

MICHELLE A. KINCH
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ACADEMIC APPOINTMENTS

July 2023 - present	Tuck School of Business at Dartmouth Assistant Professor of Business Administration Operations & Management Science Group Teaching assignment: Management of Service Operations, MBA Elective
July 2020 – June 2024	Harvard Business School Visiting Scholar
Aug 2020 - June 2023	Boston University Questrom School of Business Visiting Assistant Professor, Operations & Technology Management Teaching assignment: OM 725/726, Operations Management, MBA Required Course

EDUCATION

Harvard Business School Doctor of Business Administration, Technology & Operations Management <i>Dissertation: "Emotion-sourced Variation in Service Operations"</i> Committee: Frances Frei, Ryan Buell, Alison Wood Brooks	Boston, MA May 2020
Harvard Business School Master of Business Administration	Boston, MA June 2003
Massachusetts Institute of Technology Bachelor of Science in Management Science Concentrations in Economics, Information Technology and Strategic Marketing	Cambridge, MA June 1997

RESEARCH IN PROGRESS

- “Mitigating the Negative Effects of Customer Anxiety by Facilitating Access to Human Contact”
*(Co-authored with Ryan Buell, Harvard Business School ; **Management Science** – Accepted)*
Through a field study and laboratory experiments, this project examines the influence of customer anxiety on service performance in self-service technology encounters and tests the mitigating effects of reintroducing access to human contact to the service design.
- “Downstream Effects of Artificial Supervision: Evidence from Call Center Experiments”
(Lab experiments in progress)
Partnered with a North American outsourced call center and artificial intelligence software company to conduct field and lab experiments testing the influence of AI-supported service scripting on customer engagement, efficiency and service quality as mediated by impacts to employee engagement.
- “Consumer Responses to Time Limits”
(Collaborators: Pnina Feldman, BU Questrom and Ella Segev, Ben Gurion ; Experiments in progress)
Conducting a series of laboratory experiments to understand how the imposition of time limits affects customer choices under varying conditions in discretionary service settings.
- “Hidden Costs of Dynamic Pricing: Customer Anxiety”
(Collaborators: Ioannis Stamatopoulos, UT Austin and Evgeny Kagan, Hopkins Carey ; Experiments in progress)
Through laboratory experiments, we aim to document how emotional responses to dynamic price environments could account for departures from rationality discussed in prior studies and ultimately affect service relationships.

RESEARCH AWARDS AND HONORS

INFORMS Behavioral Operations Section, 2019 Best Working Paper Award (First Place)
 POMS College of Behavior in Operations, 2019 Jr. Scholar Working Paper Competition (Runner-Up)

TEACHING EXPERIENCE

Course Instructor: Research to Practice Tutorial, Behavior in Operations Management MBA Elective, Tuck School of Business	Spring 2024
Course Instructor: Management of Service Operations MBA Elective, Tuck School of Business; 2 Sections; 28 students	Winter 2024
Course Instructor: OM 725/726, Creating Value through Operations Management Required Course, Boston University Questrom School of Business (Avg. Rating 4.31/5) Spring 2021: 2 Sections (Hybrid); 93 students Fall 2021: 1 Section (In-person); 46 students Spring 2022: 2 Sections (Remote and In-person): 79 students Spring 2023 3 Sections (In-person): 154 students	2021- 2023
Teaching Fellow, HBS CORE Online, Financial Accounting	2020
Sr. Teaching Fellow and Exam Grader, HBS, Technology and Operations Management MBA course	2015
Jr. Teaching Fellow, HBS, Technology and Operations Management MBA course	2014

RESEARCH PRESENTATIONS

Dynamic Scripting in Call Center Operations

2024, October (anticipated) INFORMS Annual Conference. Seattle, WA

Mitigating the Negative Effects of Customer Anxiety through Access to Human Contact

2024, April Harvard Business School, Cambridge, MA.
 2024, April UMN Carlson School of Management, Minneapolis, MN.
 2023, March Digital Business Institute Data Blitz, BU Questrom, Boston, MA.
 2022, August Canvas Strategic Forum. Corporate Client Event. San Diego, CA.
 2022, April Ben-Gurion University. Invited Research Seminar Speaker. Israel.
 2022, February Dartmouth Tuck. Invited Research Seminar Speaker. Hanover, NH.
 2021, November Decision Sciences Institute Annual Conference. Virtual.
 2021, October INFORMS Annual Conference. Anaheim, CA.
 2021, October UNC Kenan-Flagler, Invited Research Seminar Speaker. Chapel Hill, NC.
 2021, April POMS Annual Meeting. Virtual.
 2020, April Filene Research Institute. Boston, MA.
 2019, October INFORMS Annual Conference. Seattle, WA.
 2019, October LivePerson, Inc. Corporate Client Event. Atlanta, GA.
 2019, September Harvard Business Review Webinar.
 2019, August Filene Research Institute, Operations & Business Strategy. Boston, MA.
 2019, July HBS Program for Research in Markets and Organizations. Boston, MA.
 2019, July Behavioral Operations Management Conference. The Netherlands.
 2019, May POMS Annual Meeting. Washington, DC.

Consumer Responses to Time Limits

2023, October INFORMS Annual Conference. Phoenix, AZ.
 2022, October INFORMS Annual Conference. Indianapolis, IN.

Hidden Costs of Dynamic Pricing

2021, April POMS Annual Meeting. Virtual.

SERVICE ACTIVITIES

Reviewer, MSOM Conference Service Operations SIG	2024
Co-chair, Behavioral Operations Management Cluster, INFORMS Annual Meeting	2022
Co-chair, Research Seminar Committee, Boston University, OTM Department	2020-2022
Ad-Hoc Reviewer: <i>Management Science, MSOM, POM Journal, Service Science</i>	Ongoing
Recruiting, Harvard Business School Doctoral Programs (The PhD Project)	2015, 2018

PROFESSIONAL EMPLOYMENT EXPERIENCE

LPL Financial	Boston, MA
<i>Senior Vice President, Investor Strategy for LPL Research</i>	Jan 2012 – Aug 2012
Developed brand strategy and integrated marketing plan across multimedia platform (including print and electronic publications, social media, events and phone service support) for Investment Research department.	
Fidelity Investments	Boston, MA
<i>Vice President and Business Line Manager, Financial Solutions</i>	Jan 2009 – Jan 2012
Managed R&D activities and investment policy committee for Global Asset Allocation Division with ~\$200B assets under management. Responsible for all facets of business management for ~\$20M internal consulting business.	
<i>Vice President, Asset Management Solutions</i>	Mar 2005 – Dec 2008
Manage product development team overseeing the advisory product suite. Key decision-maker on product design, pricing models and marketing materials. Worked with investment teams to design and test new portfolio management strategies.	
<i>Director, Customer Marketing and Development</i>	Aug 2004 – Mar 2005
Member of team responsible for devising customer acquisition strategies targeting end-clients of institutional stock plan servicing business within Fidelity's Personal Investing business unit. Developed new sales strategy to drive plan sponsor adoption. Designed and tested phone-based service models and incentive programs to improve lead conversion.	
<i>Director, Fidelity Funds Product Management</i>	May 2003 – Aug 2004
Responsible for retail asset allocation mutual fund products within Fidelity's Personal Investing business unit. Launched 10 new multi-asset class products and repositioned 4 existing products.	
Forrester Research	Cambridge, MA
<i>Competitive Analyst, Corporate Strategy and Development</i>	Jan 2000 - Jan 2001
Responsible for collecting, analyzing, and disseminating global competitive intelligence and market analysis. Worked closely with both sales and research teams globally. Conducted strategic due diligence and engaged in negotiations with global acquisition targets and potential strategic partners.	
State Street Global Advisors	Boston, MA
<i>Principal, Strategic Marketing Group</i>	Dec 1997 - Dec 1999
Member of launch team for Schoolhouse Capital, LLC, a new subsidiary focused on college savings plans. Major contributor to all aspects of business planning, product design, market entry, and corporate positioning strategies.	

OTHER ACTIVITIES

Current Board memberships: *US Charitable Gift Trust* (Morgan Stanley / Eaton Vance Corporation), Independent Director, Chair of Nominating & Governance committee, member of Audit committee; *IndexIQ ETF Trusts*, Fund Director, Chair of Nominating & Governance Committee; *Hale Education, Inc.*