

Brett Alan Hathaway (May 2026)

CONTACT INFORMATION	BYU Marriott School of Business 629 TNRB Provo, UT 84062	<i>Phone:</i> (801) 837-0474 <i>E-mail:</i> brett_hathaway@byu.edu <i>Website:</i> brett-hathaway.com
PROFESSIONAL EXPERIENCE	Brigham Young University, Marriott School of Business Associate Professor of Operations Management Assistant Professor of Operations Management	Provo, UT 2026 - Current 2022 - 2026
	Johns Hopkins University, Carey Business School Assistant Professor of Operations Management and Business Analytics	Baltimore, MD 2019 - 2022
	Zions Bancorporation Call Center Planning Manager	Salt Lake City, UT 2010 - 2014
	Hewlett-Packard Corporation IT Support Operations Manager	Houston, TX 2008 - 2009
	Hewlett Packard Employee Credit Union Call Center Planning Analyst	Rocklin, CA 2004 - 2006
EDUCATION	University of North Carolina at Chapel Hill Ph.D. in Operations Management Dissertation: "Empirical Studies of Caller Behavior Under Call Center Innovations" Advisors: Vinayak Deshpande and Seyed Emadi Awarded Most Outstanding Doctoral Graduate at Kenan-Flagler Business School	Chapel Hill, NC 2019
	Brigham Young University Master of Business Administration Top 10% of Graduating Class	Provo, UT 2008
	Brigham Young University - Hawaii Bachelor of Science: International Business Summa Cum Laude Awarded Most Outstanding Graduate in International Business	Laie, HI 2003
	American River College Associate of Arts: Liberal Arts	Carmichael, CA 2002
PUBLICATIONS	E. Kagan, M. Dada, B. Hathaway. "Why Are Customers Averse to Service Chatbots?" Articles in <i>Advance at Manufacturing and Service Operations Management</i> 2026 – Awarded Best Presentation at 2024 Behavioral Operations Management Conference – Awarded Best Working Technology and Innovation Paper at INFORMS 2023 Annual Conference	
	M. Dada., B. Hathaway, E. Kagan. "Customer Service Operations: A Gatekeeper Framework" <i>Production and Operations Management</i> 34(9) (2814-2832) 2025	
	B. Hathaway, E. Kagan, and M. Dada. The Gatekeeper's Dilemma: "When Should I Transfer This	

Customer?” *Operations Research* **71**(3) (843-859), **2023**

- Awarded 2024 MSOM Service Management SIG Best Paper Award
- Featured on INFORMS Resoundingly Human Podcast
- Awarded Best Behavioral OM Working Paper at INFORMS 2020 Annual Conference

B. Hathaway, S. Emadi, and V. Deshpande. Personalized Priority Policies in Call Centers Using Past Customer Interaction Information. *Management Science* **68**(4) (2806-2823), **2022**

B. Hathaway, S. Emadi, and V. Deshpande. Don’t Call Us, We’ll Call You: An Empirical Study of Caller Behavior Under a Callback Option. *Management Science* **67**(3) (1508-1526), **2021**

I. Adan, B. Hathaway, V. Kulkarni. On First-Come, First-Served Queues with Two Classes of Impatient Customers. *Queueing Systems* **91**(1-2) (113-142), **2019**

CURRENT WORK B. Hathaway, E. Kagan, J. Jones. “One at a Time? The Personal Productivity Bias in Emergency Department Patient Assignment” (Submitted to *Operations Research*)

PRESENTATIONS “Why Are Customers Averse to Service Chatbots?”
EDSI Annual Conference, Porto, Portugal, 2026
Behavioral Operations Management, Boulder, CO, 2024
MSOM Conference TIMES Special Interest Group, Minneapolis, MN, 2024

“Customer Service Operations: A Gatekeeper Framework”
UNC Chapel Hill, Kenan-Flagler School of Business, Chapel Hill, NC, 2024
University of Utah, Eccles School of Business, Salt Lake City, UT, 2023
INFORMS Annual Conference, Phoenix, AZ, 2023
MSOM Annual Conference, Munich, Germany, 2022

“The Gatekeeper’s Dilemma: When Should I Transfer This Customer?”
INFORMS Annual Conference, Virtual, 2020
Virtual OM/IS Seminar Series Hosted by Kelley School of Business, 2020
Virtual Behavioral Operations Management Conference, 2020

“Personalized Priority Policies in Call Centers Using Past Customer Interaction Information”
INFORMS Annual Conference, Virtual, 2021
MSOM Conference Service Management Special Interest Group, Virtual, 2021
INFORMS Annual Conference, Seattle, WA, 2019
POMS Annual Conference, Washington, D.C., 2019
Decision Science Institute Annual Conference, Chicago, IL, 2018
INFORMS Annual Conference, Phoenix, AZ, 2018
MSOM Annual Conference, Chapel Hill, NC, 2017
POMS Annual Conference, Seattle, WA, 2017
INFORMS Annual Conference, Nashville, TN, 2016
POMS Annual Conference, Orlando, FL, 2016

“Don’t Call Us, We’ll Call You: An Empirical Study of Caller Behavior Under a Callback Option”
POMS Annual Conference, Washington, D.C., 2019
Johns Hopkins University, Carey Business School, 2019
Pennsylvania State University, Smeal College of Business, 2019
UNC Wilmington, Cameron School of Business, 2019
University of Kentucky, Gatton College of Business and Economics, 2018
Georgia Southern University, Parker College of Business, 2018
Brigham Young University, Marriott School of Business, 2017

TEACHING

Brigham Young University, Marriott School of Business

Director - General Business Asia/Pacific Summer Study Abroad 2027
Undergraduate Students

Instructor - Advanced Operations Analytics 2025 - Current
Undergraduate Business and MBA Program

Director - Business Fundamentals Europe Summer Study Abroad 2024 - 2026
Pre-Business Undergraduate Students

Instructor - Operations Analytics 2023 - Current
Undergraduate Business Program

Instructor - Operations and Supply Chain Management 2016
Undergraduate Business Program

Johns Hopkins University, Carey Business School

Baltimore, MD

Instructor - Business Analytics 2020 - 2022
Flex MBA, Dual Degree and Full-Time Masters' Programs

The University of North Carolina at Chapel Hill, Kenan-Flagler Business School

Chapel Hill, NC

Instructor - Business Analytics 2018
Undergraduate Business Program

UNIVERSITY
SERVICE

- Marriott School College Curriculum Committee Member, 2026 - Current
- GSCM Area Research Seminar Series Coordinator, 2022 - 2026
- Carey Business School Operations Area Research Seminar Coordinator, 2020 - 2022

EDITORIAL
SERVICE

Reviewer

- *Operations Research*, 2025 - Current
- *Management Science*, 2021 - Current
- *MSOM*, 2020 - Current
- *Production and Operations Management*, 2024 - Current
- *Journal of Operations Management*, 2020 - Current

PROFESSIONAL
SERVICE

- Behavioral Operations Annual Conference co-organizer (at BYU), 2027
- Conference Cluster Chair: DSI Annual Conference Service Systems Cluster, 2026
- Conference Cluster Chair: INFORMS Annual Conference Behavioral Operations Cluster, 2025
- Behavioral Operations Annual Conference co-organizer (at JHU), 2023