



TECHNOLOGY AND OPERATIONS MANAGEMENT

GUILLAUME ROELS

Associate Professor of Technology and Operations Management

The Timken Chaired Professor of Global Technology and Innovation

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BIOGRAPHY

Guillaume Roels is an Associate Professor of Operations and Technology Management at INSEAD. He was formerly affiliated with the UCLA Anderson School of Management. He received an MS degree in Management Engineering and a DEA in Management from the Catholic University of Louvain, Belgium, and a PhD in Operations Research from MIT. His current research focuses on service operations and supply chain management. At UCLA, he has taught courses on operations management in the full-time, Executive MBA and various executive education programmes. He received the George L. Robbins Assistant Professor Teaching Award in 2009, the Citibank Teaching Excellence Award in 2010, the “Tough but I will thank you in 5 years” award at Wharton in 2012, and the Executive MBA Outstanding Teaching Award in 2010, 2011, 2013, 2015, and 2017. He was named one of the Poets & Quants 2015 Best 40 Business School Professors under 40.

Professor Roels has published in various academic journals including the *Management Science*, *Operations Research* and *Manufacturing & Service Operations Management*. His work on distribution-free inventory management was awarded second place in the 2005 MSOM Student Paper Competition, his research on traffic flow modelling received an honourable mention in the 2007 Best Paper in Transportation Science & Logistics Award Competition, his work on contracting for collaborative services was awarded second place in the 2009 Service Science Best Paper Competition, and his paper on design of co-productive services received the first place in the 2013 Service Science Best Paper Competition. He also received the Eric and “E” Juline Faculty Excellence in Research Award at the UCLA Anderson.

RESEARCH AREAS

Supply Chain Management, Service Management, Entrepreneurial Operations Management

TEACHING AREAS

Supply Chain Management, Service Management, Entrepreneurial Operations Management

- High-Performance Practice Processes
- Optimal Structure of Experiential Services: Review and Extensions
- Team Leadership and Performance: Combining the Roles of Direction and Contribution
- Collaborative Work Dynamics in Projects with Co-Production
- Win-Win Capacity Allocation Contracts in Coproduction and Codistribution Alliances
- The Time–Money Trade-Off for Entrepreneurs: When to Hire the First Employee?
- Optimal Time Allocation for Process Improvement for Growth-Focused Entrepreneurs
- The Design of Experiential Services with Acclimation and Memory Decay: Optimal Sequence and Duration
- An Analytical Framework for Value Co-Production in Services
- Optimal Design of Coproductive Services: Interaction and Work Allocation
- Optimal Design of Social Comparison Effects: Setting Reference Groups and Reference Points
- Competing for Shelf Space
- Contracting for Collaborative Services
- An Approach for Developing an MBA Curriculum to Meet the Career Objectives of MBA Students with Engineering/Science Background
- Robust Controls for Network Revenue Management
- Dynamic Revenue Management for Online Display Advertising
- Regret in the Newsvendor Model with Partial Information
- The Price of Anarchy in Supply Chains: Quantifying the Efficiency of Price-Only Contracts
- An Analytical Model for Traffic Delays and the Dynamic User Equilibrium Problem