

Erica L. Plambeck

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ACADEMIC APPOINTMENTS

06/00—09/04 Assistant Professor of Operations, Information and Technology
10/04—08/09 Associate Professor of Operations, Information and Technology
09/05—present Professor of Operations, Information and Technology
Graduate School of Business, Stanford University
10/05—present Senior Fellow, *Woods Institute for Environment, Stanford University*

EDUCATION

Ph.D. Engineering Economic Systems and Operations Research 2000, Stanford University, CA
Diploma Economics 1996, London School of Economics, London, UK
M.Phil. Management Studies 1995, University of Cambridge, Cambridge, UK
B.S. Industrial Engineering and Mathematics 1994, University of Wisconsin, Madison, WI

TEACHING EXPERIENCE

Operations Management
Environmental Science for Managers and Policy Makers
Environmental Entrepreneurship
Business and Environmental Issues Seminar
Executive Education in Business and Environmental Sustainability

PhD STUDENTS

Li Chen, 2005, “Optimal Information Acquisition, Inventory Control, and Forecast Sharing in Operations Management,” Assistant Professor at Fuqua School of Business, Duke University.
Enis Kayis, 2008, “Delegation in Procurement Contracting,” Post-Doctoral Researcher at HP Labs.
Ozge Islegen, current, “Capacity Management in Solar Photovoltaic Industry.”
Andrew Hines, current, “Carbon Footprint Assessment and Management with Import Taxes”
Nur Sunar, current, “Sustainability Certification, Marketing and Supply Chain Management”

HONORS & GRANTS

Precourt Energy Efficiency Center Grant 2009
Meritorious Service Award Manufacturing & Service Operations Management 2008
Faculty Pioneer Award 2005 from Aspen Institute and World Resources Institute
Presidential Early Career Award for Scientists and Engineers 2004
Nicholson Prize for Best Student Paper, INFORMS 2000
National Science Foundation CAREER/PECASE Grant 2003-2008
National Science Foundation Graduate Research Fellowship 1997-1999
Stanford Future Professors in Manufacturing Fellowship 1998-2000
British Marshall Scholarship 1994-1996

PROFESSIONAL SERVICE

Associate Editor for Management Science 2004 – present
Associate Editor for Operations Research 2004 – present
Associate Editor for Manufacturing & Service Operations Management 2006 – present
Editorial Board Member for Manufacturing & Service Operations Management 2003 - 2005
Review & Editor Selection Committee Manufacturing & Service Operations Management 2005
Reviewer for Operations Research, Management Science, Mathematics of Operations Research, Marketing Science, Decision Science, Manufacturing & Service Operations Management, NSF

INFORMS Finance Committee 2007 - 2009

Judge, MSOM Student Paper Competition, 2002, 2003, 2005

Chair, MSOM Student Paper Competition 2006

Organizer of INFORMS Conference Sessions 2002, 2003, 2004, 2006, Invited Supply Chain Track 2007

UNIVERSITY SERVICE

GSB Dean Selection Committee 2009

GSB Dean's Advisory Group 2009 - present

Executive Committee Interdisciplinary Program in Environment and Resources 2006 - present

MBA – MS in Environment & Resources Joint Degree, Steering Committee 2005 - present

GSB Public Management Program Leadership Committee 2004-present

Chair, GSB Energy and Environmental Faculty Search Committee 2008

GSB Sustainability Building Committee 2006

US Business Council for Sustainable Development 2004 Meeting at Stanford, organizer

Faculty Leadership Committee for Environment, 2003 - 2005

Research Committee, Institute for Environment 2004 – 2005

OIT Seminar organizer, 2001-2004

Academic Coordinating Committee 2001- 2005

Advisor to Quest Scholars 2000-present

Faculty supervisor of MBA study trips, 2001, 2003

Rhodes-Marshall Committee 1999-2001

PEER-REVIEWED PUBLICATIONS

- [1] Plambeck, E.L. and Wang, Q. Effects of E-Waste Regulation on New Product Introduction, *Management Science*, Vol 5, No. 3, March 2009, pp. 333-347.
- [2] Plambeck, E.L (2008) Asymptotically Optimal Control for an Assemble-to-Order System with Capacitated Component Production and Fixed Transport Costs *Operations Research* **56** 1158-1171.
- [3] Armony, M., Plambeck, E.L. and Seshadri, S. Sensitivity of Optimal Capacity to Customer Impatience in an Unobservable M/M/S Queue (Why You Shouldn't Shout at the DMV), *Manufacturing & Service Operations Management*. Vol. 11, No. 1 Winter 2009, pp. 19-32.
- [4] Plambeck, E.L. and Ward, A.R. Optimal Control of a High-Volume Assemble-to-Order System with Guaranteed Maximum Delays and Expediting, forthcoming in *Queueing Systems*, Vol. 60, Issue 1-2 (October 2008), pp. 1-69.
- [5] Chen, L. and Plambeck, E.L. (2008) Dynamic Inventory Management with Learning about the Demand Distribution and Substitution Probability *Manufacturing & Service Operations Management* **10** 236-256.
- [6] Plambeck, E.L, and Taylor, T.A. (2007) Implications of Breach Remedy and Renegotiation Design for Innovation and Capacity *Management Science* **53** 1859-1871.
- [7] Plambeck, E.L, and Taylor, T.A. (2007) Implications of Renegotiation for Optimal Contract Flexibility and Investment *Management Science* **53** 1872-1886.
- [8] Taylor, T.A. and Plambeck, E.L. (2007) Supply Chain Relationships and Contracts: the Impact of Repeated Interaction on Capacity Investment and Procurement *Management Science* **53** 1577-1593.
- [9] Taylor, T.A. and Plambeck, E.L. (2007) Simple Relational Contracts for Capacity Investment: Price-Only vs. Quantity-Commitment *Manufacturing and Service Operations Management* **9** 94-113.
- [10] Plambeck, E.L. and Ward, A.R. (2007) Note: A Separation Principle for a Class of Assemble to Order Systems with Expediting *Operations Research* **55** 603-609.
- [11] Plambeck, E.L. and Taylor, T.A. (2006) Partnership in a Dynamic Production System with Unobservable Actions and Noncontractible Output *Management Science* **52** 1509-1527.
- [12] Plambeck, E.L. and Ward, A.R. (2006) Optimal Control of a High-Volume Assemble-to-Order System *Mathematics of Operations Research* **31** 453-477.

- [13] Plambeck, E.L. and Taylor, T.A. (2005) Sell the Plant? The Impact of Contract Manufacturing on Innovation, Capacity, and Profitability *Management Science* **51** 133-150.
- [14] Armony, M. and Plambeck, E.L. (2005) The Impact of Duplicate Orders on Demand Estimation and Capacity Investment *Management Science* **51** 1505-1518.
- [15] Plambeck, E.L. (2004) Optimal Leadtime Differentiation via Diffusion Approximations *Operations Research* **52** 213-228.
- [16] Plambeck, E.L. and Zenios, S.A. (2003) Incentive Efficient Control of a Make-to-Stock Production System *Operations Research* **51** 371-386.
- [17] Plambeck, E.L., Kumar, S. and Harrison, J.M. (2001) A Multiclass Queue in Heavy Traffic with Throughput Time Constraints: Asymptotically Optimal Dynamic Controls *Queueing Systems* **39** 23-54.
- [18] Plambeck, E.L. and Zenios, S.A. (2000) Performance-Based Incentives in a Dynamic Principal-Agent Model *Manufacturing and Service Operations Management* **2** 240-263.
- [19] Plambeck, E.L., Hope, C. and Anderson, J. (1997) The PAGE95 Model: Integrating the Science and Economics of Global Warming *Energy Economics* **19** 77-101.
- [20] Plambeck, E.L. and Hope, C. (1996) An Updated Valuation of the Impacts of Global Warming *Energy Policy* **24** 783-794.
- [21] Plambeck, E.L., Fu, B.-R., Robinson, S.M., and Suri, R. (1996) Sample-path Optimization of Convex Stochastic Performance Functions *Mathematical Programming* **75** 137-176.

WORKING PAPERS

- [22] Plambeck, E.L. and Wang, Q. (2009) Implications of Hyperbolic Discounting for Optimal Pricing and Information Management in Service Systems, submitted to *Management Science*.
- [23] Plambeck, E.L. and Taylor, T.A. (2008) Competitors as Whistleblowers in Enforcement of Product Standards, submitted to *RAND Journal of Economics*.
- [24] Kayis, E., Erhun, F. and Plambeck, E.L. (2007) Delegation vs. Control of Component Procurement Under Asymmetric Cost Information and Price-Only Contracts, under revision for *Manufacturing and Service Operations Management*.
- [25] Islegen, O. and Plambeck, E.L. (2007) Capacity Leadership in Supply Chains with Asymmetric Demand Information and Noncontractible Capacity, under revision for *Management Science*.

OTHER PUBLICATIONS

- [26] Plambeck, E.L. (2007) The Greening of Wal-Mart's Supply Chain *Supply Chain Management Review* July/August 2007, 18-25.
- [27] Plambeck, E.L. and Denend, L. (2008) The Greening of Wal-Mart *Stanford Social Innovation Review* Spring 2008, 53-57.
- [28] Chen, L., E. Plambeck. 2004. Dynamic Bayesian Quantity Control When Some Customers Will Accept a Substitute. *Manufacturing & Service Operations Management* **6** 103-106.

CASE STUDIES

American Electric Power: Investing in Forest Conservation 2009
 Ma Jun and the IPE: Using Information to Improve China's Environment 2009
 Interface Update 2008
 Environmental Enhancements in Road Vehicle Technologies 2008
 Standard Sun: Valuing a Renewable Energy Company 2008
 The Nature Conservancy: Conservation Approach to Timberland Investing 2008
 Wal-Mart's Sustainability Strategy 2007
 Khosla Ventures: Investing in Ethanol 2007
 FedEx and Environmental Defense: Building a Hybrid Delivery Fleet 2006
 Ethanol as a Motor Fuel 2006
 Hayward Lumber: Environmental Product Differentiation 2004

INVITED TALKS*“Competitive Whistleblowing in Enforcement of Product Standards”*

Alliance for Research on Corporate Responsibility Conference, University of Michigan 5/09
Kellogg Graduate School of Management, Northwestern University 5/09

“Behavioral Issues in Supplier Management”

Utah Winter Operations Conference 1/07

“Integrating Operations Management with Management Accounting- A Sampling of O.M. Research”

Plenary, American Accounting Association, Management Accounting Section, Clearwater, Florida
1/06

“Relational Contracts in Supply Chain Management”

London Business School 12/06

Indian Institute of Management, Ahmedabad 11/06

Wharton School of Business, University of Pennsylvania 1/06

Kenan-Flagler Business School, University of North Carolina 11/05

Fuqua Business School, Duke University 11/05

Lucent, Bell Labs 10/05

Operation Research Center & Engineering Systems Division, Massachusetts Institute of Technology,
07/05

“Optimal Control of Assemble to Order Systems”

Department of Industrial and Systems Engineering, University of Wisconsin, 07/05

Marshall School of Business, University of Southern California, 06/05

McComb School of Business, University of Texas, 04/04

Dell, Roundrock, Texas 04/04

Multiechelon Inventory Conference, Kellogg Graduate School of Management, Northwestern 07/05

“Negotiation and Renegotiation in Supply Chain Management”

Supply Chain Thought-Leaders Conference, 07/04

“Implications of Breach Remedy and Renegotiation for Design of Supply Contracts”

Sauder School of Business, University of British Columbia, 04/06

Graduate School of Business, Columbia University, 04/04

Stern School of Business, New York University, 04/04

Industrial and Operations Engineering Department, University of Michigan, 04/04

Olin School of Business, Washington University, 04/04

Dell, Roundrock, Texas 04/04

Alliance for Innovative Manufacturing, Stanford University, 04/04

Genentech, South San Francisco, California 06/04

“Renegotiation of Supply Contracts”

Graduate School of Business, Stanford University, 10/02

Kellogg Operations Workshop, Kellogg Graduate School of Management, Northwestern University,
08/02

“Impact of Duplicate Orders on Demand Estimation and Capacity Investment”

The Anderson School, University of California, 05/02

Industrial Engineering and Operations Research Department, University of California, 05/02

“Dynamic Principal Agent Models in Supply Chain Management”

RAPT Technologies, 04/01
Hewlett Packard Labs, 04/01

“Pricing, Leadtime Quotation and Scheduling in a Multi-Class Queue”

Hewlett-Packard Strategic Planning and Modeling Group, 03/01
Sloan School of Business, Massachusetts Institute of Technology, 10/00
Graduate School of Business, Columbia University, 10/00
Stern School of Business, New York University, 10/00

“Incentive Efficient Control of a Make-to-Stock Production System”

Fuqua School of Business, Duke University, 03/00
Sloan School of Business, Massachusetts Institute of Technology, 05/00
Business School, University of Michigan, 04/00
Kellogg Graduate School of Management, Northwestern University, 04/00
Graduate School of Business, Columbia University, 04/00
Stern School of Business, New York University, 04/00
INSEAD, Fontainbleau, 04/00
Judge Institute of Management Studies, Cambridge University, 04/00
Graduate School of Business, University of Chicago, 01/00
Industrial Engineering Department, University of Wisconsin, 01/00
The Anderson School, University of California, 03/00
Industrial Engineering and Operations Research Department, University of California, 05/00
Graduate School of Business, Stanford University, 01/00
Management Science and Engineering, Stanford University, 04/00