

## TIM KRAFT

Poole College of Management  
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Revised: 06/20

### ACADEMIC APPOINTMENTS

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<b>North Carolina State University, Poole College of Management</b>	2019-present
Assistant Professor of Operations Management	
Associate Research Director of Supply Chain Resource Cooperative	
<b>Massachusetts Institute of Technology, Sloan School of Management</b>	2018-2019
Assistant Professor (Visiting) of Operations Management	
<b>University of Virginia, Darden School of Business</b>	2011-2018
Assistant Professor of Business Administration	

### EDUCATION

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<b>Stanford University,</b>	2006-2011
Ph.D. Management Science and Engineering	
<b>The University of Texas at Austin,</b>	2002-2005
M.B.A/M.S. Mechanical Engineering	
<b>Georgia Institute of Technology,</b>	1994-1999
B.S. Industrial Engineering	

### RESEARCH/TEACHING INTERESTS

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Research: Environmentally and Socially Responsible Supply Chains; Nonprofit Operations Management; Supply Chain Management; Behavioral Operations Management

Teaching: Operations and Supply Chain Management; Sustainability; Lean Manufacturing

### PUBLICATIONS

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Kraft T., L. Valdés, Y. Zheng. "Motivating Supplier Social Responsibility under Incomplete Visibility," *Manufacturing & Service Operations Management* Special Issue on Responsible Operations and Supply Chain Management, forthcoming.

Karaer Ö., T. Kraft, P. Yalçın (2020). "Supplier Development in a Multi-tier Supply Chain," *IIE Transactions* (formerly *IIE Transactions*), 52(4): 464 - 477.

Kraft T., L. Valdés, Y. Zheng (2018). “Supply Chain Visibility and Social Responsibility: Investigating Consumers' Behaviors and Motives,” *Manufacturing & Service Operations Management*, 20(4): 617 - 636.

- 2<sup>nd</sup> place Behavioral Operations Management 2015 Best Working Paper Award
- 1<sup>st</sup> place POMS College of Sustainable OM 2015 Student Paper Competition (L. Valdés)

Kraft T., G. Raz (2017). “Collaborate or Compete: Examining Manufacturers’ Replacement Strategies for a Substance of Concern,” *Production and Operations Management*, 26(9): 1646 - 1662.

Karaer Ö., T. Kraft, J. Khawam (2017). “Buyer and Nonprofit Levers to Improve Suppliers’ Environmental Performance,” *Production and Operations Management Special Issue on Not-for-Profit Operations Management*, 26(6): 1163 - 1190.

Kraft T., Y. Zheng, F. Erhun (2013). “The NGO’s Dilemma: How to Influence Firms to Replace a Potentially Hazardous Substance,” *Manufacturing & Service Operations Management Special Issue on the Environment*, 15(4): 649 - 669.

Kraft T., F. Erhun, R. Carlson, D. Rafinejad (2013). “Replacement Decisions for Potentially Hazardous Substances,” *Production and Operations Management Special Issue on New Product Development, Innovation, and Sustainability*, 22(4): 958 - 975.

## **RESEARCH IN PROGRESS**

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Kraft T., L. Valdés, Y. Zheng. “Consumer Trust in Social Responsibility Communications: The Role of Supply Chain Visibility,” under review.

Erhun F., T. Kraft, S. Wijnsma. “Examining the Impact of Sustainability on AAA Value Chains in the Age of Digitization,” in preparation for *Production and Operations Management Special Issue on AAA Global Values Chains in the Digital Age* (invited).

Hämäläinen M., T. Kraft, N.L. Paramita, D. Thomas, Y. Zheng. “The Market Value of Sustainability Disclosure: A Cross-Cultural Behavioral Study”.

Kraft T., Y. Lin, Y. Zheng. “Stories vs. Numbers: Enhancing Consumer Adoption of Fair Trade Products”.

Karaer Ö., T. Kraft. “Investigating the Impact of Audits and NGOs on Supplier Social Responsibility”.

Golmohammadi A., T. Kraft, S.A. Monemian. “Government Strategies for Setting Sustainability Standards”.

Simpson D., M. Seagrave, R.B. Handfield, T. Kraft. “Modern Slavery in Supply Chains: Investigating the Impact of Psychological Distance on Procurement Decisions”.

## **BOOK CHAPTERS/ADDITIONAL PUBLICATIONS**

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Hämäläinen M., T. Kraft, D. Thomas, Y. Zheng. “Supply Chain Transparency at Goodio Chocolate,” (Invited book chapter) *Responsible Operations Management*, V. Deshpande and J. Swaminathan, ed. Springer, forthcoming.

Kraft T., Ö. Karaer, K. Sharpe (2016). “Managing the Chemicals and Substances in Products and Supply Chains,” (Invited book chapter) *Environmentally Responsible Supply Chains*, A. Atasu, ed. Springer, 313 - 337.

Zheng Y., T. Kraft, L. Valdés (2016). “Assessing Consumers’ Valuations of Socially Responsible Products with Controlled Experiments,” (Invited book chapter) *Environmentally Responsible Supply Chains*, A. Atasu, ed. Springer, 29 - 50.

Chung Y., F. Erhun, T. Kraft (2013). “Improving Stanford Blood Center’s Platelet Supply Chain,” (Invited book chapter) *The Supply Chain Management Casebook: Comprehensive Coverage and Best Practices in SCM*, C. Munson, ed. Financial Times Press, 39 - 49.

Kraft T., Y. Chung, F. Erhun (2012). “KEY Electronics - Sourcing and Warehouse Analysis,” *INFORMS Transactions on Education*, 12(2): 89 - 99.

- 1<sup>st</sup> place 2010 INFORMS Case Competition

## **CASE STUDIES/TECHNICAL NOTES**

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Hämäläinen, M., T. Kraft, D. Thomas, G. Yemen, M.Y. Zhang, Y. Zheng (2019) “Goodio Supply Chain: A Chocolatey Future?” Darden Business Publishing, OM-1613.

Kraft, T., E. Weiss (2018) “Fisher Manufacturing Company,” Darden Business Publishing, OM-1598 and OM-1599.

Kraft, T., A. Wasden (2017) “Dooly County Doughnuts,” Darden Business Publishing, OM-1572 and OM-1572TN.

Kraft, T. (2016) “Operations Management: An Introduction to Process Analysis,” Darden Business Publishing, OM-1556 and OM-1556TN.

Dorrnsoro, D. under the supervision of T. Kraft (2015). “Pancho’s Burritos,” Darden Business Publishing, OM-1539, OM-1539TN, and OM-1555 (Abridged version).

Elias, A., T. Kraft, G. Raz, J. Hutchison-Krupat (2015). “Eastman Tritan Product Development and Launch,” Darden Business Publishing, OM-1540.

Hutchison-Krupat, J., T. Kraft, E. Weiss (2014). “Belle, Inc.,” Darden Business Publishing, OM-1518 and OM-1518TN.

Goldberg, R., T. Kraft, E. Weiss (2014). “Supply Chain Management at Beautiful Bags,” Darden Business Publishing, OM-1522 and OM-1522TN.

Elias, A., T. Kraft, G. Raz (2013). “Eastman Tritan,” Darden Business Publishing, OM-1494, OM-1494TN, and OM-1494TNV.

- 1<sup>st</sup> place 2013 INFORMS Case Competition

Osborn, M., E. Tang under the supervision of T. Kraft (2013). “NoBull Burger,” Darden Business Publishing, OM-1479, OM-1479TN, and OM-1479TNV.

Metz J. under the supervision of T. Laseter and T. Kraft (2013). “Zappos Customer Loyalty Team: Teaching Note,” Darden Business Publishing, OM-1452TN.

## **TEACHING**

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### **NC State Poole College of Management**

MBA Strategic Operations Management (2020)

MBA Supply Chain Management Practicum (2020)

### **MIT Sloan School of Management**

MBA Introduction to Operations Management (2019)

Operations Lab (2019)

### **Darden Graduate School of Business at the University of Virginia**

First Year MBA Operations Management (2011 - 2018)

- Outstanding Faculty Award: Darden School of Business (2018)

Special Topics Seminar: Danaher Kaizen (Brazil 2015, Finland 2018)

### **Stanford University**

Introduction to Operations Management (Summer 2010; Co-instructor with Yanchong Zheng)

### **Executive Education:**

Current Programs: Partnership for Leaders in Education (2015 - 2020); Global Leaders Program (2017 - 2020)

Past Programs: AES Sourcing Leadership Program (2012); AB InBev (2014); Shanghai University (2017 - 2018)

## **RESEARCH AWARDS**

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POMS Paul Kleindorfer Award in Sustainability

Co-winner 2020 (Basak Kalkanci, Georgia Tech)

Behavioral Operations Management Best Working Paper Award

2<sup>nd</sup> place 2015: Supply Chain Visibility and Social Responsibility: Investigating Consumers’ Behaviors and Motives

POMS College of Sustainable Operations Student Paper Competition

1<sup>st</sup> place 2015: Supply Chain Visibility and Social Responsibility: Investigating Consumers' Behaviors and Motives (Student: L. Valdés)

## **TEACHING/CASE AWARDS**

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MIT Teaching with Digital Technology Award (Nominated 2019)

Outstanding Faculty Award: Darden School of Business (2018)

INFORMS Case Competition

1<sup>st</sup> place 2013: Eastman Tritan

1<sup>st</sup> place 2010: KEY Electronics - Sourcing and Warehouse Analysis

## **SERVICE AWARDS**

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POMS Outstanding Reviewer (2015)

MSOM Meritorious Service Award (2015)

Decision Sciences Journal Outstanding Reviewer (2014)

MS&E Course Assistant Award (2009 – 2010)

## **GRANTS/FELLOWSHIPS/RESEARCH ASSISTANTSHIPS**

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Batten Institute Faculty Grant (2016 – 2017, 2017 - 2018)

3M Nontenured Faculty Grant (2014 – 2016)

Stanford Graduate Fellowship (2006 – 2009)

Research Assistant, Stanford Graduate School of Business – Global Supply Chain Management Forum (2008)

## **UNIVERSITY/INDUSTRY PRESENTATIONS**

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University of Utah, Eccles School of Business (2019). Presented: Supply Chain Transparency and Social Responsibility.

North Carolina State University, Operations Research Seminar (2019). Presented: Supply Chain Transparency and Social Responsibility.

The Ohio State University, Fisher College of Business (2018). Presented: Supply Chain Transparency and Social Responsibility.

University of Minnesota, Carlson School of Management (2018). Presented: Motivating Supplier Social Responsibility under Incomplete Visibility.

North Carolina State University, Poole College of Management (2018). Presented: Supply Chain Transparency and Social Responsibility.

George Mason University, School of Business (2018). Presented: Supply Chain Transparency and Social Responsibility.

University of South Carolina, Darla Moore School of Business (2018). Presented: Supply Chain Transparency and Social Responsibility.

University of Colorado, Leeds School of Business (2018). Presented: Supply Chain Transparency and Social Responsibility.

University of Minnesota, Carlson School of Management (2018). Presented: Supply Chain Transparency and Social Responsibility.

Baruch College (CUNY), Zicklin School of Business (2017). Presented: Supply Chain Visibility and Social Responsibility: Investigating Consumers' Behaviors and Motives.

Kenan Institute (UNC) – Leadership Summit on Global Commerce (2017). Presented: Supply Chain Visibility and Social Responsibility: Investigating Consumers' Behaviors and Motives.

Georgetown University, McDonough School of Business (2016). Presented: Supply Chain Visibility and Social Responsibility: Investigating Consumers' Behaviors and Motives.

Western University, Ivey Business School (2016). Presented: Supply Chain Visibility and Social Responsibility: Investigating Consumers' Behaviors and Motives.

Green Electronics Council – Emerging Green Conference Roundtable (2015). Presented: Managing the Chemicals and Substances in Products and Supply Chains.

Foster School of Business, University of Washington (2015). Presented: Buyer and Nonprofit Levers to Improve Suppliers' Environmental Performance.

Smeal College of Business, Penn State University (2015). Presented: Buyer and Nonprofit Levers to Improve Suppliers' Environmental Performance.

Kelley School of Business, Indiana University (2011). Presented: Firm and NGO Decisions Regarding Potentially Hazardous Substances.

Lundquist College of Business, University of Oregon (2011). Presented: Firm and NGO Decisions Regarding Potentially Hazardous Substances.

Darden School of Business, University of Virginia (2011). Presented: Firm and NGO Decisions Regarding Potentially Hazardous Substances.

The George Washington University, School of Business (2010). Presented: Firm and NGO Decisions Regarding Potentially Hazardous Substances.

## **PEER-REVIEWED CONFERENCE PRESENTATIONS<sup>1</sup>**

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- 2016 Early Career Sustainable OM Workshop (Raleigh, NC), peer-reviewed. Presented: Motivating Supplier Social Responsibility under Incomplete Visibility.
- 2015 ARCS Annual Meeting (Chicago, IL), peer-reviewed. Presented: Supply Chain Visibility and Social Responsibility: Investigating Consumers' Behaviors and Motives.
- 2015 MSOM Annual Meeting (Toronto, ON), peer-reviewed. Presented: Buyer and Nonprofit Levers to Improve Suppliers' Environmental Performance.
- 2012 MSOM Annual Meeting (New York, NY), peer-reviewed. Presented: The NGO's Dilemma: How to Influence Firms to Remove a Potentially Hazardous Substance.
- 2010 POMS New Product Development, Innovation, & Sustainability Workshop (Bloomington, IN), peer-reviewed. Presented: Replacement Decisions for Potentially Hazardous Substances.
- 2009 MSOM Annual Meeting (Cambridge, MA), peer-reviewed. Presented: Replacement Decisions for Potentially Hazardous Substances.

## **PROFESSIONAL ACTIVITIES/SERVICE**

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### Reviewer:

Associate Editor: Decision Sciences (2018 – present)

Journals: Management Science, Manufacturing & Service Operations Management, Production and Operations Management, Decision Sciences, Naval Research Logistics, Energy, INFORMS Transactions on Education, Wiley Encyclopedia of Operations Research and Management Science, Springer Handbook Series

Conferences: MSOM Conference Sustainable OM SIG (2013, 2015, 2017 - 2018), MSOM Conference Supply Chain SIG (2015), Strategic Management Society Conference (2013)

Competitions: MSOM Student Paper Competition (2019 – 2020), POMS Supply Chain Student Paper Competition (2012, 2015 - 2018), POMS Sustainable Ops Student Paper Competition (2014 – 2016, 2019 - 2020), INFORMS Undergraduate OR Competition (2012 - 2013), BOM Best Working Paper (2015, 2019)

Discussant: MSOM Conference Sustainable OM SIG (2015)

### Organizer:

Conferences: Early-Career Sustainable OM Workshop 2017 (Charlottesville, VA; with Vishal Agrawal, Georgetown Univ.), 2016 MSOM Sustainable OM SIG (Auckland, NZ; with

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<sup>1</sup> Coauthor and advisee presentations not listed. Only presentations at peer-reviewed conferences are listed; I also regularly present at the INFORMS and POMS annual conferences.

Yanchong Zheng, MIT), 2016 POMS College of Sustainable Operations Mini-conference (Orlando, FL; with Michael Lim, Univ. of Illinois)

Competitions: POMS Sustainable Ops Student Paper Competition 2017 (with Yannis Bellos, George Mason Univ.), POMS Wickham Skinner Teaching Award Committee (member) 2019

Track Chair: POMS Annual Meeting (Supply Chain Management 2014; Socially Responsible Operations 2018 with Saed Alizamir, Yale and 2020 with León Valdés, Univ. of Pittsburgh)

Session Chair: POMS Annual Meeting (2011- 2012, 2014 - 2015, 2017 - 2019), INFORMS Annual Meeting (2010, 2012, 2016)

Panelist:

Closed-Loop Supply Chains Annual Conference (2016, Graz, Austria), POMS Doctoral Consortium (2018)

Affiliations:

Member: Institute for Operations Research & Management Science (INFORMS), Manufacturing & Service Operations Management Society (MSOM), Production and Operations Management Society (POMS)

Editorial Review Board: POMS (2015 – current)

Leadership Positions: VP of Membership, POMS College of Sustainable Ops (2014 – 2016)

Advisor/Supervisor:

León Valdés, Sloan School of Management, MIT (Co-advised with Yanchong Zheng). Graduation: August 2017 (Katz School of Business, University of Pittsburgh).

Ni Luh Putu Satyaning Pradnya (Satya) Paramita, Operations Research, NC State University. Graduation (expected): Spring 2024.

Pinar Yalçın (Masters Student), Industrial Engineering, Middle East Technical University (Co-supervised with Özgen Karaer). Graduation: June 2018.

School Committees:

Darden: Research and Course Development (2014 – 2018), Canvas Working Group (Chair 2015), MBA Advisory Committee (2017 – 2018)

## **SELECT MEDIA COVERAGE**

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NC State University. April 6, 2020. “COVID-19 highlights the importance of agility for supply chains.”

Ideas Made to Matter (Sloan School of Management). February 20, 2020. “Supply chain transparency, explained.”



WUNC North Carolina Public Radio (interview). September 18, 2019. “United Auto Workers strike against GM”.

Supply Chain Quarterly. July 26, 2019. “Study: Investing in supply chain visibility builds trust.”

Ideas Made to Matter (Sloan School of Management). August 20, 2019. “Supply chain visibility boosts consumer trust, and even sales.”

NextBillion.net. February 5, 2019. “After Rana Plaza – Do consumers care about supply chain transparency? Our research shows they do.”

Environmental Leader. December 20, 2018. “Study shows consumers willing to pay premium for supply chain transparency.”

Ideas to Action (Darden School of Business). August – September 2016. “Transparent operations: The financial impact of social impact.”

The Huffington Post. March 9, 2016. “The North Face just destroyed Trump’s simplistic opinion on jobs.”

Washington Post (Case in Point). January 24, 2014. “In reusable water bottle industry, dealing with a possible toxic problem.”

Washington Post (Case in Point). January 19, 2013. “As NoBull Burger shows, determining capacity needs is a key for growth.”

## **NON-ACADEMIC EMPLOYMENT**

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RadioShack Corporation	Fort Worth, TX
Operations Strategy & Planning Manager/MBA Intern	2005 – 2006, Summer 2004
Dell Incorporated	Austin, TX
MBA Operations Intern	Summer 2003
PricewaterhouseCoopers	Atlanta, GA
Supply Chain Management Consultant	1999 – 2002
DCB & Company (Distribution design firm)	Atlanta, GA
Cooperative Student	1996 – 1998
Prestolite Wire (Automotive wire manufacturer)	Tifton, GA
Cooperative Student	1995 – 1996