

# Fernando G. Bernstein

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## PROFESSIONAL EXPERIENCE

*Duke University, The Fuqua School of Business*  
Bob J. White Professor, July 2015 – present  
Adrian Allen Research Fellow, July 2013 – June 2015  
Professor, July 2010 – present  
Associate Professor, July 2004 – June 2010  
Assistant Professor, July 2000 – June 2004

## EDUCATION

*Columbia University, New York, NY*  
Graduate School of Business  
Ph.D., Operations Management, 2001

*University of Buenos Aires, Buenos Aires, Argentina*  
School of Natural and Exact Sciences  
Licentiate in Mathematics, 1995

## RESEARCH PUBLICATIONS

### Publications

F. Bernstein and A. Federgruen (2003), “Pricing and Replenishment Strategies in a Distribution System with Competing Retailers,” *Operations Research*, 51, 3, 409-426.

F. Bernstein and A. Federgruen (2004), “Dynamic Inventory and Pricing Models for Competing Retailers,” *Naval Research Logistics*, 51, 2, 258-274.

F. Bernstein and A. Federgruen (2004), “Comparative Statics, Strategic Complements and Substitutes in Oligopolies,” *Journal of Mathematical Economics*, 40, 6, 713-746.

F. Bernstein and G. DeCroix (2004), “Decentralized Pricing and Capacity Decisions in a Multitier System with Modular Assembly,” *Management Science*, 50, 9, 1293-1308.

- F. Bernstein and A. Federgruen (2004), "A General Equilibrium Model for Industries with Price and Service Competition," *Operations Research*, 52, 6, 868-886.
- F. Bernstein and A. Federgruen (2005), "Decentralized Supply Chains with Competing Retailers under Demand Uncertainty," *Management Science*, 51, 1, 18-29.
- F. Bernstein and G. DeCroix (2006), "Inventory Policies in a Decentralized Assembly System," *Operations Research*, 54, 2, 324-336.
- F. Bernstein, F. Chen and A. Federgruen (2006), "Coordinating Supply Chains with Simple Pricing Schemes: The Role of Vendor Managed Inventories." *Management Science*, 52, 10, 1483-1492.
- F. Bernstein, G. DeCroix, and Y. Wang (2007), "Incentives and Commonality in a Decentralized Multi-Product Assembly System." *Operations Research*, 55, 4, 630-646.
- F. Bernstein and A. Federgruen (2007), "Coordination Mechanisms for Supply Chains under Price and Service Competition." *Manufacturing and Service Operations Management*, 9, 3, 242-262.
- F. Bernstein and F. de Véricourt (2008), "Competition for Procurement Contracts with Service Guarantees." *Operations Research*, 56, 3, 562-575.
- F. Bernstein, J-S. Song, and X. Zheng (2008), "Bricks-and-Mortar vs. Clicks-and-Mortar – An Equilibrium Analysis." *European Journal of Operational Research*, 187, 671-690.
- F. Bernstein and G. Kök (2009), "Dynamic Cost Reduction through Process Improvement in Assembly Networks." *Management Science*, 55, 4, 552-567.
- F. Bernstein, J-S. Song, and X. Zheng (2009), "Free-Riding in a Multi-Channel Supply Chain." *Naval Research Logistics*, 56, 8, 745–765.
- F. Bernstein (2010), "Pricing and Replenishment Decisions." *Wiley Encyclopedia of Operations Research and Management Science*.
- F. Bernstein, G. Kök, and L. Xie (2011), "The Role of Component Commonality in Product Assortment Decisions." *Manufacturing and Service Operations Management*, 13, 2, 261-270.
- F. Bernstein, G. DeCroix, and Y. Wang (2011), "The Impact of Demand Aggregation Through Delayed Component Allocation in an Assemble-to-Order System." *Management Science*, 57, 6, 1154-1171.
- F. Bernstein and M. Nagarajan (2012), "Competition and Cooperative Bargaining in Supply Chains." *Foundations and Trends in Technology, Information and Operations Management*, NOW Publishers. Charles Corbett Editor-in-Chief.

- F. Bernstein, G. Kök, and A. Meca (2015), “Cooperation in Assembly Systems: the Role of Knowledge Sharing Networks.” *European Journal of Operational Research*, 240, 160-171.
- F. Bernstein and G. DeCroix (2015), “Advance Demand Information in a Multi-Product System.” *Manufacturing and Service Operations Management*, 17, 1, 52-65.
- F. Bernstein, G. Kök, and L. Xie (2015), “Dynamic Assortment Customization with Limited Inventories.” *Manufacturing and Service Operations Management*, 17, 4, 538-553.
- F. Bernstein, Y. Li, and K. Shang (2016), “A Simple Heuristic for Joint Inventory and Pricing Problems with Lead Time and Backorders.” *Management Science*. 62, 8, 2358-2373.
- F. Bernstein and V. Martínez-de-Albéniz (2017), “Dynamic Product Rotation in the Presence of Strategic Customers.” *Management Science*. 63, 7, 2092-2107.
- F. Bernstein, S. Moderasi, and D. Saure (2019), “A Dynamic Clustering Approach to Data-Driven Assortment Personalization.” *Management Science*. 65, 5, 2095-2115.
- S. Modaresi, F. Bernstein, D. Saure, S. Boroujeni, S. Wu, R. Corr, N. Nikolakis (2019), “Quick Learning Recommendation Systems for Baskets of Goods.” US Patent, US 2019/0318410 A1.
- F. Bernstein, G. DeCroix, and B. Keskin (2019), “Competition between Two-Sided Platforms under Demand and Supply Congestion Effects.” Forthcoming, *Manufacturing and Service Operations Management*.

### **Working Papers**

- “Dynamic Content Variation with Customer Learning” (with S. Chakraborty and R. Swinney). Working paper.
- “Managing Customer Search: Assortment Planning For a Subscription Box Service” (with Y. Guo). Working paper.
- “Attribute-Based Modeling of Product Recommendations” (with S. Modaresi and D. Saure). Working paper.
- “An Analysis of Project Structure and its Impact on Project Completion Delays” (with G. DeCroix and J.C. Goncalves Dosantos). Working paper.

## PRESENTATIONS

### Invited Talks at Academic Institutions

2000: IEOR, Columbia University; Fuqua School of Business, Duke University; Sloan School of Management, MIT; MS&E, Stanford University; Faculty of Commerce, University of British Columbia; INSEAD; London School of Economics; Johnson Graduate School of Management, Cornell University; John M. Olin School of Business, Washington University in St. Louis; University of Michigan Business School; University of Michigan, IOE Department; Tuck School of Business, Dartmouth College; Kellogg School of Management, Northwestern University; North Carolina State University.

2001: Universidad T. DiTella, Buenos Aires; The Wharton School, University of Pennsylvania; Kenan-Flagler Business School, UNC.

2002: College of William and Mary.

2003: Graduate School of Business, University of Chicago; Weatherhead School of Management, Case Western Reserve University; Marshall School of Business, USC.

2004: University of Michigan, IOE Department; Stern School of Business, New York University; Graduate School of Business, Stanford University.

2005: Sauder School of Business, University of British Columbia; IESE, University of Navarra.

2006: Tepper School of Business, Carnegie Mellon University; MIT.

2007: School of Management, Yale University; Robert H. Smith School of Business, University of Maryland; CIO, Universidad Miguel Hernández de Elche; Desautels Faculty of Management, McGill University; Tuck School of Business, Dartmouth College.

2008: Graduate School of Business, Columbia University; Johnson Graduate School of Management, Cornell University; Zaragoza Logistics Center; University of Miami.

2009: Graduate School of Business, Hong Kong Polytechnic University; Business School, Hong Kong University of Science and Technology; School of Business and Economics, Wilfrid Laurier University; Department of Statistics and Operations Research, UNC; Universidad T. DiTella, Buenos Aires.

2010: IESE, University of Navarra; London Business School; INSEAD; CIO, Universidad Miguel Hernández de Elche.

2012: Darden School of Business; Stern School of Business, New York University; Koç University, Istanbul.

2013: University of California, Berkeley; University of California, Riverside; University of Chicago; Hong Kong Polytechnic University; Oracle Retail Group.

2014: National University of Singapore; Graduate School of Business, Columbia University; Universidad T. DiTella.

2015: University of Texas at Austin; HK Polytechnic University; Yeshiva University.

2016: Kellogg School of Management, Northwestern University; Nazarbayev University, Astana, Kazakhstan; HKUST; George Washington University; Tuck School of Business, Dartmouth College; University College London; Amazon Faculty Supply Chain Summit; Judge School of Business, University of Cambridge.

2017: CIO, Universidad Miguel Hernández de Elche.

2018: UCLA Anderson School of Management; The Hong Kong Polytechnic University; Sauder Business School at UBC; College of Business at East Carolina University; Boston University Questrom School of Business; Nazarbayev University.

2019: Universidade da Coruña; Naveen Jindal School of Management at UT Dallas; Johns Hopkins University; University College London.

### **Conference Presentations**

INFORMS Conference, Seattle, WA, Fall 2019.

EURO Conference, Dublin, Ireland, Summer 2019.

Management Science Workshop, Universidad T. Di Tella, Buenos Aires, Argentina, 2018.

INFORMS Conference, Phoenix, AZ, Fall 2018.

Management Science Workshop, Pucón, Chile, 2018.

EURO Conference, Poznan, Poland, Summer 2016.

VI Retail Conference, Fashion Operations Conference, Istanbul, Turkey, Spring 2016.

INFORMS Conference, San Francisco, CA, Fall 2014.

SING 10 Conference, Krakow, Poland, Summer 2014.

INFORMS Conference, Minneapolis, MN, Fall 2013.

MSOM Conference, Fontainebleau, France, Summer 2013.

INFORMS National Meeting, Phoenix, AZ, Fall 2012.

EURO Conference, Vilnius, Lithuania, July 2012.

INFORMS National Meeting, Charlotte, NC, Fall 2011.

INFORMS National Meeting, San Diego, CA, Fall 2009.

INFORMS Practice Conference, Baltimore, MD, Spring 2008.

ETJE Conference, Elche, Spain, Fall 2008.

INFORMS National Meeting, Seattle, WA, Fall 2007.

INFORMS National Meeting, Pittsburgh, PA, Fall 2006.

EURO Conference, Prague, July 2007

Fifth Annual Florida Supply Chain Conference, February 2006.

POMS Conference, Boston, MA, April 2006.

MSOM Conference, Atlanta, GA, June 2006.

INFORMS National Meeting, San Francisco, CA, Fall 2005.

MSOM Conference, Chicago, IL, June 2005.

Fourth Annual Florida Supply Chain Conference, February 2005.

INFORMS National Meeting, Denver, CO, Fall 2004.  
 MSOM Conference, Eindhoven, Netherlands, July 2004.  
 EURO/INFORMS Joint Meeting, Istanbul, Turkey, July 2003.  
 INFORMS National Meeting, Atlanta, GA, Fall 2003.  
 MSOM Conference, Los Angeles, CA, June 2003.  
 Frank Batten Forum, Williamsburg, VA, July 2002.  
 INFORMS National Meeting, San Jose, CA, Fall 2002.  
 INFORMS National Meeting, Miami, FL, Fall 2001.  
 INFORMS National Meeting, Philadelphia, PA, Fall 1999.

## TEACHING

### *Duke University*

Operations Management	Duke Goethe Executive MBA (core)
Operations Management	Cross Continent Executive MBA (core)
Operations Management	Weekend Executive MBA (core)
Operations Management	Global Executive MBA (core)
Distribution and Supply Chain Management	MBA (elective)
Distribution and Supply Chain Management	Weekend Executive MBA (elective)
Distribution and Supply Chain Management	Cross Continent Executive MBA (elective)
Distribution and Supply Chain Management	Global Executive MBA (elective)
GATE: South America	MBA (elective)
Supply Chain Modeling	PhD Seminar
Foundations of Optimization	PhD Seminar

### *Executive and Corporate Education*

Operations Management – Executive MBA program, Graduate School of Management, St. Petersburg State University, St. Petersburg, Russia, 2009, 2010, 2011, 2012, 2013, 2014.

CCHAMP (Chancellor’s Clinical Leadership in Academic Medicine Program) – Health Care Operations course, 2011, 2012, 2013, 2014.

Health Care Operations course for Xiamen City delegates, 2011.

American Journal Experts, 2012.

Changjiang Institute of Survey, Planning, Design & Research, 2014, 2016, 2017, 2019.

Huadong Engineering Corporation, 2016, 2018, 2019.

Supply Chain Management – Executive MBA program, Nazarbayev University, Astana, Kazakhstan, 2014, 2015, 2016, 2017, 2018, 2019.

NuVasive, San Diego, CA, 2017.

## DISSERTATION COMMITTEES AND DOCTORAL STUDENTS

### *Duke University*

Yuan Guo  
Sajad Modaresi (2018) (advisor)  
Yang Li (2013) (co-advisor)  
Lei Xie (2010) (co-advisor)  
Yulan Wang (2006) (co-advisor)  
Xiaona Zheng (2005) (co-advisor)

Dissertation committee member: Soudipta Chakraborty (2019), Lu Huang (2015),  
Canan Ulu (2007), Marie Matta (2004), Mark Ferguson (2001)

### *Universidad Miguel Hernández de Elche (Spain)*

J. Carlos Varela (2018)  
Luis A. Guardiola Alcalá (2007)

## RESEARCH GRANTS AND DISTINCTIONS

First Prize Student Paper Competition Award, Manufacturing and Service Operations Management Society (MSOM) of INFORMS, 2018, paper title: “A Dynamic Clustering Approach to Data-Driven Assortment Personalization” (Supervisor of Sajad Modaresi)

Adrian Allen Research Fellowship, Duke University, July 2013 – June 2015.

Research grant – Ministry of Science and Innovation, Spain (2012-2015).

Excellence in Teaching Award in a core course, Duke-Goethe Executive MBA program, Fuqua School of Business, Duke University, 2010.

Distinguished Service Award by Management Science for the year 2010.

Meritorious Service Award by Management Science for the year 2009.

Meritorious Service Award by Operations Research for the year 2008.

Meritorious Service Award by M&SOM for the years 2004, 2007, 2008, 2012, and 2014.

Finalist – 2004 Junior Faculty Interest Group (JFIG) Paper Competition for “Competition for Procurement Contracts with Service Guarantees.”

Frank L. Batten Young Scholar, awarded by the Operations and Information Technology group at the College of William and Mary, 2002.

Participant, INFORMS Doctoral Colloquium, Philadelphia, November 1999.

Asenath Marie and Duncan Merriwether Fellow, Graduate School of Business, Columbia University, New York, NY.

Columbia Business School Dean’s list, Columbia University, New York, NY, 1996 – 1997.

Full Tuition and Fellowship, Graduate School of Business, Columbia University, New York, NY.

Student Research Grant, Department of Mathematics, University of Buenos Aires, Argentina, 1994 – 1995.

Outstanding Youth Award, given by the Buenos Aires Stock Exchange Foundation, Buenos Aires, Argentina, 1993.

## **SERVICE**

### **University Service**

EMBA Review Committee, 2019-2020

HSM Search Committee, 2019

Operations Management Area Coordinator, Duke University, 2011-2017

Appointments Advisory Committee, Duke University, 2011-present

Honor Board and Grievance Committee, 2013-present

Distinguished Professor Committee, 2015-2017

GEMBA Review Committee, 2015-2016

Health Sector Management Review Committee, 2013

Dean Search Committee, 2012-2013

Operations Management PhD Committee Chair, Duke University 2005-2010

Operations Management PhD Committee, Duke University 2002-2005

Duke University Center for International Studies, Duke University, 2007-present

Curriculum Committee, Duke University, 2008-2010

Ad-hoc promotion, tenure, and full committees

### **Professional Service**

Associate Editor, *Operations Research*, 2006-present.

Associate Editor, *Manufacturing & Service Operations Management*, 2006-2018.

Associate Editor, *Management Science*, 2007-present.

Associate Editor, *Naval Research Logistics*, 2009-2017.

Senior Editor, *Production and Operations Management*, 2009-2012.

Referee for Journals: *Management Science*, *Operations Research*, *IIE Transactions*, *European Journal of Operational Research*, *Naval Research Logistics*, *INFOR*.

External Academic Advisor for the Dept. of Management Sciences at City Univ. of Hong Kong.

Panel Member GRF System of Research Grants Council, Hong Kong.

Reviewer for GRF System of Research Grants Council, Hong Kong.

POM Skinner Best Paper Award committee, 2013.



Track Chair, POMS 2012 Conference, Chicago and POMS 2013 Conference, Denver.

Member of Comisión SEIO-Empresa (Spanish Society of Operations Research, Research-Industry commission), 2010-present.

Panelist at the Behavioral & Quantitative Game Theory Conference, May 2010.

M&SOM Sponsored Session Chair, INFORMS National Meeting, Minneapolis, MN, Fall 2013.

M&SOM Sponsored Session Chair, INFORMS National Meeting, Pittsburgh, PA, Fall 2006.

M&SOM Sponsored Session Chair, INFORMS National Meeting, Atlanta, GA, Fall 2003.

Discussant at the Multi-Echelon Conference, June 2003.

Judge for the 2004, 2005, 2006, 2007, 2008, and 2009 M&SOM Student Paper competitions.

Judge for the 2008 and 2009 POM Student Paper competitions.

Judge for the 2006, 2007, and 2009 JFIG competitions sponsored by INFORMS.

Secretary/Treasurer, M&SOM Society of INFORMS, July 2006 to June 2007.

## **INDUSTRY AND CONSULTING EXPERIENCE**

St. Mary Medical Center

Duke University Medical Center

Northwest Airlines

B/E Aeronautics