



Davis College of Business  
JACKSONVILLE UNIVERSITY



**Marie-Laure Bournol-Potter, Ph.D.**  
Professor of Decision Science and Information Systems  
Davis College of Business AACSB Liaison

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#### EDUCATION

- **Ph.D. in Business Administration**, University of Mississippi, July 2001.  
MAJOR: Production and Operations Management.  
MINORS: Management Information Systems and Mathematics.  
DISSERTATION TITLE: *Nonparametric Frontier Analysis with Multiple Constituencies*.  
ADVISER: J.H. Dulá.
- **Master of Business Administration**, University of Mississippi, August 1997.
- **Bachelor of Business Administration**, University of Mississippi, August 1996.  
MAJOR: International Business.

#### WORK EXPERIENCE

- **Professor of DSIM**, Davis College of Business, Jacksonville University: Summer 2017 to present.
- **Associate Professor of DSIM**, Davis College of Business, Jacksonville University: Summer 2013 to Spring 2017.
- **Assistant Professor of DSIM**, Davis College of Business, Jacksonville University: Spring 2009 to Spring 2013.
- **Assistant Professor of Management**, Haworth College of Business, Western Michigan University: Fall 2003 to Fall 2008.
- **Visiting Assistant Professor in Production and Operations Management**, School of Business, University of Mississippi: Fall 2001 - First Summer Term 2003.
- **Research Assistant**: Fall 1997, Spring 1998, Summer 2000, Fall 2000.
- **Tennis Instructor (EL 141-241)**: Fall 1997, Spring 1998.

## ARTICLES IN PEER-REVIEWED JOURNALS

- Bournol, M.L., J.H. Dulá, D. Retzlaff-Roberts, and N.K. Womer, 2005. “Non-parametric frontier analysis with multiple constituencies,” *Journal of the Operational Research Society*, 56, 3, 252–266.  
doi: <http://dx.doi.org/10.1057/palgrave.jors.2601816>
- Womer, N.K., Bournol, M.L., J.H. Dulá, and D. Retzlaff-Roberts, 2006. “Benefit-cost analysis under multiple constituencies using DEA,” *Annals of Operations Research*, 145, 1, 229–250.  
doi: <http://dx.doi.org/10.1007/s10479-006-0036-5>
- Bournol, M.L. and J.H. Dulá, 2006. “Validating DEA as a ranking tool: an application of DEA to assess performance in higher education,” *Annals of Operations Research*, 145, 1, 339–365.  
doi: <http://dx.doi.org/10.1007/s10479-006-0039-2>
- Bournol, M.L. and J.H. Dulá, 2009. “Anchor points in DEA,” *European Journal of Operational Research*, 192, 2, 668–676.  
doi: <http://dx.doi.org/10.1016/j.ejor.2007.10.034>
- Bournol, M.L., J.H. Dulá, M.P. Estellita, and A.C. Moreira da Silva, 2010. “Enhancing standard performance practices with DEA,” *Omega, The International Journal of Management Science*, 38, 1-2, 33–45.  
doi: <http://dx.doi.org/10.1016/j.omega.2009.02.002>
- Bournol, M.L., J.H. Dulá, P. Rouse, 2012. “Interior point methods in DEA to determine non-zero multiplier weights,” *Computers and Operations Research*, 39, 3, 698–708.  
doi: <http://dx.doi.org/10.1016/j.cor.2011.05.006>
- Bournol, M.L., J.H. Dulá, 2013. “A mathematical model to optimize decisions for climbing in multi-attribute rankings,” *Scientometrics*, 95, 2, 785–796.  
doi: <http://dx.doi.org/10.1007/s11192-012-0844-0>
- Bournol, M.L., J.H. Dulá, 2015 “Technical pitfalls in university rankings,” *Higher Education*, 69, 859–866.  
doi: <http://dx.doi.org/10.1007/s10734-014-9809-y>
- Bournol, M.L., J.H. Dulá, 2016. “The other side of ranking schemes: generating weights for specified outcomes,” *International Transactions in Operational Research*, 23, 655–668.  
doi: <http://dx.doi.org/10.1111/itor.12256>
- Bournol, M.L., J.H. Dulá, “Validating DEA as a rating tool: The case of CMS’s Nursing Home Compare,” submitted to *The European Journal of Operational Research*.

## OTHER PUBLICATIONS

- Bournol, M.L., J.H. Dulá, and N.K. Womer, “Nonparametric performance evaluation with multiple constituencies,” in *Proceedings of the Second Conference on Management and Control of Production and Logistics*, Institut National Polytechnique de Grenoble, France, July 5-8, 2000, Elsevier Science Ltd, Oxford, U.K.

## WORK IN PROGRESS

- Bournol, M.L., J.H. Dulá, “The Recommender’s problem with convex hulls.”
- Bournol, M.L., H. Pordeli, “Employers’ perceptions of online degrees.”

## TEACHING EXPERIENCE

- DSIM 301, “*Business Statistics*”, Jacksonville University. Description: This is an introductory course in statistics and its applications to business. Topics include: descriptive statistics, basic probability concepts, estimation, hypothesis testing, ANOVA and regression. Microsoft Excel is used as a tool throughout the course.
- DSIM 305, “*Quantitative Business Methods*”, Jacksonville University. Description: This course covers a variety of quantitative techniques utilized by managers to enhance decision-making. Topics to be covered are decision theory, forecasting, linear programming, transportation and assignment models, and network models.
- DSIM 350, “*Project and Operations Management*”, Jacksonville University. Description: This course is intended to introduce the student to the activities necessary to produce and deliver goods and services in today’s businesses. Project management will be emphasized as a major technique to plan, schedule and control important projects. Other concepts to be covered include design, total quality management/six sigma, statistical quality control, inventory, facility layout, supply chain management, capacity planning and scheduling. The ability to operate under a variety of constraints is emphasized in the course.
- DSIM 415, “*Management Science*”, Jacksonville University. Description: This course introduces students to the theory and applications of optimization. Optimization can prescribe better decisions instead of just showing insights derived from data. We focus on how these types of analyses help businesses create value and sustain high performance throughout their operations, for both products, and services. A variety of quantitative techniques, which are widely used by managers to enhance decision- making will be covered. Topics to be covered include linear programming and some of its most common applications in manufacturing, transportation, marketing, finance, etc., as well as, integer programming, network optimization models, queuing models, and data envelopment analysis.

- PPOL 531, *“Quantitative Methods and Analysis (2)”*, Jacksonville University. Description: This course covers a variety of quantitative techniques utilized in public policy to enhance decision making. Topics covered include decision theory, forecasting, queuing theory, scheduling, quality, and project management.
- PPOL 698, *“Capstone Project: Research Policy Thesis II (RPTII) (3)”*, Jacksonville University. This course is the second semester of the Research Policy Thesis. In RPTII, students finalize an extensive written thesis on the policy question of their choosing. At the end of the semester, students present the written thesis, and make a formal presentation, to faculty and policymakers. The presentation of the policy thesis includes an emphasis on quantitative, statistical and economic data and analysis, as well as the formal presentation of research, analysis, conclusions and public policy recommendations.
- DSIM 539, *“Advanced Quantitative Methods II”*, Jacksonville University. Description: This is graduate course that covers a variety of quantitative techniques which are widely used by managers to enhance decision-making. Topics include linear programming and applications to linear programming such as the transportation and the assignment models, network optimization problems, decision theory, forecasting and simulation. Microsoft Excel is used as a tool throughout the course.
- DSIM 527, *“Building Business Models”*, Jacksonville University. Description: This is graduate course that introduces business models. The focus is on how businesses create and sustain high performance and value through their operations, products, and services. A variety of quantitative techniques which are widely used by managers to enhance decision-making. Topics to be discussed include linear programming and applications to linear programming such as the transportation and the assignment models, network optimization problems, decision theory, forecasting and simulation. Microsoft Excel is used as a tool throughout the course.
- DSIM 577, *“Management Production and Service Operations”*, Jacksonville University. Description: This is a graduate course that provides students with a broad conceptual framework for evaluating operations management practices in traditional manufacturing firms and service organizations. Concepts, techniques and tools related to the four major decision responsibilities of operations managers (i.e., process, quality, capacity and inventory) are studied and discussed. Emphasis will be on operations strategy, theory of constraints, lean management principles, total quality management, project management, decision analysis, capacity management, inventory management and supply chain management.
- DSIM 725 *“Quantitative Methods for Executive Decision Making (Quantitative Business Analytics I)”*, Jacksonville University. Description: This is a graduate course that exposes students to advanced quantitative and analytical skills. It helps candidates make well-informed, data-driven decisions while considering key objectives, alternatives, constraints, and uncertainty or risk. Students

successfully completing this course will be better equipped to scope quantitative problem sets and be able to recognize when and where quantitative methods should be included in the decision making process. Topics will come from both deterministic and stochastic areas. The course provides tools that can be applied to executive decision-making from both aspects of management science.

- BUS 3750, “*Business Process Productivity*”, Western Michigan University. Description: This is an undergraduate level course about core business operations and their impact on the productivity of functional business areas and, in turn, the entire organization. The techniques for the design, implementation, and innovation of process improvements in business operations, for example, product design, location and capacity decisions, aggregate operations planning, just-in-time systems, supply chain management, statistical process control, and quality function deployment comprise the body of knowledge.
- MGMT 4650, “*Managing for Quality*”, Western Michigan University. Description: This course is an upper level course examining the total quality management (TQM) philosophy. The topics include benchmarking, continuous improvement, employee participation, statistical control charts and quality tools. A detailed discussion of the Deming, Juran and Crosby principles is undertaken. Also, Malcolm Baldrige Award and ISO 9000 certification are examined.
- MGMT 6140, “*Business Process Management*”, Western Michigan University. Description: This a graduate level course. Improving business processes is fundamental to competitive organizations and their significant supply chain partners. Students will be introduced to the increasingly integrated areas of purchasing, operations, and logistics and given an opportunity to examine the fundamental processes that shape business functions. Students will either develop and simulate new systems or improve existing systems within the supply chain of an organization.
- MGMT 372, “*Operations Management I*”, University of Mississippi. Description: This course is an undergraduate level introduction to the field of production and operations management. Much of what is covered has practical application. The subject matter represents a blend of concepts from industrial engineering, cost accounting, general management, quantitative methods, and statistics.
- MGMT 475, “*Operations Management II*”, University of Mississippi. Description: This is an upper level course in operations management. It is a survey course in quantitative models and methods. The scope is broad and it is intended as an introduction for business students to management science.

## PRESENTATIONS IN THE LAST FIVE YEARS

- “Strategies for Climbing in University Rankings,” *INFORMS National Meeting*, Phoenix, AZ, Oct. 17, 2012.
- “Strategies for Climbing in University Rankings,” *Jacksonville University*, Jacksonville, FL, Oct. 25, 2012.
- “Technical Pitfalls in University Rankings,” *Jacksonville University*, Jacksonville, FL, Apr. 22, 2014.
- Technology Committee, Fall 2009 to Spring 2010.
- Faculty Marshal, Fall 2011, Spring 2012, Spring 2013, Fall 2013, Spring 2014, Fall 2014, Spring 2015, Fall 2015, Spring 2016.
- “The Recommender’s Problem with Convex Hulls,” *INFORMS National Meeting*, Houston, TX, Oct. 24, 2017.
- “The Recommender’s Problem with Convex Hulls,” *ISMP*, Bordeaux, France, July, 2018.

## REFEREE ACTIVITIES IN THE LAST FIVE YEARS

- June, 2016 (*Computers of Operations Research*).
- June, 2016 (*Scientometrics*).
- March, 2016 (*European Journal of Operational Research*).
- January, 2016 (*Qatar National Research Fund*).
- February, 2015 (*Int. J. of Information & Operations Management Education*).
- June, 2014 (*Omega, the International Journal of Management Science*).
- June, 2014 (*Computers of Operations Research*).
- May, 2013 (*European Journal of Operational Research*).
- September, 2012 (*European Journal of Operational Research*).

## SERVICE ACTIVITIES AT JACKSONVILLE UNIVERSITY

- Davis College of Business AACSB Liaison, Fall 2016 to present.
- University Core Curriculum Committee, Fall 2014 to present.
- University Strategic Planning Committee, Fall 2015 to Spring 2017.
- DCOB Assessment & Accreditation Coordinator, Fall 2016 to present.
- Chair of the DCOB Assurance, Learning & Accreditation Committee, Fall 2016 to present.
- University Athletic Hall of Fame Committee, Spring 2014 to Spring 2015.
- Chair of the University Faculty Athletic Committee, Fall 2013 to Spring 2014.
- University Faculty Athletic Committee, Fall 2010 to Spring 2014.
- DCOB ad hoc Strategic Planning Committee, May 2018 to present.
- Chair of the Search Committee for a Tenure-Track position in Business Analytics, DCOB, Fall 2013 to Spring 2014.
- University Faculty Chairs Committee, Fall 2013 to Spring 2014.
- Assurance, Learning, and Accreditation Committee, Fall 2010 to present.
- DSIM/Management Committee, Fall 2010 to present.

- Student/Alumni Advisory Committee, Spring 2012 to 2016.
- DCOB Doctorate of Business Administration Feasibility Committee, Fall 2012 to Fall 2013.
- DCOB graduate committee, Fall 2012 to Summer 2015.
- Ad hoc Faculty Excellence Award Committee, Spring 2016
- Ad hoc Faculty Excellence Award Committee, Spring 2012.
- Search Committee for Associate Director & Advisor position, DCOB, Summer 2012.
- Search Committee for DBA Director position, DCOB, May 2013.
- Search Committee for position within DSIM/Management Department, Fall 2010 to Spring 2011.
- Technology Committee, Fall 2009 to Spring 2010.
- Faculty Marshal, Fall 2011, Spring 2012, Spring 2013, Fall 2013, Spring 2014, Fall 2014, Spring 2015, Fall 2015, Spring 2016, Fall 2016, Spring 2017, Fall 2017.

## **COMMUNITY SERVICE**

- Board of Trustees Member, St Mark's Episcopal Day School, May 2016 to present.
- Enrollment Committee, St Mark's Episcopal Day School, August 2017 to present.
- Analytics research about enrollment trends, St Mark's Episcopal Day School, October-December 2017.
- Strategic Planning Committee, St Mark's Episcopal Day School, August 2016 to Summer 2017.
- Volunteered for Rally Day and Family BBQ, St Mark's Episcopal Day School, August 27, 2017.
- Volunteered for Rally Day and Family BBQ, St Mark's Episcopal Day School, August 28, 2016.
- Volunteered for Splash St Mark's Episcopal Day School, April 2016.
- Volunteered to help third graders with their french parts in the school's end of the year play, St Mark's Episcopal Day School, April 2016.
- Stockton Park Cleanup, Mission River Keepers, St Mark's Episcopal Day School, March 19, 2016.
- Attended the Junior Achievement curriculum training, May 1, 2012.
- Attended the Junior Achievement curriculum luncheon during MoneyWise Week, May 8, 2012.
- Taught fifth graders the Junior Achievement curriculum during MoneyWise Week, May 9, 2012.
- Volunteered to work during the Book Fair at St Mark's Episcopal Day School, October 2010 and 2011.
- Guest speaker in sixth graders's French classes at St Mark's Episcopal Day School, January and February 2012.

## **SERVICE ACTIVITIES AT WESTERN MICHIGAN UNIVERSITY**

- Chair of the Ad Hoc Departmental Scholarship Committee, Fall 2006 to Fall 2008.
- ISM (Integrated Supply Management) Program Executive Council, Fall 2003 to Fall 2008.
- College Scholarship Committee, Fall 2004 to Fall 2008.
- Ad Hoc Departmental Scholarship Committee, Fall 2005 to Fall 2008.
- ISM Curriculum Subcommittee, Spring 2007 to Fall 2008.
- Management Curriculum Subcommittee, Fall 2005 to Fall 2008.
- Departmental Executive Council, Fall 2003, Spring 2004; Fall 2006 to Fall 2008.
- Departmental Sabbatical Leave Committee, Fall 2003, Spring 2004.

## **PROFESSIONAL SOCIETIES**

- Institute for Operations Research and Management Science (INFORMS).
- Decision Science Institute (DSI).
- American Society for Quality (ASQ).
- Beta Gamma Sigma.

## **ACADEMIC GRANTS and PROFESSIONAL CERTIFICATIONS**

- March 2, 2012 induction into the Beta Gamma Sigma honor society.
- December 16, 2010 Jacksonville University 2011 Pre-Tenured Faculty Learning Community Grant.
- June 6, 2008 American Society for Quality Six Sigma Green Belt Certification.
- 2014-2015 Faculty Research Grant, Jacksonville University
- 2012-2013 Faculty Research Grant, Jacksonville University
- 2007 and 2008 Professional Development Awards, Jacksonville University

## **GRANTS & AWARDS RECEIVED AT THE UNIVERSITY OF MISSISSIPPI**

- 2000-2001 Graduate Achievement Award.
- Graduate School Spring 2001 Dissertation Fellowship.
- Selected to participate in the INFORMS 2000 Doctoral Colloquium.
- 2000 Summer Research Assistantship from the Graduate School.
- 1996 NCAA Post Graduate Scholarship.

## **TENNIS HONORS RECEIVED AT THE UNIVERSITY OF MISSISSIPPI**

- Hall of Fame, 2003.
- Collegiate All-American in Tennis, 1993-1996.
- ITA South Region Tennis Magazine/Arthur Ashe, Jr. Leadership and Sportsmanship Award, 1996.
- Female Athlete of the Year at the University of Mississippi, 1996.
- SEC Champion, 1992.