

Curriculum Vitae

Owen P. Hall, Jr., P.E., Ph.D.

Graziadio School of Business & Management
Pepperdine University
Malibu, California
(310) 541-5797
ohall@pepperdine.edu

PROFESSIONAL PROFILE:

Dr. Owen P. Hall, Jr., holds the Corwin D. Denney Academic Chair and is a tenured full professor of Decision Sciences, at the George Graziadio School of Business & Management, Pepperdine University. He is a Julian Virtue Professor and a Rothschild Applied Research Fellow. Dr. Hall has over 35 years of experience in decision systems and artificial intelligence in education. He is the author of several textbooks/chapters on analytical based management decision-making and numerous technical papers on learning systems, intelligent tutors and business forecasting. Dr. Hall has made a variety of presentations regarding the impact of new technology on management education. He is a registered professional engineer, State of California and vice chairman of the INFORMS University Analytics Program committee. Dr. Hall is the recipient of both the Charles Luckman, Howard A. White Teaching Excellence, and Sloan awards. He received his Ph.D. from the University of Southern California and undertook post-doctoral studies at the Center for Futures Research.

TEACHING EXPERIENCE:

Tenured Professor of Decision Sciences, George Graziadio School of Business & Management, Pepperdine University, 1992 – Present. Dr. Hall was promoted to Full Professor in 1989. He has taught in the residential, executive and fully employed programs. Dr. Hall has introduced and expanded the use of hybrid learning nets over the past five year. He participated in implementing an online MBA program. Dr. Hall has designed a number of teaching systems including cloud-based computing models and interactive learning videos. Specific courses include:

- Business Analytics
- Statistics & Research Methods
- Operations Management
- Strategic Business Simulation

HIGHLIGHTS OF CONSULTING AND WORK EXPERIENCE:

- Independent Consultant, 1982 – present..
- President, Energy Management Corporation, 1979-1982.
- Manager, TRW, 1967-1979.

HONORS/AWARDS:

- Corwin D. Denney Academic Chair (2017- present)
- Howard While Teaching Fellow (2017)

- Rothschild Applied Research Fellow (2013)
- Sloan-C Effective Teaching Award (2013)
- Julian Virtue Professorship (2010)
- Howard While Teaching Fellow (2009)
- SWDSI Teaching Award Finalists (2009)
- Blended Learning Fellow (2009)
- Financial gift from IHRIM to the Goldmaster Fund (2000)
- Charles Luckman Teaching Fellow (1992)

GRANTS

- CIO – Robotic Assisted Student Support Services (2016)
- Provost – Social Media and Management Education (2014)
- GMAC – Design of Faculty Collaboration Networks (2012-2013)
- Provost - Innovation in Student Learning Outcomes Assessment (2013)
- CIO – Assessing Faculty Attitudes towards Online Learning (2012)
- Provost – Best Practices in Management Education (2011)

SERVICE:

Professional

- Vice Chairman, INFORMS University Analytics Committee (2017-present)
- Editorial Board, Journal of Management & Decision Making (2016-present)
- Executive Board, ITSummit (2015-present)
- Member, INFORMS Analytics Information Committee (2014 – present)
- Member, EdTechnology Editorial Board (2013 – present)
- Member, International Journal of Data Science Board (2013-present)
- Member, Pearson MOOCs Task Force (2013)
- Member, International Conference Hybrid Learning Board (2012-present)
- Member, INFORMS IT Committee (2011- 2012)
- Member, INFORMS Membership Committee (2011-2014)
- Member, IS Education Journal Editorial Board (2006-2012)
- Editor-in-Chief, Graziadio Business Report (2008-2010)
- Reviewer Educause (2010 –present) - Digital Badge Award (2015)
- Reviewer ABSEL (2000- present), MERLOT (2003-2013)
- Reviewer WDSI (1996- present)

University/School

- Member, Quality Assurance & Assessment Committee (2016-present)
- Member, Curriculum Reform Committee (2015-present)
- Member, Online program design team (2012-present)
- Member, Online & Flex program student recruiting team (2012-present)
- Member, Flex program development team (2013-present)
- Member, Beta Gamma Sigma Honor Society (2006-present)

- Member, Delta Mum Delta Honor Society (1997–present)
- Chair/member, Personnel Committee (1990-1996)
- Vice Chairman, George Pepperdine Entrepreneurial Forum (1995-1998)
- Faculty Advisor, Delta Mum Delta Honor Society (1997-2000)

PUBLICATION RECORD:

E-Courses

- Statcity, Google & iPhone
- Operations Management, Study.net.
- Managerial Statistics, Sakai

Books

- Business Statistics, McGraw-Hill (Irwin).
- Computerized Business Statistics, McGraw-Hill (Irwin).
- Computerized Models for Operations Management, Prentice-Hall.
- Computer Models for Management Science, Prentice-Hall.

Chapters in Books

- Collaboration Driven Management Education, IGI Global, 2018.
- Teaching and Using Analytics in Management Education, Encyclopedia of Business Analytics and Optimization, IGI Global, 2014.
- Hybrid Learning Nets: Applications to Executive Management Education, New Visions in Graduate Management Education, 5th Edition, 2006.
- The Growing Role of Ebooks in Business Education, International Journal of the Book, 2004.
- Knowledge Management in an Internet Environment, Educational Innovation in Economics and Business – VII, Kluwer Academic Publishers, 2003.
- The Virtual University, Handbook of Business Strategy, Thompson Financial, March, 2001.

Cases

- Equuleus Car Sharing Inc.: Revenue Management, Ivey, 2018
- Rougir Cosmetics International, Ivey, 2017
- Cloud Syzygy Technologies, Ivey, 2016
- Jilltronics Security Systems, Ivey, 2016
- Trionym Investment Systems, Ivey, 2015.
- Landhills Winery, Ivey, 2014.
- Aggregate Planning at Green Mills, Ivey, 2013.
- Leadership Challenges in Merging Three Sports Medicine Organizations, RossiSmith Academic Publishers, 2012.
- Project Management Analysis in the Forecasting Industry, Ivey, 2012.
- Ethanol: Boom or Bust:?, ECCH, 2012
- Avalanche Corporation, Ivey, 2011.
- WoodSynergy Inc: Integrating IS into the Supply Chain, Ivey, 2010.
- Activity-Based Costing and Management, Ivey, 2010.

- Designing Optimal Capacity Planning Strategies, IBEC, Ivey, 2008.
- Trans-Global Corporation, Ivey, 2007.
- The Global Spam Menace: Apply Bayesian Analysis for Screening E-mails, IBEC, (Prize Case Award), Ivey, 2006.
- Applying Monte Carlo Analysis to the Movie Industry, AICHE, Ivey, 2006.

Journal Articles

- Expanding Bloom's Two-Sigma Tutoring Theory using Intelligent Agents: Application to Management Education, *International Journal of Knowledge-Based Organizations*, 8(3), 2018.
- Analytics Driven Management Education, *Journal of Strategic Management Education*, 14, 2018.
- Collaboration Driven Management Education, In R.C. Sharma. (Ed.), *Innovative applications of online pedagogy and course design*. IGI Global, 2018.
- Social Media Driven Management Education, *International Journal of Knowledge-Based Organizations*, 7(2), 43-59, 2017.
- Meeting the Challenges of the New Business Universe through Virtual Collaborative Learning, *International Journal of Social Media and Interactive Learning Environments*, 4(3), 2016.
- Crowdsourcing Business Education Assessment Using Social Media: Closing the Gap between Business and Graduates. *Journal International Technology Information Management*, 25(2), 2016.
- A Hierarchical Linear Modeling Approach to Assessing NBA Player and Team Performance, *International Journal of Computer Science in Sport*, 14(2), 2015.
- Management Education Collaboration Networks, *International Journal of Online Pedagogy and Course Design*, 4(4), 2015.
- Determinants of Executive Compensation: A Hierarchical Linear Modeling Approach, *International Journal of Knowledge-Based Organizations* 4(2), 2014.
- Crowdsourcing Management Education, *Journal of Strategic Management Education*, 9(4), Senate Hall Academic Publishing, 2014.
- Detecting Abnormal Goodwill Impairment Practices Using Predictive Analytics, *Journal of Applied Research in Accounting and Finance*, 9(1), 2014.
- Assessing Faculty Attitudes Towards Technological Change in Graduate Management Education, *JOLT*, 9(1), 2013.
- Analyzing the Asymmetric Information Associated with Value Line Timeliness Ones Ranks, *Journal of Law and Financial Management*, 11(1), 17, 2012.
- A Comparative Modelling Analysis of Firm Performance, *Int. J. of Data Analysis Techniques and Strategies*, 4(10), 2012.
- Are SMEs Ready for ABC?, *Journal of Accounting and Finance*, 11(4), 2011.
- Assessing the Impact of Diversity, Corporate Governance and Management Demographics on Firm Performance, *Journal of Law and Financial Management*, 9(1), 2011.
- Evaluating the Efficacy of Mandatory Attendance, *Advances and Applications in Statistical Sciences*, 2(1), 2010

- Global Supply Chain Strategies for SMBS, *Indian Journal of Economics & Business*, 9(2), 2010.
- Customized Content Delivery for Graduate Management Education, *Journal of Statistic Education*, 16 (3), 2009.
- Developing Winning Baseball Teams: a Neural Net Analysis, *International Journal of Sport Management and Marketing*, 5(3), 2009.
- Enhancing Decision Sciences Education Through Intelligent Tutors, 7(5), 2009.
- Professional MBA Programs: New Directions and Challenges, *International Journal Technology Enhanced Learning*, 1(1), 2008.
- Assessing EMBA programs: A Benchmarking Approach, *Journal of Information Systems in Education*, 4, 2008.
- Enhancing Management Education Using Hybrid Learning Nets: A perspective from working adults, *Journal of Business Management*, 12(1), 2007
- Aggressive Revenue Recognition: Bull or Bear Consequences, *Indian Journal of Economics & Business*, 6(2), 2007.
- Role of Hybrid Learning Nets in Executive Management Education, *Journal of Information Systems Education*, 17, 2006.
- Using Neural Net technology to Analyze Corporate Restructuring Announcements, *Journal of International Technology and Information Management*, 12(2), 2004.
- Search Engine Technology Impetus for the Knowledge Revolution in Business Education, *Journal of Interactive Learning Research*, 15(2), 2004.
- Integrated Learning Nets: Applications to Business Education, *Journal of Information Systems Education*, 2(18), 2004.
- Customized Learning Systems for Management Education: The Promise of ALN, *Learning & Training Innovations*, July, 2004.
- Deploying the Balanced Score Card, *OSH Journal*, January, 2002.
- Employee Turnover: Can Artificial Intelligence Help? *IHRIM Journal*, 6(1), 2002.
- A.I. Meets Learning, *e-learning*, 3(7), January, 2002.
- Mining the Store, *Journal of Business Strategy*, 22(2), 2001.
- Neural Net Based Business Forecasting: Application to the Music Industry, *Journal of Business and Management*, 7(1), 2000.

Conference Proceedings/Presentations

- Hybrid & Online Driven Business Education, DSI, Chicago, November, 2018.
- Addressing the Shadow IT Challenge: Applications to Higher Education, Kauai, March, 2018
- Intelligent Tutors: Applications to Management Education, SITE, Washington D.C., March, 2018.
- Crowdsourcing Management Education, Lilly, February, 2018.
- Technology Driven Operations Education, DSI, November, 2017.
- Intelligent Tutoring Systems Driven Management Education, INFORMS, October, 2017.

- Management Education in the Intelligent Tutor Era, E-Learn, October, 2017.
- The Growing Impact of the Web on Open Education, Open_Ended, October, 2017.
- Robots and Quality Assurance, LiveText, Chicago, July, 2017.
- Telepresence and Management Education, WASC, San Diego, March, 2017.
- Briley Manufacturing – A Production Optimization Case Study, WDSI, March, Vancouver, 2017.
- Engaging Faculty and Students in a Collaborative Virtual Learning Universe SITE, Savannah, March, 2017.
- Enhancing Management Education via Intelligent Tutors, DSI, Austin, November, 2016.
- Management Education & Analytics, INFORMS, Nashville, November, 2016.
- The Growing Role of Learning Analytics in Management Education, Sakai Virtual Conference, November, 2016.
- Assessing the Impact of the Learning Analytics Paradigm on Management Education, MMWC, Los Angeles, September, 2016.
- Enhancing the Blended Learning Experience through Crowdsourcing: Applications to Management Education, ICBL, Beijing, July, 2016.
- Crowdsourcing Business Education Assessment: Closing the Gap between Business and Graduates, LiveText, Chicago, July, 2016.
- Sustainability and Management Education, WASC, Garden Grove, March, 2016.
- Jilltronics – A Vendor Selection Case, WDSI, Las Vegas, March, 2016.
- Engaging Faculty and Students in a Collaborative Virtual Learning Universe SITE, Savannah, March, 2016.
- Enhancing EMBA with Social Media, Las Vegas GBDI, October, 2015.
- The Expanding Online Learning Universe: Applications to Business Education, ICHL, Wuhan, August, 2015.
- Crowdsourcing Social Learning and Business Education Assessment, STLHE, Vancouver, June, 2015.
- How the Analytics Revolution is Changing the Face of Management Education, Informs Analytics Conference, Huntington Beach, April, 2015.
- The Growing Impact of Online and Hybrid Learning on Management Education, CTF, Long Beach, April, 2015.
- Crowdsourcing Management Education, WASC, Oakland, April, 2015.
- Management Education in the Social Media Age, SITE, March, 2015.
- Engaging Students and Faculty in the Social Media Learning Universe, AABSS, Las Vegas, February, 2015.
- Sakai Base Conditional Release Technology in Management Education, Sakai Virtual Conference, November, 2014
- The Growing Role of M-learning in the Analytics Revolution: Application to Management Education, SAS Conference, Las Vegas, October, 2014.
- Enhancing Learning Assessment using the Cloud, ACC, July, Chicago, 2014.
- Social Media in Management Education, CTF, Long Beach, April, 2014.
- The Growing Role of Social Media in Management Education, WASC Annual Conference, Los Angeles, April, 2014.

- Landhills Winery: A Prescriptive Analytics Case Study, WDSI Annual Conference, Napa, April, 2014.
- Future Trends of MOOCs and SOOCs in Management Education, SITE Online Conference, March, 2014.
- Innovating the MBA Curriculum with Digital and Social Media, NESB, Hawaii, March, 2014.
- Innovation in Blended and Online Learning Systems, Sloan Online, Lake Buena Vista, November, 2013.
- Selecting an Academic Collaboration Network using Multi-Criteria Decision Analysis, INFORMS, Minneapolis, October, 2013.
- How Online and Hybrid Programs can be used to Reform Curriculum, ICHL, Toronto, August, 2013.
- The Impact of Hybrid and Online Learning on Curriculum Design, Sloan, Milwaukee, July, 2013.
- Innovation in Student Learning Assessments, WASC, San Diego, April, 2013.
- Aggregate Planning Analysis in the Forest Industry, WDSI, Long Beach, March, 2013.
- Trends in Collaboration Networks: Applications to Graduate Management Education, SITE, March, 2013.
- Using Cloud-Based Technology to Enhance the Assess Program, AACSB, Phoenix, March, 2013.
- Implementing Collaboration Networks, SWDSI Conference, Santa Fe, March, 2013.
- Conditional Release Technologies and Intelligent Tutors in Graduate Management Education, International Conference on Hybrid Learning (prize paper honorarium), Guangzhou, August, 2012.
- Faculty Collaboration Networks, 5th Annual International Symposium for Emerging Technologies for Online Learning, July, 2012.
- Assessing the Asymmetric Information Associated with the Equity Market, CART Conference, San Diego, May, 2012.
- The Growing Role of Mobile Learning Technologies on Blended and Online Graduate Management Education Programs, AACSB, San Diego, May, 2012.
- Teaching Analytics in Graduate Management Education and Industry, INFORMS Annual Meeting, April, 2012.
- Mobile Learning Technologies and Graduate Management Education, WASC Annual Meeting, April, 2012.
- The Growing Role of Mobile Learning Systems in Graduate Management Education, Campus Technology Forum, Long Beach, September, 2011.
- Assessing the Role of Mobile Learning Systems in Graduate Management Education, International Conference on Hybrid Learning (prize paper honorarium), Hong Kong, August, 2011
- Hybrid Learning Systems: Enhancing Graduate Management Education, Sakai Conference, June, 2011.
- The Role of the iPad in Graduate Management Education, ABWIC, May 2011.
- Assessing the Impact of Diversity, Governance and Management Demographics on Firm Performance: A Panel Analysis, GLC, March, 2011.

- Assessing the Impact of Mobile Learning Technologies on Graduate Management Education, AACSE Global time Conference, February, 2011.
- Analyzing the Asymmetric Information Associated with Value Line's Free Cash Flow Investment Portfolios, DSI, San Diego, November, 2010.
- Hybrid Learning Systems: Meeting the Challenges of Graduate Management Education, International Conference on Hybrid Learning (prize paper honorarium), Beijing, August, 2010
- Forecasting Corporate Management Team Performance, 30th International Symposium on Forecasting, San Diego, June, 2010
- Sustainability and Blended Learning, WASC ARC 2010, Long Beach, April, 2010
- Designing Diversity Based Corporate Management Teams, WDSI, Lake Tahoe, April, 2010.
- Designing Optimal Supply Chain Strategies, SITE, San Diego, April, 2010
- Application of Optimization Techniques in Graduate Management Education, INFORMS Annual Meeting, San Diego, October, 2009.
- S&P1500 Firm Valuation Utilizing Tobin's Q, Salford Systems, San Diego, August, 2009.
- The Growing Role of e-learning on Sustainable Growth, ISTAS, Phoenix, April, 2009.
- Enhancing Decision Science Education through Intelligent Tutors (meritorious paper award), AITP, Phoenix, November, 2008.
- Information and Communication technology for Groups, Applications to Management Education, ISTAS, New Brunswick, June, 2008.
- Supply Chain Emancipation: Developing a Winning Supply Chain Strategy for SMBs, WDSI, San Diego, March, 2008.
- Asynchronous Learning Nets: Assistive technology for Management Education, Midnight Sun Assistive Technologies Conference, Anchorage, August, 2007.
- Executive MBA Programs: Worldwide Trends and Developments, Association for Global Business, Newport Beach, November, 2006.
- Estimating MBA Performance for Improving Outcomes, College Teaching & Learning Conference, Las Vegas, October, 2006.
- Designing Customized MBA Professional Programs: Trends and Developments, College Teaching & Learning Conference, Florence, June, 2006 (prize presentation).
- Detecting Real Net Earnings Using Indirect Methods, WDSI, Waikoloa, April, 2006.
- Enhancing Virtual Learning via Virtual Communities: Applications to Executive Management Education, Western Academy of Management, Long Beach, March, 2006.
- Learning Assurance Using Business Simulations Applications to Executive Management Education, ABSEL, San Francisco, March, 2006
- MBA Curriculum Design and Assessment: A Neural Net Analysis, College Teaching & Learning Conference, Las Vegas, October 3, 2005.

- Forecasting Baseball Performance Using Neural Nets, 25th International Symposium on Forecasting, San Antonio, June 15, 2005.
- Asynchronous Learning Notes: Pedagogies for Learning, WASC Annual Meeting, San Diego, March 14, 2005.
- Hybrid Learning Nets: The Future of Management Education, SITE, Phoenix, March 5, 2005.
- Enhancing Distance Learning with Intelligent Agents: Application to Accounting Principles courses, 3rd Annual International Conference on Education, Honolulu, January 6, 2005.
- ALN: Applications to Executive Management Programs, Mountain Plains 16th Annual Conference, Grand Junction, October 14, 2004.
- Asynchronous Learning Nets: Applications to Business Education, Best-Practices in e-Learning Conference, Univ. of Calgary (Internet), August 23, 2004.
- Advances in Asynchronous Learning Nets: Applications to Management Education, MERLOT, Costa, Mesa, August 4, 2004.
- The Survey Says: Student Response to Distance Learning, Symposium on Collegiate School of Business Teaching, CSULB, Long Beach, April 23, 2004.
- Learning Network Demonstration: Business Education in a Distance Learning Environment, ABSEL, Las Vegas, March 24, 2004.
- Trends in Executive Decision Support Systems, WDSI, Manzanillo, March 13, 2004.
- Integrating Asynchronous Distance Learning into the Curriculum, EDUCAUSE, Sacramento, March 4, 2004.
- Asynchronous Learning Networks: Integrating the Business Curriculum, 2004 Western Organization and Management Conference, Malibu, February 20, 2004.
- Search Engine Technology: Catalyst for the Knowledge Revolution, Internet Librarian 2003, Monterey, November 2003.
- Customized Learning Systems, ISFCON2003, San Diego, November 2003.
- Selecting and Combining Forecasts Using Expert Systems, 23rd International Symposium on Forecasting, Yucatan, Mexico, June 2003.
- Knowledge Delivery Cube, Symposium on Collegiate School of Business Teaching, CSULB, Long Beach, March, 2003.
- Distance Learning Knowledge Systems, International Conference on the Future of the Book, Australia, March, 2003.
- Improving the Forecasting Process Using Neural Nets: Applications for Middle Management, WDSI 2003 Conference, Kauai, March 2003.
- Debunking the Myth that Restructuring Impacts Stock Price, WDSI 2002 Conference, Las Vegas, April, 2002.
- A Role for Artificial Intelligence in Teaching and Learning: An Application to Business Simulations, HRMOB, August 2002.
- Improving Forecasting Accuracy Using Neural Nets, 22nd International Symposium on Forecasting, Dublin, Ireland, June, 2002.

EDITORIALS

- Passing the Turing Test, Graziadio Business Report, 21(2), 2018
- Will the Real Driver Please Step Out of the Car, Graziadio Business Report, 21(1), 2018
- Don't Fear Telepresence, BizEd, January/February, 2017.
- Changing the Face of Executive Management Education, Graziadio Business Report, 19(2), 2016
- Mr. Watson, Come Here - How Artificial Intelligence is Revolutionizing Healthcare, Graziadio Business Report, 19(1), 2016
- Taking Management Education to a Whole New Level: The Era of the Play-by-Play Man!, Graziadio Business Report, 18(2), 2015
- Lightning in a Bottle! Applying the Sports Analytics Paradigm to Management Education, Graziadio Business Report, 18(1), 2015
- To MOOC or not to MOOC, Graziadio Business Report, 17(2), 2014.
- Shaping Educations Future in the Cloud, BizEd, July/August, 2013.
- The Growing Role of Analytics in Management Education, INFORMS, 40(2), 2013.
- The New Paradigm for Management Education, Graziadio Business Report, 16(1), 2013
- The World of Graduate Management Education Turned Upside Down. Graziadio Business Report, 15(2), 2012.
- Is Robotics America's Ticket to Continued Global Competitiveness? Graziadio Business Report ,13(1), 2010.
- Taking Advantage of California's Retirees to Help Close the Budget Gap, Graziadio Business Report, 12(1), 2009.
- No Child Left Behind-A Blueprint for Success, Graziadio Business Report, 11(1), 2008.

RESEARCH IN PROGRESS

- **Online & Blending Learning:** Designing and developing online & blended learning programs and courses for improving the overall pedagogical effectiveness of management education.
- **Social Media:** Evaluating how social media can be used to enhance learning opportunities and outcomes.
- **Sports Analytics:** Assessing how analytics can improve player and team performance using ensemble modelling
- **Faculty Collaboration Networks:** Developing a cloud based system for educators to exchange ideas for enhancing student learning.
- **Intelligent Tutoring Systems:** Improving student learning opportunities and outcomes using artificial agents.
- **Robotic Telepresence Systems:** Enhancing the learning experience for special needs students and underenrolled courses.