

Mike M. Gordon

Virginia Tech
Pamplin College of Business
1015 Pamplin Hall, Blacksburg, VA 24061

mmgordon@vt.edu
mmgordon.com

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

- Societal Wellbeing, Socially Responsibility, Sustainability, Supply Chain Competition, Online Platforms, Nonprofit Operations

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. Are All Cause Contributions Created Equal? Operational and Competitive Implications of Transactional and Non-Transactional Cause Marketing. (*Submitted*)
- Cui, T., Gal-Or, E., **Gordon, M.**, Hamilton, M., & Shang, J. Sustainable Investment: Effects of Green Manufacturing and Social Responsibility in Competition. (*Submitted*)
- Thompson, P., Reis, C., Raveendhran, R., & **Gordon, M.** (A)I can! How AI-Based Performance Appraisals Increase Self-Advocating Behaviors for Women (but not Men) Through Psychological Safety. (*Submitted*)
- **Gordon, M.**, Liu, J. & Adjerid, I. Online Sports Gambling and Societal Wellbeing.
- **Gordon, M.**, Hamilton, M., Shang, J. & Tari, K. Optimal Release Scheduling for Digital Media.
- Koroleva, L., **Gordon, M.** & Zobel, C. Tensions Between Sustainability and Resilience During Shocks.
- **Gordon, M.** & Zobel, C. Economic Impact of Highway Expenditures: State-Level Evidence on Transportation GDP Dynamics.

Teaching

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| 2020-2025 | BIT4474: Global Operations & IT
Virginia Tech, Pamplin College of Business
Average 'Overall Instructor Effectiveness': 5.2 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) |

Honors

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| 2024 | Innovation & Development in Teaching Award
Pamplin BIT Department |
| 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 |

Presentations

- **Online Sports Gambling and Societal Wellbeing.**
2024 Conference on Health IT and Analytics (Washington, DC), Invited Session
2024 INFORMS Annual Meeting (Seattle, WA)
- **Optimal Release Scheduling for Digital Media.**
2024 POMS Annual Meeting (Minneapolis, MN), Invited Session
- **Competing with Cause Marketing: Transactional vs. Non-Transactional Campaigns**
2024 POMS Annual Meeting (Minneapolis, MN), Invited Session
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)

Professional Development

2024	Project-Based Learning Workshop VT Center for Excellence in Teaching and Learning
2024	Principles of Effective Teaching Certificate VT Center for Excellence in Teaching and Learning
2023	Problem-Based Learning Workshop VT Center for Excellence in Teaching and Learning
2022-2024	POMS Emerging Scholars Program
2022	INFORMS New Faculty Colloquium
2019	Bentley University's Strategies for Teaching Success Workshop focused on classroom pedagogy

Professional Service

Academia	Secretary, INFORMS Minority Issues Forum (2024) Co-Chair, INFORMS MIF 2024 Best Paper Award (2024) Panelist, Ph.D. Project's Annual Meeting IS Breakout (2019-2022) University Representative, Ph.D. Project Annual Conference (2016-2022)
University	Pamplin Community Committee (2024) University Curriculum Committee for General Education (2024) Panelist, Pamplin Diversity, Ethical, Scholarly, and Research Practices Symposium (2024) Recruiting, Pamplin BIT Open House Weekend (2024) Judge, Pamplin Multicultural Diversity Council Case Competition (2022) Non-Tenure Track Search Committee (2022)
Reviewer	Production and Operations Management Nature Communications European Journal of Operations Transportation Research Part E Journal of the Operational Research Society MSOM Conference POMS HOCM Best Paper Award ISCRAM Conference ICIS Conference SEINFORMS Conference SEDSI Conference

Professional Affiliations

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

Industry Experience

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