

# Jeremy J. Kovach

Neeley School of Business  
Texas Christian University  
TCU Box 298530  
Fort Worth, TX 76129

j.j.kovach@tcu.edu  
Cell: (404) 626-0671  
Office: (817) 257-6260

---

## ACADEMIC AND INDUSTRY EXPERIENCE

---

- 2015 – Present Neeley School of Business, Texas Christian University, Fort Worth, TX  
Assistant Professor
- 2014 – 2015 Kenan-Flagler Business School, The University of North Carolina, Chapel Hill  
Visiting Lecturer
- 2009 – 2014 Scheller College of Business, Georgia Institute of Technology, Atlanta, GA  
Graduate Research Assistant and Doctoral Candidate
- 2002 – 2009 Barricks Mfg, Gadsden, AL  
2003 - 2009 Operations and Product Development Manager  
2002 - 2003 Plant Manager
- 1999 – 2002 General Electric Lighting Systems, Hendersonville, NC (a division of GE Lighting)  
2001 - 2002 Six Sigma Black Belt  
2000 - 2001 Design Leader  
1999 - 2000 Design Engineer

---

## EDUCATION

---

- Georgia Institute of Technology, Atlanta, Georgia  
Ph.D. in Operations Management, 2014
- University of Tennessee, Knoxville  
M.S. in Mechanical Engineering, 1999  
B.S. in Mechanical Engineering, 1998

---

## RESEARCH AND TEACHING INTERESTS

---

Cross-functional Project Management, New Product Development, Operations Strategy, Incentive Structures, Management of Technology, Closed Loop Supply Chains

---

## PUBLICATIONS

---

- Kovach, J., M. Hora, A. Manikas, and P. Patel (2015), "Firm Performance in Dynamic Environments: The Role of Operational Slack and Operational Scope," *Journal of Operations Management*. Vol. 37, July, pp. 1-12.

---

## WORKING PAPERS

---

- Kovach, J., and S. Kavadias, "Focused or Flexible Targets? How Organizational Design Influences the Definition of Success for Innovation," under revision for resubmission to *Management Science*.

Kovach, J., A. Atasu, and S. Banerjee, "Sales Force Management for Remanufactured Products," under revision for resubmission to *Management Science*. Finalist for 2013 INFORMS ENRE student paper competition.

#### RESEARCH IN PROGRESS

---

Kovach, J., I. Bellos, and V. Agrawal, "Coordinating the Servicizing Supply Chain"

Kovach, J., "Marketing and Engineering: Strategic Substitutes or Complements for Innovation?"

Kovach, J., and K. Ramachandran, "Market Experimentation Through Product Design"

#### PEDAGOGICAL MATERIAL (CASE STUDIES)

---

"Innovation at Cooper Lighting 2.0: Continuous Improvement of the Innovation Process," Georgia Institute of Technology teaching case developed jointly S. Kavadias

#### AWARDS

---

- OM Division Chan Hahn Best Paper Award, Academy of Management (2013)
- GE Lighting Competitiveness Award

#### TEACHING EXPERIENCE

---

Instructor

- Supply Chain Management (INSC 30313). TCU. Fall 2015.
- Logistics and Transportation (INSC 40313). TCU. Fall 2015.
- Logistics and Transportation (INSC 70610). TCU. Fall 2015.
- Project Management (MBA710). UNC, Chapel Hill. Fall 2014 & Spring 2015.
- Operations Management (BUSI 403). UNC, Chapel Hill. Fall 2014 & Spring 2015.
- Operations Management (MGT 3501). Georgia Tech. Spring 2012 & Fall 2013.

#### CONFERENCE PRESENTATIONS

---

INFORMS Annual Meeting, San Francisco, CA, 2014

"Focused or Flexible Targets? How Organizational Design Influences the Definition of Success"

POMS Annual Conference, Atlanta, GA 2014

"Sales Force Compensation for Remanufactured Products"

"Success is in the Eye of the Beholder: How Organizational Structures Influence the Definition of Success"

INFORMS Annual Meeting, Minneapolis, MN, 2013

"Implementing Innovation Strategy: The Effects of Organizational Structure and Project Scope"

"Sales Force Compensation for Remanufactured Products"

"Firm Performance in Dynamic Environments: The Role of Operational Slack and Operational Flexibility".

Academy of Management Annual Meeting, Lake Buena Vista, FL, 2013

"Firm Performance in Dynamic Environments: The Role of Operational Slack and Operational Flexibility" – selected for inclusion in the Best Paper Proceedings

MSOM, Fontainebleau, France, 2013

“The Organizational Antecedents of Project Definition”

4<sup>th</sup> Conference on Enhancing Sales Force Productivity, Muenster, Germany, 2013

“Sales Force Compensation for Remanufactured Products”

Darden & Judge Entrepreneurship and Innovation Research Conference, Charlottesville, VA, 2013

“Implementing Innovation Strategy: The Effects of Organizational Structure and Project Scope”  
(poster session)

POMS Annual Conference, Denver, CO, 2013

“Project Scope and Incentives in New Product Development”

“Sales Force Compensation for Remanufactured Products”

“Firm Performance in Dynamic Environments: The Role of Operational Slack and Operational Flexibility”

INFORMS Annual Meeting, Phoenix, AZ, 2012

“Incentives for Uncertain Product Development: Team Based or Functional?”

“Sales Force Incentives for New and Remanufactured Products”.

POMS Annual Conference, Chicago, IL, 2012

“Stakeholder Commitment: Product Development with Uncertainty”

INFORMS Annual Meeting, Charlotte, NC, 2011

“Stakeholder Coordination: Product Development with Uncertainty”

POMS Annual Conference, Reno, NV, 2011

“The Bargaining Nature of Product Specification: Implications from Cross-Functionality”

#### PROFESSIONAL AFFILIATIONS

---

- Institute for Operations Research and Management Science (INFORMS)
- The Manufacturing and Service Operations Management Society (MSOM)
- Production and Operations Management Society (POMS)

#### PATENTS

---

- Kovach, J. and K. Lane. 2002, *Ballast housing for lighting fixture*, US Patent D460209
- Kovach, J. and G. Steinberg. 2004, *HID lamp with collapsible reflector*, US Patent 6688757
- Kovach, J. and K. Lane. 2004, *High intensity discharge lighting fixture*, US Patent D493558
- McManic, E., Kovach, R., and Kovach, J. 2011, *Modular Case Goods and Components*, US Patent Pending 20110115351
- McManic, E., Kovach, R., and Kovach, J. 2012, *Modular Cabinet*, US Patent D672989