# Kyle D. S. Maclean

Assistant Professor – Teacher Scholar, Management Science, Ivey Business School, Western University

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## **EDUCATION**

PhD - Management Science, Ivey Business School, University of Western Ontario 2017

Dissertation: *Essays on Entertainment Analytics*

Advisor: Fredrik Odegaard

B.A., Honours Business Administration, 2012

Ivey Business School, University of Western Ontario

## **EXPERIENCE**

Assistant Professor – Teacher Scholar, Ivey Business School, University of Western Ontario 2022-Present

Assistant Professor, Ivey Business School, University of Western Ontario 2017-2022

Visiting Assistant Professor, Ross School of Business, University of Michigan 2020

## **HONORS AND AWARDS**

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| 2023 | Poets and Quants Top 50 Undergraduate Professor |
| 2020 | David G. Burgoyne Teaching Award HBA1 |
| 2020 | Winner of Duopoly Scenario in the Dynamic Pricing Challenge, University of Amsterdam |
| 2019 | Winner of Dynamic/Duopoly Scenarios in the Dynamic Pricing Challenge, University of Amsterdam |
| 2018 | David G. Burgoyne Teaching Award HBA2 |
| 2017 | Finalist in the Dynamic Pricing Challenge, Annual INFORMS Revenue Management Conference, Amsterdam, The Netherlands. |
| 2017 | Student Paper Competition Open Category Finalist, CORS |
| 2016 | Runner-up – Best Poster Presentation at Faculty Retreat “Stars on Broadway”, Western University |
| 2016 | Nominated for Western Graduate Teaching Assistant of the Year, Western University |
| 2012 | Ivey Plan for Excellence Fellowship, Western University |

## **REFEREED PUBLISHED ARTICLES**

1. **Maclean K.D.S.** and Bayley T. That's Incorrect and Let me Tell you Why: A Scalable Assessment to Evaluate Higher-Order Thinking Skills. *INFORMS Transactions on Education.* 2023.
2. **Maclean K.D.S.** and Odegaard F. Revenue Implications of Celebrities on Broadway Theatre. *Journal of Revenue and Pricing Management.* 2023.
3. **Maclean K.D.S.** Value of Stars on Broadway: A Case Study. *Service Science*. 2021.
4. **Maclean K.D.S.** and Odegaard F. Dynamic capacity allocation for group bookings in live entertainment. *European Journal of Operational Research.* 2020.
5. van de Geer R., den Boer A., Bayliss C., Currie C. Ellina A., Esders M., Haensel A., Lei X., **Maclean K.D.S.,** Martinez-Sykora A., Nilsen Riseh A., Odegaard F., Zachariades S. Dynamic Pricing and Learning with Competition: Insights from the Dynamic Pricing Challenge at the 2017 INFORMS RM & Pricing Conference. *Journal of Revenue and Pricing Management.* 2018*.*
6. **Maclean K.D.S.**, Wilson J., Krishnamoorthy S. Pricing of Excess Inventory on Groupon. *International Journal of Revenue Management.* 2017.

## **NON-REFEREED PUBLISHED ARTICLES**

1. **Maclean K.D.S.** Review of Sales and Revenue Generation in Sport Business by David J. Shonk and James F. Weiner. *Journal of Revenue and Pricing Management.* 2023
2. **Maclean K.D.S.** and Odegaard F. A Commentary Note on ``Star Turnover and the Value of Human Capital---Evidence from Broadway Shows'' (Han & Ravid, Management Science, Vol.66(2), 2020). (February 16, 2021). Available at SSRN: <https://ssrn.com/abstract=3787022>

## **OTHER PUBLISHED ITEMS**

1. **Maclean K.D.S**. Are "Oddball" Questions Really Helpful in NHL Combine Interviews? Available on LinkedIn: https://www.linkedin.com/pulse/oddball-questions-really-helpful-nhl-combine-kyle-maclean

## **WORKS IN PROGRESS OR UNDER REVIEW**

1. Bayley T, **Maclean K.D.S.** and Weidner, T. Back to the Future: Implementing Large-Scale Oral Exams. Under review at *Management Teaching Review*
2. Brennan D, **Maclean K.D.S.** and Sanchez M. Beyond the Big Screen: Secondary Channel Releases and Their Impact on the Theatrical Market. Under review at *Journal of Cultural Economics*

**MEDIA APPEARANCES**

1. CBC Radio 93.5, Interview. May 2018

## **CONFERENCE PRESENTATIONS & POSTERS**

1. **Maclean K.D.S.** and Bayley T. “Technology-Enabled Oral Assessments for Large Classes”, Canadian Operational Research Society annual conference, June 2023.
2. **Maclean K.D.S.** and Bayley T. “Be the Referee: A Proposed Evaluation Method for Introductory Business Analytics Courses”, Canadian Operational Research Society annual conference, July 2022.
3. **Maclean K.D.S.** and Odegaard F. “Dynamic pricing competition: Lessons and thoughts”, Canadian Operational Research Society annual conference, July 2021.
4. **Maclean K.D.S.,** “Parenthood and labour productivity: Evidence from the MLB”, Canadian Operational Research Society annual conference, July 2021.
5. **Maclean K.D.S.,** “The value of stars on Broadway: A case study”, Canadian Operational Research Society annual conference, Saskatoon, SK, May 2019.
6. **Maclean K.D.S.,** “Using Confidence Based Multiple Choice as a Learning Assessment”, Canadian Operational Research Society annual conference, Saskatoon, SK, May 2019.
7. **Maclean K.D.S.** and Odegaard F. “Stacking the House: Capacity Based Revenue Management in Live Entertainment”, INFORMS Revenue Management and Pricing Section annual conference, Toronto, ON, June 2018.
8. **Maclean K.D.S.** “An In-class Exercise to Simulate an Information Cascade”, Canadian Operational Research Society annual conference, Halifax, NS, June 2018.
9. **Maclean K.D.S.** and Odegaard F. “Group Seat Allocation Heuristics in Live Entertainment”, Canadian Operational Research Society annual conference, Halifax, NS, June 2018.
10. **Maclean K.D.S.** and Odegaard F. “Stacking the House: Capacity Based Revenue Management in Live Entertainment”, POMS annual conference, Houston, TX, May 2018.
11. **Maclean K.D.S.** and Odegaard F. “Dynamic Stochastic Knapsack Problem with Adaptive Interaction”, Canadian Operational Research Society annual conference, Quebec City, QC, June 2017.
12. **Maclean K.D.S.** and Odegaard F. “Dynamic Stochastic Knapsack Problem with Adaptive Interaction”, INFORMS annual conference, Nashville, TN, November 2016.
13. **Maclean K.D.S.** and Odegaard F. “Dynamic Stochastic Knapsack Problem with Adaptive Interaction”, INFORMS Revenue Management and Pricing Section annual conference, New York, NY, June 2016.
14. **Maclean K.D.S.** and Odegaard F. “Dynamic Stochastic Knapsack Problem with Adaptive Interaction”, Canadian Operational Research Society annual conference, Banff, AB, May 2016.
15. **Maclean K.D.S.** and Wilson, J. “Optimal Use of Groupon”, Canadian Operational Research Society annual conference, Montreal, QC, June 2015.
16. **Maclean K**.**D.S.** and Odegaard F. “Entertainment Revenue Management and the Group Seating Effect”, INFORMS annual conference, Minneapolis, MN, October 2013.

## **TEACHING MATERIALS**

1. **Maclean K.D.S.** and Miller, A. Scheduling Decisions at Western Film. Ivey Publishing. 2023.
2. **Maclean K.D.S.** and Brennan, D. levelFILM: Building a Balanced Film Portfolio. Ivey Publishing. 2023.
3. **Maclean K.D.S.** and Bayley T. Microsoft Excel Introductory and Advanced - Digital Learning Experience. Ivey Publishing. 2023.
4. Krishnamoorthy S and **Maclean K.D.S.** FilmCast: A Conjoint Analysis Exercise. Ivey Publishing. 2022; Case No. W28489.
5. Zaric G, **Maclean K.D.S.**, Mann J.Ethical Implications of Artificial Intelligence, Machine Learning, and Big Data. Ivey Publishing. 2021; Case No. 9B21E004.
6. **Maclean K.D.S.**, Wong J. World Reinsurance Company: Excess-of-Loss Reinsurance Quote. Ivey Publishing. 2021; Ivey Case No. 9B21E012
7. **Maclean K.D.S.**, Fluxgold N. Fantasy Hockey: Trade or Contend?. Ivey Publishing. 2020; Ivey Case No. 9B20E013
8. **Maclean K.D.S.**, Ross J. Broadway through Covid-19: Can the show go on?. Ivey Publishing. 2020; Ivey Case No. 9B20E018
9. Bajaj S, Bandyopadhyay S, Krishnamoorthy S, **Maclean K.D.S.** Glitz Investments: Predicting a Blockbuster. Ivey Publishing. 2020; Ivey Case No. 9B19E013.
10. **Maclean K.D.S.** The Best Hitter in Baseball. Ivey Publishing. 2018; Ivey Case No. 9B18E015.
11. **Maclean K.D.S.** Chi-Square Goodness-of-Fit Test and Its Usage in Excel. Ivey Publishing. 2018; Ivey Case No. 9B18E014.
12. **Maclean K.D.S.** American Idiot: The Value of Billie Joe Armstrong. Ivey Publishing. 2017; Ivey Case No. 9B17E013.
13. **Maclean K.D.S.** ,Krishnamoorthy S. Asian Grill: Finding the Optimal Table Mix. Ivey Publishing. 2017; Ivey Case No. 9B17E001.
14. **Maclean K.D.S.,** Cipriano L., Zaric G. Basic Mathematical Functions in Microsoft Excel. Ivey Publishing. 2016; Ivey Case No. 9B16E010.
15. **Maclean K.D.S.,** Cipriano L., Zaric G. Using Absolute and Relative Referencing in Microsoft Excel. Ivey Publishing. 2016; Ivey Case No. 9B16E011.
16. **Maclean K.D.S.,** Cipriano L., Zaric G. Good Modeling Practices in Microsoft Excel. Ivey Publishing. 2016; Ivey Case No. 9B16E012.
17. **Maclean K.D.S.,** Cipriano L., Zaric G., Lyons, J. Introduction to Logic Functions in Microsoft Excel. Ivey Publishing. 2016; Ivey Case No. 9B16E013.
18. **Maclean K.D.S.,** Cipriano L., Zaric G. Descriptive Statistics in Microsoft Excel. Ivey Publishing. 2016; Ivey Case No. 9B16E014.
19. **Maclean K.D.S.,** Cipriano L., Zaric G. Histograms and the Normal Distribution in Microsoft Excel. Ivey Publishing. 2016; Ivey Case No. 9B16E015.
20. **Maclean K.D.S.,** Cipriano L., Zaric G. Advanced Logic Functions in Microsoft Excel. Ivey Publishing. 2016; Ivey Case No. 9B16E016.
21. **Maclean K.D.S.,** Cipriano L., Zaric G. Using Data Tables in Microsoft Excel. Ivey Publishing. 2016; Ivey Case No. 9B16E017.
22. **Maclean K.D.S.** andKrishnamoorthy S. Cascade on Broadway. Ivey Publishing. 2013; Ivey Case No. 9B13E031.

## **WORK EXPERIENCE**

*Workflow Consultant,* Thomson Reuters, New York, NY 2010-2012

*Summer Analyst Investment Banking*, Citibank, Calgary, AB 2011

## **TEACHING EXPERIENCE**

**Ivey Business School, Western University**

* Business 9963: Visualization (2022-2024)
* Business 4603: Data Management in Excel (2018)
* Business 4545: Sports and Entertainment Analytics (2018-2024)
* Business 4520: Revenue Management (2014,2017,2018,2019)
* Business 4517: End User Modeling (2017, 2021,2022,2023,2024)
* Business 3316: Decision Making with Analytics (2019-2024)
  + Course Coordinator: 2020-2024

*Course Development*

* Business 9963: Visualization (2022)

Created this course from scratch. No similar course at Ivey existed at any program level. Content from this course has been adapted for use in Business 3316 and Business 4517.

* Business 3316: Decision Making with Analytics (2021)

Coordinated the move to online hybrid learning, including new video content, new teaching plans, new pre-class quizzes, and a new evaluation scheme.

* Business 4603: Data Management in Excel (2018)

Redesigned the course entirely, focusing on data cleaning, data capture from online sources.

**Ross School of Business, University of Michigan**

* TO411: Decision Support with Excel (2020)
* TO515: Business Application Development with Visual Basic for Excel (2020)

## **ACADEMIC AND PROFESSIONAL SERVICE**

**Internal Service**

* Hiring Committee (2024 LT Position Management Science)
* Teaching Technology and Innovation Committee (2022 (Chair), 2023)
* Committee Member - Annual Performance Evaluation (APE) (2021, 2022)
* Chair - Teaching Technology and Innovation Committee Mandate Working Group (2021)
* Program Lead - Pre-Ivey Excel Preparatory Knowledge (2021)
* Faculty Lead - Ivey Business School MsC Hack the Case Competition (2021)
* Section Head HBA1 (2020-2023)
* Leader - Diversity Student Contribution Assessment (2017)
* Lecturer - Pre-Ivey Preparatory Program (2015\*, 2016\*)

\* In 2015 and 2016, assisted with a re-design of the program and development of teaching materials

* Pre-Ivey MBA Online Preparatory Program Development (2016)

**Professional Service**

* Co-Cluster Chair for CORS Conference Sports/Entertainment Cluster 2021
* Session Chair for CORS Conference Education Session 2018/2019
* Referee: International Transactions in Operations Research, Healthcare Management Science, Hospitality Marketing and Management, Information Systems and Operational Research (INFOR), Journal of Revenue and Pricing Management