

**DR. CHON-HUAT GOH**

**INFORMATION**

School of Business  
Rutgers University at Camden  
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**EDUCATION**

Ph.D. (1991), The University of Texas at Austin, Texas.  
Major Concentration: Operations Management,  
Minor Concentration: Operations Research.

MBA (1988), The University of Texas at Austin, Texas.  
Concentration: Finance and Accounting

B.Sc. (1983), Rhodes College (formerly Southwestern at Memphis), Memphis, Tennessee.

**ACADEMIC/TEACHING EXPERIENCE**

**Associate Professor**, School of Business, Rutgers University at Camden (Fall 1998-Present)

**Visiting Scholar**, Department of Systems Engineering and Engineering Management, The Chinese University of Hong Kong, Sept.-Dec, 2008 and Mar.-Apr., 2010.

**Visiting Associate Professor**, Cox School of Business, Southern Methodist University (Fall 1997-Spring 1998)

**Assistant Professor**, College of Business and Economics, University of Kentucky (1991-1997)

**Instructor**, College of Business and Economics, University of Kentucky (1990-1991)

**Teaching Assistant**, Graduate School of Business, University of Texas (1984-1990)

**RECOGNITION RELATED TO TEACHING AND SCHOLARSHIP**

University of Kentucky Chancellor's Award for Outstanding Teaching in the Non-Tenured Faculty Category, 1996. (Only two non-tenured professors receive this campus-wide award each year.)

University of Texas Outstanding Teaching Assistant for three semesters - Fall 1984, Spring 1985, and Spring 1986. (Only one Teaching Assistant is chosen from the Graduate School of Business at the University of Texas at Austin for this award each semester).

Sord Scholar (1985); Dean's Award (1985); Beta Gamma Sigma (1985); Phi Beta Kappa (1983); Omicron Delta Kappa Scholarship - 1982.

**JOURNAL PUBLICATIONS**

1. "Two-Stage Perishable Inventory Models," with Betsy S. Greenberg and Hirofumi Matsuo, in *Management Science*, **39**, 5, 1993, 633-649.
2. "Perishable Inventory Systems with Batch Demands and Arrivals," with Betsy S. Greenberg and Hirofumi Matsuo, in *Operations Research Letters*, **13**, 1, 1993, 1-8.
3. "A Two-Stage Procedure for Designing a Group Technology System," with Chun-Hung Cheng and Anita Lee, in *International Journal of Operations and Production Management*, **15**, 6, 1995, 41-50.
4. "Local Procurement of Japanese Manufacturers in the U.S.: A Survey of Current Practice," with Takemi Kunisa and Anita Lee, in *OM Review*, **10**, 4, 1995, 37-49.
5. "A Revised Weighted Sum Decision Model for Robot Selection," with Chun-Hung Cheng and Yung-Chin Alex Tung, in *Computers and Industrial Engineering*, **30**, 2, 1996, 193-199.
6. "Solving the Generalized Machine Assignment Problem in Group Technology," with Chun-Hung Cheng and Anita Lee, in *Journal of the Operational Research Society*, **47**, 6, 1996, 794-802.
7. "Shadow Prices in Linear Programming: A Cost Behavior Complication," with Jean C. Cooper, in *Production and Inventory Management Journal*, **37**, 2, 1996, 11-14.
8. "An Empirical Assessment of Influences on POM Research," with CW Holsapple, LE Johnson, and JR Tanner, in *OMEGA*, **24**, 3, 1996, 337-345.
9. "A Hierarchical System of Performance Measures for Concurrent Engineering," with Bopana K. Ganapathy in *Concurrent Engineering: Research and Applications*, **5**, 2, 1997, 137-143.
10. "Evaluating and Classifying POM Journals," with Clyde W. Holsapple, Linda Ellis Johnson, and John R. Tanner in *Journal of Operations Management*, **15**, 1997, 123-138.
11. "Analytic Hierarchy Process for Robot Selection," in *Journal of Manufacturing Systems*, **16**, 5, 1997, 381-386.
12. "Solving the Partitioning Problem in Database Design," with Chun-Hung Cheng and Anita Lee-Post in *Journal of Database Management*, **10**, 1, Winter 1999, 36-38.
13. "Analysis of the Twisting Department at Superior Cable Corporation: A Case Study," with Jon C. Yingling and Rajive Ganguli in *European Journal of Operational Research*, **115**, 1, 1999, 19-35.
14. "Service Typologies: State of the Art Survey," with David P. Cook and Chen-Hua Chung in *Production and Operations Management*, **8**, 3, Fall 1999, 318-338.
15. "An Analysis of the Production Line versus the Case Manager Approach to Information Intensive Services," with Uday M. Apte and Cynthia M. Beath in *Decision Sciences*, **30**, 4, 1999, 1105-1129.
16. "Designing Group Technology Manufacturing Systems Using a Branch and Bound Approach," with Chun-Hung Cheng and Anita Lee-Post in *Computers and Industrial Engineering*, **40**, 2001, 117-131.

17. "Applying Lean Manufacturing Principles to Information Intensive Services," with Uday Apte in *International Journal of Service Technology and Management*, **5**, 5/6, 2004, 488-506.
18. "Data Auditing by Hierarchical Clustering", with Anita Lee-Post, Chunhung Cheng, in *International Journal of Applied Management and Technology*, **4**, 1, 2006, 153-163.
19. "Service Sector and Productivity", with Brian Asher, in *International Journal of the Computer, the Internet and Management*, **20**, 2, 2012, pp.6-9.
20. "A Quantitative Approach to Evaluate the Authenticity of Chinese Antiques", in *Special Issue of International Journal of the Computer, the Internet and Management*, **21**, 1, 2013, pp.13-16.
21. "Using Multiple Experts to Evaluate the Authenticity of Chinese Antiques", *International Journal of the Computer, the Internet and Management*, **22**, 1, 2014, pp.48-52.
22. "E-Learning via the Internet: Theory and Practice," with Snehamay Banerjee. *Special Issue of International Journal of the Computer, the Internet and Management* on "Interdisciplinary Research and Development for Sustainability," 7.1-7.6, Vol. 24, SP1, 2016.
23. "Practical Approaches to Enhance the Effectiveness of Student Learning in Internet Courses" in *Strategies in Accounting and Management*, March 2020.
24. "Action-dependent Commitment in vertical Collaboration on Demand-creating Innovations in a supply chain", with Zehui Ge, Qiying Hu, and Rui Zhao in *Transportation Research Part E: Logistics and Transportation Review*, Vol. 147, March 2021.

## CONFERENCE PROCEEDINGS

1. "A Decision Support System for Robot Selection," with Alex Tung, in the *1992 Proceedings of Decision Science Institute*.
2. "Service Typologies: A State of the Art Survey," with David Cook and Chen-Hua Chung, in the *1995 Proceedings of Decision Science Institute*.
3. "Process-based Performance Measures for Concurrent Engineering," with Bopana Ganapathy, in the *1996 Proceedings of Decision Science Institute*.
4. "Analysis of the Bottleneck Operation of a Communications Cables Manufacturer: A Case Study," with Jon C. Yingling and Rajive Ganguli, in the *1997 Proceedings of Decision Science Institute*.
5. "Evaluating Design Decisions in Multi-site Service Facilities," in the *1998 Proceedings of Decision Science Institute*.
6. "Data Auditing using Genetic Algorithms," with Chun Hung Cheng, Anita Lee, and W. H. Lee in *2001 Proceedings of Decision Science Institute*.
7. "Supplier Selection by a Group of Decision Makers Using Analytical Hierarchy Process," in the *2005 IEEE International Proceedings on Service Operations and Logistics, and Informatics*.

8. “An Improved Approach for Assessing the Quality of Internet Survey Data”, with Anita Lee-Post and Chun-hung Cheng in 2006 International Conference on Web Information Systems and Technologies.

### **PAPER PRESENTATIONS AT PROFESSIONAL MEETINGS**

“A Two-Stage Perishable Inventory System,” with Betsy Greenberg and Hirofumi Matsuo. Presented at ORSA/TIMS Joint National Meeting, New York City, New York, October 17, 1989.

“Perishable Inventory Systems with Batch Demands and Arrivals,” with Betsy Greenberg and Hirofumi Matsuo. Presented at ORSA/TIMS Joint National Meeting, Nashville, Tennessee, May 15, 1991.

“Two-Stage Perishable Inventory Models,” with Betsy Greenberg and Hirofumi Matsuo. Presented at ORSA/TIMS Joint National Meeting, Anaheim, California, November 4, 1991.

“Combining Queues in the Design of Operations.” Presented at the ORSA/TIMS Joint National Meeting in San Francisco, California, November 1-4, 1992.

“An Evaluation of the Customer Service Department in a Mail Order Company,” with Gregory Lagana. Presented at the ORSA/TIMS Joint National Meeting in Phoenix, Arizona, November 3, 1993. Also served as the session chairman.

“Optimal Threshold Error for Distributed Interactive Simulations,” with James Otto. Presented at TIMS XXXIII International - Singapore, June 25-28, 1995.

“Service Typologies: State of the Art Survey,” with David Cook and Chen-Hua Chung. Presented at the 26<sup>th</sup> Annual Meeting of the *Decision Science Institute* in Boston, Massachusetts, November 20-22, 1995.

“Process-based Performance Measures for Concurrent Engineering,” with Bopana Ganapathy. Presented at the 27<sup>th</sup> Annual Meeting of the *Decision Science Institute in Orlando, Florida, November 24-26, 1996.*

“Analysis of the Bottleneck Operation of a Communications Cables Manufacturer: A Case Study,” with Jon C. Yingling and Rajive Ganguli. Presented at the 28<sup>th</sup> Annual Meeting of the *Decision Science Institute, 1997.*

“Lean Services,” with Uday M. Apte. Presented at *The Production and Operations Management Society Conference* in Sante Fe, New Mexico, March 28-31, 1998.

“Evaluating Design Decisions in Multi-site Service Facilities.” Presented at the 29<sup>th</sup> Annual Meeting of the *Decision Science Institute* in Las Vegas, Nevada, November 21-24, 1998.

“A Survey of Current Production Scheduling Practices in Wisconsin,” with Anita Lee-Post. Presented at the ORSA/TIMS Joint National Meeting in Philadelphia, Pennsylvania, November 7-10, 1999.

“Data Auditing using Genetic Algorithms,” with Chun Hung Cheng, Anita Lee, and W. H. Lee. Presented at the 32<sup>nd</sup> Annual Meeting of the *Decision Science Institute* in San Francisco,

California, November 17-20, 2001.

“Link Restructuring through Web Log Mining,” with Anita Lee-Post. Presented at the ORSA/TIMS Joint National Meeting in San Jose, California, November 17-20, 2002.

"Applying Lean Manufacturing Principles to Information Intensive Services", with Uday Apte. Presented in the 2003 Annual Meeting of the Production and Operations Management Society (POMS) from April 4-7, 2003, in Savannah, Georgia, USA.

“Supplier Selection by a Group of Decision Makers Using Analytical Hierarchy Process.” Presented in the 2005 IEEE International Conference on Service Operations and Logistics, and Informatics, from August 10-12, 2005, in Beijing, China.

“Service Sector and Productivity”, with Brian Asher. Presented in The Second International Congress of Interdisciplinary Research and Development, from May 31-June 1, 2012, in Bangkok, Thailand.

“A Quantitative Approach to Evaluate the Authenticity of Chinese Antiques”. Presented in The Third International Congress of Interdisciplinary Research and Development, from May 30-31, 2013, in Bangkok, Thailand.

“Using Multiple Experts to Evaluate the Authenticity of Chinese Antiques”. Presented in The Global Business and Social Science Research Conference, from May 11-13, 2015, in Bali, Indonesia.

“E-Learning via the Internet: Theory and Practice,” with Snehamay Banerjee. Presented in The Track of Internet of Things of the Sixth International Congress on “Interdisciplinary Research and Development for Sustainability,” July 6, 2016, in Bangkok, Thailand.

“Sustainable Consumption Behavior,” with Anita Lee-Post in INFORMS, November 4-7, 2018, Phoenix, AZ.

“A Quantitative Approach to Evaluate the Authenticity of Chinese Antiques,” in China Marketing International Conference, July 22-25, 2019, Guangzhou, China.

“Sustainable Built Environment and Academic Performance,” with Anita Lee-Post in POMS, May 2019, Washington DC.

"Designing a Sustainable Built Environment for Academic Success," with Anita Lee-Post in INFORMS, October 23, 2019, Seattle WA.

## **WORK IN PROGRESS**

“Optimal Control of Message Transmissions in Multi-service Networks,” with Jon Yingling and James Otto.

“A Survey of Work Force Scheduling Research,” with John Benamati and Gerry Gonsalves.

“Scheduling Practices of Manufacturing Companies in Wisconsin,” with Anita Lee-Post.

“The Impact of Uncertainty on Balancing of Assembly Lines,” with S. Viswanathan.

“Design of Service Systems under Process Uncertainty,” with S. Viswanathan.

“Scheduling of Multiple Job Types with Multiple Setups and Parallel Machines,” with S. Viswanathan.

## **EDITORIAL POSITION AND OTHER PROFESSIONAL ACTIVITIES**

Member of Editorial Board of *Management* (1995-present).

Referee for *Journal of Operations Management*, *European Journal of Operational Research*, *IEEE Transactions on Engineering Management*, *Production and Operations Management*, *OMEGA*, *Decision Support Systems*, *The Hawaii International Conference on System Sciences*, and *Society for Mining Metallurgy, and Exploration Inc.*

Member of the Institute for Operations Research and the Management Sciences (INFORMS), Production and Operations Management Society (POMS), and Decision Sciences Institute.

External reviewer for the Kentucky Science and Engineering Foundation Research and Development Excellence Program Proposals (2004).

## **RESEARCH FUNDING**

Recipient of Ashland Oil Summer Research Grant, 1995 (\$6,500).

Recipient of Summer Faculty Research Fellowship, 1993 (\$2,400).

Obtained research funding (\$5,000) from Square D Company (1993). This research entails a simulation study and a strategic analysis of the manufacturing facility's revised layout.

## **COURSES TAUGHT**

### **International Executive Education:**

Production/Operations Management and Multi-Objective Decision Making (Summer, 1996 in Universitas Padjadjaran, Bandung, Indonesia).

Production and Operations Management and Multi-Objective Decision Making for the Hospital Industry (Summer, 1996 in Cipto Mangunkusumo Hospital, Jakarta, Indonesia).

### **School of Business, Rutgers University at Camden (Fall 1998-Present)**

MAN 670 – Graduate course in Supply Chain Management

MAN 620 – Graduate course in Service Operations Management

MAN 504 – Graduate course in Management Science

MAN 513 – Graduate course in Production and Operations Management

MAN 321 – Undergraduate course in Management Science

MAN 312 – Undergraduate course in Operations Management

### **Cox School of Business, Southern Methodist University (Fall 1997-Spring 1998)**

MIS 6387 – MBA course in Lean Operations  
MIS 2306 – Undergraduate course in Operations Management

**College of Business and Economics, University of Kentucky (1991-1997)**

DIS 780 - Ph.D. course in Service Operations,  
DIS 752 - Ph.D. course in Scheduling,  
DIS 751 - Ph.D. course in Management Science,  
DIS 651 - MBA core course in Quantitative Methods,  
DIS 650 - MBA core course in Statistics,  
DIS 450 - Undergraduate course in Service Operations, and  
DIS 300 - Undergraduate course in Operations Management.

**Graduate School of Business, University of Texas (1984-1990)**

MAN 335 - Undergraduate course in Operations Management.  
Teaching Assistant: BA380N - MBA course in Operations Management.  
BA380M - MBA course in Management Science.

**UNDERGRADUATE HONORS THESIS**

**Advisor: Bryan Asher Honors Thesis: Service Sector and Productivity (2011).**

“Service Sector and Productivity”, with Brian Asher, in *International Journal of the Computer, the Internet and Management*, **20**, 2, 2012, pp.6-9.

**MASTERS THESIS AND Ph.D. DISSERTATION COMMITTEES**

**Member of Masters Thesis Committee** of Robert A. Bohanan (1997). Title: Multiobjective Optimization of Production Scheduling Using Genetic Algorithms.

**Member of the Ph.D. Dissertation Committees of:**

Dr. Jiunn-Min Lee, 1993 (Title: Batching Multiple Different Products on Parallel Heterogenous Machines), University of Kentucky,

Dr. Magesh Ranganathan, 1995 (Title: Performance Evaluation of Tool Sharing Policies in Automated Manufacturing Systems), University of Kentucky,

Dr. Thomas G. Groleau, 1995 (Title: Applicability of FMS and GT under Varying Batch Size and Product Variety), University of Kentucky,

Dr. Larry Weinstein, 1996 (Title: Decision Support for the Integration of Maintenance Activities with Front End Production Planning Activities), University of Kentucky,

Dr. David Cook, 1997 (Title: An Empirical Investigation Toward the Development of a Service-Based Quality Taxonomy.) University of Kentucky, and

Dr. Yanyi Yang, 2104 (Title: On the Design of Group Buying and Crowdfunding Mechanisms.) Chinese University of Hong Kong.

**COLLEGE COMMITTEES**

Member of Undergraduate Studies Committee (1992-3)

Humana Visiting Scholar Committee (1993-5)

Scholarship and Award Committee (1995-6)

MBA Strategic Planning Committee (1995-6).

Member of Appointments Committee (1998-2009)  
Member of Cooperation and Collegiality Committee (1998-present)  
Member of Teaching Committee (1999-2000)  
Chair, Instructional Resources and Responsibilities Committee (Fall, 2001)  
Member of Instructional Resources and Responsibilities Committee (Spring, 2002)  
Member of OM/MIS search committee (Fall 2004)  
Member of FASIP Committee (Fall 2004, Spring 2007)  
Member of Curriculum Content and Evaluation Committee (Fall 2002-present)  
Co-Chair, Instructional Resources and Responsibilities Committee (Fall, 2003-2008)  
Member of Undergraduate Task Force (Spring, 2006-2008)  
Coordinator of Management Area (Spring 2006-Fall, 2007)  
Member of Undergraduate Committee (Spring, 2009-2010)  
Member of Graduate Committee (Fall 2010-Present)  
Member of Operations Management Candidates Search Committee (Fall 2012-Spring 2013)  
Chair of Operations Management Candidates Search Committee (Fall 2015-Spring 2016)

#### **UNIVERSITY COMMITTEE**

University Senate (Fall 2016 – Spring 2019)  
Academic Standards, Regulations, and Admissions Committee

#### **STUDENT ORGANIZATIONS**

Faculty Advisor of Malaysian Students Organization at the University of Kentucky (1991-1997).  
Faculty Advisor of Management Society at Rutgers University (1999-2001).  
Faculty Advisor of Taiwanese Students Organization at Rutgers University (1999-2008).  
Faculty Advisor of International Students Organization at Rutgers University (Fall 2004-2008).