
BIOGRAPHICAL SKETCH

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NAME Rakesh Kumar Sarin	POSITION TITLE Professor in Decisions, Operations, and Technology Management ; Paine Chair in Management
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EDUCATION/TRAINING (Begin with baccalaureate or other initial professional education, such as nursing, include postdoctoral training and residency training if applicable.)

INSTITUTION AND LOCATION	DEGREE (if applicable)	MM/YY	FIELD OF STUDY
M.R. Engineering College, Tamil Nadu, India	BE	06/69	Mechanical Engineering
Indian Institute of Management, India	MBA	06/71	Management
University of California, Los Angeles, CA	MS	06/73	Management
University of California, Los Angeles, CA	PhD	06/75	Management

Positions and Honors

Work Experience:

- 1972-75 UCLA, Graduate Research Assistant
- 1975-76 Indian Institute of Management, Assistant Professor
- 1976-77 Woodward Clyde Consultants, Decision Analyst
- 1977-79 Purdue University, Assistant Professor
- 1987-90 Professor, IBM Research Professor, Duke University

UCLA Faculty Appointment:

- Assistant Professor, Step IV o/s, 7/1/79
- Associate Professor, Step I o/s, 7/1/81
- Associate Professor, Step II o/s, 7/1/82
- Associate Professor, Step III, 7/1/83
- Professor, Step I, 7/1/85
- Professor, Step III, 7/1/89
- Paine Chair in Management, 7/1/90
- Professor, Step IV, 7/1/91
- Professor, Step V, 7/1/93
- Professor, Step VI, 7/1/96
- Professor, Step VII, 7/1/99
- Professor, Step VIII, 7/1/02
- Professor, Step IX, 7/1/05
- Professor, Above Scale, 7/1/09

Special Appointments:

- 1. National Science Foundation, Panel Member, Decision, Risk, and Management Science, 1992-94.

Community Service Activities:

- 1. Co-Director, International Students' Orientation Program, UCLA, 1973.

Other Public Service Activities:

- 1. President, India Club, UCLA, 1974.

Awards and Honors:

- a) Commendations, Honors, Foreign Decorations, Honorary Degrees:
 - 1. Government of India Merit Scholarship, 1965-71.
 - 2. Ford Foundation Fellowship, 1971-75.
 - 3. Honorable mention certificate, students' paper competition, ORSA/TIMS Conference, Chicago, May 1975.
 - 4. Winner, American Institute of Decision Sciences Doctoral Dissertation Competition, 1976.
 - 5. Best Paper award by the Academy of Marketing Science on a paper based on items e)20 and e)23 in Journal Articles Published, 1983.
 - 6. UCLA Neidorf "Decade" Teaching Award, 2000.
 - 7. Honorable Mention, Decision Analysis Best Publication Award on a paper based on items e)55 in Journal Articles Published, 2005.
 - 8. Distinguished Alumni Award, Malviya National Institute of Technology, Jaipur, India, 2006.

9. LaForce Faculty Leadership Award, 2007.
10. EMBA Best Teacher Award, 2008.
11. Ramsey Medal, INFORMS – Decision Analysis, 2009.
12. Elected Fellow of Institute for Operations Research and the Management Sciences, 2012

b) Contracts, Grants, Fellowships:

1. Project team member for NSF contract grant NSF/PRA 79-10804 “Alternative Risk Management Policies for state and local government” (David Okrent, principal investigator, Engineering UCLA), 1979-81.
2. Project Team Member for ONR Grant, “Multidimensional Analysis of Preferences and Decisions,” 1980-81.
3. Co-principal Investigator for EPA project, \$98,500 “Health Risk Assessment,” 1981-82.
4. Principal Investigator, ONR Grant, \$34,000 “Theoretical Investigation of Preference Models,” 1982-84
5. Principal Investigator, NSF Grant, \$82,000, “Foundations of Risk Analysis: Theoretical and Empirical Investigation,” 1984-86.
6. Principal Investigator, ONR Grant, \$30,000, 1987.
7. Principal Investigator, NSF grant, \$119,000, 1988-89.
8. Principal Investigator, NSF grant, \$106,404, 1990-92.
9. Principal Investigator, NSF Grant, \$121,467, 1993-95.

Professional Activities:

a) Membership in Scholarly and Professional Societies:

1. The Institute of Management Sciences, 1976-
2. Operations Research Society of America, 1976-
Council Member of ORSA Special Interest Group on Decision Analysis, 1984-87.
Program Co-Chairman, ORSA/TIMS National Meeting, Los Angeles, 1986.
3. American Institute of Decision Sciences, 1979-81.
4. American Economic Association, 1979-
5. American Association for the Advancement of Science, 1979-
6. Council Member of ORSA Special Interest Group on Decision Analysis, 1984-87.
7. Organized conference on “Risk: Axiomatics, Models, and Applications,” Lake Arrowhead, June 1986.
8. Organized conference in honor of Elwood S. Buffa, 1991.
9. Decision Analysis, Special Interest Group, Nominating Committee Chair, 1994.

b) Editorial Service:

1. McGraw Hill and Pergamon Press, NSF proposals and books, Reviewer, 1978, 1979.
2. Operations Research, Referee (six or more papers a year), 1979-
3. Management Science, Referee (six or more papers a year), 1979-
Associate Editor, 1981-
Editor, dedicated issue on Risk Analysis for Societal Problems, April 1984.
4. Journal of Mathematical Psychology, Mathematics of Operations Research, Decision Sciences, Behavioral Science, Implementation of Management Science, Canadian Journal of Operational Research, IEEE Transactions on SMC, Journal of Economic Theory, Econometrica, Referee, 1979-
5. Mathematical Reviews, Reviewer, Responsible for reviewing papers in the area of “Utility Theory,” 1981-
6. Naval Research Logistic Quarterly, Associate Editor, Special Issue on Multiple Criteria Decision Making, 1986-87.
7. Decision Analysis, Editorial Board, 2001- Editor-In-Chief, 2013-.
8. Management Science, Department Editor, 2012-.

c) Consultative or Similar Service to Civic, State or National Governmental Agencies:

1. Consultant, Lawrence Livermore Laboratories, 1978.
2. Research Proposal Evaluation, National Science Foundation, 1979.
3. Consultant, Environmental Protection Agency, 1980.
4. Consultant, ONR Project on Evaluation of Asbestos Hazard, 1980.
5. Consultant, ONR Project, 1981.
6. Consultant, NSF Project, 1983.
7. Consultant, Argonne Laboratories, 1984.
8. Consultant, Environmental Protection Agency, 1985-88.
9. Scientific Panel, Management and Disposal of California’s Low-Level Radioactive Waste, 2000.

d) Other Consultative Activity:

1. Consultant, William O’Neill and Co., 1974.
2. Consultant, Woodward Clyde Consultants, 1977-85.
3. Consultant, NL Industries, 1982.
4. Consultant, Butcher Polish Company, 1988.
5. Consultant, Pacific Gas and Electric, 1996-97.
6. Testimony, Cohon and Gardner Law Firm, 2000.

Research in Progress:

1. Laws of Experienced Utility.

2. Consumer Choice and Market Equilibrium.

Publications:

a) Books:

1. Buffa, E.S. and Sarin, R.K., Modern Production/Operations Management, Eighth Edition, Wiley, 834 pp., 1987.
2. Sarin, R.K. (Ed.), Perspectives in Operations Management: Essays in Honor of Elwood S. Buffa, Kluwer Academic Publishers, 493 pp., 1993.
3. Baucells, M. and Sarin, R., Engineering Happiness, University of California Press, March 2012.
Printed in another language as Baucells, M. and Sarin, R., La Formula de la Felicidad, Planeta, April 2012.

b) Chapters in Books (selected):

1. Sarin, R.K., "A Decision Analysis Approach for Coordinating Design, Manufacturing, and Marketing in New Product Decisions," 189-208 in Perspectives in Operations Management: Essays in Honor of Elwood S. Buffa, Sarin, R.K. (Ed.), Kluwer Academic Publishers, 1993.
2. Sarin, R.K., "Models of Equity in Public Risk," 279-291 in Psychological Perspectives on Justice: Theory and Applications, Mellers, B. and Baron, J. (Eds.), Cambridge University Press, 1993.
3. Sarin, R.K. and Wakker, P.P., "Gains and Losses in Nonadditive Expected Utility," 16 pp. in Foundations of Uncertainty and Risk, Machina, M. and Munier, B. (Eds.), Kluwer Academic Publishers, 1995.
4. Sarin, R.K., "Multiattribute Utility Theory," 8 pp. in Encyclopedia of Operations Research and Management Science, 1995.
5. Sarin, R.K., "Decision Analysis for Private and Public Sector Decisions," 249-257 in Applied Decision Analysis, Giron, F.J. (Ed.), Kluwer Academic Publishers, 1998.
6. Sarin, R.K., "A Social Decision Analysis of the Earthquake Safety Problem: The Case of Existing Los Angeles Buildings," 129-157 in Mitigation and Financing of Seismic Risks: Turkish and International Perspectives, Kleindorfer, P.R. and Sertel, M.R. (Eds.), NATO Science Series, Kluwer Academic Publishers, 2001 (same as item 21e, with an update).
7. Chow, C.C. and Sarin, R.K., "Social Comparison Effects in Decisions Under Uncertainty," 67-84 in Changing Models, Rossi, G. (Ed.), Levrotto and Bella, 2005.
8. Sarin, R.K., "Value Function," and "Utility Function," in Encyclopedia of Quantitative Risk Analysis and Assessment, Wiley Publishing, 2008.
9. Baucells, M. and Sarin, R.K., "Does More Money Buy You More Happiness?," 199-226 in Decision Modeling and Behavior in Complex and Uncertain Environments, Kugler, T., Smith, J.C., Connolly, T. and Son, Y.-J. (Ed.), Springer Verlag, 2008.
10. Baucells, M. and Sarin, R.K., "Optimizing Happiness," 249-273 in A Long View of Research and Practice in Operations Research and Management Science, Sodhi, M.S. and Tang, C.S. (Ed.), Springer, 2010.

c) Professional Journal Articles Published (selected):

1. Sarin, R.K. and Wakker, P.P., "Dynamic Choice and NonExpected Utility," Journal of Risk and Uncertainty, 17, 87-119, 1998.
2. Sarin, R.K. and Wakker, P.P., "Cumulative Dominance and Probabilistic Sophistication," Mathematical Social Sciences, 40, 191-196, 2000.
3. Chow, C.C. and Sarin, R.K., "Comparative Ignorance and the Ellsberg Paradox," Journal of Risk and Uncertainty, 22, 2, 129-139, 2001.
4. Chow, C.C. and Sarin, R.K., "Known, Unknown, and Unknowable Uncertainties," Theory and Decision, 52, 127-138, 2002.
5. Baucells, M. and Sarin, R.K., "Group Decisions with Multiple Criteria," Management Science, 49, 8, 1105-1118, August 2003.
6. Abramson, C., Currim, I.S. and Sarin, R.K., "An Experimental Investigation of the Impact of Information on Competitive Decision Making," Management Science, 51, 2, 195-207, 2005.
7. Langer, T., Sarin, R.K. and Weber, M., "The Retrospective Evaluation of Payment Sequences: Duration Neglect and Peak-and-End Effects," Journal of Economic Behavior and Organization, 58, 1, 157-175, September 2005.
8. Baucells, M. and Sarin, R.K., "Satiation in Discounted Utility," Operations Research, 55, 1, 170-181, January-February 2007.
9. Baucells, M. and Sarin, R.K., "Evaluating Time Streams of Income: Discounting What?," Theory and Decision, 63, 2, 95-120, September 2007.
10. Keller, L.R., Sarin, R.K. and Souderpandian, J., "An Examination of Ambiguity Aversion: Are Two Heads Better Than One?," Judgment and Decision Making, 2, 6, 390-397, 2007.
11. Baucells, M. and Sarin, R.K., "Predicting Utility under Satiation and Habit Formation," Management Science, 56, 2, 286-301, February 2010.
12. Wieland, A. and Sarin, R.K., "Domain Specificity of Sex Differences in Competition," Journal of Economic Behavior and Organization, 83, 1, 151-157, June 2012.

d) Professional Journal Articles Accepted:

1. Davis, B., Currim, I.S. and Sarin, R.K., "Reference Dependence and Conjoint Analysis," Review of Marketing Science, in press, 2012.

g) Professional Journal Articles Submitted:

2. Baucells, M. and Sarin, R.K., "Determinants of Experienced Utility: Laws and Implications," Quarterly Journal of Economics, July 2012.

e) Conference Proceedings Published:

1. Sarin, R.K. and Nair, K., "Solar Electric Market Penetration," Proceedings of the International Solar Energy Society, Solar World Conference, Orlando Florida, June 6-9, 1977.

f) Book Reviews:

1. Review of Experiments on Decisions Under Risk, Schomaker, P., in Engineering Economist, 1982.
2. Review of Multiple Attribute Decision Making, Hwang, C.L. and Yoon, K., in Mathematical Reviews, 1982.

g) Reports:

1. Sarin, R.K., et al., "A Strategic Evaluation Plan for the Office of Criminal Justice Planning of California," contributed a chapter on Evaluation of Evaluation Plan, a five year evaluation of California, Evaluation Planning Group, Political Science Department, UCLA, 1974.
2. Sarin, R.K., et al., "Environmental Assessment Methodology: Solar Power Plant Applications," contributed Chapter 4 and Appendices C, D, and E, Electric Power Research Institute, under grant number RP551 to Woodward Clyde Consultants, 1977.
3. Sarin, R.K. and Nair, K., "Uranium Fuel Price and Availability Analysis," Baltimore Gas and Electric Company, 1977.
4. Sarin, R.K., "Energy Storage Systems for Automobile Propulsion," study on Evaluation of Technical Uncertainty in Storage Systems, Lawrence Livermore Laboratory, UCR1-52303, December 1977.
5. Sarin, R.K., Anttonen, E., Kirkwood, C.W. and Rothstein, S., "Selection of Materials for Pre-Conceptual Design Studies for the Basalt Borehole Plugging Program," 1979.
6. Sarin, R.K., et al., "Alternative Risk Management Policies for State and Local Government," contributed Chapter 4 and one of the two case studies, 1982.
7. Sarin, R.K., Keeney, R.L., Keller, L.R., Sicherman, A. and Winkler, R.L., "Analysis of Alternative National Ambient Carbon Monoxide Standards," 1982.
8. Sarin, R.K., Keeney, R.L. and Winkler, R.L., "Preliminary Comments on Lead Exposure," 1984.

h) Working Papers:

1. Wieland, A. and Sarin, R.K., "Gender Differences in Risk Aversion: When and Why?," 2012.
2. Baucells, M. and Sarin, R.K., "Happiness and Time Allocation," 2008.
3. Yoo, S. and Sarin, R.K., "Role of Perception in Consumer Choice and Equilibrium Market Demand," 2012.

Other Creative Activity:

a) Cases:

1. "Topanga Gas and Electric," 1976.
2. "Minutes to Survival," 1976.
3. "Don't Bother Me, I Can't Cope," 1976.
4. "Constrained Company," 1979.

5. Live-Cases:

A Live-Case is a real life problem situation faced by a company.

It consists of a written description, data, and personal presentation of the problem by the executives of the company.

i) Rostone Corporation, 1978.

ii) Purdue National Bank, 1978.

iii) Xerox Computing Center, 1979.

iv) General Telephone Company, 1980.

b) Other:

1. Preface in the Special Issue of Management Science on Risk Analysis for Societal Problems, 30, 4, April 1984.