

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

- 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. (*under review*)
- Wendell, R., Lowe, T. & **Gordon, M.** Dangers of Using Earned Duration and Other Earned Value Metrics to Measure a Project's Schedule Performance. (*under review*)
- Gal-Or, E., **Gordon, M.**, Hamilton, M., & Shang, J. Sustainable Investment: Synergistic Effects of Green Manufacturing and Social Responsibility in Competition.
- **Gordon, M.** Trust Formation in International Crowdfunding.

Teaching

- 2020-2022 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
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
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

- 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
ICIS 2022 Conference
- 2022 Panelist, *Ph.D. Project's ISDSA Post Comps Session*
- 2022 Judge, *Pamplin Multicultural Diversity Council Case Competition*
- 2016-2022 University Representative, *Ph.D. Project Annual Conference*

Professional Development

- 2022 POMS Emerging Scholars Program
- 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