

**Kevin F. McCardle**

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Professor McCardle joined the faculty of UCLA Anderson in 1999, after serving on the faculty at the Fuqua School of Business at Duke University from 1985. Beginning in 2007, he served a three-year term as Senior Associate Dean and Director of the MBA Program at Anderson, during which time he had oversight of admissions, student services, academics, and career services. While working on his PhD degree, McCardle was employed full time as a mathematical analyst at RAND, Hughes Aircraft and then TRW.

His research interest is in mathematical models of decision making, more specifically the role of information and risk attitudes in decisions that are made sequentially or competitively. His research has been funded by the NSF and by Chevron. He has been an Associate Editor at *Operations Research*, *Management Science*, and *Decision Analysis*. He currently serves as Area Editor for the Decision Analysis Area at *Operations Research*.

His primary teaching responsibility has been to make the core course, Data and Decisions, palatable to MBA students. For that effort, he won the Chrysler Core Teaching Award at Fuqua in 1998, the Citibank Teaching Award at UCLA Anderson in 2004, and the Neidorf Decade Teaching Award at UCLA Anderson in 2009. For his Anderson related service, he won the Clay La Force Faculty Leadership Award in 2014.

Professor McCardle serves as chair of the board of directors of St. Joseph Center, the largest independent provider of social and educational services to working poor and homeless families and individuals on the west side of Los Angeles. He received the UCLA Ann Rosenfeld Distinguished Community Partnership Prize in 2006 for his work with St. Joseph Center.

**Education**

Ph.D. Mathematics, 1985, UCLA  
M.A. Mathematics, 1985, UCLA  
B.S. Mathematics, 1977, Marquette University

## Professional Journal Articles Published:

1. McCardle, K.F., "Information Acquisition and the Adoption of New Technology," *Management Science*, 31, 1372-1389 (1985). ([link](#))
2. Lippman, S.A. and McCardle, K.F., "Dropout Behavior in R&D Races with Learning," *RAND Journal of Economics*, 18, 2, 287-295 (1987). ([link](#))
3. Mamer, J.W. and McCardle, K.F., "Uncertainty, Competition, and the Adoption of New Technology," *Management Science*, 33, 2, 161-177 (1987). ([link](#))

4. Lippman, S.A. and McCardle, K.F., "Does Cheaper, Faster, or Better Imply Sooner in the Timing of Innovation Decisions?," Management Science, 33, 8, 1058-1064 (1987). ([link](#))
5. Lippman, S.A., Mamer, J.W. and McCardle, K.F., "Comparative Statics in Non-Cooperative Games via Transfinitely Iterated Play," Journal of Economic Theory, 41, 2, 288-303 (1987). ([link](#))
6. Lippman, S.A. and McCardle, K.F., "Preemption in R&D Races," European Economic Review, 32, 1661-1669 (1988). ([link](#))
7. McCardle, K.F. and Winkler, R.L., "All Roads Lead to Risk Preference: A Turnpike Theorem for Conditionally Independent Returns," Journal of Financial and Quantitative Analysis, 24, 13-28 (1989). ([link](#))
8. Nau, R.F. and McCardle, K.F., "Coherent Behavior in Noncooperative Games," Journal of Economic Theory, 50, 424-444 (1990). ([link](#))
9. Lippman, S.A., McCardle, K.F. and Rumelt, R.P., "Heterogeneity Under Competition," Economic Inquiry, 29, 774-782 (1991). ([link](#))
10. Lippman, S.A. and McCardle, K.F., "Uncertain Search: A Model of Search Among Technologies of Uncertain Values," Management Science, 37, 11, 1474-1490 (1991). ([link](#))
11. Nau, R.F. and McCardle, K.F., "Arbitrage, Rationality and Equilibrium," Theory and Decision, 31, 199-240 (1991). ([link](#))
12. McCardle, K.F. and Winkler, R.L., "Repeated Gambles, Learning, and Risk Aversion," Management Science, 38, 807-818 (1992). ([link](#))
13. McCardle, K.F., "Strategic Uncertain Search," Economics Letters, 38, 49-53 (1992). ([link](#))
14. McCardle, K.F. and Viswanathan, S., "The Direct Entry versus Takeover Decision and Stock Price Performance Around Takeovers," Journal of Business, 67, 1-43 (1994). ([link](#))
15. Mazzola, J.B. and McCardle, K.F., "A Bayesian Approach to Managing Learning Curve Uncertainty," Management Science, 42, 680-692 (1996). ([link](#))
16. Lippman, S.A. and McCardle, K.F., "The Competitive Newsboy," Operations Research, 45, 1, 54-65 (1997). ([link](#))
17. Mazzola, J.B. and McCardle, K.F., "The Stochastic Learning Curve: Optimal Production in the Presence of Learning-Curve Uncertainty," Operations Research, 45, 3, 440-450 (May-June 1997). ([link](#))
18. Smith, J.E. and McCardle, K.F., "Valuing Oil Properties: Integrating Option Pricing and Decision Analysis Approaches," Operations Research, 46, 2, 198-217 (March-April 1998). ([link](#))
19. Smith, J.E. and McCardle, K.F., "Options in the Real World: Lessons Learned in Evaluating Oil and Gas Investments," Operations Research, 47, 1, 1-15 (January-February 1999). ([link](#))
20. Smith, J.E. and McCardle, K.F., "Structural Properties of Stochastic Dynamic Programs," Operations Research, 50, 5, 796-809 (September-October 2002). ([link](#))
21. Lippman, S.A. and McCardle, K.F., "Comparative Statics of Cell Phone Plans," Operations Research Letters, 31, 63-65 (2003). ([link](#))
22. McCardle, K.F., Rajaram, K. and Tang, C.S., "Advance Booking Discount Programs Under Retail Competition," Management Science, 50, 5, 701-708 (May 2004). ([link](#))
23. Lippman, S.A. and McCardle, K.F., "Sex, Lies, and the Hillblom Estate: A Decision Analysis," Decision Analysis, 1, 3, 149-166 (September 2004). ([link](#))
24. McCardle, K.F., Rajaram, K. and Tang, C.S., "Bundling Retail Products: Models and Analysis," European Journal of Operational Research, 177, 1197-1217 (2007). ([link](#))
25. Cho, S-H. and McCardle, K.F., "The Adoption of Multiple Dependent Technologies," Operations Research, 57, 1, 157-169, (January-February 2009). ([link](#))

26. McCardle, K.F., Rajaram, K., and Tang, C.S., "A Decision Analysis Tool for Evaluating Fundraising Tiers," Decision Analysis, 6, 1, 4-13, (March 2009). ([link](#))
27. Cho, S-H., McCardle, K.F., and Tang, C.S., "Optimal Pricing and Rebate Strategies in a Two-Level Supply Chain," Production and Operations Management, 18, 4, 426-446, (July-August 2009). ([link](#))
28. Farzinnia, N. and McCardle, K.F., "Bayesian Updating with Confounded Signals," Communications in Statistics: Theory and Methods, 39, 956-972, (2010). ([link](#))
29. Kwon, H-J., Lippman, S.A., McCardle, K.F., and Tang, C.S., "Project Management Contracts with Delayed Payments" Manufacturing & Service Operations Management, 12, 4, 692-707 (Fall, 2010). ([link](#))
30. Lippman, S. and McCardle, K.F., "Embedded Nash Bargaining: Risk Aversion and Impatience," Decision Analysis, 9, 1, 31-40 (March, 2012). ([link](#))
31. Bikhchandani, S. and McCardle, K.F. "Behavior-based Price Discrimination by a Patient Seller," B. E. Journal of Theoretical Economics (June 2012). ([link](#))
32. Lippman, S.A., McCardle, K.F., and Tang, C.S., "Using Nash Bargaining to Design Project Management Contracts under Cost Uncertainty," International Journal of Production Economics, 145, 199-207, (July 2013).
33. McCardle, K.F., Tsetlin, I., and Winkler, R.L., "When to Abandon a Research Project and Search for a New One," Operations Research, (Forthcoming 2017).

Working Papers:

34. Jahandideh, H., McCardle, K.F., and Rajaram, K., "Production Campaign Planning under Learning and Decay," under review (November 2017)
35. Jahandideh, H., McCardle, K.F., Ward, J., and Balestrieri, F., "Dynamic Network Revenue Management for a Cloud Provider Hosting Interactive Applications," under review (August 2017).
36. Yoo, O.S. and McCardle, K.F., "The Valuator's Curse or the Entrepreneur's Boon: Decision Analysis of Post-IPO-Launch Disappointment," (Sept 2017).
37. Jahandideh, H., McCardle, K.F., and Tang, C.S., "Resource Allocation and Revenue Management for Managing the Production of Age-Based Products," (Sept 2017).