

JOEL WOOTEN

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US Citizen

POSITIONS

MOORE SCHOOL OF BUSINESS, UNIVERSITY OF SOUTH CAROLINA
Associate Professor of Management Science 2022-present
Assistant Professor of Management Science 2013-2022

INSEAD
Visiting Professor of Technology and Operations Management 2022-present

EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA
PhD in Operations Management 2013
Master of Business Administration, Honors 2006

GEORGIA INSTITUTE OF TECHNOLOGY
Bachelor of Science in Industrial Engineering, Highest Honors 2000

RESEARCH

REFEREED

Wooten, J. and K. Ulrich (2017), "Idea Generation and the Role of Feedback: Evidence from Field Experiments with Innovation Tournaments," *Production and Operations Management*, 26(1), 80-99.

Method: Field experiment; 16,200 consumer ratings of 544 logos across 6 contests

Wooten, J. and C. Tang (2018), "Operations in Space: Exploring a New Industry," *Decision Sciences*, 49(6), 999-1023.

Method: Topic introduction and framing
Lead article

Wooten, J., J. Donohue, T. Fry, and K. Whitcomb (2020), "To Thine Own Self Be True: Asymmetric Information in Procurement Auctions," *Production and Operations Management*, 29(7), 1679-1701.

Method: Lab experiment; 4,156 bids

Wooten, J., S. Cho, J. Donohue, and T. Fry (2022), "Overcoming Cost Disadvantages in Procurement Auctions," *Decision Sciences*, 53(3), 486-513.

Method: Lab experiment; 4,400 bids

Wooten, J. (2022), "Leaps in Innovation and the Bannister Effect in Contests," *Production and Operations Management*, 31(6), 2646-2663.

Method: Observational data; 26,000 scored entries across 23 algorithm contests on Kaggle.com

WORKING PAPERS

Cho, S., J. Wooten, J. Donohue, and T. Fry, “Helping Hindered Bidders: How Subsidies Work in Practice,” revision in progress.

Method: Lab experiment; 3,600 bids

Wooten, J. and K. Ulrich, “The Impact of Visibility in Innovation Tournaments: Evidence from Field Experiments,” revision in progress.

Method: Field experiment, Lab; 11,480 consumer ratings of 676 logos, 16,793 pairwise similarity scores
Winner: 2013 POMS Product Innovation and Technology Management Best Student Paper Award

Wooten, J., S. Mumbower, J. Kistler, and M. Galbreth, “Caught Looking: How Data Visualizations Impact Quick Decision Making,” work in progress.

Method: Field experiment

Wooten, J. and S. Venkataraman, “Improving the New Product Development Pipeline: Evidence from the Pharmaceutical Industry,” work in progress.

Method: Analytical model, Simulation; 36,000 simulation runs of pharmaceutical pipeline game

Wooten, J., B. Flicker, J. Lian, and T. Fry, “Emotions and Regret in Common Value Auctions,” work in progress.

Method: Lab experiment

Wooten, J., J. Mihm, and M. Sosa, “Creative Experiments,” work in progress.

Method: Lab experiment

BOOK CHAPTER

Grushka-Cockayne, Y., S. Erat, and J. Wooten (2018), “Chapter 10: New Product Development and Project Management Decisions,” in K. Donohue, E. Katok, and S. Leider (Eds.), *The Handbook of Behavioral Operations*. Wiley, 367-392.

INVITED SEMINARS

2023 University of Cambridge – Cambridge, England

2023 Frankfurt School of Finance and Management – Frankfurt, Germany

2022 INSEAD – Fontainebleau, France

2020 Indiana University online fall OM/IS consortium

2020 Indiana University online summer OM/IS consortium

2020 University of Wisconsin-Madison – Madison, WI (online)

2020 HEC Paris – Paris, France

2019 University of Florida – Gainesville, FL

2017 George Washington University – Washington, DC

2015 University of South Carolina, Arnold School of Public Health – Columbia, SC

2015 XPRIZE – Los Angeles, CA

2014 McGill University – Montreal, Canada

2014 University of South Carolina, USC/Syracuse Supply Chain Symposium – Columbia, SC

2013 University of Minnesota – Minneapolis, MN

2013 University of South Carolina – Columbia, SC

2012 Baruch College, CUNY – New York, NY

2012 Georgia Tech – Atlanta, GA

2011 Vanderbilt University – Nashville, TN

INVITED TALKS

- 2023 INFORMS Annual Meeting, “Practical Lessons from Innovation with Digital Platforms”
2021 DSI Annual Meeting, “Panel: Journey of Experiment-Based Decision Makers”
2020 POMS Annual Meeting, “Leaps in Innovation”
- 2019 INFORMS Annual Meeting, “Operations in Space: Exploring a New Industry”
2019 POMS Annual Meeting, “Delivering Baseball Insight”
2019 Product and Service Innovation Conference, “Delivering Baseball Insight”
- 2018 INFORMS Annual Meeting, “Operations in Space: Exploring a New Industry”
2018 POMS Annual Meeting, “Operations in Space: Exploring a New Industry”
2018 POMS Annual Meeting, “Leaps in Innovation”
- 2017 INFORMS Annual Meeting, “Leaps in Innovation”
2017 INFORMS Annual Meeting, “The Impact of Asymmetric Info in Procurement Auctions”
- 2016 INFORMS Annual Meeting, “Panel: Emerging Themes in Technology Management”
2016 POMS Annual Meeting, “Idea Generation and the Role of Feedback”
2016 POMS Annual Meeting, “The Impact of Visibility in Innovation Tournaments”
- 2015 INFORMS Annual Meeting, “Idea Generation and the Role of Feedback”
2015 INFORMS Annual Meeting, “Optimal Shapes of Innovation Pipelines”
2015 POMS Annual Meeting, “Characterizing Ideal Funnel Shapes”
- 2014 INFORMS Annual Meeting, “Characterizing Ideal Funnel Shapes”
2014 HBS Open and User Innovation Conference, “Leaps in Innovation”
2014 POMS Annual Meeting, Open Innovation panelist and “Leaps in Innovation”
2014 POMS Annual Meeting, “Characterizing Ideal Funnel Shapes”
2014 Product and Service Innovation Conference, “Leaps in Innovation”
- 2013 INFORMS Annual Meeting, “Leaps in Innovation”
2013 INFORMS Annual Meeting, “The Impact of Visibility in Innovation Tournaments”
2013 POMS PITM Mini-conference, “The Impact of Visibility in Innovation Tournaments”
2013 Darden/Judge Entrepreneurship and Innovation Conference, “The Impact of Visibility...”
2013 POMS Annual Meeting, “Leaps in Innovation”
2013 POMS Annual Meeting, “The Impact of Visibility in Innovation Tournaments”
- 2012 INFORMS Annual Meeting, “Idea Generation and the Role of Feedback”
2012 INFORMS Annual Meeting, “The Impact of Visibility in Innovation Tournaments”
2012 INFORMS Annual Meeting, “Leaps in Innovation”
- 2011 INFORMS Annual Meeting, “Idea Generation and the Role of Feedback”
2011 Wharton Workshop on Empirical Research in OM, “Idea Generation and ... Feedback”
2011 Product and Service Innovation Conference, “Idea Generation and the Role of Feedback”

TEACHING

MOORE SCHOOL OF BUSINESS, UNIVERSITY OF SOUTH CAROLINA

- MGSC 779 – Innovation and Design: S14, S15, S16, S18, S19, S20, S21, S22, S23
- MGSC 488 – Innovation and Design: S20, S21, S22, S23
- MGSC 391 – Sports Analytics: F19, F20, F21, S23
- MGSC 894 – Advanced Topics in Management Science: F18
- MGSC 291 – Applied Statistics for Business: S17 (pilot), S18, S18
- MGSC 291 – Statistics for Business and Economics: S14, S14, S15, S15, S16, S16, S17, S17
- MKTG 717 – Spreadsheet Modeling: F16, S17, F17, S18, F18, S19, S19, F19, S20, S20, F20, S21, S21, S22(x5), S23(x4)

INSEAD

- TOM – Sports Analytics: F22
- TOM – Identifying New Business Models: S23

CORPU

- Charles Schwab Executive Program – Managing Innovation: S14,15,16,17,18,19,20,21,22
- OneCall – High-Impact Leadership Development: F22
- Johnson & Johnson – Transformational Business Problem Solving: F20, F21
- Aetna GM and P&L Program – Managing Innovation: S15, S16, F16, F16
- Merck Europe and Canada – Identifying Opportunities for Innovation: F15
- Lincoln Financial Group – Managing Innovation: S15
- SunGard Capital Markets University – Identifying Opportunities for Innovation: S15

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Teaching Assistant, Wharton Teacher Development Program

- OPIM 654 – Product Design and Development: W09, W10, S11, W12, W13
- OPIM 651 – Innovation, Problem Solving, and Design: F09, F10, S11, F11, F11
- OPIM 650 – Operations Performance Analysis: F10, F10
- OPIM 632 – Supply Chain Management: S10
- OPIM 631 – Quality and Productivity: S10
- OPIM 621 – Decision Models and Uncertainty: F09
- OPIM 650 – Operations Performance Analysis: F10, F10
- OPIM 416 – Design and Development of Web-based Products and Services: M11
- OPIM 415 – Product Design: S13
- MGT 654 – Competitive Strategy: S05, M05, S06
- MGT 652 – Foundations of Leadership: F05

AWARDS

Meritorious Service Award – *Management Science*, 2021
Outstanding Reviewer Award – *POMS*, 2018
Most Outstanding Elective Professor – PMBA Program, 2014
POMS Product Innovation and Technology Management Best Student Paper Award, 2013
Mack Center for Technological Innovation and Wharton Entrepreneurship Fellowship, 2010-2012
Wharton-INSEAD Center for Global Research and Education Research Award, 2010
Wharton Risk Management Center Russell Ackoff Fellowship, 2009-2011
Wharton Doctoral Fellowship, 2008-2012
Joseph P. Wharton Award for Leadership and Innovation, 2006
Georgia Tech President's Scholarship, 1996-2000
Governor's Scholarship, 1996
Georgia Tech Distinguished Science Scholar Award, 1995

GRANTS

Merck research grant (with the supervision of Karl T. Ulrich) to support research on R&D portfolio management, \$128k (2007), \$255k (2008)

The Darla Moore School of Business Research Grant Program (2013, 2015, 2016, 2018, 2019)

PROFESSIONAL ACTIVITIES

White House Frontiers Conference attendee, Interplanetary Track – 2016
Product and Service Innovation Conference Program Chair – 2014-2023 POMS College of PITM,
VP Outreach and Collaboration – 2016-2018
INFORMS Annual Meeting Cluster Chair (New Product Development) – 2016, 2017
INFORMS Annual Meeting Invited Session Chair – 2013, 2013, 2014, 2019
POMS Annual Meeting Invited Session Chair – 2016, 2017, 2018, 2019, 2020, 2021
POMS Editorial Review Board – 2019-23
Reviewer for *Management Science* (Entrepreneurship and Innovation department)
Reviewer for *POMS* (New Product Development, R&D, & Project Management department
and Management of Technology department)
Reviewer for *MSOM*
Reviewer for *Decision Sciences*
Reviewer for *Journal of Operations Management*
Reviewer for *Information Systems Research*
Moore School Graduate Program Committee, PMBA – 2014-2023 Moore School
Data Lab, Founding Faculty Coordinator – 2019 Moore School Faculty Advisory
Committee – 2015-2018, 2023 Moore School Undergraduate Program Committee –
2017-2018
Moore School Course Coordinator, Applied Statistics for Business – 2016-2018

EXPERIENCE

EASY EATS, LLC. – Founder	2011-2013
SMATCHY, INC. – Founder	2006-2009
BAIN & COMPANY – Senior Associate Consultant, Associate Consultant	2001-2004
SOUTHERN COMPANY ENERGY MARKETING – Associate - TX region, Structuring	1998, 2000

OTHER

Ultimate Frisbee – National Champion, World Champion
DIG Camp – Innovation Summer Camp co-founder, 2016-2017
Wharton Leadership Office – Venture Fellow, Leadership Fellow, Board presenter
University City Hospitality Corporation – Treasurer and Board Member, 2005-2006
Georgia Tech President’s Scholarship – Regional Interviewer, 2002-2005; Retreat Fellow, 2009
Eagle Scout