

CURRICULUM VITAE

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ABRAHAM SEIDMANN

Xerox Professor

William E. Simon Graduate School
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PERSONAL:

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EDUCATION:

1977-1980 Texas Tech University, Lubbock, Texas
Ph.D. in Industrial Engineering (Cum Laude)
Major: Production Systems and Controls
Advisor: Professor M.L. Smith
Dissertation Title: "Optimal Assignment of Due-Dates"

The main objective of this research was to perform analytic investigation of the relationship between the due-date assignment procedure and the production schedule. The next objective was to develop and evaluate some optimal procedures for assigning due-dates to jobs and for the determination of production schedules. The objective is to minimize a composite penalty function accounting for the costs resulting from the due-dates, earliness, tardiness, and flow times.

The research provided some of the first theoretical results that foster better understanding of the operations management decision making procedures in those industrial systems. This dissertation led to several scientific publications and conference presentations. These publications have established a new research area as evident by the large number of citations and extensions made by various other authors.

1970-1973 Technion-Israel Institute of Technology,
Haifa, Israel
M.Sc., Major: **Operations Research**
Advisor: Professor E.M. Dar-El
Thesis Title: "Scheduling Systems for Multiple Activity Analysis"

The research dealt with the optimal scheduling of several production or maintenance activities that are carried out by a group of operators working simultaneously, with or without machines. The optimal scheduling procedure developed was based on Discrete Optimization, Branch and Bound Backtrack Algorithm. By exploiting the tree structure of the branch-and-bound method, an efficient computer-based heuristic algorithm was also developed for large-scale, real-size industrial problems.

1966 -1970 Technion-Israel Institute of Technology,
Haifa, Israel
B.Sc., Major:
Industrial Engineering and Management

EMPLOYMENT:

1986- **William E. Simon Graduate School of Business Administration**
Xerox Professor of Computers & Information Systems and Operations Management:
1993
Associate Professor: 1986-1992
Tenured: 1989

Area Coordinator: Computers and Information Systems, Operations Management, and Operations Research.

Committees:

Policy committee

Dean Search Committee (1991)

Promotion and Tenure Committee

Committee on Teaching Excellence

Core Curriculum Review (1999)

Dean Ten Years Conference Committee

Simon School Building Committee (1999)

Chairing several senior faculty review Committee(s)

Faculty Senate Committee on the Status of Academic Computing

University Standing Committee for Social Sciences (1996-2000)

Provost Committee for Vice Provost on Computing (1996)

Provost Committee for Searching a University CIO (1998)

Dean Search Committee for Simon School (2003)

Activities:

Granted the **Superior Teaching Award** for 1987-1988 by the MBA Class of 1989, and selected as the **Top Professor** by the full time MBA class of 1996, and the Dutch executive MBA class of 2003.

Helped in redesigning the courses and the student labs for the following required MBA core courses: "Foundations of Computers and Information Processing," and "Introduction to Management Science Models". These efforts included the introduction of advanced material on the strategic and economic aspects of business information systems. Integrated spreadsheets, data bases, simulation languages and interactive linear programming decision support tools were also incorporated in this effort. Have been actively involved in the current area activities including faculty evaluation, recruiting, seminars and Ph.D. student's exams and committees. Initiated executive short courses on "Manufacturing Systems Design and Performance Evaluation," and on "Intelligent Manufacturing Systems," that have offered several times through the Center of Manufacturing and Operations Management. Developed and presented a new MBA/Ph D. course for CIS and Finance students on "Financial Information Systems,". Originated and organized two new MS programs in "Management of Information Systems," and in "Manufacturing Information Systems". Developed and implemented a new Ph.D. program in Operations Management and in Computers and Information Systems. These new programs are geared at providing superior training of the students in their core research areas. Member of the five years planning committee for the Simon School (1989-1990), the Promotion and Tenure Committee (1990- 1993, 1995-), the Dean Search Committee (1993), and the Committee on Teaching Excellence (1993-5). Acted as a **faculty director** for the **executive short course** program of the Simon School (1994).

Current Research:

Information Systems Economics
Electronic Commerce
Management of Corporate Information Systems
Strategic Management of Manufacturing Systems
Technology Development and Innovation
Business Process Design Methodologies
Management and Controls for CIM/CIB Corporations
Flexible Manufacturing Systems Design and Analysis
Health Care Management

1980-1989 **Department of Industrial Engineering**
Faculty of Engineering
Tel-Aviv University, Israel
Lecturer (Assistant Professor): 1980-1985
Senior Lecturer: 1985 -1989
(Tenured since 1985)

Activities:

Initiated and developed three new courses: "Microcomputers in Operational Systems," "Experimental Methods in Human Engineering" and "Advanced Simulation Methodology for Manufacturing Systems". Set up two new laboratories and various simulation tools to provide exercise for the students in these courses. Actively involved in designing the long range academic development plans for the I.E. department and in obtaining funding and the required accreditation to start the Masters & the Ph.D. degree programs in I.E.

Departmental - Human Factors Engineering Lab. Coordinator, Development of Microcomputers, Robotics and CAD/CAM laboratories.

Tel-Aviv University Committees:
Chairman of the Industrial Engineering Curriculum (1984-1985) and member of several other committees.

Other Academic Positions

- 1980-1982 **Faculty of Industrial and Management Engineering**
Technion-Israel Institute of Technology Adjunct Lecturer: Industrial Microcomputers; Simulation Methodology. Was asked by the Dean of this Faculty to design, and later to help with the install and operation of their industrial microcomputers laboratory. In addition, was asked to assist in planning the robotics laboratory and the manufacturing physical-simulation laboratories.
- 1981 - **Faculty of Management, Tel-Aviv University**
Graduate Courses in Scheduling and Sequencing Theory, Microcomputers Systems and Operations Management. Initiated a new MIS graduate course on Microcomputer Systems and participated in various management seminars on robotics and advanced management information systems.
- 1977-1980 **Department of Industrial Engineering,**
Texas Tech University, Lubbock, Texas
Participation in Sequencing Research (NSF Grant) and economics of the Solar Photovoltaic Concentrator Application
Teaching: Operations Research (Teaching Ass't)
Computer Programming Techniques (Instructor in charge of multiple sections).
- 1973-1977 **Bank Otzar-Hahayal Ltd., Tel-Aviv, Israel**
Assistant General Manager (ACEO)
Main responsibilities: Operations Management, Chief Information Officer and Director of Human Resources. Initiated the development of the first national interbank ATM network in Israel.

- 1974-1977 **Department of Industrial Engineering**
 School of Engineering, Tel-Aviv University
 Tel-Aviv, Israel
 Part-time lecturer in Analysis of Production Systems
- 1974-1977 **Faculty of Industrial and Management Engineering**
 Technion-Israel Institute of Technology Haifa, Israel
 Adjunct lecturer: 8 semesters teaching senior level courses, in Production Management
- 1970-1973 **Faculty of Industrial and Management Engineering**
 Technion-Israel Institute of Technology,
 Haifa, Israel
 Graduate Research/Teaching Assistant in Production Planning and
- 1967-1968 **Diyuk Industries Inc., Israel.**
 Part-time engineering student trainee.
 Statistical Quality Control and Production Planning.

TEACHING EXPERIENCE

Manufacturing Management; Operations Research in Production Planning, Forecasting, Inventory Control and Scheduling; Analysis of Production Systems Dynamics Programming; Computer Programming Techniques; Methods Engineering; Human Factors Engineering; Micro-Computers in Operational Systems; Mini-Micro Computers in Industrial Control; Advanced Simulation Methodologies; Computer Integrated Manufacturing (CIM); Computers and Information Systems; Information Systems for Management, Management Science Models; Financial Information Systems, Manufacturing and Operations Strategy.

CONSULTING EXPERIENCE

Israel's Institute of Productivity: Scientific Consultant to various large scale industrial projects.

BH Husky: Design and analysis of production control systems

Yael Software House, Ramat-Gan, Israel: Development of large scale logistic information systems and performance evaluation of MIS systems.

Ministry of Defense, Tel-Aviv, Israel: Military applications of industrial and logistic systems management methodologies. Real-time command, communications and controls information (C³I) systems.

Israel Aircraft Industries (IAI): Special Consultant to the Head of Engineering Division and the VP for Manufacturing Information Systems (CIM). This involved the

planning, integration and development of large scale centralized and distributed MIS and CIM systems.

International Thompson Publishing: Business Process Reengineering.

Xerox Corporation: Strategic business product development, information systems development policies and executive support. Development of IT intensive operational architectures.

Rochester Telephone: Development of competitive IS operations.

Berlex Laboratories: Medical Management.

Bausch & Lomb: Logistics support for lean manufacturing.

Eastman Kodak: Digital Imaging for business applications.

SmithKline Beecham: Electronic Commerce Strategy.

Dynalab Industries: ERP and CIM design.

Dietz Automotive: Distribution system design and optimization.

Mass General Hospital: Radiology management.

Lehigh Imaging: Electronic Commerce Strategy.

ITS: Business process reengineering.

SCHOLARSHIPS

1977-1979 HTI-Hebrew Technical Institute Doctoral Scholarship (Technion)

AWARDS AND HONORS

Who's Who Worldwide Registry of Business Leaders (1995)

The research paper "Strategic Choices in Information Systems Infrastructure: Corporate Standards vs. 'Best of Breed' Systems" was selected as the **Best Theme Research Paper** of the 1995 ICIS (International Conference on Information Systems) Conference taking place in Amsterdam, December 1995.

The research paper "Workflow Optimization through Task Redesign in Business Information Processes," won the **Best Research paper Award** for the Collaboration Systems and Technology Track at the 1998 HICSS (the 31st Annual Hawaii International Conference on Systems Science,) taking place in Kohala Coast, Hawaii, in January 1998.

Member of the **Academy of Industrial Engineering**, admitted for outstanding contribution to the profession. Elected on April 3, 1998 at Texas Tech University, the Department of Industrial Engineering.

The paper "Incomplete Contracting Issues in Information Systems Development Outsourcing" (with W. B. Richmond and A. B. Whinston), that was published by **Decision Support Systems** in Vol. 8 (September 1992), was recognized at The 1999 Workshop on Information Systems and Economics (WISE 1992) as the **Best Paper in Information Systems and Economics**. This award winning paper was selected based on the scientific impact of the research over the time since it was published.

SCIENTIFIC AND HONOR SOCIETIES:

Tau Beta Pi	National Engineering Honor Society
Alpha Pi Mu	Honor Society of Industrial Engineers
Beta Gamma Sigma	Honor Society for Collegiate Schools of Business
IIE	Institute of Industrial Engineers (SENIOR MEMBER)
TIMS	The Institute of Management Sciences
ACM	Association of Computing Machinery
SME	Society of Manufacturing Engineering (SENIOR MEMBER)

REFeree FOR THE FOLLOWING PROFESSIONAL JOURNALS AND RESEARCH FUNDING AGENCIES:

Management Science; Operations Research; Naval Research Logistics Quarterly; Annals of Operations Research; Material Flow; Human Systems Management; IIE Transactions (Industrial Engineering Transactions); INFOR (Canadian Journal of Operations Research and Information Processing); Large Scale Systems; European Journal of Operational Research; International Journal of Production Research; IEEE

Transactions on Automatic Control; IEEE Robotics and Automation; Probability in the Engineering and Informational Sciences; Information Systems Research; National Science Foundation; Production and Operations Management, ASME: Journal of Engineering for Industry, HICSS, Journal of MIS, Information Systems Research.

REFEREE FOR PROMOTION AND TENURE DECISIONS:

University of Arizona, Bar Ilan University, Ben Gurion University, University of California at Berkeley, Carnegie Mellon University, City University of New York, Hong Kong University of Science and Technology, Lehigh University, New York University, University of Maryland, University of Michigan at Ann Arbor, University of Minnesota, University of Missouri St. Louis, MIT, Northwestern University, Ohio State University, University of Pennsylvania, University of Pittsburgh, Purdue University, Rutgers University, University of Southern California, Stanford University, Tel Aviv University, University of Toronto, Tulane University, UCLA, University of Waterloo, University of Washington, The White House Scholar Program, and several other universities.

DEPARTMENT EDITOR

Management Science

Department of: Interdisciplinary Management Research and Applications

(Establishing Editor: 1992 - 2000)

SENIOR EDITOR

MSOM: Manufacturing & Service Operations Management

EDITORIAL BOARD, ASSOCIATE/AREA EDITOR

Production Planning and Control

Production and Operations Management

International Journal of Flexible Manufacturing Systems

International Journal of Quality Science

Journal of Intelligent Manufacturing

Journal of Management Information Systems

IIE Transactions

Information Technology and Management

GUEST EDITOR

IEEE Networks Magazine

(Special Issue: Communications for Manufacturing) May 1988

Computers & Industrial Engineering (Special Issue: Computers in Production Systems)

Management Science (Special Issue on Information Systems and Economics)

SCIENTIFIC ADVISORY BOARD

Annals of Operations Research: (Special Volume on Markov Decision Processes)

RESEARCH CONFERENCE CHAIR PERSON

Co-Chairs the 1993 "**WISE**: Research Workshop on Information Systems Economics." Orlando, FL.

Member of the **program committee** for the 1995 **ICIS**: International Conference on Information Systems, Amsterdam.

Member of the **program committee** for the **First INFORMS National Conference on Information Systems and Technology**, Washington, DC, May 1996.

Co-Chairs the "First Citigroup-Simon School Conference on Electronic Banking Commerce", New York, NY, February 1999.

Co-Chairs the "Second Citigroup-Simon School Conference on Electronic Banking Commerce", New York, NY, February 2000.

SCIENTIFIC PUBLICATIONS:

1. A. Seidmann and M.L. Smith, "Due-Date Assignment for Production Systems," **Management Science**, Vol. 27, No. 5, (1981), pp. 571-581.
2. A. Seidmann, S. S. Panwalkar and M.L. Smith, "Optimal Assignment of Due-Dates for a Single Processor Scheduling Problem," **International Journal of Production Research**, Vol. 19, No. 4, (1981), pp. 393-399.
3. S. S. Panwalkar, M.L. Smith and A. Seidmann, "Common Due-Date Assignment to Minimize Total Penalty for the One Machine Scheduling Problem," **Operations Research**, Vol. 30, No. 2,(1982), pp. 391-399.
4. M. L. Smith and A. Seidmann, "Due-Date Selection Procedures for Job-Shop Simulation Systems," **Computers and Industrial Engineering**, Vol. 7, No. 3, (1983), pp. 199-207.
5. A. Seidmann and A. Arbel, "An Analytic Approach for Planning Computerized Office Systems, **Omega**, Vol. 11, No. 6, (1983), pp. 607-617.
6. A. Arbel and A. Seidmann, "Selecting a Microcomputer For Process Control and Data Acquisition," **IIE Transactions**, Vol. 16, No. 1,(1984), pp. 73-80.

7. A. Arbel and A. Seidmann, "Performance Evaluation of Flexible Manufacturing Systems," **IEEE Transactions on Systems, Man and Cybernetics**, Vol. 14, No. 4, (1984), pp. 606-617.
8. P. J. Schweitzer and A. Seidmann, "Generalized Polynomial Approximations in Markovian Decision Processes," **Journal of Mathematical Analysis and Applications**, Vol. 110, No. 6, (1985), pp. 568-582.
9. A. Seidmann, A. Arbel and R. Shapira, "A Two-Phase Analytic Approach to Robotic System Design," **Robotics & Computer Integrated Manufacturing**, Vol. 2, No. 2, (1984), pp. 181-190.
10. A. L. Stoecker, A. Seidmann and G. L. Lloyd, "A Linear Dynamic Programming Approach to Irrigation System Management With Depleting Ground Water," **Management Science**, Vol. 31, No. 4, (1985), pp. 422-434.
11. A. Seidmann and P. J. Schweitzer, "Part Selection Policy for a Flexible Manufacturing Cell Feeding Several Production Lines," **IIE Transactions**, Vol. 16, No. 4, (1984), pp. 355-362.
12. A. Seidmann and A. Arbel, "Microcomputer Selection Process for Organizational Information Management," **Information & Management**, Vol. 7, No. 4, (1984), pp. 317-329.
13. A. Seidmann, P. J. Schweitzer and S. Y. Nof, "Performance Evaluation of a Flexible Manufacturing Cell with Random Multiproduct Feedback Flow," **International Journal of Production Research**, Vol. 23, No. 6, (1985), pp. 1171-1184.
14. R. Wilhelm, S. Y. Nof and A. Seidmann, "Analysis of Recirculation in Robotic Systems Using Feedback Models," **Material Flow**, Vol. 3, No. 1, (1986), pp. 69-82.
15. E. L. Fisher, S. Y. Nof and A. Seidmann, Robot Systems Analysis: Basic Concepts and Survey of Methods, paper in "**Robotics and Industrial Engineering: Selected Readings**," E. L. Fisher (Ed.), Institute of Industrial Engineering (IIE) Publications, Atlanta, GA, (1983), pp. 77-87.
16. S. Shalev-Oren, A. Seidmann and P. J. Schweitzer, "Analysis of Flexible Manufacturing Systems with Priority Scheduling: PMVA," **Annals of Operational Research**, Vol. 6, (1985), pp. 115-139.
17. A. Seidmann and S. Y. Nof, "Unitary Manufacturing Cell Design with Random Product Feedback Flow," **IIE Transactions**, Vol. 17, No. 2, (1985) pp. 188-193.
18. A. Arbel and A. Seidmann, "Capacity Planning, Benchmarking and Evaluation of Small Computer Systems," **European Journal of Operational Research**, Vol. 22, No. 6, (1985) pp. 347-358.

19. P. J. Schweitzer, A. Seidmann and S. Shalev-Oren, "The Correction Term in Approximate Mean Value Analysis," **Operations Research Letters**, Vol. 4, No. 5, (1986), pp. 197-200.
20. A. Arbel and A. Seidmann, "Designing a Multi-Micro Distributed Accounting Information System," **Human Systems Management**, Vol. 5, No. 4, (1985), pp. 283-291.
21. A. Seidmann, P. J. Schweitzer and S. Y. Nof, "Observations on the Normality of Batch Production Times in Flexible Manufacturing Systems," **International Journal of Production Research**, Vol. 25, No. 1, (1987), pp. 151-154.
22. A. Seidmann, "On-Line Scheduling of a Robotic Manufacturing Cell with Stochastic Sequence-Dependent Processing Rates," **International Journal of Production Research**, Vol. 25, No. 6, (1987), pp. 907-924.
23. A. Seidmann, P. J. Schweitzer and S. Shalev-Oren, "Computerized Closed Queueing Network Models of Flexible Manufacturing Systems," **Large Scale Systems**, Vol. 12, No. 4, (1987), pp. 91-107.
24. A. Seidmann, "Optimal Dynamic Routing in Flexible Manufacturing Systems with Limited Buffers," **Annals of Operations Research**, Vol. 15, pp. 291-311 (1988).
25. A. Seidmann, "Regenerative Pull (Kanban) Production Control Policies," **European Journal of Operational Research**, Vol. 35, No. 3, (1988), pp. 401-413.
26. A. Seidmann, "Intelligent Control Schemes for Automated Storage and Retrieval Systems (AS/RS) **International Journal of Production Research**, Vol. 26, No. 5, (1988), pp. 931-952.
27. S. Globerson, and A. Seidmann, "The Effects of Imposed Learning Curves on Performance Improvements," **IIE Transactions**, Vol. 20, No. 3, pp. 317-324 (1988).
28. A. Seidmann, and S. Y. Nof, "Operational Analysis of an Autonomous Assembly Robotic Station," **IEEE Transactions on Robotics and Automation**, Vol. 5, No. 1, (1989), pp. 4-15.
29. A. Seidmann, and S. Globerson, "Dynamic Pacing and Learning in Assembly Operations," **Journal of Manufacturing and Operations Management**, Vol. 1, No. 2, (1988), pp. 202-226.
30. J. N. Daigle, A. Seidmann, and J. R. Pimentel, "Communications for Manufacturing: An Overview," **IEEE Networks**, Vol. 2, No. 1, (1988), pp. 6-13.
31. A. Seidmann, and A. Tenenbaum, "A Computational Approach to Optimal Queueing Systems Controls with Limited Buffers and with Multiple Component Cost Functions," **IEEE Transactions on Systems, Man and Cybernetics**, Vol. 19, No. 2, (1989), pp. 356-364.

32. J. Keilson, and A. Seidmann, "M/G/ ∞ with Batch Arrivals," **Operations Research Letters**, Vol. 7, No. 5, (1988), pp. 219-222.
33. J. Kim, and A. Seidmann, "A Framework for the Exact Evaluation of Expected Cycle Times in Automated Storage Systems with Full-Turnover Item Allocation and Random Service Requests," **Computers and Industrial Engineering**, Vol. 18, No. 4, (1990) pp. 601-612.
34. A. Tenenbaum, and A. Seidmann, "Dynamic Load Control Policies for a Flexible Manufacturing System with Stochastic Processing Rates," **International Journal of Flexible Manufacturing Systems**, Vol. 2, No. 2, (1989), pp. 93-120.
35. P.J. Schweitzer, and A. Seidmann, "Optimizing Processing Rates for Flexible Manufacturing Systems," **Management Science** Vol. 37, No. 4, (1991), pp. 454-466.
36. P. J. Schweitzer, A. Seidmann, and P. B. Goes, "Performance Management in Flexible Manufacturing Systems," **International Journal of Flexible Manufacturing Systems** Vol. 4, No. 1, (1991), pp. 17-50.
37. B. Pourbabai, and A. Seidmann, "Routing and Buffer Allocation Models for a Telecommunication System with Heterogeneous Devices," **European Journal of Operational Research** Vol. 63, (1992), pp. 423-431.
38. H. Groenevelt, L. Pintelon, and A. Seidmann, "Production Lot Sizing with Machine Breakdowns," **Management Science** Vol. 38, No. 1, (1992), pp. 104-123.
39. A. E. Gray, U. S. Karmarkar, and A. Seidmann, "Design and Operations of an Order Consolidation Warehouse: Models and Application," **European Journal of Operational Research** Vol. 58, (1992), pp. 14-36.
40. W. B. Richmond, A. Seidmann, and A. B. Whinston, "Incomplete Contracting Issues in Information Systems Development Outsourcing," **Decision Support Systems**, Vol. 8, No. 4, (1992), pp. 459-477.
41. H. Groenevelt, L. Pintelon, and A. Seidmann, "Production Batching with Machine Breakdowns and Safety Stocks," **Operations Research**, Vol. 40, No. 5, (1992), pp. 959-971.
42. A. Seidmann, and A. Tenenbaum, "Throughput Maximization of Flexible Manufacturing Systems," **IIE Transactions**, Vol. 26, No. 1, (1994), pp. 90-100.
43. A. E. Gray, A. Seidmann, and K. E. Stecke, "A Synthesis of Decision Models for Tool Management in Automated Manufacturing," **Management Science**, Vol. 39, No. 5, (1993), pp. 549-567.
44. W. B. Richmond, and A. Seidmann, "Software Development Outsourcing: Contract Structure and Business Value," **Journal of Management Information Systems**, Vol. 10, No. 1, (1993), pp. 57-72.

45. H. S. Choi, A. Seidmann, and M. W. Suh, "Decision Models for Designing and Planning Private Communication Networks," **Decision Support Systems**, Vol. 15, No. 6, (1995), pp. 389-403.
46. A. Seidmann, and E. Wang, "Electronic Data Interchange: Competitive Externalities and Strategic Implementation Policies," **Management Science**, Vol. 41, No. 3, (1995), 401-418.
47. D. Dey, and A. Seidmann, "Benchmarking Decision Models for Database Management Systems," **Information Systems Research**, Vol. 5, No. 3, (1994), pp. 275-293.
48. J. Kim, P. J. Schweitzer, and A. Seidmann" Analysis of Flexible Manufacturing Systems with Distinct Repeated Visits: DrQ," **International Journal of Flexible Manufacturing Systems**, Vol. 7, No. 4, (1995), pp. 319-338.
49. J. Johansen, U. K. Karmarkar, D. Nanda, and A. Seidmann, "Computer Integrated Manufacturing: Empirical Implications for Industrial Information Systems," **Journal of Management Information Systems**, Vol. 12, No. 2, (1995), pp. 60-82.
50. Hazra, J. and A. Seidmann, "Performance Evaluation of Closed Tree-Structured Assembly Systems," **IIE Transactions** Vol. 28, No. 7, (1996), pp 591-599.
51. Nelson, P., W. Richmond, and A. Seidmann, "Software Acquisition: The Custom/Package and Insource/Outsource Dimensions," **Communications of the ACM** Vol. 39, No. 7, (1996), pp. 29-35.
52. Wang, E. T. G., T. Barron, and A. Seidmann, "Contracting Structures for Custom Software Development: The Impact of Informational Rents and Uncertainty on Internal Development and Outsourcing," **Management Science** Vol. 43, No. 12, (1997), pp. 1726-1744.
53. Seidmann, A. and A. Sundararajan, "The Effects of Asymmetry on Business Process Redesign," **International Journal of Production Economics** Vol. 50, (1997), pp 117-128.
54. Dewan, R., A. Seidmann, and S. Sundaresan, "Communications in Hierarchical Organizations and IT Standards Policies," **International Journal of Electronic Commerce** Vol. 1, No. 3, (1997), pp. 43-63.
55. M. J. Shaw, A. Seidmann, and A. B. Whinston, "Information Technology for Automated Manufacturing Enterprises: Recent Developments and Current Research Issues," **International Journal of Flexible Manufacturing Systems** Vol. 9, No. 2, (1997), pp. 115-120.
56. A. Seidmann, and A. Sundararajan, "Competing in Information Intensive Services: Analyzing the Economic Impact of Task Consolidation and Employee Empowerment," **Journal of Management Information Systems** Vol. 14, No 2, (1997), pp. 33-56.

57. Dewan, R. A., M. Freimer, and A. Seidmann, "Internet Service Providers, Proprietary Content, and the Battle for Users' Dollars," **Communications of the ACM**, Vol. 41, No. 8, (1998), pp. 43-48.
58. Hazra, J., P. Schweitzer, and A. Seidmann "Analyzing Closed Kanban-Controlled Assembly Systems by Iterative Aggregation-Disaggregation," **Computers and Operations Research**, Vol. 26, No. 10/11, (1999), pp. 1015-1039.
59. Dewan, R. A., M. Freimer, and A. Seidmann, "Organizing Distribution Channels for Information Goods on the Internet," **Management Science**, Vol. 46, No. 4, (2000), pp. 483 - 495.
60. Dewan, R. A., M. Freimer, and A. Seidmann, "Adoption of Internet-Based Product Customization and Pricing Strategies," **Journal of Management Information Systems**, Vol. 17 No. 2, Fall 2000, pp. 9 – 28.
61. Gundepudi, P., N. Rudi, and A., Seidmann, "Forward Versus Spot Buying of Information Goods," **Journal of Management Information Systems**, Vol. 18 No. 2, Fall 2000, pp. 107 - 131.
62. Pinker E., Seidmann A., and Foster R., "Strategies for Transitioning 'Old Economy' Firms to e-Business", **Communications of the ACM**, Vol. 45, pp. 77-83, Number 5 (2002)
63. Dewan, R., and A., Seidmann, "Current Issues in Banking: Introduction," **Communications of the ACM**, June 2001.
64. Hazara, J., P. Schweitzer and A. Seidmann, "[Throughput and Inventory Estimation of a Pull-Based Supply System](#)" **International Journal of Manufacturing Technology and Management** (To Appear in 2003/4).
65. Dewan, R. A., J. Bing, and A. Seidmann, "Product Customization and Price Competition on the Internet" **Management Science**, Vol. 49, No. 8, pp. 1055–1070, August 2003. It was among the SSRN's Top Ten download list for the journal/ topic "Computers and Information Technology" in 2002 and 2003.
66. Dewan, R., J. Rummel, Z. Walter, and A. Seidmann "Activity consolidation to improve responsiveness," **European Journal of Operations Research**, (to appear in 2003/4).
67. Pinker E., Seidmann A. and Y. Vakrat "The Design of Online Auctions: Business Issues and Current Research", **Management Science**, Vol. 49, Number 11, pp. 1457-1484, November 2003.

REFEREED RESEARCH BOOKS AND NOTES:

1. R. G. Wilhelm, S. Y. Nof and A. Seidmann, "Analysis of Recirculation in Robotic Systems using Feedback Flow Models," in **Robotics and Material Flow**, S. Y. Nof (Ed.), Elsevier, NY (1986), pp. 69-82.

2. A. Seidmann, S. Shalev-Oren and P. J. Schweitzer, "An Analytical Review of Several Computerized Closed Queueing Network Models of FMS," in **Flexible Manufacturing Systems: Operations Research Models and Application**, K. E. Stecke and R. Suri (Ed's), Elsevier, NY (1986), pp. 369-380.
3. A. Seidmann and A. Tenenbaum, "Optimal Stochastic Scheduling of Flexible Manufacturing Systems with Finite Buffers," in **Flexible Manufacturing Systems: Operations Research Models and Applications**, K. E. Stecke and R. Suri (Ed's), Elsevier, NY (1986), pp. 487-498.
4. A. Arbel and A. Seidmann, "Performance Evaluation of Flexible Manufacturing Systems," in **Flexible Manufacturing Systems: Current Issues and Models**, F. Choobineh and R. Suri (Ed.), Industrial Engineering and Management Press, Atlanta, GA, (1986), pp. 118-129.
5. A. Seidmann, "Operational Controls of AS/RS using AI Problem Solving Concepts," **Recent Developments in Production Research**, A. Mital (Ed.), Elsevier, NY, (1988), pp. 385-395.
6. B. Gavish and A. Seidmann, "Printed Circuit Board Assembly Automation-Formulations and Algorithms" **Recent Developments in Production Research**, A. Mital (Ed.), Elsevier, NY, (1988), pp. 624-636.
7. A. Seidmann, "Intelligent Information Models for Operating Automated Storage and Retrieval Systems (AS/RS)," **Knowledge - Based Systems in Manufacturing** , A. Kusiak, (Ed.), Taylor & Francis, (1989), pp. 305-330.
8. A. Seidmann, "Knowledge Models for the Design and Management of Automated Storage and Retrieval Systems," **Advanced Information Technology for Industrial Material Flow**," S. Y. Nof and C. L. Moodie (Ed's), Springer, Berlin. (1989), pp. 387-416.
9. P. J. Schweitzer and A. Seidmann, "Processing Rate Optimization for FMS's with Distinct Multiple Job Visits to Work Centers," in **Flexible Manufacturing Systems: Operations Research Models and Applications**, K. E. Stecke and R. Suri (Eds.), Elsevier, NY, (1989), pp. 79-84.

10. A. E. Gray, A. Seidmann, and K. E. Stecke, "Tool Management in Automated Manufacturing: A Tutorial," in **Flexible Manufacturing Systems: Operations Research Models and Applications**, K. E. Stecke and R. Suri (Eds.), pp. 93-98.
11. A. Seidmann, and P. J. Schweitzer, "Performance Optimization for Flexible Manufacturing Systems," in **Robotic Systems and AMT**, G. Halevi, R. Weill, and I Yudelevich, (Ed.s), Elsevier, NY, (1990), pp. 219-225.
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2. R.A. Dude, W. M. Marcy and A. Seidmann, "Technology Assessment of Photovoltaic Energy Systems," ORSA/TIMS Joint National Meeting, Colorado Springs, CO, November 1980.
3. A. Seidmann, M.L. Smith and S. S. Panwalkar, "Due-Dates in Job-Shop Scheduling" , ORSA/TIMS Joint National Meeting, Colorado Springs, CO, November 1980.
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5. S.S. Panwalkar, M.L. Smith and A. Seidmann, "Common Due-Date Assignment," CORS/TIMS/ORSA Meeting, Toronto, Canada, May 1981.
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7. A. Seidmann, D. Sipper an S.Y. Nof, "Research and Development of Computerized Physical Simulators," National Conference of Industrial Engineering and Management, Beer-Sheva, Israel, May 1981.
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9. A. Seidmann and S.Y. Nof, "Computer Controlled Storage Systems," National CAD/CAM Conference, Herzlia, Israel, December 1981.
10. A. Seidmann and S.Y. Nof, "Manufacturing Cell Design With Random Product Feedback Flow," TIMS/ORSA Meeting, Detroit, MI, May 1982.
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20. A. Seidmann and R. Shapira, "An Engineering Process for Industrial Robot Selection," the 17 Israel Conference on Mechanical Engineering, Tel-Aviv, Israel, July 1983, (SESSION CHAIRMAN).
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129. Dewan, R., A. Seidmann, and Z. Walters "Workflow Optimization through Task Redesign in Business Information Processes," **Proceedings of the 31st Annual Hawaii International Conference on Systems Science, Vol. I**, pp. 240, Kohala Coast, Hawaii, January 1998.
130. *Winner of the Best Research paper Award for the Collaboration Systems and Technology Track.
131. Dewan, R., A. Seidmann, and Z. Walters "Digital Technology Selection and Workflow Optimization," **Proceedings of the 31st Annual Hawaii International Conference on Systems Science**, Kohala Coast, Hawaii, January 1998.
132. Seidmann A., and Sundararajan, A., "Co-Sourcing with Multiple Buyers and Suppliers: Operational and Agency Models, **Proceedings of the MSOM Conference**, University of Washington June 29-30, 1998.
133. Dewan, R. A., M. Freimer, and A. Seidmann, "Portal Combat," Workshop on Information Systems and Economics, **WISE 10**, NYU, New York City, 1998.
134. Dewan, R. A., M. Freimer, and A. Seidmann, "Portal Combat: The Battle between Web Pages to Become the Point of Entry to the World Wide Web", **Proceedings of the 32nd Annual Hawaii International Conference on Systems Science**, Maui, Hawaii, January 1999.
135. Vakrat, Y. and Seidmann, A., "Analysis and Design Models for Online Auctions," **Proceedings of the 4th Informs Conference on Information Systems and Technology**, pp. 64-78, May 1-2, 1999, Cincinnati, OH.

136. Dewan, R., Jing, B., and Seidmann, A., "Market Segmentation, Customization and Pricing Strategies in Electronic Markets," **Proceedings of the 4th Informs Conference on Information Systems and Technology**, pp. 94-106, May 1-2, 1999, Cincinnati, OH.
137. Vakrat, Y. and Seidmann, A., "Can Online Auctions Beat Online Catalogs?," **Proceedings of the Twentieth International Conference on Information Systems (ICIS)**, Charlotte, North Carolina, December 1999.
138. Dewan, R., Jing, B., and Seidmann, A., "One to one marketing on the Internet", **Proceedings of the Twentieth International Conference on Information Systems (ICIS)**, Charlotte, North Carolina, December 1999.
139. Dewan, R., Jing, B., and Seidmann, A., "Narrowcasting and buyers search for specialty goods on the internet", Workshop on Information Systems and Economics, **WISE 11**, Charlotte, North Carolina, December 1999.
140. Vakrat, Y. and Seidmann, A., "The determinants of online auction revenues – an empirical study," Workshop on Information Systems and Economics, **WISE 11**, Charlotte, North Carolina, December 1999.
141. Vakrat, Y. and Seidmann, A., "Implications of the Bidder's Arrival Process on the Design of Online Auctions," **Proceedings of the 33rd Annual Hawaii International Conference on Systems Science, Maui, Hawaii, January 2000.**
142. Dewan, R., Jing, B., and Seidmann, A., "Strategies for Internet-Based Product Customization and Discriminatory Pricing," **Proceedings of the 33rd Annual Hawaii International Conference on Systems Science, Maui, Hawaii, January 2000.**
143. Seidmann, A., "The Optimal Design of Online Auctions," presented at the Direct To Customer: New Distribution Models" Symposium, NYU Stern School, March 2000
144. Gundepudi, Rudi, N., and Seidmann, A., "P., Forward vs. Spot Buying of Information Goods: Modeling of Consumer Behavior," **Proceedings of the 34th Annual Hawaii International Conference on Systems Science, Maui, Hawaii, January 2001.**
145. Dewan, R., Jing, B., and Seidmann, A., "Adoption of Internet-based Product Customization and Pricing Strategies," **Proceedings of the 34th Annual Hawaii International Conference on Systems Science, Maui, Hawaii, January 2001.**
146. Dewan, R., Jing, B., and Seidmann, A., "One to One Marketing on the Internet," **Proceedings of the Twenty First International Conference on Information Systems (ICIS), Australia, December 2000.**

147. Seidmann, A., Pinker, E., and Vakrat, Y., "The Optimal Design of Multi-Period Online Auctions," East Coast Round Table in Operations Research: Operations Research Models in e-Commerce, MIT Sloan School, March, 2001.
148. Pinker E., Seidmann A. and Vakrat Y., "Multi-Period Optimal Design of Online Auctions" presented at the thirteenth Annual Workshop on Information Systems and Economics (**WISE/2001**), New Orleans, LA., December, 2001.
149. Senior faculty panel on "E-Business in the Down Market," Other panelists were Erik Brynjolfsson (MIT), Eric Clemons (Wharton School), Haim Mendelson (Stanford). This panel was part of presented the thirteenth Annual Workshop on Information Systems and Economics (**WISE/2001**), New Orleans, LA., December, 2001.
150. Pinker E., Etzion, H., and Seidmann A, "Selling Online with Auctions and Fixed-Price in Parallel," INFORMS National Conference, San Jose, CA, November 2002.
151. Pinker E., Etzion, H., and Seidmann A., " Analyzing the Simultaneous Use of Auctions and Posted Price for Online Selling ", presented at the fourteenth Annual Workshop on Information Systems and Economics (**WISE/2002**), Barcelona, Spain., December, 2002.
152. Ma D., and Seidmann A., " Contracting Structures for Application Service Providers (ASPs)" presented at the fourteenth Annual Workshop on Information Systems and Economics (**WISE/2002**), Barcelona, Spain., December, 2002.
153. Seidmann, A., and Zhang J., "The Optimal Software Licensing Policy under Quality Uncertainty," **Proceedings of the Twenty Third International Conference on Information Systems (ICIS)**, pp. 225 – 237, Barcelona, Spain, December 2002.
154. Marom, O., and A. Seidmann, "Market Segmentation With Risk and The Use of Online Auctions," presented at the fifteenth Annual Workshop on Information Systems and Economics (**WISE/2003**), Washington, Seattle, December, 2003.
155. Seidmann, A., and J. Zhang, "The Optimal Software Licensing Policy under Quality Uncertainty," presented at the fifteenth Annual Workshop on Information Systems and Economics (**WISE/2003**), Washington, Seattle., December, 2003.

TECHNICAL REPORTS AND PROFESSIONAL PAPERS:

1. Techem Advanced Technology Inc., and A. Seidmann, "Design Guidelines for Management Information System," prepared for the Board of Bank Otzar Hahayal, Tel-Aviv, Israel (1974).
2. A. Seidmann, "Wage Incentive for Bank Activities," prepared for the Board of Bank Otzar Hahayal, Tel-Aviv, Israel (1975).

3. A. Seidmann, "Analysis of Advanced Real-Time on Line Computer System for Stock Exchange Operations," prepared for the Board of Bank Otzar Hahayal, Tel-Aviv, Israel (1976).
4. A. Seidmann and D. Bihovsky, "Design and Economical Evaluation of a Financial Data Base and E.D.P. Systems," prepared for the Board of Bank Otzar Hahayal, Tel-Aviv, Israel (1976).
5. R. A. Dudek, C. Denardo and A. Seidmann, "Technology Assessment Model of Photo-Voltaic Concentrator Systems," prepared for the U.S. Department of Energy (1979).
6. M.L. Smith, A. Seidmann and J. Sherif, "An Economic Model of Solar Energy for Process Steam Generation," prepared for the Center for Energy Research, Texas Tech University (1979).
7. M.L. Smith and A. Seidmann, "A Feasibility Study of a Solar System Producing Industrial Process Heat in the Textile Industry," prepared for the Center of Energy Research, Texas Tech University (1979).
8. A.L. Stoecker and A. Seidmann, "Linear Dynamic Programming Methodology For Optimal Groundwater Mining," Technical Article, The Texas Agricultural Research Station, The Texas A & M University System, College Station, Texas, (1981).
9. A.L. Stoecker, G.L. Lloyd and A. Seidmann, "A Dynamic Programming Analysis of Irrigation System Investments," Technical Article, The Texas Agricultural Research Station, The Texas A & M University System, College Station, TX, (1981).
10. A. Seidmann, "Human Engineering Considerations in Developing Software Systems," **Machashvim**, (Computers), Vol. 2, No. 4, April (1983), pp. 70-72. (In Hebrew).
11. D. Sipper and A. Seidmann, "Cost Estimation for R & D in Advanced Electronic Systems," Final Report, Submitted to Israel Aircraft Industries (ELTA) (1983).
12. A. Seidmann, "Development of Software Systems," **Masse Hoshev**, (Israel Journal of Information Processing), Vol. 10, No. 3, (1983), pp. 25-26. (In Hebrew).
13. R. Shapira, A. Seidmann, "A Technological & Economical Model for Evaluating Industrial Robots, Part I," **Masse Hoshev** (Israel Journal of Information Processing), Vol. 11, No. 1, (1984), pp.19-22. (In Hebrew).
14. R. Shapira, A. Seidmann, "A Technological & Economical Model for Evaluating Industrial Robots, Part II," **Masse Hoshev** (Israel Journal of Information Processing), Vol. 11, No. 2, (1984). pp.46-53. (In Hebrew).

15. A. Seidmann, M. Goldwasser, Z. Yogev and A. Ronen, "Evaluating the Impact of Microelectronic Technologies on the Office Systems in Israel: The Case of Word Processing," National Council for Research and Development in Israel, Report NCRD (7/ 84), (1984).
16. P. Schweitzer, A. Seidmann, and P.B. Goes, "Computerized Models for Performance Optimization in FMS," **Technical Paper MM90-341**, Society of Manufacturing Engineers, Dearborn Michigan.

PROPOSALS SUBMITTED:

1. A. Seidmann and S.S. Panwalkar, "Application of Graph Theory to Plant Layout Problems," submitted to the Office of Research and Graduate Studies, Texas Tech University.
2. D. Sipper and A. Seidmann, "Estimating R and D Costs in Advanced Electronic Systems," submitted to Israel Aircraft Industries. (Funded: \$45,000).
3. A. Seidmann and S. Globerson, "Analysis of Paced Industrial Learning," submitted to the R & D Office of Tel-Aviv University. (Funded: \$5,000).
4. D. Sipper and A. Seidmann, "Mini Robots Research and Instruction," submitted to the Ministry of Commerce and Industry. (Funded: \$8,000).
5. A. Seidmann, "Development of Advanced Industrial Engineering Methodologies," Submitted to the Ministry of Defense (\$25,000).
6. W.B. Richmond and A. Seidmann, "Comparative Advantage of External Versus Internal Information System Development." Submitted to ADAPSO USA (\$270,000)

INVITED SEMINARS & COLLOQUIUMS:

1. "Optimal Assignment of Due Dates," Industrial Engineering Department, North Carolina State University, Raleigh, NC (1981).
2. "Stochastic Due Date Assignment for Production Systems," Systems and Industrial Engineering Department, University of Arizona Tucson, AZ (1981).
3. "Job Shop Scheduling with Due Date Costs," Department of Industrial and Systems Engineering, University of Southern California, Los Angeles, CA. (1981).
4. "Real Time Scheduling of a Flexible Manufacturing Cell," Graduate School of Management, University of Rochester, Rochester, NY (1982).
5. "Mathematical Models of Robotic Systems," Department of Industrial and Management Engineering, Ben Gurion University, Beer Sheba, Israel (1982).

6. "Physical Simulation and Research Trends in Industrial Engineering," Department of Industrial Engineering & The Graduate School of Business, Columbia University New York, NY (1982).
7. "Computerized Models of Flexible Manufacturing Systems with Priority Scheduling," Laboratory for Information and Decision Systems (LIDS), MIT: Massachusetts Institute of Technology, Cambridge, MA. (1984).
8. "Capacity Evaluation of Flexible Manufacturing Systems," Center for Robotics Research, Technion IIT Haifa, Israel (1984).
9. "Queueing Models for FMS's," Department of Operations Research and Industrial Engineering, Cornell University, Ithaca NY (1987).
10. "Control Strategies for Robotic Manufacturing Systems," Graduate School of Business Administration, Carnegie-Mellon University, Pittsburgh, PA (1987).
11. "Mathematical Models for Manufacturing Systems Design and Management," Department of Industrial and Operations Engineering, University of Michigan, Ann-Arbor, MI (1987).
12. "Manufacturing Systems Design Using Stochastic Models," Department of Industrial Engineering, SUNY at Buffalo, Buffalo, NY (1987).
13. "Research Directions in Computer Integrated Manufacturing," Owen Graduate School of Management, Vanderbilt University, Nashville, TN (1987).
14. "Performance Evaluation Models for Capacity Management," Department of Transportation and Industrial Engineering, New York Polytechnic University, New York, NY (1987).
15. "Capacity Design and Evaluation Models for FMS's," Industrial and Systems Engineering Department, University of Florida, Gainesville, FL (1987).
16. "Optimal Control Strategies for Automated Production Systems," Graduate School of Business Administration, New York University, New York, NY (1988)
17. "Printed Circuit Board Assembly Automation: Technical Issues, Mathematical Formulations and Efficient Algorithms," School of Industrial Engineering, Purdue University, West Lafayette, IN (1988)
18. "Printed Circuit Board Assembly Automation: Technical Issues, Mathematical Formulations and Efficient Algorithms," Department of Management Sciences, University of Waterloo, Waterloo, Canada (1988).
19. "Optimizing Processing Rates for Flexible Manufacturing Systems," Department of Industrial Engineering, University of Toronto, Toronto, Canada (1988).

20. "Optimizing Processing Rates for Flexible Manufacturing Systems," Industrial Engineering Department, North Carolina State University, Raleigh, NC (1989).
21. "Performance Optimization Models for Flexible Manufacturing Systems," Systems and Industrial Engineering Department, University of Arizona, Tucson, AZ (1989).
22. "Optimizing Processing Rates for Flexible Manufacturing Systems," Department of Industrial and Operations Engineering, University of Michigan, Ann-Arbor, MI (1989).
23. "Capacity Allocation and Processing Rate Optimization in Flexible Manufacturing Systems," Industrial Engineering and Management Science Department, Northwestern University, Evanston, IL (1989).
24. "Mathematical Models for Capacity Allocation Policies in Automated Manufacturing Systems," Graduate School of Business Administration, Carnegie-Mellon University, Pittsburgh, PA (1989).
25. "Capacity Allocation and Processing Rate Optimization in Flexible Manufacturing Systems," School of Business Administration, University of Connecticut, Storrs, CT., (1990).
26. "Capacity Allocation and Processing Rate Optimization in Flexible Manufacturing Systems," Anderson Graduate School of Management, University of California, Los Angeles, CA (1991).
27. "Capacity Allocation and Processing Rate Optimization in Flexible Manufacturing Systems," School of Management, State University on New York at Binghamton, Binghamton, NY (1991).
28. "Performance Management in Flexible Manufacturing Systems," William E. Simon Graduate School of Business Administration, University of Rochester, February 1991.
29. "Production Batching with Machine Breakdowns and Safety Stocks," Faculty of Management, Graduate School of Business Administration, Tel Aviv University, Tel Aviv, Israel (1991).
30. "Advanced Models for Capacity allocation in Flexible Manufacturing Systems," Department of Econometrics, The University of Sydney, Sydney, Australia (1992).
31. "Incomplete Contracting Issues in Information Systems Development Outsourcing," Krannert Graduate School of Management, Purdue University, IN (1992).
32. "Interdisciplinary Management Research and Applications," School of Business Administration, Kent State University, OH (1992).

33. "Electronic Data Interchange: Competitive Externalities and Strategic Implementation Policies", W.E. Simon School of Business Administration, University of Rochester, NY (1992).
34. "Electronic Data Interchange: Competitive Externalities and Strategic Implementation Policies," The Fuqua School of Business, Duke University, NC (1993).
35. "Electronic Data Interchange: Competitive Externalities and Strategic Implementation Policies," Graduate School of Business Administration, Harvard University, MA (1993).
36. "Electronic Data Interchange: Competitive Externalities and Strategic Implementation Policies," School of Business Administration, University of Michigan, Ann Arbor, MI (1993).
36. "Electronic Data Interchange: Competitive Externalities and Strategic Implementation Policies," The Wharton School, University of Pennsylvania, Philadelphia, PA (1993).
37. "Electronic Data Interchange: Competitive Externalities and Strategic Implementation Policies," Anderson Graduate School of Management, University of California, Los Angeles, CA (1993).
38. "Electronic Data Interchange: Competitive Externalities and Strategic Implementation Policies," Walter A. Haas School of Business, University of California at Berkeley, CA (1993).
39. "Logistics and Parts Flows with Inter-organizational EDI," Department of Industrial Engineering, University of Toronto, Toronto, Canada (1994).
40. "Logistics and Parts Flows with Inter-organizational EDI," Stern School of Business Administration, New York University, New York, NY (1994).
41. "Logistics and Parts Flows with Inter-organizational EDI," The Fuqua School of Business, Duke University, NC (1994).
41. "Logistics and Parts Flows with Inter-organizational EDI," Graduate School of Business Administration, Harvard University, MA (1994).
42. "Reengineering Your Business," School of Business Administration, Hong Kong Polytechnic, Honk Kong (1994).
43. "Lessons in Academic Planning: Developing and Maintaining Innovative MBA and Ph.D. Programs," School of Business Administration, Hong Kong Polytechnic, Honk Kong (1994).
44. "Caution! Reengineering," Graduate School of Business Administration, Tel Aviv University, Tel Aviv, Israel (1994).

45. "Logistics and Parts Flows with Inter-organizational EDI," Department of Industrial and Management Engineering, Ben Gurion University, Beer Sheba, Israel (1994).
46. "Logistics and Parts Flows with Inter-organizational EDI," Faculty of Industrial Engineering and Management, Technion, Israel (1994).
47. "Business Applications of EDI: Trends and Economics," The Rochester Chapter of the Association of Computing Machinery (ACM), December, 1994.
48. "Analysis of Assembly Systems in a Broadcast Production Environment," Joint seminar at the School of Business Administration and the Department of Industrial and Operations Engineering, the University of Michigan in Ann Arbor, MI. (1994).
49. "Logistics and Parts Flows with Inter-organizational EDI," Sloan School of Management, MIT, MA (1995).
50. "Capacity Management in Flexible Manufacturing Systems," Sloan School of Management, MIT, MA (1995).
51. "Reengineering the Healthcare Management Process," Department of Preventive Medicine, School of Medicine, University of Rochester, NY (1995).
52. "Logistics and Parts Flows with Inter-organizational EDI," Graduate School of Business Administration, Carnegie-Mellon University, Pittsburgh, PA (1995).
53. "Research Issues in Business Process Reengineering," Amos Tuck School of Business Administration, Dartmouth College, Hanover, NH, (1996).
54. "Redesigning Business Processes: Case Studies and Operational Models," A. B. Freeman School of Business, Tulane University, New Orleans, LA (1997).
55. "The Role of Digital Imaging in Business Process Reengineering" a keynote speech at the Eastman Kodak Corp. 1997 Digital Imaging Interplant Conference, Rochester, NY (1997).
56. "Redesigning Business Processes: Case Studies & Operational Models," Olin School of Business, Washington University, St. Louis, MO (1997).
57. "Costing Radiology Activities," AHRA North Atlantic Region, 24th Annual Meeting, Atlantic City, NJ (1997).
58. "Redesigning Business Processes: Case Studies & Operational Models," Anderson Graduate School of Management, UCLA, Los Angeles, CA (1997).
59. "Advances in Business Process Reengineering," William E. Simon Graduate School of Business Administration, University of Rochester, Rochester, NY (1997).

50. "Portal Combat and the Battle for Users Dollars," Stern School of Business Administration, New York University, New York, NY (1999).
51. "Portal Combat and the Battle for Users Dollars," The Wharton School, University of Pennsylvania, Philadelphia, PA (1999).
52. "Organizing Distribution Channels for Information Goods on the Internet," The Johnson School, Cornell University, Ithaca, NY (1999).
53. "The Optimal Design of Online Auctions", Department of Computer Science, University of Rochester, Rochester, NY (2000).
54. "The Optimal Design of Online Auctions", Graduate School of Business, University of Chicago, Chicago, IL (2000).
55. "The Optimal Design of Online Auctions", American Management Systems, Center of Electronic Commerce, Fairfax, VA (2000).
56. "The Optimal Design of Online Auctions", Faculty of Management and Industrial Engineering, Technion, Haifa, Israel (2000).
57. "The Optimal Design of Online Auctions", Graduate School of Business, Tel Aviv University, Tel Aviv, Israel (2000).
58. "The Optimal Design of Online Auctions", Business School, University of Washington, Seattle, WA (2001).
59. "The Optimal Design of Online Auctions", Graduate School of Industrial Administration, Carnegie-Mellon University, Pittsburgh, PA (2002).
60. "The Optimal Design of Online Auctions", Kellogg School of Management, Northwestern University, Evanston, IL (2001).
61. "The Optimal Design of Online Auctions", The Wharton School, University of Pennsylvania, Philadelphia, PA (2001).
62. "Using Transaction Data for the Design of Sequential, Multi-unit, Online Auctions", Business School, University of Washington, Seattle, WA (2002).
63. "Using Transaction Data for the Design of Sequential, Multi-unit, Online Auctions", Graduate School of Business, Tel Aviv University, Tel Aviv, Israel (2002).
64. "Using Transaction Data for the Design of Sequential, Multi-unit, Online Auctions", Goizueta School of Business, Atlanta, GA (2002).
65. "Using Transaction Data for the Design of Sequential, Multi-unit, Online Auctions", Olin School of Business, Washington University, St. Louis, MO (2003).

66. "The Economics of Online Auctions", The School of Management, The University of TX at Dallas, (2003).

EXECUTIVE LECTURES & SEMINARS: (Since 1995)

1. "The US Business Experience with Computer Integrated Manufacturing," Management Group, ELTA Electronics Industries, Ashdod, Israel (1995).
2. "Strategic Implications of Business Process Reengineering," Board of Managers, Bedek Aviation Division, Israel Aircraft Industries Ltd., Lod, Israel (1995).
3. "Reengineering the Financial and Trade Services," Departmental Managers Forum, the Tel Aviv Stock Exchange, Israel (1995).
4. "Electronic Commerce", SmithKline Beecham Board of Directors (1998)
5. "Portal Combat and the Battle for Users Dollars", RHI Inc. (1999)

MEDIA CITATIONS: (Since 1994)

1. **Rochester Business Journal:** "Downsizing's Dark Side," March 4, 1994.
2. **Democrat and Chronicle:** "The New Work Order," March 6, 1994.
3. **Democrat and Chronicle:** "Xerox Subcontract May Be \$4.1 Billion, Biggest Ever," March 22, 1994.
4. **Rochester Business Journal:** "Linear Programming Hits Mainstream," April 1, 1994.
5. **Democrat and Chronicle:** "A Whole New Word," May 22, 1994.
6. **Democrat and Chronicle:** "Information Management Outsourcing Deal Nearing Finalization," May 30, 1994.
7. **Rochester Business Magazine:** "Riding the Wave of the Future/The Information Super Highway: Don't Be Left in the Dust," September 1994.
8. **Rochester Business Journal:** "Special Report on Information Technology," February 10, 1995.
9. **Waters:** The Wall Street's Technology Elite Magazine: "A Class Apart," Winter 1995, 52-58.
10. **Wall Street Journal:** "The Business Bulletin," front page, April 20, 1995.
11. **Advanced Manufacturing Technology:** "Computer Aided Factories Should Universalize Technology," May 15, 1995.

12. **Rochester Business Journal:** “Health Care Group on Information Mission,” May 19, 1995.
13. **Rochester Business Journal:** “Of Machine and Men: Special Report on Information Technology,” June 2, 1995.
14. **The Microcomputer Trainer:** ‘New Research Indicated that Computer-Ignorant CEO’s Undermine their Companies’ Competitive Position,” March 1995.
15. **IIE Solutions:** ‘Computer-Integrated Manufacturing: An Opportunity Missed’, August 1995.
16. **Manufacturing Engineering:** ‘CIM Succeeds when Top Managers Drive It’, September 1996.
17. **Waters:** ‘Inside Financial-IT B-Schools’, November 1996.
18. **Democrat and Chronicle:** ‘Bridging the Cultural Gap’, February 1997.
19. **Computerworld:** ‘Is an MBA for You?’, July 1997.
20. **WHAM, Radio,** ‘Winning a Research Prize’, February 1998.
21. **Democrat and Chronicle,** ‘In the Community’, March 4, 1998.
22. **USA Today,** ‘Technically, it’s an addiction’, April 21, 1998.
23. **Radio Station WSYR 570 News** in Syracuse, ‘The Growing Impact of Telecommunications on Work Design and Pressures’, April 27, 1998.
24. **WORK TV-13: 6:00 pm newscast.** Interviewed in a story on outsourcing in manufacturing.
25. **RNews TV-9: Station:** Interviewed twice on political developments and US policy, December 1998.
26. **Wall Street Journal:** “Online Auctions May Elicit Lower Prices for Shoppers than Online Catalogs,”, September 23, 1999.
27. **Rochester Business Journal:** “Cited and photographed in a Special Report on Information Technology & E-Commerce”, January 28, 2000.
28. **AACSB Newslines Journal,** “Hurr – E up: B Schools Striving to Get E – Business Courses and Resources Up to Speed,” Volume 30, Number 3, March 2000.
29. **MBA Bullet Point,** “Xerox: Improving the Company’s IQ,” April 11-28, 2000.
30. **WROC (CBS) Channel 8,** “The Simon Program in Electronic Commerce”, April 2000.

31. **Democrat and Chronicle**, “E-Commerce Changing MBA Curriculum”, June 18, 2000.
32. **News TV-8, NBC: Station**: Interviewed on local manufacturing and economics issues, October 2000.
33. **Democrat and Chronicle**, “No goggles needed to use this flat – panel display,” January 28, 2001.

BUSINESS ACTIVITIES:

Active member in the **Board of Directors** for RHI Inc (Rochester Healthcare information Group), a subsidiary of HCGR. (1994 -2001)

Member of the Board of the Ithaca Center for Postgraduate Medical Education (1996 -2001)

Member of the Board of Directors of UltraWeb.com Ltd. (1999 -2000).