

Jacob P. Chestnut

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Academic Appointment

- Cornell College of Business, Cornell University** – Ithaca, NY *July 2019-present*
Assistant Professor, Service Operations Management, School of Hotel Administration
Faculty Fellow, Cornell Institute for Healthy Futures
- Cornell College of Business, Cornell University** – Ithaca, NY *July 2018- July 2019*
Acting Assistant Professor, Service Operations Management, School of Hotel Administration

Education

- University of Michigan** – Ann Arbor, Michigan *August 2019*
Ph.D. in Technology and Operations, Stephen M. Ross School of Business
Thesis: *Essays on Service Operations: Doing Well by Doing Good*
Advisor: Prof. Ravi Anupindi
- Berkeley, University of California** – Berkeley, California *2009*
Masters of Arts (ABD), Mathematics (Summa cum Laude)
- Berkeley, University of California** – Berkeley, California *2007*
Bachelor of Arts, Mathematics (Summa cum Laude)

Research Interests

My research interests span the area of socially sustainable operations and my work is informed by the observation that a firm who views sustainability as an opportunity to innovate, can sometimes “do well by doing good.” In such situations, a self-interested actor maximizes her own outcomes (by improving profits, decreasing costs, or minimizing risk) while simultaneously creating some positive externality. While social sustainability is my primary focus, my interests encompass novel service contexts, such as law, where self-interested behavior yields positive externality.

Published Work

- [1] **Chestnut, J., Sapir, J., Swarz, E.** Enumerative properties of triangulations of spherical bundles over S^1 . **European Journal of Combinatorics**, Volume 29, No. 3, 662–671.

Completed Papers

- [1] **Chestnut, J., Anupindi, R., Ahn, HS.** **Giving It Away to Increase Profits: Price Discrimination and the Effect of Free Goods.** *In Preparation for Submission to Management Science*
Finalist 2017 Best Paper Competition, College of Healthcare Operations Management of the Production and Operations Management Society (POMS).
- [2] **Chestnut, J., Beil, D.** **Using Transparency to Manage the Sourcing of Complex Non-Routinized Services** *In Preparation for Submission to Management Science*
- [3] **Chestnut, J., Anupindi, R.** **Shared Supplier Capacity as a Barrier to Socially Responsible Sourcing** *In Preparation for Submission to Management Science*

Work in Progress

- [1] **Chestnut, J., Anupindi, R., Gupta S.** (Johnson School of Management). **The Role of Free Customers in the Development of Internal Capabilities at Aravind Eye Hospital**

Summary: AEH exists to eradicate needless blindness and does so with mission-oriented free service. However, AEH has created brand value which makes it profitable for surgeons to have practiced there. In-person conversations with AEH surgical residents suggest that mission-oriented workers are more engaged at work and often seek out extra training opportunities, implying that money-minded and mission-oriented residents may perform differently. Using a mixture of survey-based and transaction-level data, provided by AEH, we will empirically estimate the difference in performance dependent on how new resident relate towards AEH's mission. I will further explore the implications of these results, such as retention and capacity, for the firm.

[2] **Chestnut, J., Schmidt, B. (Johnson School of Management). Gender and Ethnicity Differences in Information Dissemination and their Impact on Operational Decision Making**

Summary: We investigate the impact of gender and ethnicity on training effectiveness and informal business network formation. The relationship between gender and ethnicity on such business outcomes is by no means obvious. By establishing a causal link, our analysis will inform both foreign and domestic companies operating in or entering into emerging economies, such as Rwanda, on the allocation of their limited training resources. There are several factors which make the link between gender / ethnicity and training effectiveness non-obvious in emerging economies, such as Rwanda. First, such societies represent a complex mix of western influences, local customs, and recent historical events. The net effect of such forces is unclear. Second, strict adherence to corporate training norms may stifle the ability of a local training initiative to quickly and creatively respond to unique local circumstances. The success or failure of training standards may therefore not be an accurate reference for local needs. We seek to shed light on these tangled relationships using a group-level analysis and robust identification strategy.

[3] **Chestnut, J., Adalja, A., Ozanne, M. Operational Transparency and Consumer Perception of Value Creation in Agricultural Supply Chains.**

Summary: In the food and beverage industry, much like markets for many other consumer goods, quality disclosure in the context of supply chain and vertical process attributes has important marketing implications, as consumers increasingly view brand choices as self-actualization and the "story" behind the product can drive consumption decisions. This research develops a lab experiment to analyze how the timing (relative to consumption) and the intensity (content engagement and detail) of quality disclosure of vertical process attributes affects consumer demand for specialty coffee. The results will uncover new insights for the literature on quality disclosure in experience goods markets, and it will provide practical insights to firms that market food and beverage products.

Honors and Awards

Applied Economics and Policy Faculty Grant	2019
SHA Faculty Award Sophomore Core	2019
Finalist Best Paper Competition, College of Healthcare Operations Management of the Production and Operations Management Society (POMS)	2017
Leabo Award for Excellence in Teaching, Ross School of Business	2016
Research Fellow, Ross School of Business	2011-2017
Rackham Merit Fellow, University of Michigan	2011-2017
Chancellor's Mathematics PhD Fellow, University of California	2007-2009
Valedictorian, U.C. Berkeley Mathematics	2007
Departmental Citation, U.C. Berkeley Mathematics	2007

Invited Seminars

Clemson, College of Business
 Cornell University, School of Hotel Administration
 Saint Luis University, John Cook School of Business
 Southern Methodist University, Cox School of Business
 Wake Forrest University, School of Business

Conference Presentations

“Shared Supplier Capacity as a Barrier to Socially Responsible Sourcing”

- POMS 2020
- INFORMS 2019
- POMS 2019, Invited Sessions BOM Track
- INFORMS 2018, BOM Track

“Giving It Away to Increase Profits: Price Discrimination and the Effect of Free Goods”

- POMS 2017, CHOM Best Student Paper
- MSOM 2016
- POMS 2016, Invited Sessions

“Using Transparency to Manage the Sourcing of Complex Non-Routinized”

- POMS 2019, Invited Sessions Econometric Models
- MSOM 2017
- MSOM 2016
- POMS 2016, Invited Sessions

Service

Referee

- Operations Research

Session Chair

- POMS 2020, Behavioral Sustainability Track

Teaching Experience

Cornell School of Hospitality Administration

Instructor, *Business Statistics* (Undergraduate core) 2018-
Instructor, *Business of Coffee* (Undergraduate core) 2019-

Stephen M. Ross School of Business, University of Michigan

Instructor, *Operations Management* (Master of Management core) 2018
Instructor, *Operations Management* (Undergraduate core) 2015
▪ Teaching **Effectiveness Rating: 4.91/5.0** (class size: 87), the highest rating in the last five years

Guest Lecturer

- *Operations/Marketing Interface* (MBA elective) 2014-2016
- *Supply Chain Management* (MBA elective) 2014-2015

Teaching Assistant

- *Operations/Marketing Interface* (MBA elective) 2014-2016
- *Strategic Sourcing* (MBA elective) 2014-2015
- *Supply Chain Management* (MBA elective) 2014-2015

Industry Experience

American Automobile Association (AAA), San Francisco, Ca 2009-2011

Data Scientist and Industrial Researcher

In this executive-facing position, I was responsible for the creation of next-generation pricing structures; the creation of predictive pricing, retention/elasticity, and target marketing models for insurance; and the creation of proprietary credit models. I leveraged skills in SAS (50,000+ lines of code) and SQL programming; large-scale statistical modeling in SAS STAT (GLM, logistic, non-linear regression models); large-scale operations research in SAS OR; and linear and quadratic programs; “Big data” on the order of 10TB or more.