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ACADEMIC APPOINTMENTS AND PROFESSIONAL HISTORY

Costello College of Business, George Mason University

Director of Master of Business Administration (MBA) Program, 2021-present

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

Dean's Scholar, 2019-2022

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

Office of the Provost, George Mason University

Distinguished Faculty Mentor for Faculty Affairs and Development, 2021-2022

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.
 - Winner, INFORMS Technology, Innovation Management & Entrepreneurship Section (TIMES) Best Paper Award, 2022
 - Runner Up (Second Place), INFORMS Energy, Natural Resources, and the Environment (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 tile: "The Design Challenges of Experiential Services"), POMS College of Product Innovation and Technology Management, 2012
 - Honorable Mention (under the tile: "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.

5. Lu, Y., I. Bellos, B. Greenwood, and L. Huang, 2023, “Is IT That You Can’t Learn, Or You Won’t Learn? Technology-Enabled Monitoring and Heterogeneity in Sales Performance,” invited for second round review at *Manufacturing and Service Operations Management*.
6. Agrawal, V., I. Bellos, and H. Ren, 2023, “The Role of Dealer Demonstration in the Adoption of Electric Vehicles,” invited for second round review at *Production and Operations Management*.
7. Feng, G., I. Bellos, and D. Ji, 2023, “Expanding Platform Capacity through Asset Rental Programs: Design and Implications,” under revision.

WORK IN PROGRESS

1. Agrawal, V., I. Bellos, and N. Huang, 2024, “Understanding the Impact of Ride-hailing on the Primary and Secondary Car Sales Markets: The Role of Platform Vehicle Age Limits,” research in progress.
2. 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.
3. Bellos, I., H. Ren, and M. Ferguson, 2023, “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, *second edition forthcoming*.

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 “Business and Process Excellence,” Acquisition Leadership Program Business Acumen-Level III, December 2022 and October 2023
- o “Business and Process Excellence,” Chief Data and Analytics Officer Program, January 2023
- o “Operational Acumen,” Metrostar: Business Acumen for Project Managers Program, October 2022
- o “Lean thinking,” (synchronous online) Masters in Technology Management, April 2021 and 2022
- o “Operational Excellence” (synchronous online), Acquisition Leadership Program Business Acumen-Level III, March 2021, and January 2022

- “Vision of the Process” (synchronous online), Leading Transformation in the Print Industry, George Mason University Executive Development and Association for Print Technologies, September 2020 and October 2021
- “Value Mapping via Design Thinking,” Masters in Technology Management, February 2020, March 2021 and 2022
- “Understanding Customer Value,” Senior Vice President for Finance and Administration Retreat, October 2019
- Environmentally Sustainable Operations (MBA 797-002). Elective MBA course.
 - Spring 2023 [4.89/5.0], Spring 2022 [4.98/5.0]¹
- Operations Management (MBA 638). Core MBA course.
 - Spring 2022 [asynchronous online; 4.44/5.0], Spring 2021 (asynchronous online; 4.71/5.0),² 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)
- Services and Operations Management (EMBA 638). Core Executive MBA course.
 - Spring 2016 (4.20/5.0)
- Operations Management (OM 301/303 & OSCM 303). Core undergraduate course.
 - Summer 2023 (4.75/5.0), Summer 2020 (asynchronous online; 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.
 - 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.
 - 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

- INFORMS Technology, Innovation Management & Entrepreneurship Section (TIMES) Best Paper Award for “The Potential of Servicizing as a Green Business Model,” 2022
- Nominated for the 2021 and 2023 George Mason University Teaching Excellence Award, George Mason University, 2020, and 2022
- Distinguished Mentor, Faculty Mentoring Communities (FMC) program, George Mason University, Fall 2021-Spring 2022
- Faculty of the Year, MBA Classes of 2017, 2020, and 2021, School of Business, George Mason University, 2017, 2020, and 2021

¹As of Spring 2022, the values reflect the mean of Items 10-20 on the Student Instructional Rating System Report; full reports available upon request.

²The values reflect the mean of Item 15 on the Student Instructional Rating System Report; full reports available upon request.

- Nominated for the Outstanding Contributions to Teaching Award, School of Business, George Mason University, 2015, 2017, and 2021.
- George Mason University “Thank a Teacher” Recognition, 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 Career Connection Faculty Award, George Mason University, 2016
- INFORMS Energy, Natural Resources, and the Environment (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
- Volgenau School of Engineering (SEOR-CEIR joint seminar), George Mason 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

- “Mason teaches MBA, graduate students about environmentally sustainable operations,” The Latest from Mason, April 13, 2022.
- “Electric Vehicles Footprints May Not Currently Be As Clean As Some Assume,” Forbes, October 11, 2021.
- “3 Potential Speed Bumps To Biden’s 50% Electric Vehicle Goal,” Law360, August 9, 2021.
- “GM and Shell Will Give You Free Electricity for Your Electric Car,” Autoweek, June 30, 2021.
- “Are Electric Cars Really Green?” Mic.com, April 19, 2021.
- “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

- 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*, *Annals of Operations Research*, and *National Science Foundation (ad hoc)*.
- MSOM Technology, Innovation, and Entrepreneurship SIG Conference, 2023
- MSOM Sustainable Operations SIG Conference, 2013, 2017, 2018, 2022
- MSOM Interface of Finance, Operations, and Risk Management SIG Conference, 2022
- NSF Grant Review Panel, 2020

Service in Professional Organizations

- Judge, POMS Service Operations Management College Student Paper Competition, 2023
- Judge, POMS Product Innovation and Technology Management (PITM) College Student Paper Competition, 2023

- Judge, MSOM Student Paper Competition, 2019-2023
- Judge, POMS College of Sustainable Operations Student Paper Competition, 2015 and 2021-2023
- Co-Chair, 2017 and 2018 POMS College of Sustainable Operations Student Paper Competition
- VP Outreach & Awards, POMS College of Sustainable Operations, 2016-2018

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 2023 and 2022 (Emerging Topics in Sustainable Operations), INFORMS 2021 (Emerging Topics in Technology Management), 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)

PhD Student Advising

- Rachel Stewart (committee member), Department of Environmental Science and Policy, College of Science, George Mason University, Thesis Proposal: *The Potential of Microgrid Technologies for Climate Mitigation in the City of Pittsburgh; The Case of Acrisure Stadium*, 2023.
- Ramji Venkatachari (committee member), Department of Environmental Science and Policy, College of Science, George Mason University.

School/University Committees and Activities

- Senator, Faculty Senate, George Mason University, Fall 2023-Present
- Member, Faculty Development and Evaluation Committee (FDEC), School of Business, George Mason University, Fall 2023-Present
- Member, Building Internal Core Team, School of Business, George Mason University, Fall 2022-Present
- Member (voting), Graduate Council, George Mason University, Spring 2022-Present
- Member, ISOM Annual Evaluation Committee, School of Business, George Mason University, 2019-Present
- Member (ex officio), Graduate Programs Committee, School of Business, George Mason University, Fall 2021-Present
- Member, Research Misconduct Inquiry Committee, George Mason University, Spring 2022
- Distinguished Mentor, Faculty Mentoring Communities (FMC) program, George Mason University, Fall 2021-Spring 2022
- Member, Promotion and Tenure (Level 1) Committee, School of Business, George Mason University, Fall 2021 and Fall 2022
- Member, School of Business Dean Reappointment Review Committee, George Mason University, Spring 2021

- Affiliated Faculty, Institute for a Sustainable Earth, George Mason University, 2020-Present
- Mentor, Impact Fellows Program, Business for a Better World Center, School of Business, George Mason University, Spring 2021-2023
- Affiliated Faculty, Business for a Better World Center, School of Business, George Mason University, 2020-2023
- Panelist, Promotion Tenure and Renewal Panel, Faculty Mentoring Communities Program, George Mason University, February 2020
- Member, PhD Program Committee, School of Business, George Mason University, 2018-2021
- Member, Graduate Programs Admissions Committee (GPAC), School of Business, George Mason University, 2018-2021
- Member, Strategic Planning and Maintenance Accreditation Committee (SPC), School of Business, George Mason University, 2018-2021
- 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

- Leadership Legacy Program (Cohort 13), George Mason University, Fairfax VA, 2022-2023
- 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

POMS Conference, Orlando, FL, May 2023

- “Understanding the Impact of Ride-hailing on the Primary and Secondary Car Sales Markets: The Role of Platform Vehicle Age Limits.”

2022 PRME North America Biennial Meeting, Arlington, VA, April 2022

- “Engaging students through sustainability curricula.”

Stearns Center for Teaching and Learning, Innovations in Teaching & Learning conference, Fairfax, VA, September 2021

- “Drawing on Students’ Work Experience to Facilitate In-Class and Out-Of-Class Learning” (on-demand video presentation).

MSOM Sustainable Operations SIG, Bloomington (synchronous online), IN, June 2021

- “The Role of Dealer Demonstration in the Adoption of Electric Vehicles.”

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

- 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)

PROFESSIONAL EXPERIENCE

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