

Rebekah Inez (Bekki) Brau

Assistant Professor
Global Supply Chain Management

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EDUCATION

Ph.D., Supply Chain Management, University of Arkansas; Fayetteville, AR

The Sam M. Walton College of Business

Dissertation: Integrating Systems, Processes, and Human Judgment: Three Essays on Value Creation with Supply Chain Analytics

Dissertation Committee (alphabetical order):

John Aloysius, Dissertation Chair, U. Arkansas, Oren Harris Chair in Logistics

Christian Hofer, U. Arkansas, Associate Professor of Supply Chain Management

Nada Sanders, Northeastern U., Distinguished Professor of Supply Chain Management

Enno Siemsen, U. Wisconsin, Proctor & Gamble Bascom Professor

Brent Williams, U. Arkansas, Garrison Endowed Chair in Supply Chain Management

Degree Awarded: May 2021

M.S., Instructional Psychology and Technology, Brigham Young University; Provo, UT

McKay School of Education

Concentration: Research and Evaluation

Capstone Project Title: Plan, Do, Study, Act (PDSA): A Supply Chain Management Learning Activity

Project Committee (alphabetical order):

Royce Kimmons, Assistant Professor of Instructional Psychology and Technology

Jason McDonald, Project Chair, Associate Professor of Instructional Psychology & Tech

Scott Webb, Associate Professor of Supply Chain Management

Degree Awarded: December 2017

B.S., Management, Brigham Young University; Provo, UT

Marriott School of Business

Concentration: Organizational Behavior Pre-PhD Program

Business European Study Abroad with Dr. Kristen DeTienne

Degree Awarded: June 2016

RESEARCH ACTIVITY

PEER-REVIEWED PUBLICATIONS

- Barker, J. & Brau, R.I. Shipping Surcharges and LSQ: Pricing the Last Mile, *International Journal of Physical Distribution and Logistics Management*, 50(6), 2020, 667-691.
- Brau, R.I., Gardner, J., McDonald, J., & Webb, S. Plan, Do, Study, Act (PDSA): A Supply Chain Management Learning Activity, *Decision Sciences Journal of Innovative Education* 17(1), 2019, 6-32 (from master's capstone project).
- Brau, J.C., Brau, R.I., Rowley, T., & Swenson, M.J. An Empirical Analysis of the Success Factors in an Introductory Financial Management Class, *Journal of the Academy of Business Education* 18, 2017, 1-52 (lead article, from undergraduate program).
- Brau, R.I. A Framework for Teaching the Goal of the Firm in Introductory Business Classes: Shareholder Wealth Maximization Ethicality and Classical Philosophical Paradigms, *Journal of the Utah Academy of Sciences, Arts & Letters* 93, 2016, 135-161, (from undergraduate program).
- Brau, J.C., Brau, R.I., Owen, S., & Swenson, M.J. The Determinants of Student Performance in a University Marketing Class, *Business Education Innovation Journal* 8(2), 2016, 21-31, (from undergraduate program).

CONFERENCE PROCEEDINGS

- Brau, R.I., Sanders, N., Aloysius, J., & Williams, D. Unleashing the Power of Big Data in the Retail Supply Chain: The Partnership of Analytics and Managers, *Academy of Management Proceedings* (1), 11561.
- Brau, R.I., Aloysius, J., & Siemsen, E. Integrating Machine Learning and Human Judgment: A Study on Demand Planning in the Field, *Academy of Management Proceedings* (1), 2021, 16334.
- Brau, R.I., Aloysius, J., & Siemsen, E. When Managers Meet Models: Integrating Human Judgment and Machine Learning, *Academy of Management Proceedings* (1), 2020, 21395.
- Brau, J.C., Brau, R.I., Swenson, M.J. & Rowley, T., An Empirical Analysis of the Success Factors in an Introductory Business Class, *Academy of Management Proceedings* (1), 2016, 17349.
- Brau, R.I. A Framework for Teaching the Goal of the Firm in Introductory Business Classes: Shareholder Wealth Maximization Ethicality and Classical Philosophical Paradigms, *Proceedings of the International Association for Business and Society* 27, 2016, 1-20.

WORK IN PROGRESS

- Brau, R.I., Aloysius, J., & Siemsen, E. Demand Planning for the Digital Supply Chain: How to Integrate Human Judgment and Predictive Analytics
- Brau, R.I., Aloysius, J., & Siemsen, E. Automation or Collaboration? Comparing Integrated Learning Methods with Machine Learning in Demand Planning

Brau, R.I., Sanders, N., Aloysius, J., & Williams, D. Unleashing the Power of Big Data in the Retail Supply Chain: The Partnership of Analytics and Managers

Brau, R.I., Aloysius, J., & Sanders, N. Improving of Supply Chain Performance Through Analytics: Designing Interventions Based on Cognitive Psychology

Brau, R.I., Sanders, N., & Aloysius, J. The Partnership Between Managers and Analytics.

BOOK CHAPTERS

Brau, B., Fox, N., & Robinson, E. (2018). Behaviorism. In R. Kimmons (Ed.), *The Students' Guide to Learning Design and Research*. EdTech Books.

https://edtechbooks.org/education_research/behaviorism

Brau, B. (2018). Constructivism. In R. Kimmons (Ed.), *The Students' Guide to Learning Design and Research*. EdTech Books.

https://edtechbooks.org/education_research/constructivism

CONFERENCE PRESENTATIONS & POSTERS (* indicates I presented)

Brau, R.I., Aloysius, J., & Siemsen, E. (October 2022) Automation or Collaboration? Comparing Integrated Learning Methods with Machine Learning in Demand Planning. *Institute for Operations Research and the Management Sciences (INFORMS)*. Invited presentation.*

Brau, R.I., Sanders, N., Aloysius, J., & Williams, D. (August 2022) Unleashing the Power of Big Data in the Retail Supply Chain: The Partnership of Analytics and Managers. *Academy of Management (AOM)*. Peer-reviewed presentation.*

Brau, R.I., Aloysius, J. & Siemsen, E. (June 2022) Integrating Machine Learning and Human Judgment. *Behavioral Operations Conference*. Peer-reviewed presentation.* (Unable to present after acceptance due to Covid-19.)

McKinley, F., Brau, R.I., Gardener, J., & DeCampos, H. (April 2022) The Use of Risk Salience Priming in Shifting Consumer Attitudes Toward Unattended In-Home Package Delivery. *Production and Operations Management Society (POMS)*. Invited presentation.

Brau, R.I., Aloysius, J. & Siemsen, E. (October 2021) Integrating Machine Learning and Human Judgment. *Institute for Operations Research and the Management Sciences (INFORMS)*. Invited presentation.*

Brau, R.I., Aloysius, J. & Siemsen, E. (October 2021) Integrating Machine Learning and Human Judgment. *Institute for Operations Research and the Management Sciences (INFORMS)*. Invited presentation.*

Brau, J.C., Brau, R.I., Henry, J., & Owen, S. (October 2021). Working Capital Efficiency Among Supply Chain-Linked Firms. *Financial Management Association*. Peer-reviewed presentation.

- Brau, R.I., Aloysius, J. & Siemsen, E. (September 2021) Integrating Machine Learning and Human Judgment: A Study on Demand Planning in the Field. *Council of Supply Chain Management Professionals (CSCMP)*. Peer-reviewed presentation.*
- Brau, R.I., Aloysius, J. & Siemsen, E. (August 2021) Integrating Machine Learning and Human Judgment: A Study on Demand Planning in the Field. *Academy of Management (AOM)*. Peer-reviewed presentation. (Nominated for Operations & Supply Chain Management (OSCM) Division Chan Hahn Best Paper Award.)*
- Brau, R.I., Aloysius, J. & Siemsen, E. (April 2021) Integrating Machine Learning and Human Judgment: A Study on Demand Planning in the Field. *Production and Operations Management Society (POMS)*. Invited presentation.*
- Brau, R.I., Aloysius, J. & Siemsen, E. (November 2020) When Managers Meet Models: Integrating Human Judgment and Analytics. *Decision Sciences Institute (DSI)*. Peer-reviewed presentation.*
- Brau, R.I., Aloysius, J. & Siemsen, E. (October 2020) When Managers Meet Models: Integrating Human Judgment and Analytics. *International Symposium on Forecasting (ISF)*. Invited presentation.*
- Brau, R.I., Aloysius, J. & Siemsen, E. (August 2020) When Managers Meet Models: Integrating Human Judgment and Analytics. *Academy of Management (AOM)*. Peer-reviewed presentation. (Nominated for Operations & Supply Chain Management (OSCM) Division Best Student Paper Award.)*
- Brau, R.I., Aloysius, J. & Siemsen, E. (April 2020) When Managers Meet Models: Integrating Human Judgment and Analytics. *Production and Operations Management Society (POMS)*. Invited presentation.* (Conference cancelled after acceptance due to Covid-19.)
- Brau, R.I., Aloysius, J. & Siemsen, E. (September 2019) When Models Meet Managers: Optimal Integration of Statistical Model-Based and Judgmental Forecasting. *Council of Supply Chain Management Professionals (CSCMP)*. Peer-reviewed presentation.*
- Brau, R.I., Aloysius, J. & Siemsen, E. (May 2019) When Models Meet Managers: Optimal Integration of Statistical Model-Based and Judgmental Forecasting. *Production and Operations Management Society (POMS)*. Invited presentation.*
- Brau, R.I., Aloysius, J., & Siemsen, E. (November 2018) When Models Meet Managers: Optimal Integration of Statistical Model-Based and Judgmental Forecasting. *Institute for Operations Research and the Management Sciences (INFORMS)*. Invited presentation.
- Brau, R.I. (September 2018) When Models Meet Managers: Optimal Integration of Statistical Model-Based and Judgmental Forecasting. *Council of Supply Chain Management Professionals (CSCMP)*. (Won first prize award.) Poster.*
- Barker, J. & Brau, R.I. (September 2018). Shipping Surcharges and Logistics Disruptions: Pricing Strategies to Attract and Retain Online Customers. *Council of Supply Chain Management Professionals (CSCMP)*, *Academic Research Symposium (ARS)*. Peer-reviewed presentation.

- Brau, R.I. (July 2018) When Models Meet Managers: Optimal Integration of Statistical Model-Based and Judgmental Forecasting. *Behavioral Operations Management Conference (BOM), Young Scholars Workshop*. Peer-reviewed presentation.*
- Brau, R.I. (April 2017) Instructional Designer Values as Revealed Through the Use of Incriptions. *Utah Academy of Sciences, Arts, & Letters (UASAL)*. Peer-reviewed presentation.*
- Brau, R.I. (June 2016). A Framework for Teaching the Goal of the Firm in Introductory Business Classes: Shareholder Wealth Maximization Ethicality and Classical Philosophical Paradigms. *International Association of Business and Society (IABS)*. Peer-reviewed presentation.*
- Brau, R.I. (March 2016). Conditions of Shareholder Wealth Maximization Ethicality under Classical Philosophical Paradigms. *Utah Academy of Science, Arts, & Letters (UASAL)*. Peer-reviewed presentation.*
- Brau, J.C., Brau, R.I., Rowley, T., & Swenson, M.S. (August 2016). An Empirical Analysis of the Factors of Success in an Introductory Business Class. *Academy of Management (AOM)*. Peer-reviewed presentation.*
- Brau, J.C., Brau, R.I., Rowley, T., & Swenson, M.S. (March 2016). An Empirical Analysis of the Factors of Success in a Principles of Finance Class. *Utah Academy of Science, Arts, & Letters (UASAL)*. Peer-reviewed presentation.*
- Brau, J.C., Brau, R.I., Rowley, T., & Swenson, M.S. (September 2015). An Empirical Analysis of the Factors of Success in a Principles of Finance Class. *Academy of Business Education (ABE)*. (This paper won the best paper award at ABE.) Peer-reviewed presentation.

INTERVIEWS AND NEWS ARTICLES THAT CITE MY RESEARCH OR ME

- Brau, Sanks Earn GSIE's Distinguished Dissertation Award (August 2022). *University of Arkansas News*. https://news.uark.edu/articles/60529/brau-sanks-earn-gsie-s-distinguished-dissertation-award?utm_source=newsletter&utm_medium=email2022-08-04&utm_campaign=news_headlines&utm_content=brau-sanks-earn-gsie-s-distinguished-dissertation-award
- Photography, Plants, and Human Behavior (May 2022). *BYU Marriott News*, <https://marriott.byu.edu/news/article?id=2136>
- Students Organize Semester-Long Shoe Drive for Children in Africa (November 2021). *The Daily Universe*. <https://universe.byu.edu/2021/11/11/students-organize-semester-long-shoe-drive-for-children-in-africa/>
- BYU Marriott Welcomes New Faculty (September 2021). *BYUMarriott News*. <https://marriott.byu.edu/infosys/news/article?id=2035>
- Research Presented to Association for Supply Chain Management Board (October 2019). *University of Arkansas News*. <https://news.uark.edu/articles/50201/research-presented-to-association-for-supply-chain-management-board>

RESEARCH AWARDS

University of Arkansas Graduate School Distinguished Dissertation Award, University of Arkansas, May 2022

Doctoral Dissertation Award, Academic Research Symposium (ARS) at the Council of Supply Chain Management Practitioners (CSCMP) Edge Conference, September 2021

Chan Hahn Best Paper Award Finalist, Operations & Supply Chain Management (OSCM) Division, Academy of Management (AOM), August 2021.

Best Student Paper Award Finalist, Operations & Supply Chain Management (OSCM) Division, Academy of Management (AOM), August 2020.

Top Downloaded Paper, Decision Sciences Journal of Innovative Education, 2018-2019

First Place for Best Practical Application Poster, Academic Research Symposium (ARS), Council of Supply Chain Management Practitioners (CSCMP) Edge Conference, September 2018.

Walton Doctoral Fellowship, 2017-2021.

Best Paper Award, Academy of Business Education (ABE), September 2015.

RESEARCH GRANTS

Association for Supply Chain Management, Associate Researcher
Supply Chains Analytics and the Evolving Work of Supply Chain Managers
Future of Supply Chains Grant, \$41,500 (2017), \$24,500 (2019)
Principals: Enno Siemsen and John Aloysius

Office of Research & Creative Activities, BYU, Primary Author
Externalities of Corporate Social Responsibility on Employee Compensation
University-wide grant competition for \$1,500 of support
Mentor Professor: Dr. Nile Hatch

RESEARCH ASSISTANT EXPERIENCE

Graduate Research Assistant for Dr. John Aloysius (2017-2021), U. Arkansas
Focus on behavioral operations and supply chain management.

Research Assistant for Dr. Sheli Sillito Walker and Dr. Katie Liljenquist (2014-2017), BYU
Led over a dozen studies in the MSB Behavioral Research Lab as the principal lab investigator, compiled data from the studies, and wrote literature reviews.

Research Assistant for Dr. Andrew Holmes (2013-2014), BYU
Edited scholarly articles and white papers.

RESEARCH INTERESTS

Supply Chain Analytics
Consumer Behavior in Supply Chains

Last Mile Delivery
Behavioral Operations & Supply Chain Management

RESEARCH METHODOLOGIES

Laboratory and Field Experiments
Interventionist Research
Econometric Analysis

TEACHING ACTIVITY

TEACHING EXPERIENCE

Assistant Professor, Brigham Young University, 2021-Present
Fall 2021: Supply Chain Strategy, GSCM 429 (Lecture, 2 sections)
Intro. to Global Supply Chain Mgmt., GSCM 305 (Hybrid, 4 sections)

Graduate Teaching Instructor, University of Arkansas, 2018-2021
Spring 2021: International Logistics, SCMT 3643 (Hybrid, 2 sections)
Instructor ratings: 4.98/5.0, 5.0/5.0
Fall 2019: Supply Management, SCMT 3613 (Hybrid, 2 sections)
Instructor ratings: 4.83/5.0, 4.85/5.0
Spring 2019: Supply Management, SCMT 3613 (Lecture, 1 section)
Instructor ratings: 4.94/5.0
Fall 2018: Supply Management, SCMT 3613 (Hybrid, 1 section)
Instructor rating: 4.70/5.0

EMBA Guest Lecturer, University of Arkansas, 2019-2021
Spring 2019: Predictive Supply Chain Analytics, SCMT 5693

TEACHING DEVELOPMENT ACTIVITIES

BYU New Faculty Spring Seminar, BYU Faculty Center, (2022)
Effective Teaching Workshop, BYU Faculty Center, (2022)
Rising Together: How Allies Create Belonging, BYU Inclusion and Diversity, (2021)
UArk PhD Seminar on University-Level Teaching, WCOB 6111, (2018)
Many graduate courses in instructional psychology and technology, BYU, (2016-2017)
Academy of Management Teaching and Learning Conference (TLC), (2016)

TEACHING INTERESTS

Sustainable Supply Chains
Supply Management, Purchasing, Procurement
Predictive Analytics

SERVICE ACTIVITY

PROFESSIONAL SERVICE

Editorial Review Board, Journal of Supply Chain Management (JSCM), 2021-present
Co-Leader of Junior Editorial Review Board, Journal of Supply Chain Management, 2021-present
Facilitator, Academy of Management (AOM) Operations and Supply Chain Management (OSCM) Division Joint Junior Faculty and Doctoral Consortium, 2022
Academy of Management Annual Meeting
Reviewer, Council of Supply Chain Management Professionals (CSCMP) Doctoral Dissertation Award, 2022
Organizing Committee, Behavioral Operations Conference (BOC), 2022
Faculty Advisor, Logistics Doctoral Symposium, 2022
Panel Member, Logistics Doctoral Symposium, 2022
Panel Member, Partners in Business Ethics Symposium, 2021
Reviewer, Transportation Research Part E., 2021
Reviewer, Journal of Business Logistics (JBL), 2021
Junior Editorial Review Board, Journal of Supply Chain Management (JSCM), 2020-2021
Reviewer, Journal of Operations Management (JOM), 2020
Reviewer, Council of Supply Chain Management Professionals Conference (CSCMP), 2018
Reviewer, Academy of Management Conference (AOM), 2017
Reviewer, International Association of Business Society Conference (IABS), 2016
Student Facilitator, Teaching Ethics at Universities Conference, BYU Wheatley Institute, 2015

UNIVERSITY SERVICE

Global Supply Chain Program Representative, MKTG 201 Presentation, Sep 2022
Faculty Advisor, Women in Supply Chain Club, 2021-present
Supply Chain Management Pre-PhD Mentor, 2021-present
Global Supply Chain Representative, Business Major Exploration for Women, Mar 2022
Panel Member, Women in Supply Chain Graduate School Panel, Nov 2021
Judge, AWS & VW Global Supply Chain Management (GSCM) Undergraduate Case Competition, Nov 2021
Pre-PhD in Supply Chain Management Panel Presenter, Panel of professors from each business discipline, Marriott School, Sep 2021
Panel Member, Marriott Inclusion in Business Society LGBTQ+ Panel, Sep 2021

COMMUNITY SERVICE

Women's group instructor for local church congregation, Vineyard, UT (2022-present)
Women's group leader for local church congregation, Rogers AR (2020-2021)
Youth leader for local church congregation, Rogers AR (2020)
Spanish translator for local church congregation, Rogers, AR (2019-2020)
Sunday instructor for local church congregation, Bentonville, AR (2018)
Program Director for local Boys & Girls Club, Provo, UT (2017)
Women's group instructor for local church congregation, Provo, UT (2016)
Served church mission to Mexico City, Mexico (2014)
YMAD Humanitarian Service Trip, Banjar India (2012)

INDUSTRY EXPERIENCE & INTERESTS

INDUSTRY ENGAGEMENT

Supply Chain Management Research Center (SCMRC) Emerging Research Symposium,
Invited presenter (November 2021)

ASCM Corporate Roundtable, *Invited presenter*, (Oct 2021)

ASCM Connect +, *Invited presenter*, (May 2021)

Supply Chain Management Research Center (SCMRC) Emerging Research Symposium,
Invited presenter (November 2020)

Plug and Play Tech Center Leading Supply Chain Innovation Webinar Part 1: Transforming
your Business Analytics: Maturity Cycle for Decision Making, *Invited presenter* (May 2020)

Walmart International Supplier Collaboration Board, *Invited presenter* (February 2020)

Supply Chain Management Research Center (SCMRC) Emerging Research Symposium,
Invited presenter (November 2019)

INDUSTRY EXPERIENCE

Bekki Brau Photography, *Founder and Owner*, Provo, UT (Jun 2012-2017)
Photography services for graduations, dances, weddings, and other events
Contracted with local jewelry store and concert venue to provide photography

MyEducator, *Intern*, Orem, UT (Jan 2017-April 2017)
Audited instructional design for three separate electronic textbooks.

WorldStock (Overstock.com), *Consultant*, Salt Lake City, UT (Aug 2013-Dec 2013)
Created and organized consulting project to expand supply chain into South Africa
Served as team leader and company liaison, focusing on supply chain management

Citizens for Decency, *Intern*, Provo, UT (Jan 2013-Aug 2013)
Chosen as team leader of five-person team; created new chapter
Redefined project to give direction and best serve needs of organization

Women on Wall Street, *Participant*, New York, NY (July 2012)
Visited Goldman Sachs, Credit Suisse, Morgan Stanley, Citigroup, among others
Focused on women effectiveness in business

LANGUAGES AND SKILLS

Speak, read, and write Spanish (I have lived in Mexico and Puerto Rico)
Intermediate programmer in Python, (Django, oTree), JavaScript, HTML, CSS
Proficient in Stata, SPSS, R, and EViews statistical analysis software

PERSONAL

Hobbies include family activities, traveling (40 countries so far), photography, reading,
working out, yoga, swimming, and meditation.

Women relay team triathlon winner

Family: Married to D. Kamiko Ho'okano Adcock