

Robert Swinney

Duke University

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Academic Positions

Duke University, Fuqua School of Business	Durham, NC
Operations Management	
<i>Senior Associate Dean for Programs</i>	Jul 2025 – Present
<i>Senior Associate Dean for EMBA and Quantitative Management Programs</i>	Jan 2025 – Jul 2025
<i>Professor</i>	2023 – Present
<i>Associate Professor</i>	2013 – 2023
Stanford University, Graduate School of Business	Stanford, CA
Operations, Information, and Technology	
<i>Associate Professor</i>	2012 – 2013
<i>Assistant Professor</i>	2008 – 2012

Education

The Wharton School, University of Pennsylvania	Philadelphia, PA
Doctor of Philosophy, Operations Management	2008
<i>Thesis: Operational Implications of Strategic Consumer Behavior</i>	
<i>Advisor: Gérard Cachon</i>	
California Institute of Technology	Pasadena, CA
Bachelor of Science, Astronomy	2002
University of Cambridge	Cambridge, England
Visiting Student, Physics	2001

Research Interests

- Operations and supply chain strategy
- Implications of consumer behavior on operational decisions
- Sustainability and social responsibility in supply chains
- Disruption risk in supply chains
- Start-up and platform operations
- Operational implications of new technologies and business models

Journal Publications

1. "Long-Term Contracts Under the Threat of Supplier Default," Robert Swinney and Serguei Netessine, *Manufacturing & Service Operations Management*, Vol. 11, No. 1, Winter 2009.
2. "Purchasing, Pricing, and Quick Response in the Presence of Strategic Consumers," Gérard Cachon and Robert Swinney, *Management Science*, Vol. 55, No. 3, March 2009.
3. "The Value of Fast Fashion: Quick Response, Enhanced Design, and Strategic Consumer Behavior," Gérard Cachon and Robert Swinney, *Management Science*, Vol. 57, No. 4, April 2011.
4. "Capacity Investment Timing by Start-ups and Established Firms in New Markets," Robert Swinney, Gérard Cachon, and Serguei Netessine, *Management Science*, Vol. 57, No. 4, April 2011.
5. "Selling to Strategic Consumers when Product Value is Uncertain: The Value of Matching Supply and Demand," Robert Swinney, *Management Science*, Vol. 57, No. 10, October 2011.
6. "Responsible Sourcing in Supply Chains," Ruixue Guo, Hau Lee, and Robert Swinney, *Management Science*, Vol. 62, No. 9, September 2016.
7. "Disruption Risk and Optimal Sourcing in Multitier Supply Networks," Erjie Ang, Dan Iancu, and Robert Swinney, *Management Science*, Vol. 63, No. 8, August 2017.
8. "Product Quality in a Distribution Channel with Inventory Risk," Kinshuk Jerath, Sang-Hyun Kim, and Robert Swinney, *Marketing Science*, Vol. 36, No. 5, September-October 2017.
9. "Becoming Strategic: Endogenous Consumer Time Preferences and Multiperiod Pricing," Arian Aflaki, Pnina Feldman, and Robert Swinney, *Operations Research*, Vol. 68, No. 4, July-August 2020.
10. "Signaling to the Crowd: Private Quality Information and Rewards-Based Crowdfunding," Soudeipta Chakraborty and Robert Swinney, *Manufacturing & Service Operations Management*, Vol. 23, No. 1, January-February 2021.
11. "Inventory Integration with Rational Consumers," Arian Aflaki and Robert Swinney, *Operations Research*, Vol. 69, No. 4, July-August 2021.
12. "Intertemporal Content Variation with Customer Learning," Fernando Bernstein, Soudeipta Chakraborty, and Robert Swinney, *Manufacturing & Service Operations Management*, Vol. 24, No. 3, May-June 2022.

13. "Managing Social Responsibility in Multitier Supply Chains," Lu Huang, Jeannette Song, and Robert Swinney, *Manufacturing & Service Operations Management*, Vol. 24, No. 6, November-December 2022.
 14. "Designing Rewards-Based Crowdfunding Campaigns for Strategic (but Distracted) Contributors," Soudipta Chakraborty, Anyi Ma, and Robert Swinney, *Naval Research Logistics*, Vol. 70, No. 1, January-February 2023.
 15. "Managing Relationships Between Restaurants and Food Delivery Platforms: Conflict, Contracts, and Coordination," Pnina Feldman, Andrew Frazelle, and Robert Swinney, *Management Science*, Vol. 69, No. 2, February 2023.
 16. "Sustainability Implications of Supply Chain Responsiveness," Ali Kaan Tuna and Robert Swinney (2023), *Manufacturing & Service Operations Management*, Vol. 25, No. 6, November-December 2023.
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Working Papers

1. "Revenue Sharing and Subscription Platforms for Digital Content Distribution," Zhenhuan Lei and Robert Swinney (2023).
 2. "Building Supply Chain Resilience Through Vertical Control," Nitin Bakshi, Robert Swinney, and Ali Kaan Tuna (2024).
 3. "Order Stacking in On-Demand Delivery Platforms," Bora Keskin, James Scott, and Robert Swinney (2024).
 4. "Outsourcing, Reshoring, and Carbon Emissions in Supply Chains," Ali Kaan Tuna and Robert Swinney (2025).
 5. "Mitigating Shortages of Generic Drugs: The Role of Reliability Certification," Robert Swinney, Xiaoyu Wu, and Can Zhang (2024).
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Other Publications

1. "Novel technique for ultra-sensitive determination of trace elements in organic scintillators," Z. Djurcic, D. Glasgow, L.-W. Hu, R. D. McKeown, A. Piepke, R. Swinney, and B. Tipton, *Nuclear Instruments and Methods in Physics Research Section A: Accelerators, Spectrometers, Detectors, and Associated Equipment*, Vol. 507, No. 3, July 2003, pp. 680-690.

2. "The Impact of Strategic Consumer Behavior on the Value of Operational Flexibility," Gérard Cachon and Robert Swinney, Chapter 14 in *Consumer-Driven Demand and Operations Management Models*, S. Netessine and C. Tang eds., Springer, 2009.
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Teaching

Duke University, Fuqua School of Business

MBA Courses

- Operations Strategy (Elective), Daytime MBA, EMBA
- Operations Management (Core), Daytime MBA, WEMBA
- Technological Transformation of Business (Core), Daytime MBA (with Saša Pekeč)

Doctoral Courses

- Operations Management Models (with Can Zhang)
- Supply Chain Models
- Emerging Topics in Operations Management (with OM faculty)

Executive Education and Other Teaching

- General Management Program (Operations Strategy Session)
- Operations Management and Strategy (with Fernando Bernstein and Kevin Shang)
- Leading Business Strategy through Operational Excellence (with Fernando Bernstein and Kevin Shang)
- Operations Management (Core), Nazarbayev

Stanford University, Graduate School of Business

MBA, Masters, and Summer Courses

- Operations (Core), MBA, Sloan Master's Program
- Operations, Summer Institute for General Management

Doctoral Courses

- Foundations of Supply Chain Management (with Hau Lee)
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Student Service

Doctoral Advising (Year; Placement)

- Ruixue Guo (2015; Coupang)

- Arian Aflaki (2017; University of Pittsburgh)
- Zhenhuan Lei (2019; Capital One)
- Soudipta Chakraborty (2020; University of Kansas)
- Ali Kaan Tuna (2024; Tilburg University)
- Xiaoyu Wu (expected 2027)

Doctoral Collaborators (Non-Advisees)

- Erjie Ang (2015; Facebook)
- Lu Huang (2015; Google)
- Andrew Frazelle (2018; UT Dallas)
- Yuan Guo (2023; George Washington University)
- James Scott (expected 2027)

Doctoral Committees

- Yanchong Karen Zheng (2011; MIT Sloan)
- Ozlem Bilginer (2011; Amazon)
- Hugo Mora (2012; Nike)
- Daniel Greenia (2012; IBM)
- Adem Orsdemir (2014; UC Riverside)
- Lu Huang (2015; Google)
- Safak Yucel (2016; Georgetown)
- Yan Shang (2016; Facebook)
- Sajad Modaresi (2018; UNC)
- Andrew Frazelle (2018; UT Dallas)
- Yuan Guo (2023; George Washington University)
- Kehan Lu (2025; Graham Capital Management)

Masters

- Duke Fuqua, Stanford MBA, and Stanford Sloan Fellow independent study projects
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Other Experience

Development Analyst

ProSys Information Systems (2003)
Norcross, Georgia

Undergraduate Research Fellow

California Institute of Technology (2000 – 2002)
Pasadena, California

Invited Seminars

2026: Georgetown University, McDonough School of Business

2024: University of Texas at Dallas, Naveen Jindal School of Management

2023: North Carolina State University, Poole College of Management; Yale School of Management; Washington University in St. Louis, Olin Business School

2022: McGill University, Desautels Faculty of Management

2021: University of Michigan, Stephen M. Ross School of Business; Temple University, Fox School of Business; University of California, Riverside, School of Business

2020: London Business School; Boston College, Wallace E. Carroll School of Management

2018: City University of New York, Baruch College, Zicklin School of Business; Georgia Institute of Technology, Scheller College of Business

2017: University of North Carolina, Charlotte, Belk College of Business; University of British Columbia, Sauder School of Business; The Wharton School, University of Pennsylvania; Cornell University, Samuel Curtis Johnson Graduate School of Management; University of Washington, Michael G. Foster School of Business

2016: University of Florida, Warrington College of Business Administration; Georgetown University, McDonough School of Business; University of Texas at Austin, McCombs School of Business; University of California, Los Angeles, Anderson School of Management

2015: University of Utah, David Eccles School of Business; University of Minnesota, Carlson School of Management; Penn State University, Smeal College of Business

2014: INSEAD Singapore; Singapore Management University

2013: University of North Carolina, Kenan-Flagler School of Business; Duke University, Fuqua School of Business; Hong Kong University of Science and Technology

2012: University of Washington, Michael G. Foster School of Business

2011: Harvard Business School; University of California, Berkeley, Haas School of Business; University of Southern California, Marshall School of Business

2008: Stanford University, Graduate School of Business; Duke University, Fuqua School of Business; Columbia University, Graduate School of Business; University of Chicago, Graduate

School of Business; Northwestern University, Kellogg School of Management; Washington University in St. Louis, Olin Business School; London Business School; University of Washington, Michael G. Foster School of Business; New York University, Stern School; University of Rochester, Simon School; University of Texas at Dallas, School of Management

Internal Seminars

Duke University, Fuqua School of Business (July 2015)
Stanford University, Graduate School of Business (May 2013; October 2010)

Conference Presentations

Are Fast Supply Chains Sustainable? 2022 MSOM Annual Meeting (Munich, Germany)

Intertemporal Content Variation with Customer Learning: 2021 INFORMS Annual Meeting (Anaheim, CA)

Revenue Sharing and Subscription Platforms for Digital Content Distribution: 2019 MSOM Annual Meeting (Singapore), 2019 INFORMS Annual Meeting (Seattle, WA)

Designing Rewards-Based Crowdfunding Campaigns for Strategic Contributors: 2016 INFORMS Annual Meeting (Nashville, TN), 2017 MSOM Annual Meeting (Chapel Hill, NC)

Should Consumers Be Strategic: 2016 MSOM Annual Meeting (Auckland, New Zealand)

Managing Social Responsibility in Multi-tier Supply Chains: 2015 MSOM Annual Meeting (Toronto, Canada), 2015 INFORMS Annual Meeting (Philadelphia, PA), 2017 INFORMS Annual Meeting (Houston, TX)

Responsible Sourcing in Supply Chains: 2014 INFORMS Annual Meeting (San Francisco, CA), 2015 POMS Annual Meeting (Washington, DC)

Supply Chain Contracting with Quality Choice: 2013 INFORMS Annual Meeting (Minneapolis, MN), 2014 POMS Annual Meeting (Atlanta, GA)

Competing for Socially Conscious Consumers: The Role of Supply Chain Structure: 2012 INFORMS Annual Meeting (Phoenix, AZ), 2014 POMS Annual Meeting (Atlanta, GA)

Capacity Investment when Demand Depends on Bankruptcy Risk: 2012 INFORMS Annual Meeting (Phoenix, AZ)

Inventory Pooling with Strategic Customers: 2012 MSOM Annual Meeting (New York, NY), 2010 INFORMS Annual Meeting (Austin, TX), 2009 INFORMS Annual Meeting (San Diego, CA)

Cost Reduction and Quality Improvement when Consumers are Strategic: 2009 INFORMS Annual Meeting (San Diego, CA)

The Value of Fast Fashion: 2010 Innovation in Operations Conference at London Business School (London, UK), 2009 INFORMS Annual Meeting (San Diego, CA), 2009 MSOM Annual Meeting (Cambridge, MA), 2008 INFORMS Annual Meeting (Washington, DC)

Capacity Investment by Competitive Start-ups: 2009 INFORMS Annual Meeting (San Diego, CA), 2008 INFORMS Annual Meeting (Washington, DC), 2006 MSOM Annual Meeting (Atlanta, GA), 2005 INFORMS Annual Meeting (San Francisco, CA)

Selling to Strategic Consumers When Product Value is Uncertain: 2007 INFORMS Annual Meeting (Seattle, WA)

Purchasing, Pricing, and Quick Response in the Presence of Strategic Consumers: 2007 INFORMS Annual Meeting (Seattle, WA), 2007 MSOM Annual Meeting (Beijing, China), 2007 INFORMS International (San Juan, Puerto Rico), 2007 Washington University Workshop on Strategic Customer Behavior in Operations Management (St. Louis, MO)

Long-Term Contracts Under the Threat of Supplier Default: 2007 MSOM Annual Meeting (Beijing, China), 2007 INFORMS International (San Juan, Puerto Rico), 2007 International Motor Vehicle Program Mini-Conference (Philadelphia, PA), 2006 INFORMS Annual Meeting (Pittsburgh, PA), 2006 Carnegie Mellon Integrated Finance and Operations Conference (Pittsburgh, PA), 2006 Michigan Integrated Risk Management in Operations Conference (Ann Arbor, MI)

Honors

Finalist, *Management Science Best Paper in Operations Management Award*

- 2012 for “The Value of Fast Fashion: Quick Response, Enhanced Design, and Strategic Consumer Behavior”
- 2013 for “Selling to Strategic Consumers when Product Value is Uncertain: The Value of Matching Supply and Demand”
- 2013 for “The Value of Fast Fashion: Quick Response, Enhanced Design, and Strategic Consumer Behavior”
- 2025 for “Managing Relationships Between Restaurants and Food Delivery Platforms: Conflict, Contracts, and Coordination”

Finalist, *MSOM iFORM (Interface of Finance, Risk, and Operations Management) Best Paper Award*

- 2019 for “Disruption Risk and Optimal Sourcing in Multitier Supply Networks”

Journal Awards

- *Management Science* Distinguished Service Award, Associate Editor (2018)
- *Management Science* Meritorious Service Award, Associate Editor (2020)
- *Management Science* Distinguished Service Award, Reviewer (2009, 2010, 2011, 2012, 2013, 2014)
- *Management Science* Meritorious Service Award, Reviewer (2016)
- *Manufacturing & Service Operations Management* Meritorious Service Award, Reviewer (2008, 2009, 2011, 2013, 2014, 2015)
- *Manufacturing & Service Operations Management* Best Associate Editor Award (2023)

Fuqua Teaching Awards

- 2018 for Operations Management (Daytime MBA Core)
- 2020 for Operations Management (Daytime MBA Core)

Fletcher Jones Faculty Scholar, Stanford GSB (2009-2010, 2012-2013)

Doctoral Fellowship, Wharton (2003-2008)

Wharton-Lehigh Summer NSF IGERT Grant (2005-2007)

Hallett Smith Prize, Caltech (2002)

Caltech Cambridge Scholar (2001)

Caltech Undergraduate Research Fellow (2000, 2001)

Media Coverage

“Assessing the Environmental Costs of Supply Chains,” *Duke Fuqua Insights*, August, 2023.

“A Better Revenue Sharing System for Food Delivery Services,” *Duke Fuqua Insights*, January 2023.

“New Recipe for Restaurant, App Contract,” *Questrom School of Business*, June 2022.

“UTD Researchers Deliver New Recipe for Restaurant, App Contracts,” *UT Dallas*, May 2022.

“Understanding the Supply Chain Crisis,” *Fuqua LinkedIn Live*, November 2021.

“Operations During a Pandemic,” *Fuqua LinkedIn Live*, October 2020.

“A Bargain Hunter’s Paradox,” *Duke Fuqua Insights*, May 2020.

“To Buy or Not to Buy,” *Questrom School of Business*, December 2019.

“How to Succeed at Crowdfunding,” *Duke Fuqua Insights*, January 2019.

“How Big Brands Can Cultivate Ethical Suppliers,” *Stanford Business Insights*, October 2016.

“Paying More for Responsible Sourcing Can Encourage the Opposite, Research Finds,” *Duke Fuqua Insights*, September 2016.

“Outsourcing May Be Slowing Down Apparel Firms,” *Stanford Business Insights*, January 2010.

“The Games Companies Play,” *U.S. News & World Report*, August 1, 2007.

“Here Today, Discounted Tomorrow: Strategic Shoppers Know When to Buy, and at What Price,” *Knowledge@Wharton*, May 31, 2007.

Professional Activities & Service

Editorial Positions

- Department Editor, *Manufacturing & Service Operations Management*, Services, Platforms, and Revenue Management, 2024 – Present
- Associate Editor, *Management Science*, 2014 – 2023
- Associate Editor, *Manufacturing & Service Operations Management*, 2019 – 2023
- Special Issue and Guest Associate Editor, *Manufacturing & Service Operations Management*, 2015 – 2018
- Senior Editor, *Production and Operations Management*, 2014 – 2018

Reviewer

- *Management Science*
- *Operations Research*
- *Manufacturing & Service Operations Management*
- *Journal of Marketing Research*
- *Production and Operations Management*
- *Naval Research Logistics*
- *IIE Transactions*
- *European Journal of Operational Research*
- *MIT Sloan Management Review*

Paper Competitions

- INFORMS TIMES Best Paper Award Judge (2022)

- MSOM Student Paper Competition Judge (2010, 2012, 2013, 2014, 2015)
- POMS College of Supply Chain Management Student Paper Competition Judge (2011)

Conference Chair

- 2024 MSOM Technology, Innovation, and Entrepreneurship SIG Conference (Co-Chair with Dennis Zhang)
- 2014 MSOM Sustainability SIG Conference (Co-Chair with Soo-Haeng Cho)

Conference Cluster/Track Chairs

- 2016 POMS Annual Meeting Socially Responsible Operations Track (Co-Chair with Yanchong Karen Zheng)
- 2014 POMS Annual Meeting Operations and Economics Models Track
- 2012 INFORMS Annual Meeting MSOM Sponsored Cluster (Co-Chair with Sang-Hyun Kim)

Society Service

- Vice President of Meetings, MSOM Society (2024 – 2025)
- Secretary/Treasurer, MSOM Society (2017 – 2018)

Duke University Service

- Fuqua Dean Search Committee (2023 – 2024)
- Academic Council (2019 – 2021, 2022 – 2024, 2024 – 2025)
- Climate Commitment Advisory Council, Operations Subcommittee (2023 – 2025)
- Campus Sustainability Committee (2021 – 2023)
- Committee on Facilities and Environment (2017 – 2021)

Duke Fuqua Service

- Financial Working Group (2024)
- Daytime MBA Core Curriculum Review Committee (2023 – 2024)
- Judicial Board (2018 – 2024)
- Student Learning Group Committee (2022 – 2025)
- Faculty Liaison Committee (2018 – 2019, 2020 – 2021, 2022 – 2023)
- Curriculum Committee (2016 – 2018)
- Faculty Advisory Committee (2014 – 2015)

Fuqua Operations Management (OM) Area Service

- OM Area Coordinator (2023 – 2024)
- OM Doctoral Coordinator (2014 – 2023)
- OM Seminar Coordinator (2014 – 2016)
- OM Doctoral Committee (2013 – 2014)

Stanford GSB Service

- OIT Seminar Coordinator (2008 – 2012)

- Academic Coordinating Committee (2011 – 2013)

Updated November, 2025