

Huntsman School of Business  
Utah State University  
3500 Old Main Hill,  
Logan, UT 84322

Office Phone: 435.797.4137  
Mike.Dixon@usu.edu  
Faculty Website

## MICHAEL J. DIXON

### appointments

*Utah State University - Jon M. Huntsman School of Business.*

2019–current. Associate Professor of Operations Management.

2017–2019. Assistant Professor of Operations Management.

*Western University - Ivey Business School.*

2015–2017. Assistant Professor of Operations Management.

*University of Cambridge - Computer Lab.*

2016. Research Fellow.

*Naval Postgraduate School - Graduate School of Business and Public Policy.*

2011–2015. Assistant Professor of Operations Management.

*Cornell University - S.C. Johnson Graduate School of Management.*

2010–2011. Graduate Instructor.

### education

2011. Ph.D., Service Operations Management. *Cornell University.*

Dissertation: *Sequence Effects in Evaluating, Scheduling, and Designing Service Bundle.*

- Elwood S. Buffa Doctoral Dissertation Award, Decision Sciences Institute: Honorable Mention.

2006. M.B.A. *University of Utah – David Eccles School of Business.*

2002. B.S. *Utah Valley University – Woodbury School of Business.*

### research

*Peer Reviewed Articles*

Walsman, M., & Dixon, M. 2020. “Fee-Based Loyalty Programs: An Empirical Investigation of Benefit Redemption Behavior and its Effects on Loyalty.” *Journal of Service Management*, 12 (2-3) 100-118.

Dixon, M. & Thompson, G. 2019. “The Impact of Timing and Bundling Flexibility on Affect-Based Service Package Design.” *Decision Sciences Journal*, 50 (5), 948-984.

Victorino, L., Field, J., Buell, R., Dixon, M., Goldstein, S., Menor, L., Pullman, M., Roth, A., Secchi, E., Zhang, J. 2018. “Service Operations: What Have We Learned?” *Journal of Service Management*, 29 (1), 39-54.

Victorino, L., Field, J., Buell, R., Dixon, M., Goldstein, S., Menor, L., Pullman, M., Roth, A., Secchi, E., Zhang, J. 2018. “Service Operations: What’s Next?” *Journal of Service Management*, 29 (1), 55-97.

Dixon, M., Victorino, L., Kwortnik, R., & Verma, R. 2017. “Surprise, Anticipation, and Sequence Effects in the Design of Experiential Services.” *Production & Operations Management*, 26(5), 945-960.

**-Awarded The POMS Service College Most Influential Paper Award**

Victorino, L., & Dixon, M. 2016. “Testing Behavioral-Based Service Innovations: A Methodological Review of Video Experiments.” *Service Science*, 8(2), 234 - 246.

Dixon, M. & Thompson, G. 2016. “Bundling and Scheduling Service Packages with Customer Behavior: Model and Heuristic” *Production & Operations Management*, 25(1), 36-55.

Dixon, M. & Walsman, M. 2014. “Use of Behavioral Research to Design Better Customer Experiences.” *Cornell Hospitality Quarterly*, 55(3), 221-227.

Dixon, M., Karniouchina, K., Verma, R., Victorino, L., & van der Rhee, B. 2014. “The Role of Coordinated Marketing-Operations Strategy in Services: Implications for Managerial Decisions and Execution.” *Journal of Service Management*, 25(2), 275 - 294.

Dixon, M. & Verma, R. 2013. “Sequence Effects in Service Bundles: Implications for Service Design and Scheduling.” *Journal of Operations Management*, 31(3), 138-152.

**-Awarded The Jack Meredith Best Paper Award**

### Peer Reviewed Book Chapters

- Dixon, M., Rea, D., Victorino, L., & Froehle, C. 2021. "Justice, Fairness, and Control of Priority Waiting Lines " In *Service Operations Handbook* (in-press)
- Dixon, M., & Victorino, L. 2018. "[The Sequence of Service: An Affect Perspective to Service Scheduling.](#)" In *Handbook of Service Science* (Vol. 2). 49-76.

### Research in Progress

- Dixon, M. & Victorino, L. 2022. "Peak Event Self-Scheduling: Bookend Behavior and Perceived Control Implications for Demand Management" Status: Under Review Target: top operations management journal.
- Hajmohammad, S., & Dixon, M. 2021. "Service Innovation in Performing Arts " Status: Data collection completed. Target: top operations management journal.
- Victorino, L., Dixon, M. & Wardell, D. 2021. "A Customer's Perspective to Script Usage Across a Sequence of Encounters " Status: Experiment Design. Target: top service management journal.

### Other Publications

- Rendon, R., Apte, U., & Dixon, M. 2015. "[Contractor Past Performance Information: An Analysis of Assessment Narratives and Objective Ratings.](#)", *NPS Acquisition Research Program Symposium Proceedings*. SYM-AM-15-092.
- Rendon, R., Apte, U., & Dixon, M. 2015. "[Services Acquisition in the Department of Defense: Analysis of Operational and Performance Data to Identify Drivers of Success.](#)", *NPS Acquisition Research Program Sponsored Report Series*. NPS-CM-14-190.
- Walsman, M., Dixon, M., Rush, R., & Verma, R. 2014. "[It's More than Just a Game: The Effect of Core and Supplementary Services on Customer Loyalty](#)" *Cornell Center for Hospitality Research Report*. 14(23), 6-14.
- Rendon, R., Apte, U., & Dixon, M. 2014. "[Services Supply Chain in the Department of Defense: Drivers of Success in Services Acquisition.](#)", *NPS Acquisition Research Program Sponsored Report Series*. NPS-CM-14-001.
- Dixon, M., Kimes, S., & Verma, R. 2009. "[Customer Preferences and Use of Technology Based Service Innovations in Restaurants.](#)" *Cornell Center for Hospitality Research Report*. April, 9(7).
- Verma, C., Anderson, C., Dixon, M., Enz, C., Thompson, G., & Victorino, L. 2008. "[Key Elements in Service Innovation: Insights for the Hospitality Industry.](#)" *Cornell Hospitality Roundtable Proceedings*. No. 1.(November).

conference  
presentations  
(since 2011)

2020. "Best Teaching Case Study Presentations." Decision Sciences Institute.
2019. "Social Justice of Priority Queues." Utah Operations Conference.
2019. "Social Justice of Priority Queues." Production Operations Management Society.
2019. "Best Teaching Case Study Presentations." Decision Sciences Institute.
2018. "Best Teaching Case Study Presentations." Decision Sciences Institute.
2018. "The Future of Empirical and Conceptual Research in Service Operations" Production Operations Management Society.
2018. "Perspectives on Experiments in OM Research" Production Operations Management Society.
2017. "Exercise Exploring Behavioral Ideas in Service Ops." INFORMS Annual Meeting.
2017. "Shifting Demand Patterns With Sequence Effects." Production Operations Management Society.
2017. "[Popular behavioral concepts to be applied in service operations management research and practice.](#)" Service Operations Thought Leadership Forum.
2016. "Shifting Demand Patterns With Sequence Effects." Decision Sciences Institute.

- 2016. "Surprise – How Unexpected Delight Influences Sequence Effects in Services." Production Operations Management Society.
- 2015. "Surprise – How Unexpected Delight Influences Sequence Effects in Services." Service Management and Science Forum.
- 2015. "Surprise – How Unexpected Delight Influences Sequence Effects in Services." USC Marshal Service Operations and Consumer Behavior Workshop.
- 2014. Jack Meredith Best Paper in JOM "Sequence Effects in Service Bundling." Academy of Management.
- 2014. "Surprise – How Unexpected Delight Influences Sequence Effects in Services." Production Operations Management Society.
- 2013. "Higher Education as a Service." Service Science Summit.
- 2013. "F-18 as a Customer." Service Management and Science Forum.
- 2013. "F-18 as a Customer." Production Operations Management Society.
- 2013. "Sequence-Effect-Based Scheduling." Product and Service Innovation.
- 2012. Buffa Dissertation Finalist, "Sequence Effects in Evaluating, Scheduling, and Designing Service Bundles." Decision Sciences Institute.
- 2012. "Sequence Effects in Service Bundles: Implications for Scheduling Optimization." International Research Symposium on Service Excellence in Management.
- 2012. "Behavioral Research as a Major Agenda in Service Operations Management." Applied Human Factors and Ergonomics: Service Design.
- 2011. "Behavioral Research as a Major Agenda in Service Operations Management." Art and Science of Services.

## teaching

**Utah State University - Huntsman School of Business***MGT 3700 - Operations Management*

In-person and synchronous online

Huntsman Scholar (honors) sections

*MGT 4760 - Services Management*

asynchronous online

*MGT 6640 - Services Management*

In-person, case-based

*MGT 6720 - Strategic Supply Chain Management*

In-person and synchronous online

Fulltime MBA, Broadcast and Executive MBA, case-based

*MGT 6756 - Managing the Supply Chain in a Lean Environment*

In-person, executive MBA

*USU 1010 - University Connections*

In-person, hybrid, synchronous online Freshman Experience Class

Faculty Advisor for Shingo Student Club: Operations Management club on campus. 2017 - 2021

Faculty Advisor for Healthcare Administration Club on campus. 2021 - Present

**Ivey Business School***HBA 3304-6 - Operations Management**MBA 9436, HBA 4434 - Management of Services***Naval Postgraduate School***GB 3040 - Managerial Statistics*

Re-development of course including complete set of notes with supporting material, labs with transactional data, and multiple [tutorial videos](#). MBA and MS Management students.

*Louis D. Liskin Award for Teaching Excellence*; December 2013, March 2012.

Awarded by the graduating class to acknowledge the faculty member who has had the greatest impact on their academic experience.

#### *Development of [Excel®Boot Camp](#)*

A six-video series intended to get students and others up to speed on the basics of using Microsoft Excel®. Videos are available to a worldwide audience through YouTube and have been used by faculty in multiple universities.

YouTube reports that there have been over 463,000 views of my [educational videos](#), over 18,000 minutes watched, 509 "likes", 115 comments, 296 shares, and placed in 538 playlists.

#### **German Graduate School of Business and Law**

*Visiting Faculty for Operations Management Module.*

#### **Cornell University**

*NBA 650: Strategic Operations Immersion*

Fulltime MBA and OR/IE Masters Students. Co-taught with Srinagesh Gavirneni & Jan Suwinski.

*Statistical Software Workshops for Graduate Students*

[Cornell Institute for Social and Economic Research \(CISER\)](#)

Introduction to SAS I and II; Advanced SAS: Proc SQL; Introduction to SPSS I and II.

*Savant Learning: Online Course Development*

Developed and recorded a 14-video course in Operations and Services Management as a contractor of Savant Learning to be used by a number of online MBA programs around the country. This was a full Operations Management course for which I scripted and recorded all lectures.

*Capsim Business Simulation: Operations Management Reviewer*

Reviewed questions related to the operations management aspects of a well-known business simulation education tool. Reviewed the relevance of operations management curriculum.

*Huntsman Teaching Scholarship Series*

Dixon, M., & Rust, Z., 2020. "Bear River Health Department: Covid-19 Contact Tracing"

Dixon, M., Christensen, C., & Leisek, R., 2020. "Quantum Frontiers: To Boldly Go"

**-Awarded The Decision Sciences Institute Best Teaching Case 2020**

Dixon, M., Henke, A., Jones, M., & Orr, T., 2019. "From A to Z: Capacity Issues of Arches and Zion National Parks"

**-Awarded The Decision Sciences Institute Best Teaching Case 2019**

Armenta, L., Albrechtsen, M., & Dixon, M. 2019. "10th West Scare House"

Armenta, L., Canova, J., & Dixon, M. 2018. "America First Credit Union: High Quality Transactions and Customer Satisfaction"

**-Awarded The Decision Sciences Institute Best Teaching Case 2018**

Ahmed, S., & Dixon, M. 2018. "O.C. Tanner: Shingo Model of Continued Success"

other  
teaching  
activities

teaching  
case  
studies

## honors and awards

- 2020. Awarded Best Teaching Case Study by the Decision Sciences Institute for the case study titled: "Quantum Frontiers: To Boldly Go."
- 2019. Awarded Teaching Scholar Certificate by USU Empowering Teaching Excellence development program.
- 2019. Awarded Best Teaching Case Study by the Decision Sciences Institute for the case study titled: "From A to Z: Capacity Issues of Arches and Zion National Parks."
- 2019. Awarded Most Influential Paper by the Production Operations Management Society Service College awarded to the most influential paper published in 2018-2017 in the journal *Production Operations Management* for "[Surprise, Anticipation, and Sequence Effects in the Design of Experiential Services.](#)"
- 2018. Awarded Best Teaching Case Study by the Decision Sciences Institute for the case study titled: "America First Credit Union: High Quality Transactions and Customer Satisfaction."
- 2014. Awarded Jack Meredith Best Paper awarded to the best paper published in 2013 in the *Journal of Operations Management* for "[Sequence Effects in Service Bundles: Implications for Service Design and Scheduling.](#)"
- 2013. Principle investigator for \$205,000 research funding award from Office of the Chief of Naval Operations (OPNAV) for project "Reduction of Aviation Fuel Consumption Through Slot Management."
- 2013. Louis D. Liskin Award for Teaching Excellence: Naval Postgraduate School. December.
- 2012. Elwood S. Buffa Doctoral Dissertation Award, Decision Sciences Institute: Honorable Mention. November.
- 2012. Louis D. Liskin Award for Teaching Excellence: Naval Postgraduate School. March.
- 2009. Christopher Lovelock Best Paper Award: The Art & Science of Service Conference.

## service to the profession

- 2016-2017. POMS College of Service Operations: VP Outreach/Awards.
- 2016. Program Co-Chair. Service Management and Science Forum.
- 2014. [Service Design and Delivery Co-Track Chair.](#) Decision Sciences Conference.
- 2013 – 2014. Co-Editor (with Glen Schmidt) for the newsletter [POMS Chronicle](#) for the Production & Operations Management Society.
- 2012 – 2013. [Social Media Director](#) for the Decision Sciences Institute.

Associate Editor for:

*Service Science.*

Editorial Review Board for:

*Production Operations & Management;*

*Decision Sciences Journal of Innovative Education.*

Expert Research Panel Member for:

*Journal of Service Management.*

Reviewer for:

*Production Operations & Management;*

*Management Science;*

*Decision Sciences;*

*Journal of Operations Management;*

*International Journal of Operations and Production Management;*

*Decision Sciences Journal of Innovative Education;*

*Journal of Service Research;*

*Service Science;*

Center For Hospitality Research;

Academy of Management Conference, Operations Management Tracks.

industry  
experience

*American Express: Risk Manager / Service Engineering Analyst*

Identified key drivers of loss within prepaid gift card business; identified solution to reduce losses by \$3.1 million in 2 years with a focus on tipped transactions within the restaurant industry. Trained using Big Data, archival data analytics using SAS and SQL.

Quantified customer survey impacts of various reengineering/quality/process improvement initiatives; trained and used Six Sigma methodology.

*10 years experience in food service and retail grocery*

Dishwasher, Prep-Cook, Delivery Driver, Waiter, Baker, Produce Dept, Food Service Manager. Kim Wah Chinese, Papa John's, Chick-fil-a, University Food Services, Military Food Service, Macey's & Kent's Grocery, My Girlfriend's Kitchen.