

## DAVID E. BELL

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### Background

1968 - 71 [Merton College](#), Oxford University, B.A. in Mathematics.  
1971 - 73 [Massachusetts Institute of Technology](#), S.M. and Ph.D. degrees in Operations Research. ([SM thesis](#), [PhD thesis](#))  
1973 - 75 Research Scholar, [International Institute for Applied Systems Analysis](#), Laxenburg, Austria.  
1975 - 76 Lecturer on Operations Research, Division of Applied Sciences, Harvard University.  
1976 - 77 Senior Research Fellow in Management, [Churchill College](#), Cambridge University.  
1977 - 80 Assistant Professor of Business Administration, [Harvard University](#).  
1980 - 85 Associate Professor of Business Administration, Harvard University.  
1985 - Professor of Business Administration, Harvard University.  
1996 - 98 Royal Little Professor of Business Administration, Harvard University  
1998- George M. Moffett Professor of Agriculture and Business, Harvard University

### Courses Taught at HBS

Managerial Economics, Risk Management, Marketing, Retailing, Agribusiness, Leadership and Corporate Accountability

### HBS Activities

1982 - 95 Editorial Board, [Harvard Business Review](#).  
1992 - 98 Board of Directors, Harvard Co-operative Society.  
2002- 08 Chair, [Marketing Department](#)  
2002 - 06 Chair, [Program for Management Development](#),  
2003- Chair, [Agribusiness Program](#)  
2006 and 2017 Greenhill Award  
2008- 12 Senior Associate Dean for Faculty Planning and Recruiting  
2013- Chair, Marketing Department  
2016- Senior Associate Dean for Faculty Strategy and Recruiting

## INFORMS Activities

1981 - 83	Associate Editor, <a href="#">Operations Research</a> .
1981 - 83	Associate Editor, <a href="#">Management Science</a> .
1983 - 89	Area Editor, <a href="#">Operations Research</a> . (Decision Analysis)
1984 - 86	Chairman, Special Interest Group in Decision Analysis, ORSA.
1985	Program Chair, TIMS-ORSA National Conference in Boston.
2001	Awarded the <a href="#">Ramsey Medal</a> by the Decision Analysis Society
2005- 08	Department Editor (Decision Analysis), <a href="#">Management Science</a>
2011-	INFORMS Fellow
2012-	Associate Editor, <a href="#">Operations Research</a> .
2014-	Associate Editor, <a href="#">Management Science</a> .
2015	Georg Cantor Award, MCDM Society

## Outside Activities

2004 - 05	Board of Directors, <a href="#">Boston Acoustics</a> , Inc.
2010-	Advisor, <a href="#">Paine Schwartz Partners</a>
2012-	Board of Directors, <a href="#">Pilgrim's Pride Corporation</a>

## Books

1. Conflicting Objectives in Decisions, Wiley, London, 1977 (with R.L.Keeney and H. Raiffa eds.)
2. Decision Making, Cambridge University Press, Cambridge, 1988. (Edited with H. Raiffa and A. Tversky.)
3. Data Analysis, Regression, and Forecasting, Duxbury Press, Cambridge MA 1995 (with A.Schleifer Jr).
4. Decisions Under Certainty, Duxbury Press, Cambridge MA 1995 (with A. Schleifer Jr).
5. Decisions Under Uncertainty, Duxbury Press, Cambridge MA 1995 (with A. Schleifer Jr).
6. Risk Management, Duxbury Press, Cambridge MA 1995 (with A. Schleifer Jr).
7. Strategic Retail Management, South-Western, Cincinnati, OH 1995 (with W. J. Salmon).

8. Introduction to Retailing, South-Western, Cincinnati, OH 1996 (with W. J. Salmon).

#### Articles

1. "[Evaluating Time Streams of Income](#)", Omega 2, 691-699, 1974.
2. "[Improved Bounds for Integer Programs Using Intersections of Corner Polyhedra](#)," Mathematical Programming 8, 345-368, 1975 (with M. L. Fisher).
3. "[A Market Share Theorem](#)," Journal of Marketing Research 12, 136-141, 1975 (with R. L. Keeney and J.D.C. Little).
4. "[Constructive Group Relaxations for Integer Programs](#)," SIAM Journal on Applied Mathematics 30, 708-719, 1976.
5. "[Walk or Run in the Rain?](#)," Mathematical Gazette 60, 206-208, 1976.
6. "[A Utility Function for Time Streams Having Inter-Period Dependencies](#)," Operations Research 25, 448-458, 1977. (Republished in Behavioral Science 24, 208-213, 1979.)
7. "[A Decision Analysis of Objectives for a Forest Pest Problem](#)," chapter in [book 1] pp. 389-421.
8. "[A Convergent Duality Theory for Integer Programming](#)," Operations Research 25, 419-434, 1977 (with J. F. Shapiro).
9. "[A Simple Algorithm for Integer Programs Using Group Constraints](#)," Operational Research Quarterly 28, 453-458, 1977.
10. "[A Theorem Concerning the Integer Lattice](#)," Studies in Applied Mathematics 56, 187-188, 1977.
11. "[Interpolation Independence](#)" in Multiple Criteria Problem Solving: Theory, Methodology and Practice, edited by S. Zionts, Springer-Verlag, 1978, pp. 1-7.
12. "[Consistent Assessment Procedures Using Conditional Utility Functions](#)," Operations Research 27, 1054-1066, 1979.
13. "[Multiattribute Utility Functions: Decompositions Using Interpolation](#)," Management Science 25, 744-753, 1979.

14. "[Efficient Group Cuts for Integer Programs](#)," Mathematical Programming 17, 176-183, 1979.
15. "[The Group Approach to Integer Programming](#): An Outline of Recent Progress" in Studies in Mathematical Programming A. Prekopa (ed.), Akademiai Kiado, Budapest, 1980, 13-18.
16. "[Components of Risk Aversion](#)" in Operational Research '81, J-P Brans (ed.) North-Holland 1981, 371-378.
17. "[Explaining Utility Theory Paradoxes by Decision Regret](#)," in Organizations: Multiple Agents with Multiple Criteria. J.N. Morse (ed.) Springer-Verlag: Berlin 1981, 28-39.
18. "[Marginal Value and Intrinsic Risk Aversion](#)" in Risk: A Seminar Series H. Kunreuther (ed.), International Institute for Applied Systems Analysis, Laxenburg, Austria, 1982, 325-349 (with H. Raiffa). ([Also chapter in Book # 2, 384-397.](#))
19. "[Regret in Decision Making Under Uncertainty](#)," Operations Research 30, 961- 981, 1982.
20. "[Potential Contributions to Decision Analysis](#)," Decision Sciences 13, 534- 540, 1982.
21. "[The Manager's Dilemma: Good Decisions Need Not Lead to Good Outcomes](#)," in Multiobjective and Stochastic Optimization, M. Grauer, A. Lewandowski, and A. P. Wierzbicki (eds.) International Institute for Applied Systems Analysis, Laxenburg, Austria, 1982, pp. 99-106.
22. "[Risk Premiums for Decision Regret](#)," Management Science 29, 1156-1166, 1983.
23. "[Bidding for the S.S. Kuniang](#)," Interfaces, 14:2, 17-23, 1983.
24. "[Putting a Premium on Regret](#)," Management Science 31, 117-120, 1985.
25. "[Disappointment in Decision Making Under Uncertainty](#)," Operations Research 33, 1-27, 1985.
26. "[Perspectives on Utility Theory](#)," Operations Research 34, 179-183, 1986 (with P.H. Farquhar).
27. "[Double-Exponential Utility Functions](#)," Mathematics of Operations Research 11, 351-361, 1986.
28. "[Estimating Hedge Ratios](#)," Financial Management, Summer 1986, 34-39, (with W. S. Krasker).
29. "[Multilinear Representations for Ordinal Utility Functions](#)," Journal of Mathematical Psychology 31, 44-59, 1987.

30. "[The Value of Pre-Decision Sidebets for Utility Maximizers](#)," *Management Science* 34, 797-800, 1988.
31. "[One-Switch Utility Functions and a Measure of Risk](#)," *Management Science* 34, 1416-1424, 1988.
32. "Descriptive, Normative and Prescriptive Interactions in Decision Making." Chapter in Book # 2, 9-32 (with H. Raiffa and A. Tversky).
33. "[Risky Choice Revisited](#)." Chapter in Book # 2, 99-112 (with H. Raiffa).
34. "[Don't Put Your Competitive Advantage at Risk](#)", *Risk Management Reports* 19, May-June 1992 (with P.A. Onillon).
35. "[Risk, Return, and Utility](#)", *Management Science* 41, 23-30, 1995
36. "[A Contextual Uncertainty Condition for Behavior Under Risk](#)", *Management Science* 41, 1145-1150, 1995
37. "[Measuring Risk and Return for Portfolios](#)" in *Wise Choices* edited by Zeckhauser, Keeney and Sebenius, HBS Press 1996 pp 102-118.
38. "Bronner Slosberg Humphrey", *Journal of Interactive Marketing*, vol. 12, no. 3, 67-84, 1998 (with D. Leavitt).
39. "The King-Size Company", *Journal of Interactive Marketing*, vol. 13, no. 1, 67-84, 1999
40. "[Utility Functions for Wealth](#)", *Journal of Risk and Uncertainty* 20, 5-44, 2000 (with P.C. Fishburn).
41. "[A Methodology for Retailing Analysis](#)" Harvard Business School Working Paper 98-030, October 1997.
42. "[Sequential Testing in Product Development](#)", *Management Science* 47, 308-323, 2001 (with S. Thomke).
43. "[Strong One-Switch Utility](#)", *Management Science* 47, 601-604, 2001 (with P.C. Fishburn).
44. "[Incorporating the Customer's Perspective in the News Vendor Problem](#)" Harvard Business School Working Paper, October 2001
45. "[Probability weights in rank-dependent utility with binary even-chance independence](#)", *Journal of Mathematical Psychology*, 47, 244-258, 2003 (with P.C. Fishburn)

46. "[The Impact of Frequent Shopper Programs on Grocery Retailing](#)" Quantitative Marketing and Economics 1, 179-202, 2003 (with R. Lal)
47. "[Globalization of Retailing.](#)" In [The Global Market: Developing a Strategy to Manage Across Borders](#). San Francisco, CA: Jossey-Bass, 2004 (with R. Lal and W. J. Salmon)
48. "Globalisation strategies: how to crack new markets" European Business Forum, 25, 40-45, Summer 2006 (with F. Farra)
49. "[Utility and Risk Preferences.](#)" In *Advances in Decision Analysis*, edited by Ward Edwards, Ralph Miles and Detlof von Winterfeldt. Cambridge: Cambridge University Press, 2007 p 221-231.
50. "[Altruistic Utility Functions for Joint Decisions](#)". In *The Mathematics of Preference, Choice and Order*, edited by Steven Brams, William V Gehrlein and Fred S. Roberts. Berlin: Springer 2009 p27-38 (with R. L. Keeney).
51. "[One-Switch Independence for Multiattribute Utility Functions](#)". Operations Research 59, 764-771, 2011 (with A. E. Abbas).
52. "Food Marketing: Strength in Numbers", Market Leader, Quarter 4, 2011, 32-34 (with D. McLoughlin and M. L. Shelman).
53. "KFC's Radical Approach to China", Harvard Business Review, 137-142, 2011 (with M. L. Shelman).  
<https://archive.harvardbusiness.org/cla/web/pl/product.seam?c=14686&i=14688&cs=ebb8fe42072f2e9017ef3a5113dd7b01>
54. "[One-Switch Conditions for Multiattribute Utility Functions](#)", Operations Research, 60, 1199-1212, 2012 (with A. E. Abbas).
55. "Ordinal One-Switch Utility Functions", Operations Research, 63, 1411-1419, 2015 (with A. E. Abbas).
56. "The Legacy of Howard Raiffa", Decision Analysis, 13, 3, pp 1-2, 2016.