

Ioannis (Yannis) Bellos

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ACADEMIC APPOINTMENTS

School of Business, George Mason University

Associate Professor, Information Systems and Operations Management, 2019-present

Assistant Professor, Information Systems and Operations Management, 2012-2019

EDUCATION

Ph.D., Operations Management, Georgia Institute of Technology, 2012

Diploma (M.Sc. Equivalent), Mechanical Engineering, Aristotle University of Thessaloniki, 2006

RESEARCH INTERESTS

Sustainable Operations, Service Operations, Service Design, Sharing and Access Economy, Servicing, Innovative Business Models

RESEARCH

1. Agrawal, V., and I. Bellos, 2017, "The Potential of Servicizing as a Green Business Model," *Management Science*, 63(5), 1545-1562.
 - Runner Up (Second Place), INFORMS ENRE Section Young Researcher Prize, 2014
2. Bellos, I., M. Ferguson, and L. B. Toktay, 2017, "The Car Sharing Economy: Interaction of Business Model Choice and Product Line Design," *Manufacturing and Service Operations Management*, 19(2), 185-201.
 - Selected as featured article
3. Bellos, I., and S. Kavadias, 2019, "When Should Customers Control Service Delivery? Implications for Service Design," *Production and Operations Management*, 28(4), 890-907.
 - Best Student Paper Award (under the title: "The Design Challenges of Experiential Services"), POMS College of Product Innovation and Technology Management, 2012
 - Honorable Mention (under the title: "The Design Challenges of Experiential Services"), INFORMS Service Science Best Student Paper Competition, 2011
4. Bellos, I., and S. Kavadias, 2021, "Service Design for a Holistic Customer Experience: A Process Framework," *Management Science*, 67(3), 1718-1736.

WORK IN PROGRESS

1. Agrawal, V., I. Bellos, and H. Ren, "The Role of Dealer Demonstration in the Adoption of Electric Vehicles," research in progress.
2. Agrawal, V., I. Bellos, and N. Huang, "The Economic and Environmental Implications of Vehicle Age Limits in Ridesharing," research in progress.

3. Agrawal, V., I. Bellos, and G. Feng, “Design of Car Rental Programs for Drivers Offered by a Ridesharing Platform,” research in progress.
4. Xu, L., I. Bellos, V. Agrawal, and B. Greenwood, “Idle Cars are Drivers’ Playthings: An Empirical Analysis of Deadheading in Ridesharing,” research in progress.
5. Bellos, I., and S. Kavadias, “Signaling Quality Through Service Control,” research in progress.

BOOK CHAPTERS

1. Agrawal, V., and I. Bellos, 2016, “Servicizing in Supply Chains and Environmental Implications,” in *Environmentally Responsible Supply Chains: Opportunities and Challenges*, Atasu, A. (Ed.), Springer Series in Supply Chain Management Vol. 3, pp. 109-124.
2. Bellos, I. and M. Ferguson, 2016, “Moving from a Product-Based Economy to a Service-Based Economy for a More Sustainable Future,” in *Sustainable Supply Chains*, Bouchery, Y., T. Tan, J. Fransoo and C. Corbett (Eds.), Springer Series in Supply Chain Management Vol. 4, pp. 355-373.

PEDAGOGICAL MATERIAL (CASE STUDIES)

1. “Saturn VTi: The Continuous Variable Transmission Project,” teaching case developed jointly with B. Jacobs and S. Kavadias.
2. “Entomics: Closing the Loop on Food Waste. R&D and Business Model Challenges,” teaching case under development jointly with S. Kavadias.

TEACHING EXPERIENCE

School of Business, George Mason University

- Executive Education Sessions and Workshops
 - o “Lean thinking,” (synchronous online) Masters in Technology Management, April 2021
 - o “Operational Excellence” (synchronous online), Acquisition Leadership Program Business Acumen-Level III, March 2021
 - o “Vision of the Process” (synchronous online), Leading Transformation in the Print Industry, George Mason University Executive Development and Association for Print Technologies, September 2020
 - o “Value Mapping via Design Thinking,” Masters in Technology Management, February 2020 and March 2021
 - o “Understanding Customer Value,” Senior Vice President for Finance and Administration Retreat, October 2019
- Services and Operations Management (EMBA 638). Core Executive MBA course.
 - o Spring 2016 (4.20/5.0)
- Operations Management (MBA 638). Core MBA course.
 - o Spring 2021 (asynchronous online; 4.71/5.0), Fall 2020 (synchronous online; 4.94/5.0, F2F with social distancing; 4.71/5.0, F2F with social distancing; 4.29/5.0), Summer 2020 (asynchronous online; 4.00/5.0), Fall 2019 (4.73/5.0, 4.57/5.0, 4.69/5.0), Summer 2019 (asynchronous online; 4.50/5.0), Fall 2018 (4.85/5.0, 4.63/5.0, 4.78/5.0), Spring 2018 (4.66/5.0, 4.68/5.0), Spring 2017 (4.87/5.0, 4.71/5.0), Spring 2016 (4.96/5.0, 4.91/5.0), Fall 2015 (4.67/5.0), Fall 2014 (4.58/5.0)

- Operations Management (OM 301/303). Core undergraduate course.
 - o Summer 2020 (4.62/5.0), Spring 2019 (4.62/5.0), Summer 2018 (4.79/5.0), Summer 2016 (4.86/5.0), Fall 2015 (4.62/5.0), Summer 2015 (4.90/5.0), Spring 2015 (4.72/5.0, 4.91/5.0), Fall 2014 (4.50/5.0), Spring 2014 (4.67/5.0, 4.54/5.0), Fall 2013 (4.91/5.0, 4.83/5.0), Spring 2013 (4.87/5.0, 4.84/5.0), Fall 2012 (4.60/5.0, 4.45/5.0)

Judge Business School, University of Cambridge

- Operations Management (MBA15). Core MBA course.
 - o Easter 2020 (synchronous online; 3 sections; 4.05/5.0)

Scheller College of Business, Georgia Institute of Technology

- Operations Management (MGT 3501). Core undergraduate course.
 - o Spring 2012 (4.58/5.0), Fall 2011 (4.71/5.0), Spring 2011 (4.90/5.0), Spring 2010 (4.70/5.0)

AWARDS AND HONORS

- Nominated for the 2021 George Mason University Teaching Excellence Award, George Mason University, 2020
- George Mason University “Thank a Teacher” Recognition, 2020
- Faculty of the Year, MBA Classes of 2017 and 2020, School of Business, George Mason University, 2017 and 2020
- Dean’s Scholar Award in recognition of outstanding contributions in research, teaching, and service, School of Business, George Mason University, 2020
- Faculty Outstanding Service Award, School of Business, George Mason University, 2020
- Nominated for the Outstanding Contributions to Teaching Award, School of Business, George Mason University, 2015 and 2017.
- Nominated for the Career Connection Faculty Award, George Mason University, 2016
- INFORMS ENRE Section Young Researcher Prize, Runner Up (Second Place) for “The Potential of Servicizing as a Green Business Model,” 2014
- Best Student Paper Award for “The Design Challenges of Experiential Services,” POMS College of Product Innovation and Technology Management, 2012
- Finalist for the Georgia Tech CETL/BP Outstanding Graduate Instructor Award, 2012
- INFORMS Service Science Section Best Student Paper Competition, Honorable Mention for “The Design Challenges of Experiential Services,” 2011
- Georgia Institute of Technology “Thank a Teacher” Program Certificate, 2011

INVITED SEMINARS

- Lee Kong Chian School of Business, Singapore Management University, September 2021
- Fisher College of Business, The Ohio State University, February 2021
- Darden School of Business, University of Virginia, May 2018
- Carroll School of Management, Boston College, April 2018
- Scheller College of Business, Georgia Tech, April 2018
- McDonough School of Business, Georgetown University, April 2018

- University College London School of Management, March 2018
- Questrom School of Business, Boston University, February 2018
- George Washington University School of Business, October 2017
- Panel on Servicizing, Closed-Loop Supply Chains Workshop, Kelley School of Business, Indiana University, October 2017
- Judge School of Business, University of Cambridge, March 2013
- IESE Business School, University of Navarra, February 2012
- Carlson School of Management, University of Minnesota, February 2012
- Laurier School of Business & Economics, Wilfrid Laurier University, February 2012
- George Mason University School of Business, January 2012
- Isenberg School of Management, UMass Amherst, January 2012

ONLINE MENTIONS

- “Doing More with Less. Talking Sustainability with B4BW Affiliate Faculty Yannis Bellos,” School of Business News, George Mason University, April 12, 2021.
- “Car Sharing Could Change How We Get Around” Lifewire, January 21, 2021.
- “How Does Car Sharing Interact with Sustainable Product Design?” Scheller News, Georgia Tech Scheller College of Business, August 18, 2019.
- “George Mason School of Business Faculty Organize Conference on Sustainable Operations,” School of Business News, George Mason University, July 18, 2019.
- “This is why I let my customers run my business,” Cambridge Network, July 18, 2017.
- “Car Sharing Economy: Interaction of Business Model Choice and Product Line Design,” Shared Mobility, July 9, 2017.
- “From the Car sharing Economy to how to Approach a Research Partnership?” Research and Grants eNews, School of Business, George Mason University, June 2, 2017.
- “INFORMS ICMYI, Author Spotlight,” INFORMS, March 2017.
- “Car Sharing is Smart Business for Manufacturers and the Environment,” School of Business News, George Mason University, October 19, 2016.
- “Innovative Business Models May Lead to More Sustainable Operations,” News at Mason, George Mason University, January 9, 2015.

PROFESSIONAL ACTIVITIES AND SERVICE

Reviewer Service

- NSF Grant Review Panel, 2020
- Referee for *Management Science*, *Manufacturing and Service Operations Management*, *Production and Operations Management*, *Journal of Industrial Ecology*, *Decision Sciences*, *Service Science*, *Journal of Operations Management*, *Energy Efficiency*, *International Journal of Sustainable Transportation*, and *Annals of Operations Research*
- MSOM Sustainable Operations SIG Conference, 2013, 2017, 2018

Service in Professional Organizations

- Judge, MSOM Student Paper Competition, 2019-2020
- Co-Chair, 2017 and 2018 POMS College of Sustainable Operations Student Paper Competition
- VP Outreach & Awards, POMS College of Sustainable Operations, 2016-2018
- Judge, POMS College of Sustainable Operations Student Paper Competition, 2015 and 2021

Conference Organizing

- Program and Conference Co-organizer: 2020 Early-Career Sustainable Operations Workshop, 2019 POMS College of Sustainable Operations Mini-conference
- Conference Track Co-Chair: POMS 2017 Environmental Operations Management Track
- Conference Session Chair: POMS 2021 (Innovative Business Models in the Sharing Economy), INFORMS 2020 (Emerging Topics in Service Operations), POMS 2019 (Business Models in the Sharing Economy), POMS 2018 (Operational Challenges of Service Organizations), INFORMS 2017 (Topics on Service Design), POMS 2016 (Operational Challenges of Socially Responsible Organizations), INFORMS 2015 (Green Business Models), POMS 2015 (Innovation in Services), INFORMS 2014 (Green Business Models and Strategies), POMS 2014 (Innovation in Service Design and Development, Servicizing and Green Business Models), POMS 2013 (New Service Design and Development)

School/University Committees and Activities

- Member, School of Business Dean Reappointment Review Committee, George Mason University, Spring 2021
- Mentor, Impact Fellows Program, Business for a Better World Center, School of Business, George Mason University, Spring 2021-Present
- Affiliated Faculty, Business for a Better World Center, School of Business, George Mason University, 2020-Present
- Affiliated Faculty, Institute for a Sustainable Earth, George Mason University, 2020-Present
- Panelist, Promotion Tenure and Renewal Panel, Faculty Mentoring Communities Program, George Mason University, February 2020
- Member, ISOM Annual Evaluation Committee, School of Business, George Mason University, 2019-Present
- Member, Graduate Programs Admissions Committee (GPAC), School of Business, George Mason University, 2018-Present
- Member, Strategic Planning and Maintenance Accreditation Committee (SPC), School of Business, George Mason University, 2018-Present
- Member, PhD Program Committee, School of Business, George Mason University, 2018-Present
- Member, ISOM Recruiting Committee (Tenure-track Faculty), School of Business, George Mason University, 2012-2013; 2017-2018; 2018-2019; 2019-2020
- Member, ISOM Recruiting Committee (Term/Adjunct Faculty), School of Business, George Mason University, 2014-2015; 2015-2016; 2017-2018; 2018-2019
- Organizer, ISOM Seminar Series, School of Business, George Mason University, 2018-2019
- Participating Faculty, Conservation 3.0 Curriculum Convening, George Mason University, December 2018

- Participating Faculty, Sustainability Institute Faculty Charrette, George Mason University, November 2018
- Member, Steering Group for the Conservation 3.0 Curriculum (Conservation X Labs) Program, George Mason University, 2018
- Co-organizer, ISOM Seminar Series, School of Business, George Mason University, 2017-2018
- Chair, Outstanding Student in ISOM Selection Committee, School of Business, George Mason University, 2017-2018
- Member, Graduate Programs Sub-committee, School of Business, George Mason University, 2016-2017
- Faculty Fellow, Collaboration for Faculty Excellence in Teaching and Research (CFETR) program, George Mason University, 2016-2017
- Faculty Mentor, Bachelor of Individualized Studies (BIS), George Mason University, 2012-2013 (Advisee: Bobbi Grayson, Streamlining Supply Chain Management in a Matrix Structured Organization); 2016-2017 (Advisee: Dale Helm, Sustainable Logistics as a Source of Competitive Advantage in Remote Locations)
- Member, Gunston Scholars Selection Committee, School of Business, George Mason University, 2013-2014

PROFESSIONAL DEVELOPMENT

- 2 Day Mindshop: Deep Dive in Design Thinking, Online, March 2020
- Student Centered Learning Case Teaching and Beyond, University of Virginia, The Darden School Foundation-Executive Education, Arlington VA, June 2018
- MBA Course ReDesign Academy, George Mason University, Fairfax VA, Spring 2018

CONFERENCE PRESENTATIONS

Stearns Center for Teaching and Learning, Innovations in Teaching & Learning conference, Fairfax, VA, September 2018

- "Splitting Group Assignments for Individual Accountability."

INFORMS Conference, Houston, TX, October 2017

- "When Should Customers Control Service Delivery? Implications for Service Design."

INFORMS Conference, Nashville, TN, November 2016

- "Allocating Customer Control in Service Processes."

2nd Annual Workshop on Sustainable Supply Chain Management, Raleigh, NC, February 2016

- "To Sell and To Provide? The Economic and Environmental Implications of the Auto Manufacturer's Involvement in the Car Sharing Business"

INFORMS Conference, Philadelphia, PA, November 2015

- "The Design of Multi-stage Service Processes."
- "The Implications of the Auto Manufacturer's Involvement in the Car Sharing Business."
- "The Potential of Servicizing as a Green Business Model."

POMS Conference Washington, DC, May 2015

- "The Design of Multi-stage Services."

- “The Potential of Servicizing as a Green Business Model.”

GaTech-Scheller Sustainable Operations Workshop, Atlanta, GA, February 2015

- “The Potential of Servicizing as a Green Business Model”

INFORMS Conference, San Francisco, CA, November 2014

- “To Sell and to Provide? The Implications of the Auto Manufacturer’s Involvement in Car Sharing.”

POMS Conference Atlanta, GA, May 2014

- “A Framework for Service Design.”
- “The Potential of Servicizing as a Green Business Model.”

Product and Service Innovation Conference, Park City, UT, February 2014

- “A Framework for Service Design.”

INFORMS Conference, Minneapolis, MN, October 2013

- “To Sell and to Provide? The Implications of the Auto Manufacturer’s Involvement in Car Sharing.”

MSOM Sustainable Operations SIG, Fontainebleau, France, July 2013

- “To Sell and to Provide? The Implications of the Auto Manufacturer’s Involvement in the Car Sharing Business.”

POMS Conference Denver, CO, May 2013

- “To Sell and to Provide? The Implications of the Auto Manufacturer’s Involvement in the Car Sharing Business.”
- “The Design of Multi-Stage Service Processes.”

INFORMS Conference, Phoenix, AZ, October 2012

- “The Design Challenges of Experiential Services.”
- “To Sell and to Provide? A Comparison of Selling and Membership.”

MSOM Service SIG New York, NY, June 2012

- “The Design Challenges of Experiential Services.”

POMS Conference Chicago, IL, April 2012

- “To Sell and to Provide? The Implications of the Auto Manufacturer’s Involvement in the Car Sharing Business.”
- “The Implications of the Customer-Provider Interactions on the Design of Services.”
- “The Design Challenges of Experiential Services.”

INFORMS Conference, Charlotte, NC, November 2011

- “Challenges in New Service Design and Development.”
- “To Sell and to Provide? A Comparison of Selling and Membership.”

MSOM Conference, Annual Meeting, Ann Arbor, MI, June 2011

- “The Design Challenges of Experiential Services.”

QUIS 12, The 12th International Research Symposium on Service Excellence In Management, Ithaca, NY, June 2011

- “Designing Experiential Services: The Customer Journey Perspective.”

POMS Conference, Reno, NV, May 2011

- “Managing Service Encounters Over Time.”

INFORMS Conference, Austin, TX, November 2010

- “Designing Experiential Services: The Customer Journey Perspective.”

Grand Challenge in Service, Cambridge, UK, September 2010

- “Designing Experiential Services: The Customer Journey Perspective.”

POMS Conference, Vancouver, BC, Canada, May 2010

- “To Sell or To Provide? A Comparison of Selling and Membership.”

- “Designing Experiential Services: The Customer Journey Perspective.”

POMS Conference, Orlando, FL, May 2009

- “To Sell or To Provide? A Comparison of Selling and Membership.”

PROFESSIONAL AFFILIATIONS

- School of Business Business for a Better World Center (BBWC)
- Mason Institute for a Sustainable Earth (ISE)
- Institute for Operations Research and Management Science (INFORMS)
- The Manufacturing and Service Operations Management Society (MSOM)
- Production and Operations Management Society (POMS)
- Alliance for Research on Corporate Sustainability (ARCS)

PROFESSIONAL EXPERIENCE

- Greek Armed Forces, Signal Corps, Cryptography Unit, 08/2006-08/2007
- Euroconsultants S.A., Thessaloniki, Greece, 09/2005-07/2006