

Bradley C. Meyer
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Information Management and Business Analytics
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Education

BS, Iowa State University.
Major: Industrial Engineering

MS, Iowa State University.
Major: Industrial Engineering

Ph D, Iowa State University, 1989.
Major: Industrial Engineering

Professional Positions

Academic

Professor, Drake University (2024- present)
Associate Professor, Drake University. (1996 - 2024).
Assistant Professor, Drake University. (1990 - 1996).
Visiting Professor, Drake University (1989-1990)
Temporary Instructor, Iowa State University. (August 1981 - July 1989).

TEACHING

Teaching Experience

Iowa State University

Industrial Computer Techniques
Engineering Economics
Legal Aspect of Engineering
Computer Graphics
Introduction to Industrial Engineering

Drake University

BUS 198, Proverbs and Business,
MBA 222, Strategic Process Management,
MBA 245, Leading with Data.,
MBA 255, Data Analysis for Operations Improvement
MGMT 120, Management of Operations
MGMT 160, Planning and Control of Operations
QUAN 124, Operations Research
QUAN 270, Quantitative Analytical Methods in Business

Honors and Awards

Zimpleman College of Business Outstanding Graduate Teacher of the Year Award, 2025
Outstanding CBPA Graduate Teacher of the Year, CBPA, Drake University, 2018.
Graduate Teacher of the Year Award, CBPA, Drake University, 2011.
Outstanding Graduate Teaching Award, CBPA, Drake University, 2006.
Outstanding Graduate Teaching Award, CBPA, Drake University, 2000.
Burlington-Northern Award for Innovative Teaching, Sponsored by Burlington-Northern, Federal, 1995.
American Association of Cost Engineers Scholarship, 1987
George Lamp Memorial Scholarship, 1986
Outstanding Graduate Student Award, IE Department, 1983
Outstanding Teaching Assistant Award, IE Department, 1980
3-year Premium for Academic Excellence (PACE) Award, 1979
Phi Kappa Phi, Alpha Pi Mu, Beta Gamma Sigma honoraries

RESEARCH

Published Intellectual Contributions

Refereed Journal Articles

- Meyer, B. C., Bumblauskas, D., Keegan, R., & Zhang, D. (2023). When bad things happen to good processes: a theory of entropy for process science. *International Journal of Productivity and Performance Management*,
- Huang, Y. H., Meyer, B., Connolly, D., & Strader, T. (2023). Preparing for a future crisis: using DEA-based performance analysis to assess initial pandemic responses in the Taiwanese hotel industry. *International Hospitality Review*.
- Meyer, B., Bishop, D. (2022). "A lesson in dashboard design: Playing the beer game with a real-time data connection". *Decision Sciences Journal of Innovative Education*, 20(4), 212-223.
- Meyer, B., Bishop, D. (2016). StockControl: Learning Inventory Concepts by Beating Levels and Winning Prizes. *Decision Sciences Journal of Innovative Education*, 14(3), 315-336.
- Scullen, S., Meyer, B. (2014). More Applicants or More Applications per Applicant? A Big Question when Pools Are Small. *Journal of Management*, 40(6), 1675-1699.
- Meyer, B., Bishop, D. (2011). The Ordering Challenge: An Online Game to Introduce Independent Demand Inventory Concepts. *Decision Science Journal of Innovative Education*.
- Meyer, B., Bishop, D. (2007). Florence Nightingale: 19th Century Apostle of Quality. *Emerald*, 13(3), 240-254.
- Meyer, B., Kirk, D., Miller, C., Root, T., Senteza, J. (2006). Teaching Evaluations: Does the Switch to an Online Process Make a Difference in how College Students Rate Their Professors? *Journal of the Academy of Business Education*(Fall 2006), 53-68.
- Meyer, B. (2000). Analyze This. *Institute for Operations Research and Management Sciences*, 27(6), 36-39.
- Meyer, B. (1995). Lessons from an Early Management Scientist. *The Institute for Operations*

Research and the Management Sciences, 25(2), 55-59.

Meyer, B. (1993). Market Obsolescence and Strategic Replacement Models. *American Society for Engineering Education and Institute of Industrial Engineers*, 38(3), 209-221.

Book Chapters

Meyer, B. (2005). *Managing Online Classes*, chapter in *Taking Back the Classroom: Tips for the College Professor on Becoming a More Effective Teacher* (pp. 175-200). Tiberius Publications.

Conference Proceedings

Meyer, B., Bumblauskas, D., Keegan, R., Zhang, D. (2023) The Impact of Process Degradation on Improvement Activity: An Exploratory Study. Proceedings of the DSI 53rd Annual Conference – Responsive, Relevant, Responsible: Decision Making in the Age of Transformation. (pp. 1151-1174).

Meyer, B. (2021). Stringdown: an Online Exercise to Introduce Scrum. DSI 51st Annual Conference. Decision Making in Challenging Times: Equity, Inclusion and Sustainability. (pp 958-973).

Meyer, B., Bishop, D. (2019). The Development of an Exercise to Incorporate a Management Dashboard into the Beer Game. Proceedings of the *DSI 50th Annual Conference* (pp. 284-304). Transforming Decision Sciences Through Emergent Technologies.

Bumblauskas, D., Meyer, B., Keegan, R. (2017). *A robust comparative analysis of continuous improvement programs and projects in Ireland and the United States*.

Meyer, B. (2016). Adding Spice to the Teaching of Quality: Variation, Poka Yoke, and a Defect Collection. *Proceedings of the 47th Annual Meeting of the Decision Sciences Institute*. Decision Sciences Institute.

Meyer, B. (2015). The Age of Data Hits the University Curriculum: The Development of a Cross-college Data Analytics Program. *Proceedings of the 46th Annual Meeting of the Decision Sciences Institute* (pp. 1043578-1 to 1043578-12). Decision Sciences Institute.

Meyer, B., Bumblauskas, D., Keegan, R. (2015). A comparative analysis of continuous improvement in Ireland and the United States. *Proceedings of the 22nd Annual EurOMA Conference* (pp. 10). EurOMA.

Meyer, B., Bumblauskas, D. (2015). Continuous improvement project selection and execution. *Proceedings of the POMS 2015 Annual Conference, Washington DC* (pp. <http://www.pomsmeetings.org/ConfPapers/060/060-0146.pdf> 0. 2015.). POMS.

Meyer, B., Bishop, D. (2013). THE FOI ORDERING CHALLENGE AN ONLINE GAME TO ILLUSTRATE THE PRINCIPLES OF A FIXED ORDER INTERVAL SYSTEM. *Proceedings of the 44th Annual Meeting of the Decision Sciences Institute* (pp. 671826-1 to 671826-13). Decision Sciences Institute.

Meyer, B., Purvanova, I. (2013). Individual Performance in the Beer Game: Underweighting the supply line and the impact of personality. *Proceedings of the 31st International Conference of the System Dynamics Society* (vol. 31). System Dynamics Society.

Scullen, S., Meyer, B., White, T. (2013). *Non-Normally Distributed Predictor Scores: Effects on Expected Quality in Small Applicant Pools* (pp. 40 pages). Academy of Management

Conference.

Meyer, B. (2009). Active Learning in Operations Management Education: A Radical Design for the Introduction to Operations Course. *Proceedings of the 40th Annual Meeting of the Decision Sciences Institute* (pp. 4121-4126). Decision Sciences Institute.

Meyer, B. (2006). Understanding Process Degradation: Why Do Bad Things Happen to Good Processes? *37th Annual DSI Conference* (37th Annual Conference ed., pp. 31221-31226). Decision Sciences Institute.

Meyer, B. (2004). *The Design of an Online System for Student Evaluation of Teaching* (vol. 2004 Proceedings, pp. 20-23). Decision Sciences Institute.

Meyer, B. (1995). Value-added Activities for Students Learning OM Models: A Discussion. *Proceedings of the 26th Annual Meeting of the Midwest Decision Sciences Institute* (pp. 32-34). Midwest Decisions Sciences Institute.

Meyer, B. (1995). What Do We Really Know About Equipment Replacement? *Proceedings of the 26th Annual Meeting of the Southwest Decision Sciences Institute* (pp. 138-140). Southwest DSI.

Periodicals

Meyer, B., Bishop, D. (2005). *Florence Nightingale: Pioneer of Operations Management* (1st ed., vol. 12, pp. 5-6). POMS Chronicle/Production Operations Management Society.

Other

Meyer, B. (2000). Order Fulfillment, John Deere Waterloo Works. *Supply Management Cases* (pp. 197-204). John Deere.

Presentations Given

Meyer, B. Smith, S., Decision Sciences Institute 55th Annual Conference, "Crunching the Numbers: Process Capability in Every Snack", Orlando (Nov 22, 2025).

Meyer, B. 2022 POMS 33rd Annual Conference. "In-class Discovery Exercise: Variation, Excess Capacity and Waiting", Production Operations Management Society, Orlando (May 23, 2023).

Meyer, B. 2022, 15th Annual Behavioral Operations Conference "Reflections on 15 years of Beer Game Data". Fayetteville, Arkansas. (June 14, 2022).

Meyer, B. 2022, POMS 32nd Annual Conference "Robust Systems, Fragile People". Production Operations Management Society, Online. (April 25, 2022).

Meyer, B., Bumblauskas, D, Keegan, R., Zhang, D. POMS 31st Annual Conference, "Process Improvement Practice: Maintenance or Innovation?" Production Operations Management Society, Online. (May 2, 2021).

Meyer, B. POMS 31st Annual Conference, "Two hand-on Exercises for Synchronous Online Classes" Production Operations Management Society, Online. (May 2, 2021).

Meyer, B., POMS 30th Annual Conference, "Modeling Individual Behavior in the Beer Game,"

- Production Operations Management Society, Washington, DC, United States. (May 4, 2019).
- Meyer, B., POMS 30th Annual Conference, "Two Easily Implemented Active Learning Exercises in OM," Production Operations Management Society, Washington, DC, United States. (May 4, 2019).
- Bishop, D., Meyer, B., 2017 - 48th Annual Meeting Program- Innovative Decision-Making: Research to Practice, "Redesigning an Operations Management Course to Support Students for a Data Driven Workplace," Decision Sciences Institute, Washington, DC. (November 18, 2017).
- Meyer, B., 2017 - 48th Annual Meeting Program- Innovative Decision-Making: Research to Practice, "The Mortgage Game: Supply Chain Simulation for Services," The Decision Sciences Institute, Washington, DC. (November 18, 2017).
- Meyer, B., Bumblauskas, D., Keegan, R., POMS 28th Annual Conference, "Continuous Improvement Practice in Iowa and Ireland," Production Operations Management Society, Seattle, WA, United States. (May 8, 2017).
- Meyer, B., Financial Services Council Meeting, "Trends in Data Analytics," Greater Des Moines Partnership. (June 21, 2016).
- Meyer, B., Kappen, J., Mitchell, M., Monthly meeting, "Drake University Role in Economic Development and Data Analytics," Des Moines Metro Economic Development Practicioners. (June 6, 2016).
- Meyer, B., Bishop, D., The 27th Annual Conference of the Production and Operations Management Society, "Data-Driven Decision Making in a Core Operations Management Course," Production and Operations Management Society. (May 2016).
- Meyer, B., Bishop, D., The 27th Annual Conference of the Production Operations Management Society, "The Use of Data in Service Queuing: From Dumb Lines to Smart Elevators," Production and Operations Management Society. (May 2016).
- Meyer, B., Data Analytics Leadership Council Meeting, "Drake's Data Analytics program," Data Analytics Leadership Council. (January 22, 2016).
- Bishop, D., Meyer, B., Finalist for Instructional Innovation Award, "Stock Control: Learning Inventory Concepts by Beating Levels and Winning Prizes," Decision Sciences Institute. (November 22, 2014).
- Bishop, D., Meyer, B., 14th Annual Conference of Productions and Operations, "The Ordering Challenge," Productions and Operations Management Society, Denver, CO. (2013).
- Purvanova, I., Meyer, B., 31 International Conference of the Systems Dynamics Society, "Individual Performance in the Beer Game: Underweighting the Supply Line and the Impact of Personality," Cambridge, MA. (July 2013).
- Meyer, B., Purvanova, I., 23rd Annual POM Conference, Chicago, Ill., "Does Personality Explain Order Decisions in the Beer Game?." (April 20, 2012).
- Meyer, B., "The Beer Game Goes Mobile," Production and Operations Management Society. (April 28, 2011).
- Meyer, B., "An Online Multiplayer Supply Chain Management Game for Services," Production and Operations Management Society. (May 9, 2010).

Meyer, B. (Presenter & Author), International Traders of Iowa monthly meeting, "Internationalization of CBPA curriculum," International Traders of Iowa. (February 16, 2010).

Meyer, B., "Musings on a Theory of Continuous Improvement," Production and Operations Management Society. (May 3, 2009).

Meyer, B., "The Ordering Challenge: Introducing Independent Demand Inventory Concepts with an Online Game," Production and Operations Management Society. (May 7, 2008).

Meyer, B., "The Lot Size Learning Lab: Learning Independent Demand Inventory Principles Through Simulation," Decision Sciences Institute. (November 20, 2007).

Meyer, B., "Teaching Responsible Operations," Production and Operations Management Society. (May 2007).

Meyer, B., University of Auvergne. (January 12, 2007).

Meyer, B., "Harnessing Technology to Improve Instructional Processes," Production and Operations Management Society. (May 2005).

Meyer, B. (Presenter & Author), American Association for Quality monthly meeting, "Quality Concepts being Taught and Applied in CBPA," American Association for Quality. (November 11, 2003).

Meyer, B., Bishop, D., "The War, the Woman, and the Medical Workplace: Making Operations History," Production and Operations Management Society. (May 2003).

Meyer, B. (Presenter Only), Southwest Academy of Management. (March 2001).

Meyer, B., "Operations Entropy," Production and Operations Management Society. (March 2001).

Meyer, B., "A Discovery Exercise for Teaching Operations Strategy," Production and Operations Management Society. (April 1, 2000).

Meyer, B., "POOL: An interactive Website for Operations Management Instruction," Production and Operations Management Society. (March 28, 1999).

Meyer, B., "A Critical Look at Using the Internet in Teaching," Production and Operations Management Society. (March 20, 1999).

Research Awards and Grants

Noble Eagle Faculty Development Grant, Teaching Critical Thinking Skills, \$1400, 2017.

Noble Eagle Faculty Development Grant, Data Analytics in Mgmt. 120, \$3000, 2017.

"Best Teaching Brief, 2016," Sponsored by Decision Sciences Journal of Innovative Education, \$500.00. (November 2016).

"Distinguished Paper Award," Sponsored by Decision Sciences Institute, Other. (November 17, 2009).

"CDTL Research Grant," Sponsored by Center for Digital Technology and Learning, Drake

University, \$4,150.00. (January 1, 2004 - December 31, 2004).

"Drake University Insurance Center Summer Research Grant," Sponsored by Drake University Insurance Center, Drake University, \$4,150.00. (June 1994).

"Computer Intensive University Grant," Sponsored by Drake University, Drake University, \$600.00. (1991).

SERVICE

College Service

MBA Director, July 2025 – June 2026.

Chair, Information Management and Business Analytics. (January 2013 - August 2019).

Chair, Management, Marketing, International Business, and Public Administration Group. (August 2009 - December 2012).

Chair, Management and International Business (August 1999 - July 2008).

Chair, Faculty Search Committee (2001, 2002, 2003, 2003, 2004, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2016, 2017, 2018)

Member, Graduate Curriculum Committee (August 1999 - May 2003, August 2008 - Dec 2023).

Committee Assignment, Ethical Stewards Outcome Working Group. (October 2009 - March 2010).

Committee Assignment: Technology Committee. (August 2006 - December 2009).

Committee Assignment: Member, Tenure Committee. (August 2002 - May 2008).

Member: Member, Ad Hoc MBA Redesign Committee. (September 2005 - May 2006).

Developer, Online evaluations. (2004 - 2005).

Member: Ad Hoc Course Evaluation Committee. (August 2004 - May 2005).

Member, Search committee - CBPA Technology Specialist. (2002).

Member, Academic Integrity Committee. (August 2000 - May 2002).

Member, Search committee - CBPA Graduate Director. (2001).

University Service

Director, Data Analytics Program. (August 2015 - December 2019).

Member, LMS Pilot Project committee. (2012).

Member, Governing Board, Center for Global Citizenship. (January 2003 - December 2011).

Member, Global/International Implementation Team. (August 2011 - May 2013).

Member, Ad Hoc Committee for International Travel Grants. (September 2012 - April 2013).

Member, Blackboard Policy Committee. (2004 - 2007).

Member, Center for Digital Technology and Learning. (2004 - May 2007).

Special Institutional Assignment: Fellow, Academic Computing Fellow. (January 2000 - August 2004).

Member, International Studies Task Force. (August 2001 - May 2002).

Member, Journalism Search committee. (August 2001 - May 2002).

Member, Information Technology for Instructional Purposes Committee. (August 2000 - May 2002).

Member, Web-instruction staff search committee. (2000).

Chair, Artistic Experience Outcomes Committee. (August 1999 - May 2000).

Member, Thesis Committee - Peter Elgin. (1998 - 1999).

Member, Artistic Experience Outcomes Committee. (August 1998 - May 1999).

Professional Service

Judge, Innovative Education Competition, Decision Sciences Institute (November 2020).

Session Chair, Decision Sciences Institute (November 2019).

Reviewer, Decision Sciences Institute. (2006, 2009, 2010, 2013, 2014, 2020-2023).

Reviewer, Sage. (2013).

Reviewer, Institute for Operations Research and Management Sciences. (2006 - 2007).

Session Chair, Production Operations Management Society. (May 4, 2009, April, 2022).

Public Service

Judge, Invention Convention, Des Moines Public Schools. (2002 - 2007).

OUTREACH ACTIVITIES

Consulting

Intake Process Analysis, Iowa Legal Aid, Des Moines, Iowa (December 2018 – August 2019).

Analysis and design of process flow for food, laundry, and supply delivery systems at Mercy Hospital, Des Moines. 2001-2002

Operations Wisdom, 12 week class taught to managers at USPS, Fall 98-Spring 99

Determining the Cost of The Iowa Bottle Bill and Proposed Changes, for the Iowa Grocery Industry Association, 1995

Presentations

Presentation, Financial Services Council Meeting, "Trends in Data Analytics," Greater Des Moines Partnership. (June 21, 2016).

Presentation, Data Analytics Leadership Council Meeting, "Drake's Data Analytics program," Data Analytics Leadership Council. (January 22, 2016).

Presentation, with Kappen, J., and Mitchell, M., "Drake University Role in Economic Development and Data Analytics," Des Moines Metro Economic Development Practitioners. (June 6, 2016).

Presentation, International Traders of Iowa monthly meeting, "Internationalization of CBPA curriculum," International Traders of Iowa. (February 16, 2010).

Presentation, American Association for Quality monthly meeting, "Quality Concepts being Taught and Applied in CBPA," American Association for Quality. (November 11, 2003).