

**SAMUEL E. BODILY** notes for faculty page

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SELECTED PUBLICATIONS

*Books*

Contributed cases and two chapters, *Organizational Use of Decision Analysis and Real Options to Making Hard Decisions with Decision Tools, Third Edition*, by Robert T. Clemen and Terence Reilly South-Western Centage Learning, Mason, Ohio, 2013.

*Quantitative Business Analysis: Text and Cases*, Irwin/McGraw-Hill, Chicago, (with Robert L. Carraway, Sherwood C. Frey, Jr., and Phillip E. Pfeifer), 1998. Accompanying Instructor's Manual published 1996, 566 pages.

*Modern Decision Making: A Guide to Modeling with Decision Support Systems*, McGraw-Hill, New York, 1985, 300 pages. Accompanying Instructor's Manual published 1985, 229 pages.

*Sample of Refereed Articles*

"Multiplicative Utilities for Health and Consumption," (with Casey Lichtendahl), Decision Analysis, Vol. 9, No. 4, December, 2012, pp. 314-328. [Received the best paper award for 2012 in the *Decision Analysis* journal.]

"Habit formation from Correlation Aversion," (with Casey Lichtendahl and Raul Chao) Operations Research, Vol. 60, No. 3, May-June 2012, pp. 625-637.

"Darden's Luckiest Student: Lessons from a High-Stakes Risk Experiment," Decision Analysis, Vol. 7, No. 4, December 2010, pp. 331-345

"Preferences for Consumption Streams: Scale Invariance, Correlation Aversion, and Delay Aversion Under Mortality Risk," (with Casey Lichtendahl) Operations Research, Volume 58, No. 4, Part 1 of 2, July-August 2010, 985-997. [Runner-up for the 2012 Decision Analysis Publication Award of the Decision Analysis Society of INFORMS, recognizing the best publication in "decision analysis, broadly defined" appearing in 2010.

"A Dialogue Process for Choosing Value-Creating Strategies," (with Michael S. Allen), Interfaces, Nov.-Dec., 1999.

"Perishable-Asset Revenue Management: Generic and Multiple-Price Yield Management with Diversion," (with Lawrence R. Weatherford), Omega, International Journal of Management Science, Vol. 23, No. 2, pp. 173-185, 1995.

"Modeling the Customer Arrival Process and Comparing Decision Rules in Perishable-Asset Revenue Management Situations" (with Lawrence B. Weatherford and Phillip E. Pfeifer), Transportation Science, Vol. 27, No. 3, August 1993.

"A Taxonomy and Research Overview of Perishable-Asset Revenue Management: Yield Management, Overbooking, and Pricing," (with Lawrence B. Weatherford), Operations Research, Vol. 40, No. 5, pp. 831-844, Sept.-Oct. 1992.

"Overbooking Decision Rules," Omega, International Journal of Management Science, (with Phillip E. Pfeifer), Vol. 20, No. 1, 1992.

"Pearson-Tukey Three-Point Approximations vs. Monte Carlo Simulation" (with Phillip E. Pfeifer, and Sherwood C. Frey), Decision Sciences, Vol. 22, No. 1, Winter 1991.

"A Test of Space-Time ARIMA Modeling and Forecasting of Hotel Data" (with Phillip E. Pfeifer), Journal of Forecasting, Vol. 9, pp. 255-272, 1990.

"Spreadsheet Modeling as a Stepping Stone," Interfaces, Sept.-Oct. 1986.

"Three-Point Approximations for Continuous Random Variables," Management Science, May, 1983 (with Donald L. Keefer).

"A New Job for Businessmen: Managing the Company's Environmental Resources," Sloan Management Review, Summer, 1982 (with H.L. Gabel).

"When Should You Go To Court?" Harvard Business Review, May-June, 1981.

"Analysis of Risks to Life and Limb," Operations Research, January-February, 1980.

"A Delegation Process for Combining Individual Utility Functions," Management Science, October, 1979.

"Police Sector Design Incorporating Preferences of Interest Groups for Equality and Efficiency," Management Science, August, 1978.