

PEPPERDINE UNIVERSITY

Graziadio School of Business and Management

Kenneth Ko, Ph.D.
Assistant Professor of Decision Sciences

Ph.D., M.S., Stanford University, Stanford, CA
B.S., University of California, Berkeley, CA

Phone: (310) 568-5674

FAX: (310) 568-5778

E-Mail: kenneth.ko@pepperdine.edu

EDUCATION

- 6/99 **Stanford University**, Stanford, CA
Ph.D., Engineering-Economic Systems and Operations Research
- 6/91 **Stanford University**, Stanford, CA
M.S., Engineering-Economic Systems
- 5/89 **University of California**, Berkeley, CA
B.S. with honors, Electrical Engineering with Systems emphasis

DISSERTATION

“The Dynamics of High-Technology Markets”

This work discusses how high-technology markets evolve over time through the use of a mathematical model which analyzes the dynamic interaction between producers and consumers.

Dissertation Readers: Professor Edison Tse (chair), Professor John Weyant, Professor Ross Shachter

TEACHING EXPERIENCE

- 9/06-present **Pepperdine University**, Los Angeles, CA
Assistant Professor of Decision Sciences
Teaching courses in the Decision Sciences academic discipline at the Graziadio School of Business and Management. Serving on Fully Employed MBA Curriculum Committee. Member of Full-Time Programs Admission Committee and worked on special project for this committee.
- 9/04-8/06 **Pepperdine University**, Culver City, CA
Practitioner Faculty of Decision Sciences
Taught courses in the Decision Sciences academic discipline at the Graziadio School of Business and Management. Served as Simulation Coordinator, organizing approximately 40 Business Simulations (in which student teams “run”

PEPPERDINE UNIVERSITY

Graziadio School of Business and Management

businesses for a weekend using simulation software) per academic year. Served on Fully Employed MBA Curriculum Committee.

1/03-8/04

Pepperdine University, Culver City, CA

Adjunct Professor

Taught courses in the Decision Sciences academic discipline at the Graziadio School of Business and Management.

2/03-8/04

California State University, Fullerton, CA

Lecturer

Taught courses in the Information Systems and Decision Sciences department at the Mihaylo College of Business and Economics.

1/02-8/02

Santa Clara University, Santa Clara, CA

Adjunct Professor

Taught Computer-Based Decision Models, an introduction to management science in the Operations and Management Information Systems department at the Leavey School of Business.

PROFESSIONAL EXPERIENCE

10/05-Present

Strategic Decisions Group, Palo Alto, CA

Outside Consultant

Working on various strategy consulting projects.

7/99-4/01

Applied Decision Analysis / PricewaterhouseCoopers, Menlo Park, CA

Business Manager

Managed all aspects of the DPL (decision analysis software) and Professional Education Program (PEP) businesses, including marketing, distribution, logistics, and pricing. Led DPL to the highest sales month (\$62,000) in the history of the product (the product has been on the market since 1989). Developed a strategic marketing plan for DPL and PEP. Oversaw the design and production of marketing collateral for DPL and PEP. Managed the DPL team, which included developers and a technical support person.

5/94-4/95

Expert Edge Corporation, Palo Alto, CA

Applications Engineer

Designed and programmed Visual Basic applications for a software program used to decrease the downtime of semiconductor-manufacturing equipment.

7/92-9/93

Strategic Decisions Group, Menlo Park, CA

Management Consultant

PEPPERDINE UNIVERSITY

Graziadio School of Business and Management

Performed a risk analysis on a \$1.4 billion portfolio of assets for a major U.S. bank. Evaluated the distribution channel strategy for a large telecommunications company.

9/89-9/90

Hewlett-Packard, Mountain View, CA

Product Manager

Managed the \$40 million Technical Systems Customer Education Business. Managed education courses from inception to delivery through working with course developers, system engineers, and instructors. Developed a major marketing plan. Created marketing collateral. Made technical presentations. Conducted market research.

TEACHING INTERESTS

Quantitative Business Analysis

Applied Data Analysis

PROFESSIONAL MEMBERSHIPS

Decision Sciences Institute (DSI)

Institute for Operations Research and the Management Sciences (INFORMS)

Association for Information Technology Professionals, Special Interest Group for Education (EDSIG)

PUBLICATIONS

Ko K. "Multiple Regression Model For Market Capitalization." *The Journal of Global Business Issues* Vol. 3, Num. 2, Summer/Fall, 2009

Hall O. and Ko. K. "Enhancing Decision Sciences Education Through Intelligent Tutors." *Information Systems Education Journal* Vol. 7, Num. 5, March, 2009

Hall O. and Ko. K. "Customized Content Delivery for Graduate Management Education: Application to Business Statistics." *Journal of Statistics Education* Vol. 16, Num. 3, November, 2007

Ko K. "Optimal Pricing Model." *The Journal of Global Business Issues* Vol. 2, Num. 1, Winter/Spring, 2008, 143-147

Ko K. "The Influence of Product Rating and Market Share on Product Sales." *Journal of International Management Studies* Vol. 3, Num. 1, February, 2008, 52-55

PEPPERDINE UNIVERSITY

Graziadio School of Business and Management

Ko K. "The Trade-Off Between R&D and Marketing Spending for High-Technology Companies." *The Journal of American Academy of Business, Cambridge* Vol. 7, Num. 1, September, 2005, 59-66

Ko K. and Tse E. "High-Technology Product Strategies." *Journal of Global Business* Vol. 16, Num. 30, Winter, 2005, 41-47

CONFERENCE PROCEEDINGS

Ko K. "Multiple Regression Model For Market Capitalization." *The Journal of Global Business Issues Annual Global Business Conference*. May, 2009.

Hall O. and Ko. K. "Enhancing Decision Sciences Education Through Intelligent Tutors." *Information Systems Education Conference*. November, 2008. Won meritorious paper award.

Hall O. and Ko. K. "Improving the Delivery of Graduate Management Education: Screening for Success." *College Learning and Teaching Conference*. October, 2007.

Hall O. and Ko K. "Measuring MBA Learning Outcomes Using Business Simulations." *Southwest Decision Sciences Institute Annual Conference*. March, 2007.

Hall O. and Ko K. "Learning Assurance Using Business Simulations Applications to Executive Management Education." *Developments in Business Simulation and Experiential Learning* Vol. 33, 2006, 1-6

Ko K. and Tse E. "A High-Technology Dynamic Model." *The 2005 Annual Meeting of the Association for Global Business*. November, 2005.

WORKING PAPERS

Ko K. "Product Classification Based On Price and Rating Consumer Preference."

Ko K., Gwin C., and Atwater D. "When Academic Performance Alone Is No Longer Enough."

Kerns C. and Ko K. "Exploring Happiness and Performance At Work."

Hall O. and Ko K. "Designing Diversity Based Corporate Management Teams."