

PEPPERDINE UNIVERSITY

Graziadio School of Business and Management

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 Julian Virtue Professorship and is a tenured full professor of Decision Sciences, at the George Graziadio School of Business & Management, Pepperdine University. He has over 35 years of experience in decision systems design and development. Dr. Hall is the author of several textbooks on analytical based management decision-making. He has also authored numerous technical papers on the subjects of learning systems, software design and business forecasting. Dr. Hall is a registered professional engineer, State of California. Dr. Hall is the recipient of both the Charles Luckman and Howard A. White Teaching Excellence awards. He is the former Editor-in-Chief of the Graziadio Business Report. Dr. Hall 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. Specific courses include:

- Strategic Decision Analysis for the Firm
- Statistics & Research Methods
- EMBA - Designing Decision Systems
- Operations Management
- Strategic Business Simulation

RECENT TEACHING PERFORMANCE (2009/2010):

Term	Sections	GPA	Student Evaluation
Spring-09	2	3.39	4.94
Fall-09	2	3.42	4.82
Spring-10	2	3.51	4.88

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HIGHLIGHTS OF CONSULTING AND WORK EXPERIENCE:

- Independent Consultant, 1982 – present.
 - Instructional software design and development.
 - Forecasting software development and training.
 - Data Mining systems design and application.
- President, Energy Management Corporation, 1979-1982.
 - Strategic planning.
 - Software marketing.
 - Remote sensor technology development.
- Manager, TRW, 1967-1979.
 - Software development.
 - Aerospace technology transfer to commercial applications.
 - Department of Commerce Energy Commission.

HONORS:

- 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)
- 1st Runner – Up Faculty Simulation Competition, San Jose University (1996)
- Charles Luckman Teaching Fellow (1992)

SERVICE:

Professional

- Member, IS Education Journal Editorial Board (2006-present)
- Session Chair, Informs, 2009, San Diego
- Session Chair, WDSI 2002, Las Vegas.
- Session Chair, ISECON 2002, San Antonio.
- Session Chair, WDSI 2001, Vancouver.
- Session Chair, WDSI, 2000, Maui.
- Reviewer ABSEL (2000- present).
- Reviewer WDSI (1996- present).
- Reviewer MERLOT (2003-present).

University/School

- Member, Beta Gamma Sigma Honor Society (2006-present)
- Member, Delta Mum Delta Honor Society (1997–present)

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- Chair/member, Personnel Committee (1990-1996)
- Sponsored student and participated in the Venture Challenge 2001 International Business Plan Competition, San Diego
- Vice Chairman, George Pepperdine Entrepreneurial Forum (1995-1998).
- Faculty Advisor, Delta Mum Delta Honor Society (1997-2000).
- Faculty Advisor, San Jose State International Simulation Competition (1995).

PUBLICATION RECORD:

E-Courses

- Operations Management, Study.net.
- Forecasting for Managers, Study.net.
- Managerial Statistics, Study.net

Books

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

Chapters in Books

- 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

- WoodSynergy Inc: Integrating IS into the Supply Chain, Ivey, 2010
- Designing Optimal Capacity Planning Strategies, IBEC, Ivey, 2008.
- 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

- 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.

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- 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.
- 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 Scored 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 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

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- 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.

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- 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.
- Asynchronous Learning Networks, Symposium on Collegiate School of Business Teaching, CSULB, Long Beach, March, 2002.
- Improving Forecasting Accuracy Using Neural Nets, 22nd International Symposium on Forecasting, Dublin, Ireland, June, 2002.
- Developments in Distance Learning, ISECON 2002, San Antonio, November 2002.
- Enhancing Business School Learning through Simulation Applets, Symposium on Collegiate School of Business Teaching, CSULB, Long Beach, March, 2001.
- An Internet Based Operations Management Learning System, WDSI 2001 Conference, Vancouver, March, 2001.

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- Improving Safety Communication Using the Balanced Scorecard, Safety 2001 Conference, American Society of Safety Engineers, Anaheim, June 14, 2001.
- Analyzing Employee Turnover through Neural Networks, NHRA Conference, San Diego, May, 2001.
- Analyzing Employee Turnover through Neural Networks, IHRIM 2001 Conference, San Diego, June, 2001.
- How Small Business Plan to Grow, Graziadio Business Report, Fall 2000.
- Buyer-Seller Relationships in the Jet Engine Technology Market, WDSI, Maui, April 14, 2000.
- Knowledge Transfer in an Internet Environment: An Application to Distance learning, EDINEB Conference, Newport Beach, June 2000.
- Simulating Management Behavior using Artificial Intelligence: An Application to Business Games, IBAM 2000 Conference, San Diego, November, 2000.
- Enhancing Distance Learning through Internet Testing, Symposium on Collegiate Schools of Business, March, 2000.
- Improving Distance Learning Business Education through Internet Based Simulation, NASGA Conference, October 2000.
- Enhancing Business Education Using an Internet Based Simulation: An Application to Distance Learning, AOM, Chicago, August 1999.

RESEARCH IN PROGRESS

- **Blending Learning:** Designing and developing blended learning systems (BLS) for improving the overall pedagogical effectiveness of graduate management education.
- **Expert System Based Assistive Learning:** Designing learning modules for supporting on-line learning using intelligent agents. A specific example is the Graziadio Virtual Learning Center.
- **Forecasting Organizational Performance:** The purpose of this research is to identify specific organizational factors(e.g., diversity, governance, management characteristics) that contribute directly to firm performance.