

Academic Appointment

2020- **VIRGINIA TECH**
Pamplin College of Business
Assistant Professor of Business Information Technology

Education

2015-2021 **UNIVERSITY OF PITTSBURGH**
Joseph M. Katz Graduate School of Business
Ph.D. in Business Analytics & Operations
Dissertation: Essays in Sustainable and Socially Responsible Operations

2013-2015 **AUBURN UNIVERSITY**
Samuel Ginn College of Engineering
M.Sc. in Civil Engineering

2008-2012 **UNIVERSITY OF PITTSBURGH**
Swanson School of Engineering
B.Sc. in Civil and Environmental Engineering

Research Interests

- Socially Responsible Operations
- Sustainable Operations
- Supply Chain Competition
- Online Platforms

Publications

- Wendell, R., Lowe, T. & **Gordon, M.** 2022. Dangers of Using Earned Duration and Other Earned Value Metrics to Measure a Project's Schedule Performance. *Central European Journal of Operations Research*, 31, 665-680.
- Huang, C., Chen, L., Tadikamalla, P. & **Gordon, M.** 2021. Valuation and investment strategies of Carbon Capture and Storage Technology under Uncertainties in Technology, Policy and Market. *Journal of the Operational Research Society*, 72(2), 292-303.
- Bevely, D., Cao, X., **Gordon, M.**, Ozbilgin, G., Kari, D., ... & Redmill, K. 2016. Lane Change and Merge Maneuvers for Connected and Automated Vehicles: A Survey. *IEEE Transactions on Intelligent Vehicles*, 1(1), 105-120

Working Papers

- Aflaki, A., Gal-Or, E., **Gordon, M.**, & Shang, J. Competing with Cause Marketing: Transactional vs. Non-Transactional Campaigns.
- Cui, T., Gal-Or, E., **Gordon, M.**, Hamilton, M., & Shang, J. Sustainable Investment: Effects of Green Manufacturing and Social Responsibility in Competition.
- **Gordon, M.**, Hamilton, M., Shang, J. & Tari, K. Optimal Release Scheduling for Digital Media.

Teaching

- 2020-2024 BIT4474: Global Operations & IT
Virginia Tech, Pamplin College of Business
Average 'Overall Instructor Effectiveness': 5.04 out of 6
- 2017 BUSQOM0050: Quantitative Methods
University of Pittsburgh, College of Business Administration
- 2016-2020 Teaching Assistant, Business Analytics & Operations Courses
University of Pittsburgh (MBA, EMBA, Healthcare EMBA)

Presentations

- Competing with Cause Marketing: Transactional vs. Non-Transactional Campaigns
2023 POMS Annual Meeting (Orlando, FL), Invited Session
2022 POMS Annual Meeting (Virtual), Invited Session
2021 MSOM Annual Meeting (Virtual), Invited Session
2021 POMS Annual Meeting (Virtual)
2020 DSI Annual Meeting (Virtual)
- Sustainable Investment: Synergistic Effects of Green Manufacturing and Social Responsibility in Competition
2023 MSOM Annual Meeting (Montreal, QC, CA), Invited Session
2023 POMS Annual Meeting (Orlando, FL), Invited Session
2022 INFORMS Annual Meeting (Indianapolis, IN), Invited Session
2019 DSI Annual Meeting (New Orleans, LA)
2019 INFORMS Annual Meeting (Seattle, WA), Invited Session
2019 POMS Annual Meeting (Washington, DC)
2018 MSOM Annual Meeting (Dallas, TX), Invited Session
- Trust Formation in International Crowdfunding
2022 POMS Annual Meeting (Virtual), Invited Session
2019 POMS Annual Meeting (Washington, DC)
2019 CORS Annual Meeting (Saskatoon, SK, CA)
- Measuring a Project's Schedule Performance: Earned Duration and Beyond
2018 INFORMS Annual Meeting (Phoenix, AZ), Invited Session
- College Football Performance and Athletic Department Revenue
2017 INFORMS Annual Meeting (Houston, TX)

Honors

- 2022 Teaching Award, Honorable Mention
Pamplin BIT Dept
- 2021 Certificate of Outstanding Contribution in Reviewing
Awarded by the Journal of the Operational Research Society
- 2019 Office of the Provost Pre-Doctoral Fellowship Award; Dean's Fellowship Award
- 2018 International Business Center Doctoral Grant
- 2017-2019 Mascaro Center for Sustainable Innovation Conference Grant
- 2015-2019 Rockwell Fellowship
- 2013-2015 Bridge to the Doctorate Fellowship

Professional Service

- Reviewer *European Journal of Operations
Journal of the Operational Research Society
Risk Analysis
Applied Energy
2023 ISCRAM Conference
2022 ICIS Conference*
- 2022 Panelist, *Ph.D. Project's ISDSA Post Comps Session*
Panelist, *Ph.D. Project's Annual Meeting IS Breakout*
- 2022 Judge, *Pamplin Multicultural Diversity Council Case Competition*
- 2016-2022 University Representative, *Ph.D. Project Annual Conference*

Professional Development

- 2022-2023 POMS Emerging Scholars Program
- 2022 INFORMS New Faculty Colloquium
- 2019 Bentley University's Strategies for Teaching Success
Workshop focused on maximizing classroom objectives

Professional Affiliations

- PhD Project
- Institute of Operations Research and the Management Sciences (INFORMS)
- Production and Operations Management Society (POMS)
- Decision Sciences Institute (DSI)

Industry Experience

- 2012-2013 Bruce and Merrilees Electric Company; New Castle, PA
Project Engineer