed Journal Articles

- V.K. Chowdhry and N.C. Simpson, "Process Modeling a Radiation Oncology Clinic Workflow from Therapeutic Simulation to Treatment: Identifying Impending Strain and Possible Treatment Delays." Forthcoming in *Advances in Radiation Oncology*, 2023.
- N.C. Simpson, Z. Tacheva and T.W. Kao, "Semi-directedness: New network concepts for supply chain research", *International Journal of Production Economics*, 2023, Vol. 256: 108753.
- Z. Tacheva, N.C. Simpson and A. Ivanov. "Examining the Role of Top Management in Corporate Sustainability: Does Supply Chain Position Matter?" *Sustainability*, 2020, Vol. 12: 7518.
- J. Minas, N.C. Simpson, and Tacheva, Z. "Managing Emergency Response Operations: A Theory Building Survey", *Computers and Operations Research*, 2020, Vol. 119 :104921.
- N.C. Simpson, J. Minas, and Tacheva, Z. "Complete Bibliographic Data, Cluster Assignments and Combined Citation Network of Emergency Response Operations Research Extant Literature", *Data in Brief*, 2020, Vol. 31: 105908 .
- Z. Tacheva and N.C. Simpson, "Social Network Analysis in Humanitarian Logistics Research", *Journal of Humanitarian Logistics and Supply Chain Management*, 2019, Vol. 9(3), pp. 492-514.
- T.W. Kao, N.C. Simpson, W.T. Lin and B. Shao. "Relating Supply Network Structure to Productive Efficiency: A Multi-Stage Empirical Investigation," *European Journal of Operational Research*, 2017, Vol. 259 (2), pp. 469–485.
- N.C. Simpson and J. Minas, "Conceptualization and Demonstration of the Incident Controller's Problem", *Decision Support Systems*, 2016, Vol. 90, pp. 99-111.
- W.T Lin, T-W. Kao, C.-C. Chou, R. Sharman and N.C. Simpson, "The Complementarity and Substitutability Relationships between Information Technology and Benefits and Duration of Unemployment", *Decision Support Systems*, 2016, Vol. 90, pp. 12-22.
- T. Pettit, N. Simpson, P. Hancock, H. Clark, T. Hayden and J. Pierce. "Exploring Operational Resilience in the Context of Military Aviation: Finding the Right Mode at the Right Time." *Proceedings of the 23rd Annual Conference of the American Society of Business and Social Sciences*, Las Vegas, NV, February 2016. Winner, Best Paper Award in Management Track. Reprinted with permission in the *Journal of Business and Behavioral Sciences*, Vol. 28(2), pp. 24-36.
- G. Kim, W.T. Lin and N.C. Simpson, "Evaluating the Performance of U.S. Manufacturing and Service Operations in the Presence of IT: a Bayesian Stochastic Production Frontier Approach", *International Journal of Production Research*, 2015, Vol. 53(18), pp. 5500-5523.
- N.C. Simpson and P.G. Hancock, "Project Cheddarfield: Supporting Co-Curricular Themes Through Creative Use of Video Course-Casting", *Decision Sciences Journal of Innovative Education*, 2011, Vol. 9 (2), pp. 235-253.

C. Rhee, L. Sanders, and N.C. Simpson, "I, Myself and e-Myself", *Communications of the ACM*, 2010, Vol. 53 (6), pp. 154-157.

N.C. Simpson and P.G. Hancock, "The Tile Puzzle: An Experiential Exercise in Management Science," *The BRC Academy Journal of Education*, 2010, Vol. 1 (1), pp. 33-43.

P.G. Hancock and N.C. Simpson, "The Elusive Identities of Emergency Response and Incident Management as Service Operations," *The BRC Academy Journal of Business*, 2010, Vol. 1(1), pp. 25-43.

P. Hancock, N. Simpson, and E. Rhee, "Modeling Uncertainty through Agent-based Participatory Simulation: Implication to Businesses in China", *International Journal of China Marketing*, 2010, Vol. 1 (1), pp. 85-95.

N.C. Simpson and P.G. Hancock, "Fifty Years of Operational Research and Emergency Response," *Journal of the Operational Research Society*, 2009, Vol. 60(S1), pp. S126-S139.

N.C. Simpson and P.G. Hancock, "The Incident Commander's Problem: Resource Allocation in the Context of Emergency Response," *International Journal of Service Sciences*, 2009, Vol. 2 (2), pp. 102-124.

N.C. Simpson, P.G. Hancock and C.H. Chuang, "Hyper-projects and Emergent Logistics: Characterizing the Managerial Challenges of Emergency Response," *Journal of Applied Security Research*, 2009, Vol. 4(1), pp. 36-47.

N.C. Simpson, "Partial Credit in Multiple-Choice Exams: Improving Large-Scale Assessment of Multiple Constituencies," *International Journal of Intercultural Information Management*, 2009, Vol. 1(3), pp. 233-247.

N.C. Simpson, "Central versus Local Multiple Stage Inventory Planning: An Analysis of Solutions," *European Journal of Operational Research*, 2007, Vol. 181(1), pp. 127-138.

N.C. Simpson, "Modeling of Residential Structure Fire Response: Exploring the Hyper-Project," *Journal of Operations Management*, 2006, Vol. 24(5), pp. 530 - 541.

N.C. Simpson, "Asynchronous Access to Conventional Course Delivery: A Pilot Project," *British Journal of Educational Technology*, 2006, Vol. 37(4), pp. 527-537.

N.C. Simpson and S. Selcuk Erenguc, "Modeling Multiple Stage Manufacturing Systems with Generalized Cost and Capacity Issues," *Naval Research Logistics*, 2005, Vol. 52(6), pp. 560-570.

N.C. Simpson and S. Selcuk Erenguc, "Modeling the Order Picking Function in Supply Chain Systems: Formulation, Experimentation, and Insights," *IIE Transactions*, 2001, Vol. 33(2), pp. 119-130.

N.C. Simpson, "Questioning the Relative Virtues of Dynamic Lot Sizing Rules," *Computers and Operations Research*, 2001, Vol. 28(9), pp. 899-914.

N.C. Simpson, "Multiple Level Production Planning in Rolling Horizon Assembly Environments," *European Journal of Operational Research*, 1999, Vol. 114, No. 1, pp. 15-28.

S.Selcuk Erenguc, N.C. Simpson and A.J. Vakharia, "Integrated Production/Distribution Planning in Supply Chains: An Invited Review", *European Journal of Operational Research*, 1999, Vol. 115, pp. 219-236.

N.C. Simpson and S. Selcuk Erenguc, "Improved Heuristic Methods for Multiple Stage Production Planning," *Computers and Operations Research*, 1998, Vol. 25, No. 7-8, pp. 611-623.

N.C. Simpson and S. Selcuk Erenguc, "Multiple Stage Production Planning Research: History and Opportunities," *International Journal of Operations and Production Management*, 1996, Vol. 16, No. 6, pp. 25-40.

Research in Progress

Work in Progress: N.C. Simpson and J. Minas. "On the evolution of complexity in supply chain network structure: A longitudinal study. Target Journal, *European Journal of Operational Research*.

Work in Progress: N.C. Simpson and J. Minas., "Relating airline network structure and flight cancellation rates."

Work in Progress: Farmaciawaty, D. and N.C. Simpson, "A Systemic Review of the Definition of Public Health."

Working Paper: N.C. Simpson and P.G. Hancock. "On Disaster Response and Emergent Systems: A New Taxonomy for Operations Management."

Working Paper: N.C. Simpson, "The Role of Strict Inventory Cycle Time Requirements in Covid-19 Vaccine Distribution: A Case Study from New York State."

Peer Reviewed Posters, Conference Proceedings and Regional Journals

V.K Chowdhry and N.C. Simpson, "Process Modeling a Radiation Oncology Clinic Workflow from Therapeutic Simulation to Treatment: Identifying Impending Strain and Possible Treatment Delays." Poster Presentation at the ASCO Quality Care Symposium, Chicago, IL, September 2022. Abstract published October 2022 in *Journal of Clinical Oncology*, Vol. 40, no. 28_suppl, pp. 39.

Z. Tacheva and N.C. Simpson "Analyzing Actor-Topic-Event Networks: An Empirical Approach." Poster Presentation at Third Northeast Regional Conference on Complex Systems (NERCCS), Buffalo, NY, April 2020.

Z. Tacheva, N.C. Simpson, "Rich Clubs in the Context of Supply Chain Networks: Detecting Indirect Connectivity" *Proceedings of the 2019 Northeast Decision Sciences Institute Conference*, Philadelphia, PA, pages 865-882.

N. Simpson and J. Minas. "Simulating the Salient Properties of Decision Making in Emergency Response." *Proceedings of the 2016 NEDSI Annual Conference*, Alexandria, VA, April 2016. Winner, Best Paper Award in Application of Theory.

N.C. Simpson, "New Algorithms and New Questions for the Multiple Stage Lot Sizing Problem", *Proceedings of the 2011 International Workshop on Lot Sizing*, Istanbul, Turkey, August 2011.

N.C. Simpson and P.G. Hancock, "The Potential of Multi-player Agent-based Simulations in the Modeling of Complex Service Systems." Poster presentation at the annual meeting of INFORMS, San Diego, October 2009.

N.C. Simpson and P.G. Hancock, "The Managerial Realities of Emergency Planning and Response", *Proceedings of Natural Disasters in Small Communities: How Can We Help?* Buffalo, NY, March 2008.

N.C. Simpson, "Creative Design of Multiple Choice Exams: Providing Partial Credit to the Masses." *Proceedings of the Annual Conference of the Decision Sciences Institute*, San Antonio, TX. November 2006.

N.C. Simpson, "The Tile Problem: Threading Multiple Concepts in Linear Programming with a Single Reoccurring Class Exercise." *Proceedings of the Annual Conference of the Decision Sciences Institute*, San Francisco, CA. November 2005.

N.C. Simpson, "Process Analysis for Emergency Response," Summer Colloquium Series on Homeland Security, University of Florida, July 2004.

J.G. Merino, Simpson N.C., Silliman SL, Quinn B, Erenguc S. "Sources of delay to thrombolysis among acute stroke patients who arrive at the emergency room soon after symptom onset." Poster presentation at the 12th European Stroke Conference. Valencia, Spain. May 2003.

Other Publications

N.C. Simpson, "How to Save Lives When the Next Blizzard Hits," *NBCNews THINK* Op-Ed, <https://www.nbcnews.com/think/opinion/weather-forecast-snow-floods-remains-bad-plan-rcna63758>, January 1, 2023.

Clark, H., Haydel, T., Pierce, J., Pettit, T., Simpson, N., and Hancock, P., "Finding the Right Mode at the Right Time: Operational Resilience," *The Exceptional Release: A Professional Military Journal*, Logistics Officers Association, Summer 2016.

N.C. Simpson, "2013 DSI Classroom Technology Sandbox," *Decision Line*, Vol. 45, No. 1, January 2014.

N.C. Simpson, "2012 DSI Technology in the Classroom Mini-Conference," *Decision Line*, Vol. 44, No. 1, January 2013.

N.C. Simpson, "I'm Not Really a Professor, But I Play One on TV: Confessions from the World of Technology-Mediated Instruction," *Decision Line*, Vol. 42, No. 1, January 2011.

N.C. Simpson, "Distance Learning for Nearby Students: Some Contradictions from our Current Understanding of Online Education," *OR Newsletter*, No. 435, March 2007.

N.C. Simpson, "Educational Autonomation: Creating Case Study Challenges for Large Enrollment Classes," *Decision Line*, Vol. 36, No. 3, May 2005.

N.C. Simpson, "Inventory By Any Other Name: Lessons From The Emergency Room," *APICS: The Performance Advantage*, Vol. 11, No. 6, June 2001.

Research Media Mentions

Associated Press, Axios, *New York Times*, *Washington Post*, *Boston Globe*, National Public Radio, *US News & World Report*, and WalletHub.com, among others. Over 2.3 billion media impressions in the past five years.

Research Presentations (2011- present)

Presenter in Bold. Full list available on request.

Simpson, N. "When You're Not in Kansas Anymore: Managing Successfully Under Disrupted Conditions." Invited keynote, Center for Leadership and Organizational Effectiveness Annual Conference, Buffalo, NY, May 2023.

Simpson, N., Stover, S. and Vande Hei, M. "Keynote: A Conversation with NASA Decision Makers", moderated 'fireside chat' with NASA Flight Director Scott Stover and Astronaut Mark Vande Hei, Annual Conference of the Decision Sciences Institute, Houston, TX, November 2022.

Farmacaiawaty, D. and **Simpson, N.**, "A Systemic Review of the Definition of Public Health and its Intersection with Operations Management", Annual Conference of the Decision Sciences Institute, Houston, TX, November 2022.

Minas, J. and Simpson, N., "Detecting signature characteristics and dynamic evolution in supply network structures", Annual Conference of the Decision Sciences Institute, Houston, TX, November 2022.

Simpson, N. and Minas, J. "Are Supply Chains Actually Tiered Structures? A Growing Misalignment Between Conceptual Paradigm and Empirical Evidence." Midwest Decision Sciences Institute Annual Conference, April 2022, online.

Simpson, N. and Minas, J. "On the Nature of Complexity in Supply Chain Network Structure: A Longitudinal Study." Southeast Decision Sciences Institute Annual Conference, February 2022, Jacksonville, FL.

Simpson, N. "Vax Ensemble: Six Core OM Applications Drawn from the Covid Vaccination Effort" presentation in the finals of Decision Sciences Institute's Annual Instructional Innovation Competition, November 2021, online.

Simpson, N. "When You're Not in Kansas Anymore: Managing Successfully Under Disrupted Conditions." Invited talk, Buffalo chapter of American Society for Quality, September 2021.

Minas, J. and Simpson, N., "Best of Frenemies: Analyzing Interdependencies in the Supply Networks of Competing Firms", POMS Annual Conference, On-line, May 2021.

Minas, J. and Simpson, N., "A modeling framework for pandemic response", Annual Conference of the Decision Sciences Institute, on-line, November 2020.

Simpson, N. "When You're Not in Kansas Anymore: Managing Successfully Under Disrupted Conditions." Webinar, UB Alumni Association, May 2020.

Minas, J., and Simpson, N. "Decision support in the response phase of an emergency." IFORMS Conference on Security, Monterey, CA February 2020.

Minas, J., Simpson, N. and Tacheva, J. "Mapping the Evolution of Thought in Emergency Response Modeling." Annual Conference of the Decision Sciences Institute, New Orleans, LA, November 2019.

Tacheva, J. and Simpson, N. "Who is Likely to Help in Times of Disaster? Uncovering Digital Volunteers with Machine Learning." Annual Conference of the Decision Sciences Institute, New Orleans, LA, November 2019.

Simpson, N. "It's All About Who You Know: Exploring Weak Ties on Facebook." Annual INFORMS Conference, Washington, DC, October 2019.

Simpson, N. "Project vs. Incident Management: A Comparison and its Implications." Midwest Decision Sciences Institute Annual Conference, Indianapolis, IN, September 2019.

Lee, P. D., Simpson, N. and Frohlich, M. "The Frontiers of Case-based Teaching." Panel session organized for Midwest Decision Sciences Institute Annual Conference, Indianapolis, IN, September 2019.

Simpson, N. and Tacheva, J. "Rich Clubs in the Context of Supply Chain Networks: Detecting Indirect Connectivity" Annual Conference of the Northeast Decision Sciences Institute, Philadelphia, PA, April 2019.

Minas, J., and Simpson, N. "Comparing supply chain risk across industries." Annual Conference of the Decision Sciences Institute, Chicago, IL, November 2018.

Minas, J., Simpson, N. and Kao, T.W. "Quantifying the risk of defect propagation in a supply chain." Meeting of the Production and Operations Management Society in Houston, TX, May 2018.

Simpson, N. and Kao, T.W. "Semi-directed Interpretations of Complex Supply Networks: New Insights into Modern Supply Chain Risk." Invited presentation at the Annual Conference of the Decision Sciences Institute, Washington, DC, November 2017.

Minas, J., and Simpson, N. "Modelling a supply chain's resilience to the propagation of defects." Annual Conference of the Decision Sciences Institute, Washington, DC, November 2017.

Simpson, N. and Minas, J. "Trajectories, Lexicographic Goals and Incident Controller's Regret: Formulating Objectives in the Presence of an Emergency." Invited presentation at the 21st Conference of the International Federation of Operational Research Societies (INFORS), Quebec City, Canada, July 2017.

Simpson, N. "Snowmageddon: The Logistics of Extreme Snowfall Events." Invited presentation at the 28th Annual Meeting of the Production and Operations Management Society in Seattle, WA, May 2017.

Simpson, N., **Tacheva, J.** and Kao, T.W. "Humanitarian Logistics: On the Frontier in the Evolution of Supply Network Analysis (SNA)." 28th Annual Meeting of the Production and Operations Management Society in Seattle, WA, May 2017.

Simpson, N., Tacheva, J. and Kao, T.W. "Improved Metrics for Co-Dependency and Risk for Supply Chain Networks." Invited presentation at the Annual Conference of the Decision Sciences Institute, Austin, TX, November 2016.

Simpson, N. and Tacheva, J. "Social Network Analysis Software in the Study of Supply Chains: What are the Tools Available?." Workshop taught at the Annual Conference of the Decision Sciences Institute, Austin, TX, November 2016.

Simpson, N. "At-Risk Behavior in a Technology-Mediated Course: The Surprising Case of the Mechanistic Quiz Participant." Annual Conference of the Decision Sciences Institute, Austin, TX, November 2016.

Simpson, N. and Minas, J. "Portraying Mayhem: The Dominant Axioms of Disaster Management in Decision Science." Invited presentation at the 27th Annual Meeting of the Production and Operations Management Society in Orlando, FL, May 2016.

Simpson, N., Kao, T.W and Tacheva, J. "Reliability or Epidemiology? Developing Stress Tests for Authentic Inventory Networks." Invited presentation at the 27th Annual Meeting of the Production and Operations Management Society in Orlando, FL, May 2016.

Pettit, T. and Simpson N. "Exploring Operational Resilience in the Context of Military Aviation: Finding the Right Mode at the Right Time." Annual Conference of the American Society of Business and Social Sciences, Las Vegas, NV, February 2016.

Simpson, N., and Kao, T.W. “Frenemies: Investigating the Increasing Interdependencies of Direct Competitors through Supply Networks,” Annual Conference of the Decision Sciences Institute, Seattle, WA, November 2015.

Simpson, N., and Kao, T.W. “Mapping Supply Chain Evolution and Risk: New Measures for Complex Network Structures,” 26th Annual Meeting of the Production and Operations Management Society in Washington, DC, May 2015.

Simpson, N. “Trajectory-based Modeling of Railroad Classification Yards,” 26th Annual Meeting of the Production and Operations Management Society in Washington, DC, May 2015.

Simpson, N. and Minas, J. “Fight or flight: Modeling the Incident Controller’s Problem”, 25th Annual Conference of the Production and Operations Management Society (POMS), Chicago, IL, May 2014.

Simpson, N. “Questioning the dependency of multiple level lot sizing (MLLS) decisions on accurate cost data”, invited presentation at the 24th Annual Conference of the Production and Operations Management Society (POMS), Denver, CO, April 2013.

Simpson, N. “Exploring the dependency of multiple level lot sizing (MLLS) decisions on accurate cost data: An interesting case of resilience.” Annual Conference of the Decision Sciences Institute, San Francisco, CA November 2012.

Simpson, N. and Hancock, P. “No Problems, Only Opportunities: Understanding Emergent Operations” Annual Conference of APICS, The Association for Operations Management, Denver, CO, October 2012.

Simpson, N. and Hancock, P. “On Disaster Response and Emergent Systems: A New Taxonomy for Operations Management”, invited seminar presentation for DeGroote School of Business, McMaster University, Hamilton, Ontario, October 2012.

Simpson, N. and Hancock, P. “Relating Disaster Response to Business as Usual: A New Taxonomy for Operations.” 23rd Annual Conference of the Production and Operations Management Society (POMS), Chicago, IL, April 2012.

Simpson, N. and Hancock, P. “On Disaster Response and Emergent Systems: A New Taxonomy for Operations Management” Praxair Seminar Series, Industrial and Systems Engineering, University at Buffalo, March 2012.

Simpson, N. “New Algorithms and New Questions for the Multiple Stage Lot Sizing Problem.” 2011 International Workshop on Lot Sizing (IWLS 2011), Istanbul, Turkey, August 2011.”

Simpson, N. and Hancock, P. “The Incident Commander’s Problem: The Paradox of Resource Allocation in an Agent-based System.” 22nd Annual Conference of the Production and Operations Management Society (POMS), Reno, NV, April 2011.

TEACHING

Courses Taught

Course evaluation data and teaching portfolio available upon request.

University at Buffalo, Professional M.B.A. Program (Hybrid):

MGO 634: Project Management

MGO 630: Operations and Service Management

University at Buffalo, M.B.A. and doctoral Programs:

MGS 631: Production and Inventory Planning

MGO 795: Doctoral Seminar in Operations Management

University at Buffalo, MS Business Analytics and University at Buffalo/Singapore Institute of Management, Motorola University, Beijing, China & Renmin University, Beijing, China, Executive M.B.A. Programs:

MGQ 601: Managerial Decision Modeling

MGQ 603: Prescriptive Analytics

University at Buffalo, Undergraduate Program:

MGO 364: Fundamentals of Project Management

MGO 302: Production and Operations Management

UE 141: Introduction to Emergency Management

MGG 199: Freshman Seminar, Operations Management-themed Recitations

University of Florida, Undergraduate Program:

MAN 4504: Production and Operations Management.

MAN 4505: Management of Service Operations.

MAN 4521: Production Planning and Scheduling.

University of Florida, Accelerated M.B.A. Program:

MAN 5502: Operations Management

Santa Fe Community College:

MAN 2021: Principles of Management.

GEB 1023: Introduction to Business.

PhD Supervision

| <u>Name</u> | <u>Area</u> | <u>Year</u> | <u>Supervisor</u> |
|------------------|---|-------------|-----------------------|
| Zhasmina Tacheva | Operations Management <i>PhD Showcase Poster Competition Award, 2019</i> <i>UB Graduate School Teaching Award, 2019</i> <i>Asst. Professor, Syracuse University</i> | 2020 | N.C. Simpson |
| Ta-Wei Kao | Operations Management <i>Finalist and Honorable Mention for the Institute for Supply Management's Best Paper Award, 2015</i> <i>Asst. Professor, Univ. of Michigan-Dearborn</i> | 2016 | W. Lin & N.C. Simpson |
| Gilwhan Kim | Operations Management <i>Asst. Professor, Keimyung University, South Korea</i> | 2014 | W. Lin & N.C. Simpson |

HONORS AND AWARDS

Teaching Awards

Decision Sciences Institute's Annual Instructional Innovation Competition, 2021. Entry title: *Vax Ensemble: Six Core OM Applications Drawn from the Covid Vaccination Effort.*

Wickam Skinner Teaching Award, annual international prize for excellence in the teaching of operations management, awarded by the Production and Operations Management Society, 2013.

Undergraduate Management Association Teacher of the Year, 2011.

Dean's Teaching Fellow, University at Buffalo School of Management, 2010.

Finalist, INFORM-ED Case Competition, 2009. Entry title: *Native Sun: Internet Enabled Case Exploration in the Context of Very Large Classes.*

Winner, Decision Sciences Institute's Annual Case Studies Competition, 2005. Entry title: *East Aurora Fire Department.*

Winner, Decision Sciences Institute's Annual Instructional Innovation Competition, 2004. Entry title: *Educational Autonomation: Creating Case Study Challenges for Large Enrollment Classes.*

SUNY Chancellor's Award Winner for Excellence in Teaching, 2002.

Graduate Management Association MBA Teaching Award, University at Buffalo, 2001 and 2002.

Outstanding Contribution to Teaching, University at Buffalo School of Management, 1997.

University of Florida Graduate Student Teaching Award, 1994.

Scholarly and Service Awards

Philip B. Wels Outstanding Service Award, UB Alumni Association, 2022.

UB School of Management 2017-18 Media Impact Award. (347,535,000 media impressions over the course of a year, the highest among school faculty.) Also highest ranking for media impressions in 2022-23.

Best Paper Award in Application of Theory, 2016 NEDSI Annual Conference. Entry title: *Simulating the Salient Properties of Decision Making in Emergency Response*.

Best Paper Award in Management Track of 23rd Annual Conference of the American Society of Business and Behavioral Sciences. 2016. Entry title: *Exploring Operational Resilience in the Context of Military Aviation: Finding the Right Mode at the Right Time*.

Finalist, Best Paper Award in Humanitarian Operations and Crisis Management, Production and Operations Management Society. 2014. Entry title: *Fight or flight: Modeling the Incident Controller's Problem*.

Honorable Mention, 2013 INFORMS Railways Applications Section Problem Solving Competition. International operations research problem solving contest; worked with undergraduate student Ryan Hauser on entry title: *Agent-based Modeling of Railroad Classification Yards*.

Finalist, Best Paper Award in Humanitarian Operations and Crisis Management, Production and Operations Management Society. 2012. Entry title: *On Disaster Response and Emergent Systems: A New Taxonomy for Operations Management*.

Best Reviewer Award from the journal *Decision Sciences*, 2004.

Awarded Grinter Fellowship by the Graduate School, University of Florida, 1991-1994. Awarded

Outstanding Graduate Assistant, Dept. of Decision and Information Sciences, University of Florida, 1992.

University of Florida MBA Program Matherly Scholar, 1988-1990.

PROFESSIONAL SERVICE AND ENGAGEMENT

Guest Co-Editor, *Decision Sciences Journal of Innovative Education*, Special Issue: "Pedagogical Lessons from the Pandemic for Business Education," publication date: January 2024.

Decision Sciences Institute President (2022-23); President-Elect (2021-2022); VP-Technology, 2017-2021. Elected to Executive Committee of the Board, 2019-present.

Coordinator, Decision Sciences Institute's "Mini-conference in Classroom Technology" events within DSI's Annual Conference, 2012 and 2013.

2007-2009 Member, Publications Committee of the Decision Sciences Institute.

2007-2008 Member, Editorial Review Board of *Decision Sciences*.

Ad hoc manuscript reviewer for *Naval Research Logistics*, *Production and Operations Management*, *Decision Sciences*, *Computers in Operations Research*, *Operations Research*, *International Journal of Production Economics*, *OR Spectrum*, *International Journal of Operations and Production Management*, *Robotics and Computer-Integrated Manufacturing*, *International Journal of Service Sciences*, *European Journal of Operational Research*, *Decision Support Systems*, *Omega*, *Project Management Journal* and *Decision Sciences Journal of Innovative Education*.

Grant reviewer and panelist, National Science Foundation Small Business Innovation Research and Decision, Risk, and Management Sciences programs.

Ad hoc textbook developmental reviewer for McGrawHill/Irwin, John Wiley & Sons, Inc and Houghton Mifflin. Subject Matter Expert for Learnit Corporation, Gainesville, FL and Muzzy Lane Software, Newburyport, MA.

UNIVERSITY AND COMMUNITY SERVICE AND ENGAGEMENT

Associate Dean for Graduate Programs, UB School of Management, January 2023-present.

Chair, Department of Operations Management and Strategy, UB School of Management, Aug. 2017-present.

Lead Analyst, Western New York Vaccination Hub, 2021. Served on leadership team for the regional covid vaccination effort, at the behest of the New York State Department of Health.

Chair, Undergraduate Program Committee of UB School of Management, 2008- 2017.

Principal architect of UB's Digital Access Pilot Project in 2003, an initiative to combine traditional instruction and distance learning in the effective provision of undergraduate core courses. Founder of the Digital Access Working Group, a consortium of faculty interested in studying and publishing findings concerning the Digital Access process. Eight courses now taught via Digital Access to approximately 3,000 enrollees per semester in two countries, via an international model I proposed and piloted in 2006. Recently designed and built the 'Pocket Studio' at the School of Management, and serving as 'studio marshal' in facilitating fellow faculty in their production of professional-grade video tutorials in support of the hybridization of graduate courses.

Four years elected to the non-tenured position of the UB School of Management Policy Committee. Nine year Policy Committee member as Undergraduate Program Chair. Currently member as department chair.

Member, UB Faculty Senate Academic Planning Committee, and UB School of Management Emergency Planning Committee, cited for a UB Service Excellence Award in 2002.

Member, Faculty Advisory Committee for the UB Institute for Sustainable Transportation and Logistics.

Past Member, Faculty Advisory Committees: UB Global Perspectives Undergraduate Academy, UB Council on International Programs and Studies, UB Incident Management Team and the UB Center for Educational Innovation and Assessment.

AFFILIATIONS

Member, Decision Sciences Institute. Past President, currently serving on the Board of Directors.