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Professor Kok's research interests include supply chain management, retail operations, inventory management, and assortment planning. He has collaborated with major companies in his research, such as Best Buy, Ahold, Jones NY, and BAE AeroSpace, helping them in both offering the right set of products to the customers and ensuring the availability of their products through better supply chain inventory planning. His research has also been sponsored with grants from research institutes such as ECR-Europe. His papers appeared in *Management Science*, *Manufacturing and Service Operations Management*, and *Operations Research*. His papers received honorable mention awards in the Institute for Operations Research and Management Science's Student Paper Competition in 2003 and Junior Faculty Paper Competition in 2005. He serves on the editorial boards of major research journals. Professor Kok teaches Operations Management courses in the Daytime and Executive MBA programs.