

Abdullahel Bari  
**Fall 2010 - Fall 2022**  
Associate Professor  
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#### Contact Information

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#### Current Position

Current Academic Rank: Associate Professor

#### Degrees

2010	D.B.A., Management, Louisiana Tech University, Louisiana
2007	M.B.A., Louisiana Tech University
2001	Doctor of Engineering, Mechanical Engineering, Louisiana Tech University, Ruston, Louisiana, United States Dissertation: Experimental Investigation of Flow and Heat Transfer Characteristics of R-134A in Microchannels.

#### Work Experience

##### **2020 - Ongoing**

Associate Professor of Management, The University of Texas at Tyler, Tyler, Texas, United States

##### **2014 - 2020**

Assistant Professor of Management, The University of Texas at Tyler, Tyler, Texas

##### **2012 - 2014**

Assistant Professor of Management, Wiley College, Marshall, Texas

##### **2011 - 2012**

Assistant Professor of Management, Northwestern State University of Louisiana, Natchitoches, Louisiana

##### **2010 - 2011**

Assistant Professor of Quantitative Methods, Troy University, Atlanta, Georgia

##### **2008 - 2010**

Assistant Professor of Management, Northwestern State University of Louisiana, Natchitoches, Louisiana

#### Scholarly Contributions and Creative Productions

##### **Journal Article**

Completed/Published

Mesak, H., Bari, A., & Ellis, S. (2020). Optimal dynamic marketing-mix policies for frequently purchased products and services versus consumer durable goods: A generalized analytic approach. *European Journal of Operational Research*, 280(2), 764-777.

Bushardt, S. C., Young, M., & Bari, A. (2018). Transitioning to Management: Challenges and Opportunities for the Millennial Generation. *Journal of Business Diversity (JBD)*, 20(3).

- Mesak, H., Bari, A., & Blackstock, R. (2016). On the robustness and strategic implications of a parsimonious advertising-inventory competitive model with extensions to pricing competition. *International Journal of Production Economics*, 180, 38–47.
- Mesak, H., Bari, A., & Lian, Q. (2015). Pulsation in a competitive model of advertising-firm's cost interaction. *European Journal of Operational Research*, 246(3), 916–926.
- Mesak, H., Bari, A., Luehfling, M., & Han, F. (2015). On Modeling the Advertising-Operations Interface under Asymmetric Competition. *European Journal of Operational Research*, 240(1), 278–291.
- Mesak, H., Bari, A., Babbin, B., Birou, L., & Jurkus, A. (2011). Optimum Advertising Policy over Time for Subscriber Service Innovations in the Presence of Service Cost Learning and Customers' Disadoption. *European Journal of Operational Research*, 211(3), 642–649.

## Presentation

### Completed/Published

- Mesak, H., Bari, A., & Ellis, S. (2019, November). *Optimal Dynamic Marketing-mix Policies for Frequently Purchased Products and Services Versus Consumer Durable Goods*. 50th Annual Meeting of the Decision Sciences Institute. New Orleans, LA.
- Bushardt, S. C., Young, M., & Bari, A. (2017, Autumn). *Transitioning to Management: Challenges and Opportunities for Millennials*. 48th Annual Meeting of the Decision Sciences Institute Washington D.C.
- Bari, A. (2017, May). *Inventory model for deteriorating items with advertising sensitive demand under inflation and time discounting*. 8th Annual Meeting of the European Decision Sciences Institute Granada, Spain.
- Astakhova, M., & Bari, A. (2016, August). *A systems view of person-environment fit: Examining the effect of fit configurations on job satisfaction*. Academy of Management Conference
- Bari, A., & Mesak, H. I. (2015, Autumn). *On comparative statics of an inventory model for deteriorating items with advertising- and stock-dependent demand*. 46th Annual Meeting of the Decision Sciences Institute. Seattle, Washington, USA: Decision Sciences Institute.
- Byun, K.-A., & Bari, A. (2015, Autumn). *Effect of advertising policy on advertising spending efficiency* 46th Annual Meeting of the Decision Sciences Institute. Seattle, Washington, USA: Decision Sciences Institute.
- Mesak, H., & Bari, A. (2014, November). *On the Robustness of a Parsimonious Competitive Model of the Advertising-Inventory Interface*. 45th Annual Meeting of the Decision Sciences Institute Tampa, FL.

## Proceedings

### Completed/Published

- Mesak, H., & Bari, A. (2018). Optimal Marketing-mix Strategies for Subscription Services. In *49th Annual Meeting of the Decision Sciences Institute*. Chicago, IL.
- Mesak, H. I., Bari, A., & Blackstock, R. (2017). Dynamic marketing-mix policies for subscription services: some theoretical and empirical results. In *48th Annual Meeting of the Decision Sciences Institute* Washington D.C., USA.
- Mesak, H. I., Bari, A., & Blackstock, R. (2016). Equilibrium Analysis of an Advertising-Inventory-Pricing Competitive Model. In *47th Annual Meeting of Decision Sciences Institute* Austin, TX: DSI.
- Mesak, H., & Bari, A. (2013). A Symmetric Model of Inventory-Advertising Competition: Some theoretical and empirical results. In *44th Annual Meeting of the Decision Sciences Institute*(pp. 664090:1-13). Baltimore, MD.
- Mesak, H., Bari, A., & Lian, Q. (2012). An Examination into the Advertising-Production Interface: Some Theoretical, Numerical and Empirical Results. In *43rd Annual Meeting of the Decision Sciences Institute* (pp. 10601–10612). San Francisco, CA.
- Mesak, H., & Bari, A. (2011). Changing Competitive Conditions and Inventory-Advertising Strategies: Theory and Evidence. In *42nd Annual Meeting of the Decision Sciences Institute*(pp. 821–826). Boston, MA.
- Bari, A., Mesak, H., & Swimberghe, K. R. (2011). Why the Bass Diffusion Model May Not Work For New Subscriber Services. In *Advances in Marketing/Association of Collegiate Marketing Educators*(p. 1). Houston, Texas.
- Bari, A. (2010). Optimum Dynamic Advertising Policy for Subscriber Service Innovations. In *41st Annual Meeting of the Decision Sciences Institute* (pp. 761–766). San Diego, CA.

## Grants

## **Funded - In Progress**

Development of Inventory Models for Items with Stochastic Demand, Funded by College of Business, UT Tyler (May 15, 2017), awarded February 20, 2017 (**\$10,000.00**), Funded - In Progress, Summer 2017, PI Abdullahel Bari