

Bora Kolfal

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EMPLOYMENT

Associate Professor of Operations Management, Alberta School of Business, University of Alberta, Department of Accounting, Operations and Information Systems (AOIS), Edmonton, AB, 2013-Present.

Assistant Professor of Operations Management, Alberta School of Business, University of Alberta, 2006-2013.

Visiting Scholar (2007, 2008), University of Michigan, Department of Industrial and Operations Engineering (IOE), Ann Arbor, MI.

Teaching Assistant (2005-2006), **Research Assistant** (2002-2005), Northwestern University, Department of Industrial Engineering and Management Sciences (IEMS), Evanston, IL.

EDUCATION

Northwestern University, Evanston, IL

Ph.D. in Industrial Engineering and Management Sciences, 2007

Thesis Title: "Modeling Flexibility in Service Operations and Supply Chains"

Major: Stochastic Modeling and Analysis

Minors: Production and Logistics, Decision and Risk Analysis, Financial Engineering

Bilkent University, Ankara, Turkey

B.S. in Industrial Engineering

PUBLICATIONS IN PEER-REVIEWED JOURNALS

- Iravani, S.M.R., and B. Kolfal, 2005, "When Does the μ Rule Apply to Finite-Population Queueing Systems," *Operations Research Letters*, 33(3), pp. 301-304.
- Iravani, S.M.R., B. Kolfal, and M.P. Van Oyen, 2007, "Call Center Labor Cross-Training: It's a Small World After All," *Management Science*, 53(7), pp. 1102-1112.
- Saghafian, S., M.P. Van Oyen, and B. Kolfal, 2009, "A New Policy for the Control of Parallel Queueing Systems," *Proceedings of 2009 NSF Engineering Research and Innovation Conference*, Honolulu, Hawaii.
- Iravani, S.M.R., B. Kolfal, and M.P. Van Oyen, 2011, "Capability Flexibility: A Decision Support Methodology for Parallel Service and Manufacturing Systems with Flexible Servers," *IIE Transactions*, 43(5), pp. 363-382.
- Saghafian, S., M.P. Van Oyen, and B. Kolfal, 2011, "The 'W' Network and the Dynamic Control of Unreliable Flexible Servers," *IIE Transactions*, 43(12), pp. 893-907.

- Delasay, M., B. Kolfal, and A. Ingolfsson, 2012, "Maximizing Throughput in Finite-Source Parallel Queue Systems," *European Journal of Operational Research*, 217(3), pp. 554-559.
- Iravani, S.M.R., B. Kolfal, and M.P. Van Oyen, 2012, "Process Flexibility and Inventory Flexibility via Product Substitution," *Flexible Services & Manufacturing*, 26(3), pp. 320-343.
- Kolfal, B., R. Patterson, and L. Yeo, 2013, "Market Impact on IT Security Spending," *Decision Sciences Journal*, 44(3), pp. 517-556.
- Alanis, R., A. Ingolfsson, and B. Kolfal, 2013, "A Markov Chain Model for an EMS System with Repositioning," *Production and Operations Management*, 22(1), pp. 216-231.
- Delasay, M., A. Ingolfsson, and B. Kolfal, 2016, "Modeling Load and Overwork Effects in Queueing Systems with Adaptive Service Rates," *Operations Research*, 64(4), pp. 867-885.
- Sun, C., Y. Ji, B. Kolfal, and R. Patterson, 2017, "Business-To-Consumer Platform Strategy: How Vendor Certification Changes Platform and Seller Incentives," *ACM Transactions on Management Information Systems*, 8(2-3), Article No. 6, DOI: <https://doi.org/10.1145/3057273>.
- Soltani, M., M. Samorani, and B. Kolfal, 2019, "Appointment Scheduling with Multiple Providers and Stochastic Service Times," *European Journal of Operational Research*, 277(2), pp. 667-683.
- Delasay, M., A. Ingolfsson, B. Kolfal, and K. Schultz, 2019, "Load Effect on Service Times," *European Journal of Operational Research*, 279(3), pp. 673-686.
- Rastpour, A., A. Ingolfsson, and B. Kolfal, 2020, "Modeling Yellow and Red Alert Durations for Ambulance Systems," *Production and Operations Management*, 29(8), pp. 1972-1991.
- Ozdemir, O., B. Kolfal, P. Messinger, and S. Rizvi, 2023, "Human or Virtual: How Influencer Type Shapes Brand Attitudes," *Computers in Human Behaviour*, 145, 107771, DOI: <https://doi.org/10.1016/j.chb.2023.107771>.
- Yeo, M.L., H. Hidaji, E. Rolland, R. Patterson, B. Nault, and B. Kolfal, 2024, "IT Service Disruptions and Provider Choice," accepted for publication at *ACM Transactions on Management Information Systems*.
- Ding, Likang, B. Kolfal, and A. Ingolfsson, 2024, "Translating empirical state-dependent service times into queueing models," accepted for publication at *Production and Operations Management*.

WORK-IN-PROGRESS RESEARCH PROJECTS

- (Names in alphabetical order) Kolfal, Bora, Messinger, Paul, Nikbakht, Arjang, 2024, "Equilibrium Refinement for Stackelberg Leadership Duopolies."
- (Names in alphabetical order) Kolfal, Bora, Messinger, Paul, Nikbakht, Arjang, 2024, "A Patent Pricing Model for Duopolies."

NEWSPAPER ARTICLES

- (About our paper "Human or Virtual: How Influencer Type Shapes Brand Attitudes," *Computers in Human Behaviour*) Ward, L. (2023, June 17), "Influencers Don't Have to Be Human to Be Believable," *Wall Street Journal*, <https://www.wsj.com/articles/virtual-influencers-social-media-advertising-9cabecd2>

GRANTS

- “Nova Faculty Fellowship,” \$15,000, University of Alberta, 2023-2024.
- “Nova Faculty Fellowship,” \$15,000, University of Alberta, 2021-2022.
- SSHRC SIG 2022-23, \$4,000.
- SSHRC SIG 2021-22, \$7,000.
- “Deployment modeling,” Co-investigator, \$90,000 total, Calgary Fire department, 2013.
- “EMS patient transfers, deployment, and system status management,” Collaborator, \$360,000 total, City of Calgary Public Safety Commission, 2010-2011.
- “Nova Faculty Fellowship,” \$10,000, University of Alberta, 2007-2008.
- “Shared computing facility for optimization modeling,” Co-applicant, \$71,400 total, NSERC RTI Grant, 2007.

GRADUATE STUDENT SUPERVISION

Supervisor:

- Ramon Alanis, Ph.D. thesis, AOIS, August 2012 (with Armann Ingolfsson),
- Mohammad Delasay Sorkhab, Ph.D. thesis, AOIS, August 2014 (with Armann Ingolfsson),
- Likang Ding, Ph.D. student, ABA (with Armann Ingolfsson),
- Ozan Özdemir, Ph.D. student, ABA (with Paul Messinger),
- Arjang Nikbakht, Ph.D. student, MBEL (with Paul Messinger).

Committee member:

- Lisa Yeo, Ph.D. thesis, AOIS, August 2012,
- Fernanda Campello, Ph.D. thesis, AOIS, September 2013,
- Amir Rastpour, Ph.D. thesis, AOIS, August 2015,
- Hooman Hidaji, Ph.D. thesis, AOIS, December 2016,
- Can Sun, Ph.D. thesis, AOIS, August 2018,
- Bo Han, Ph.D. student, ABA.

SELECTED PRESENTATIONS (Speaker in parentheses)

- Ozdemir, O., B. Kolfal, P. Messinger, and S. Rizvi, “Influencer 2.0: How Virtual Influencers Affect Consumer Behavior,” Society for Consumer Psychology Annual Conference 2023, San Juan, Puerto Rico (Ozdemir).
- Ding, L., B. Kolfal, and A. Ingolfsson, “The relationship between expected service times and service rates for state-dependent queues,” CORS Annual Conference 2023, Montreal, QC; INFORMS Annual Conference 2022, Indianapolis, IN (Ding); CORS Annual Conference 2022, Vancouver, BC (Ding); INFORMS Annual Conference 2021, Anaheim, CA (Ding, online presentation); CanQueue 2021, Montreal, QC (Ding).

- Soltani, M., M. Samorani, and B. Kolfal, "Appointment Scheduling with Multiple Providers and Stochastic Service Times," Invited Presentation to the Department of Veteran Affairs, National Academies of Science, "Key Operational Characteristics and Functionalities of a State-of-the-Art Patient Scheduling System: A Workshop," Washington, DC, 2019 (Samorani); POMS Annual Conference, Seattle WA, 2017 (Samorani); INFORMS Annual Meeting, Nashville TN, 2016 (Samorani).
- Sun, C., Y. Ji, B. Kolfal, and R. Patterson, "Business-To-Consumer Platform Strategy: One Channel or Two?" CORS Annual Meeting, Calgary AB, 2016 (Sun); WITS 2015 poster session, Dallas TX, 2015 (Sun).
- Hidaji, H., B. Kolfal, R. Patterson, E. Rolland, and L. Yeo, "To Share or Not to Share: Supplier Choice and Customer Demand Reactions to Adverse Events," Seminar at Haskayne School of Business, Calgary AB, 2017 (Hidaji); WITS Feeder Conference, Pomona CA, 2017 (Hidaji).
- Delasay, M., A. Ingolfsson, B. Kolfal, and K. Schultz, "Load effect on service times," Seminar at Sungkyunkwan University, Seoul, Korea, 2017 (Schultz); Decision Sciences Institute Annual Meeting, Washington, DC, 2017 (Schultz); Seminar at Tepper School of Business, Carnegie Mellon University, Pittsburgh PA, 2015 (Delasay); INFORMS Annual Meeting, San Francisco CA, 2014 (Ingolfsson, Schultz); Keynote address at International Workshop on Behavioral Operations Management, Shanghai, China, 2014 (Schultz); POMS Annual Meeting, Atlanta GA, 2014 (Schultz); INFORMS Annual Meeting, Minneapolis MN, 2013 (Schultz).
- Delasay, M., A. Ingolfsson, B. Kolfal, and K. Schultz, "How load affects service times in emergency medical service," International workshop on planning of emergency and healthcare systems, Amsterdam, Netherlands, 2017 (Ingolfsson); Seminar at University of Calgary, Calgary AB, 2017 (Ingolfsson); IFORS/CORS Conference, Quebec City, QC, 2017 (Ingolfsson).
- Rastpour, A., A. Ingolfsson, and B. Kolfal, "Modeling red and yellow alert durations for ambulance systems," Canadian Operational Research Society Annual Meeting, Toronto (virtual), 2021 (Ingolfsson), Invited finalist presentations in CORS Student Paper Competition at the CORS/INFORMS International Meeting, Montreal, 2015 (1st place) and in the INFORMS Health Applications Society Student Paper Competition at the INFORMS Healthcare Meeting, Nashville, 2015 (honourable mention); Seminar at Booth School of Business, University of Chicago, 2014 (Rastpour); Seminar at University of Regina, 2014 (Ingolfsson); CORS Annual Meeting, Ottawa ON, 2014 (Rastpour); CanQueue Workshop, Surrey BC, 2014 (Rastpour); INFORMS Annual Meeting, Minneapolis MN, 2013 (Rastpour).

REFEREED PRESENTATIONS (Speaker in parentheses)

- Hidaji, H., B. Kolfal, R. Patterson, E. Rolland, and L. Yeo, "To Share or Not to Share: Supplier Choice and Customer Demand Reactions to Adverse Events," Conference on Information Systems and Technology (CIST), Philadelphia PA, November 2015 (Hidaji).

HONORS AND AWARDS

- Nova Faculty Fellowship Award, University of Alberta, 2021-22 and 2023-24.
- Winner of Annual Murty Paper Competition, University of Michigan, Ann Arbor (with Soroush Saghaian and Mark Van Oyen), 2010.

- Nova Faculty Fellowship Award, University of Alberta, 2007-08.
- Walter P. Murphy Fellowship, Northwestern University, 2001-02.

SERVICE AND AFFILIATIONS

- Canadian Operational Research Society (CORS) Councillor, Membership Committee Chair, Section Relations Committee Member, 2017-2019.
- Refereed articles for *Management Science*, *Operations Research*, *Production and Operations Management*, *Transportation Science*, *European Journal of Operational Research*, *IIE Transactions*, *Health Care Management Science*, *Information Technology & Management*, *Socio-Economic Planning Sciences*, *INFOR*, and *IIE Transactions*.
- Journal of Risk and Financial Management, Editorial Board Member, 2024.
- Graduate Scholarship Committee, University of Alberta, 2023.
- MSOM 2020 Annual Conference, Banff, Organizing Committee.
- ARCO / SCOPE 2011, 2013 Annual Conference, Edmonton, Organizing Committee.
- MITACS / CORS 2010 Annual Conference, Edmonton, Scientific Committee.

COURSES OFFERED

- OM 352 – Operations Management (Undergraduate, 2009 – 2012)
- OM 426/626 – Service Operations Management (Undergraduate/MBA, 2006 – 2011)
- OM 410 – Supply Chain Management (Undergraduate, 2007, 2013 – 2023)
- OM 411 – Business Process Management (Undergraduate, 2014 – 2016)
- OM 468 – Quantitative Mgmt. Consulting Project (Undergraduate, 2007)
- OM 471/671 – Decision Support Systems (Undergraduate/MBA, 2014 – 2020)
- OM 495 – Individual Research Project I (Undergraduate, 2009 and 2011)
- OM 702 – Advanced Research Topics in Operations Mgmt. (Graduate, 2018 – 2023)
- OM 704 – Seminar in Stochastic Models (Graduate, 2008, 2010)
- OM 710 – Individual Research (Graduate, 2010, 2021)
- OM 502 – Operations Management (MBA, 2013 – 2018)
- MIS 702 – Advanced Research Topics in MIS (Graduate, 2014)