

Moti Levi

A.B. Freeman School of Business
Tulane University
New Orleans, LA 70118-5669

TEL: (504) 865-5470
FAX: (215) 865-6751
mlevi@tulane.edu

EDUCATION

Ph.D. The Wharton School, University of Pennsylvania, Philadelphia, Pennsylvania [Degree to be awarded in May 2002]

1995-2001 Doctoral Student, Department of Operations and Information Management

- Four-year Fellowship
- Decision Making Fellow
- Doctoral Programs Executive Committee – Student Representative

M.A. The Wharton School, University of Pennsylvania, Philadelphia, Pennsylvania

Fox School of Business, Temple University, Philadelphia, Pennsylvania
1993 – 1995

Doctoral Student, Management Science and Operations Management

- Four-year Fellowship

International Seminar on Rationality, Hebrew University of Jerusalem, Israel
June 1993

B.Sc. School of Mathematics, Tel-Aviv University, Tel-Aviv, Israel
1989 – 1992

B.Sc. in Mathematics and Operations Research

- Several Scholarships
- Chair of Review Committee, Student Government, elected

Dissertation Research

Title: B2B: Supplier Management, Investments in Information Systems, and Codifiability.

- The dissertation was supported by the National Association of Purchasing Managers (NAPM) Doctoral Grant.

Advisor: Prof. Paul R. Kleindorfer, Operations and Information Management, Wharton

Committee:

- Prof. Morris A. Cohen, Operations and Information Management, Wharton
- Prof. Lorin M. Hitt, Operations and Information Management, Wharton
- Prof. Howard Kunreuther, Operations and Information Management, Wharton
- Prof. Dennis Yao, Public Policy and Management, Wharton

Working Papers and Research in Progress

1. Levi Moti. "B2B: Supplier Management and Incentives for Investments in Information Systems," OPIM working paper, The Wharton School.
2. Levi Moti. "B2B: The Optimal Number of Suppliers and Codifiability," OPIM working paper, The Wharton School.
3. Levi M., Kleindorfer, P.R., and Wu, D.J. "Optimal Contract and Spot-Market Mix for Buyers in the Presence of Uncodifiable Transaction Knowledge," Risk Management and Decision Processes Center working paper, The Wharton School.
4. Levi Moti and Lorin M. Hitt. "Empirical Investigation of Supplier Management Strategy and Performance," research in progress.
5. Levi Moti. "The Fallacy of Causality: Inducing Cooperation in the Prisoners' Dilemma," Risk Management and Decision Processes Center working paper, The Wharton School.
6. Levi Moti. "The Lexicographic Bottleneck Assignment and Transportation problems," OPIM working paper, The Wharton School.

Presentations

1. Levi M., Kleindorfer, P.R., and Wu, D.J. "Optimal Contract and Spot-Market Mix for Buyers in the Presence of Uncodifiable Transaction Knowledge," Workshop on Information Systems Economics (WISE), New Orleans, 2001.
2. Levi M., Kleindorfer, P.R., and Wu, D.J. "Optimal Contract and Spot-Market Mix for Buyers in the Presence of Uncodifiable Transaction Knowledge," INFORMS, Miami 2001
3. Levi Moti and Lorin M. Hitt. "Empirical Investigation of Supplier Management Strategy and Performance," INFORMS, Miami 2001.
4. Levi Moti and Kleindorfer, P. R. "Contracting and Codifiability in Supplier Management," INFORMS, Hawaii 2001.
5. Levi Moti.

6. “Supplier Base Management: Selection, Control and Idiosyncratic Investments,”
INFORMS, Fall 1997
7. “The Lexicographic Bottleneck Assignment and Transportation problems,”
INFORMS, Fall 1995

Research Interests

- B2B E-Commerce and Supplier Management
- Investments in Information Systems
- Transaction Knowledge Codifiability
- Relationships in Supply-Chains
- Individual and Organizational Decision Making (Insurance and Mitigation, Low Probability – High Consequences events)
- Game Theory (Competition, Principal-Agent models)

Teaching Experience

A.B. Freeman School of Business, Tulane University

- *2000-2002 Visiting Assistant Professor of E-Commerce and Information Systems*

Co-developed with Geoffrey Parker the M.B.A curriculum for E-Commerce and Information Systems. After I evaluated 15 curriculums of leading universities we formed 3 tracks, Management of Information Systems, E-Commerce, and E-Supply Chain. Management of Information Systems focuses on managing the organization and its information systems and technology. E-Commerce focuses on external (to the firm) activities based on information systems. E-Supply Chain focuses on the effects of information systems on supply chains and related topics.

I have developed three new courses for both MBA and undergraduate:

- *Managing Information Systems*. This course prepares students to manage all aspects related to information technology and systems, from evaluating investments in IT, through aligning the information system strategy with the firm’s business strategy and the firm’s organizational structure, to managing the development process. The course utilizes a combination of frontal lectures and case discussions. Students submit a project that requires taking a real organization and analyzing its IT infrastructure and strategy and suggesting an alternative strategy when required.
- *E-Commerce*. The course has two parts. The first part goes through the technical aspects of Internet and E-Commerce technologies (e.g., data mining, search engines). Students’ projects required them to develop a new application or technology and detail the parts and technologies that would make it feasible. The second part was about economics and strategy of E-Commerce and technology related markets. For this part students had to take their project and analyze its industry and markets.
- *E-Commerce Strategies*. The course is built around the book “Information Rules” by Shapiro and Varian. However, it applies such concepts as positive

feedback to non-information goods industries as well. The course utilized frontal lectures, cases, and “live mini-cases.” Live mini-cases are developments and events taken from news articles that bear on the topics discussed. This feature proved highly popular with students.

The Wharton School, University of Pennsylvania

➤ ***Guest Lecturer***

Decision Processes (BA course), Spring 1999
Decision Processes (BA course), Fall 1999
Decision Processes (BA course), Fall 1998
Decision Processes (Ph.D. course), November 1997

➤ ***Teaching Assistant***

Decision Processes (Ph.D. course), Spring 1999
Decision Processes (BA course), Spring 1999
Decision Processes (BA course), Fall 1999
Supply Chain Management (MBA Course), Spring 1998
Decision Processes (BA course), Fall 1998
Supply Chain Management (MBA Course), Spring 1997
Decision Processes (Ph.D. Course), Fall 1997
Supply Chain Management (MBA Course), Spring 1996
Management Science (MBA Course), Fall 1996

Fox School of Business, Temple University

➤ ***Lecturer***

Operations Management (MBA course), Summer 1995
Operations Management (BA course), Summer 1995

Professional Activities

➤ ***Referee***

Management Science, 2001
Information Systems Research, 2001
International Conference on Information Systems, 2000