

DR. TAMMY DREZNER

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**ACADEMIC
POSITIONS**

College of Business and Economics
California State University, Fullerton - 1991 – present

EDUCATION

Ph.D. Urban, Technological, and Environmental Planning, University of Michigan (1993).
Dissertation Title: Competitive Facility Location – Unequally Attractive Facilities.

MUP Urban Planning, University of Michigan (1981).

B.A. Sociology, McMaster University, Canada (1978).

**RESEARCH
INTERESTS**

Competitive Facility Location, Logistical Planning including the location of competing retail facilities; Emergency and Disaster Preparedness Planning, evacuation and rescue operations.

**PUBLICATIONS
IN REFEREED
JOURNALS**

Single Authored Publications:

1. **Drezner Tammy**, "Derived Attractiveness of Shopping Malls," *IMA Journal Of Management Mathematics*, accepted for publication.
2. **Drezner Tammy**, "Location of Casualty Collection Points," *Environment and Planning C: Government and Policy*, Vol. 22 (6), 899-912 (2004).
3. **Drezner Tammy**, "Competitive Facility Location," *Encyclopedia of Optimization*, (2001).
4. **Drezner Tammy**, "Location of Multiple Retail Facilities with a Limited Budget," *Journal of Retailing and Consumer Services*, Vol. 5, 173-184 (1998).
5. **Drezner Tammy**, "Competitive Facility Location in the Plane," a chapter in *Facility Location: A Survey of Applications and Methods*, pp. 285-300 (1995).
6. **Drezner Tammy**, "Optimal Continuous Location of a Retail Facility, Facility Attractiveness, and Market Share: An Interactive Model,"

Journal of Retailing, Vol. 70, pp. 49-64 (1994).

7. **Drezner Tammy**, "Locating a Single New Facility Among Existing, Unequally Attractive Facilities," *Journal of Regional Science*, Vol. 34, pp. 237-252 (1994).
8. **Drezner Tammy**, Book review of *Equilibrium Facility Location on Networks*, by T.C. Miller, T.L. Friesz, and R.L. Tobin, Springer-Verlag, 1996.

Co-authored Publications:

9. **Drezner Tammy**, Z. Drezner and S. Salhi, "A Multi-Objective Heuristic Approach for The Casualty Collection Points Location Problem," *Journal of Operational Research Society*, in press.
10. **Drezner Tammy** and Z. Drezner, "Genetic Algorithms: Mimicking Evolution and Natural Selection in Optimization Models," in Y. Bar-Cohen (Ed.), *Biomimetics: Mimicking and Biologically Inspired Technology*," CRC Press, in press.
11. **Drezner Tammy** and Z. Drezner, "Gender-Specific Genetic Algorithms," *Information Systems and Operation Research*, accepted for publication.
12. **Drezner Tammy** and Z Drezner, "The Gravity p-median Model," *European Journal of Operations Research*, accepted for publication.
13. **Drezner Tammy** and Z. Drezner, "Finding the Optimal Solution to the Huff Based Competitive Location Model". *Computational Management Science*, Vol. 1 No. 2, pp. 193-208 (2004).
14. Drezner Zvi, G. Wesolowsky and **T. Drezner**, "The Gradual Covering Problem," *Naval Research Logistics*, Vol. 51, pp. 841-855 (2004).
15. **Drezner Tammy** and Z. Drezner, "Retail Facility Location Under Changing Market Conditions," *IMA Journal of Management Mathematics*, Vol. 13, pp. 283-302 (2002).
16. **Drezner Tammy** and Z. Drezner, "Validating the Gravity-Based Competitive Location Model Using Inferred Attractiveness," *Annals of Operations Research*, Vol. 111, pp. 227-237 (2002).
17. **Drezner Tammy**, Z. Drezner and S. Salhi, "Solving the Multiple Competitive Facilities Location Problem", the *European Journal of Operational Research*, Vol. 142, 138-151, (2002).

18. **Drezner Tammy**, Z. Drezner and S. Shiode, "A Threshold Satisfying Competitive Location Model," *Journal of Regional Science*, Vol. 42, No. 2, 287-299 (2002).
19. **Drezner Tammy** and H.A. Eiselt, "Retail Location and Consumer Behavior," a book chapter in *Location Theory: Applications and Theory*, pp. 151-178 (2002).
20. **Drezner Tammy** and Z. Drezner, "A Note on Applying the Gravity Rule to the Airline Hub Problem," *Journal of Regional Science*, Vol. 41, No.1, 67-73 (2001).
21. **Drezner Tammy** and Z. Drezner "Inferring Attractiveness of Shopping Malls," *Communications of the Operations Research Society of Japan*, Vol. 45, 444-451 (2000).
22. **Drezner Tammy** and Z. Drezner, "Location of Retail Facilities in Anticipation of Future Competition," *Location Science*, Vol 6, 155-173 (1998).
23. **Drezner Tammy**, Z. Drezner, and G.O. Wesolowsky "On the Logit Approach to Competitive Facility Location," *Journal of Regional Science*, 313-327 (1998).
24. Drezner Zvi and **Tammy Drezner**, "Applied Location Models," a book chapter in *Modern Methods for Business Research*, G.A. Marcoulides (Ed.), LEA, (1998).
25. **Drezner Tammy**, and Z. Drezner, "Replacing Discrete Demand with Continuous Demand in a Competitive Facility Location Problem," *Naval Research Logistics*, 44, 81-95 (1997).
26. **Drezner Tammy**, Z. Drezner, and H. A. Eiselt, "Consistent and Inconsistent Rules in Competitive Facility Choice," *The Journal of the Operational Research Society*, 47, 1494-1503 (1996).
27. **Drezner Tammy**, and Z. Drezner, "Competitive Facilities: Market Share and Location with Random Utility," *Journal of Regional Science*, Vol. 36, pp. 1-15 (1996).
28. **Drezner Tammy**, and Z. Drezner "A Note on a Binomial Test of Model Fit," *Structural Equation Modeling*, Vol. 2, pp. 144-145 (1995).
29. O'Rourke B., Bade R. and **Tammy Drezner** "Trauma Triage: A Nine Year Experience," *Annals of Emergency Medicine*, Vol. 21, pp. 680-687 (1992).

**CONFERENCE
PROCEEDINGS**

1. "Gender-Specific Genetic Algorithms", *Proceedings of the Western Decision Science Institute conference*, Vancouver, Canada, March 2005, 411-413.
2. "The Gradual Covering Problem," *Proceedings of the 33rd Annual meeting of the Decision Sciences Institute*, San Diego, CA, November 2002, 1583-1588.
3. "A Threshold Satisfying Competitive Location Model," *Proceedings of the 32nd National DSI meeting*, San Francisco, CA, November 2001, 285-287.
4. "On the Attractiveness of Shopping Malls" *Proceedings of the 29th Western DSI Conference*, Kapalua, Maui, Hawaii, April, 2000, 766-768.
5. "Methods for Comparing the attractiveness of Shopping Centers," *Proceedings of the 29th National DSI meeting*, Las Vegas, November, 1998, Vol. II, 1090-1092.
6. "A Comparison Between Various Approaches for the Calculation of Market Share," *Proceedings of the 26th Western DSI Conference*, 677-679, Kamuela, Hawaii, March, 1997.
7. "Location of Retail Facilities Under Conditions of Uncertainty," *Proceedings of the 25th Western DSI conference* 354-356, Seattle, WA, April 1996.
8. "Location of Multiple Retail Facilities with a Limited Budget," *Proceedings of the 24th Western DSI Conference*, 491-493, San Francisco, CA, April 1995.

**CONFERENCE
PRESENTATIONS**

1. "Casualty Collection Points – Number and Population Covered," paper to be presented at the 34th Western Decision Science Institute Annual meeting in Waikoloa, Hawaii, April 2006 (**invited paper**).
2. "Location with Acceleration-Deceleration Distance," paper to be presented at the National INFORMS conference, San Francisco, California, November 2005 (**invited paper**).
3. "Gender-Specific Genetic Algorithms", paper presented at the Western Decision Science Institute conference, Vancouver, Canada, March 2005 (**refereed paper**).
4. "Multiple Facilities Location in the Plane Using The Gravity Model," paper presented at the National INFORMS conference, Denver, Colorado,

October 2004 (**invited paper**).

5. "The Gradual Covering Problem," paper presented at the 33rd Annual meeting of the Decision Sciences Institute, San Diego, CA, November 2002 (**refereed paper**).
6. "Location of Casualty Collection Points," paper presented at the ISOLDE (International Symposium On Locational Decisions) IX Conference, Fredericton, New Brunswick, Canada, June 2002 (**invited paper**).
7. "The Gradual Covering Problem," paper presented at the ISOLDE (International Symposium On Locational Decisions) IX Conference, Fredericton, New Brunswick, Canada, June 2002 (**invited paper**).
8. "A Threshold Satisfying Competitive Location Model," paper presented at the National DSI meeting, San Francisco, CA, November 2001 (**refereed paper**).
9. "A Threshold Satisfying Competitive Location Model," paper presented at the *European Working Group on Locational Analysis*, Barcelona, Spain, December 2000 (**invited paper**).
10. "A Threshold Satisfying Competitive Location Model," paper presented at the INFORMS National Conference, San Antonio, Texas, November 2000 (**invited paper**).
11. "On the Attractiveness of Shopping Malls" Paper presented at the Western DSI meeting, Kapalua, Maui, Hawaii, April, 2000 (**refereed paper**). **Paper nominated for "Best Paper of the Conference" award.**
12. "Assessing the Attractiveness of Retail facilities," paper presented at the ISOLDE (International Symposium on Locational Analysis) VIII Conference, Coimbra, Portugal, June 1999 (**invited paper**).
13. "Applying the Gravity Rule to the Airline Hub Problem," paper presented at the ISOLDE (International Symposium on Locational Analysis) VIII Conference, Coimbra, Portugal, June 1999 (**invited paper**).
14. "Methods for Comparing the attractiveness of Shopping Centers," paper presented at the National DSI meeting, Las Vegas, November, 1998 (**refereed paper**).
15. "A Comparison Between Various Approaches for the Calculation of Market Share," paper presented at the 26th Western DSI Conference, Kamuela, Hawaii, March, 1997 (**refereed paper**).

16. "Location of Competitive Facilities in Anticipation of Future Competition," paper presented at the International Symposium on Locational Decisions (ISOLDE VII) conference, Edmonton, Alberta, Canada, June 1996 (**invited paper**).
17. "Location of Retail Facilities Under Conditions of Uncertainty," paper presented at the 25th Western DSI conference, Seattle, April 1996 (**refereed paper**).
18. "Location of Multiple Retail Facilities with a Limited Budget," paper presented at the 24th Western DSI Conference, San Francisco, CA, April 1995 (**refereed paper**).
19. "Recent Results in Competitive Location," paper presented at the ISOLDE (International Symposium on Locational Analysis) VI Conference, Chios, Greece, June, 1993 (**invited paper**).
20. "On the Location of a Retail Facility," paper presented at the International TIMS Conference, Rio De Janeiro, Brazil, July 1991, (**invited paper**).
21. "On the Location of a New Store," paper presented at the Western Academy of Management Conference, Shizuoka, Japan, June 1990, (**refereed paper**).

**SPECIAL
INVITATIONS**

1. "Location of Casualty Collection Points," paper presented to the Department of ISDS, College of Business and Economics, California State University, Fullerton, September 2005.
2. "Gender-Specific Genetic Algorithms," paper presented at the OR/OM Day, University of Southern California, Los Angeles, California, June 2005.
3. "Location of Casualty Collection Points," paper presented at the University of California – Irvine, Irvine, California, January 2003.
4. "Location of Casualty Collection Points," paper presented at the OR/OM Day, University of California - Los Angeles, Los Angeles, California, June 2002.
5. "Casualty Collection Points," paper presented at the University of Kaiserslautern, Kaiserslautern, Germany, July 2001.
6. "How to Assess the Attractiveness of Shopping Malls," paper presented at the CSUF Economics Department Seminars, April 2000.
7. "Location of Retail Facilities under Conditions of Uncertainty," paper

presented at the London School of Economics, London, England, July 1999.

8. "Location of Retail Facilities under Conditions of Uncertainty," paper presented at the University of Kaiserslautern, Kaiserslautern, Germany, July 1999.
9. "Location of Retail Facilities under Conditions of Uncertainty," paper presented at the University of Lancaster, Lancaster, England, July 1999.
10. "Assessing the Attractiveness of Retail facilities," paper presented at Nanzan University, Nagoya, Japan, July 1998.
11. "Location of Retail Facilities in Anticipation of Future Competition," paper presented at The University of Auckland, Auckland, New Zealand, August, 1997.
12. "Competitive Facility Location in the Plane," paper presented at the Graduate School of Management, The University of California - Irvine, Irvine, CA, May, 1994.
13. "Competitive Facility Location - Unequally Attractive Facilities," paper presented at Nanzan University, Nagoya, Japan, October 1992.

FUNDING and GRANTS

1. McMaster University, Faculty of Business, Canada (June 2005). \$2,200.
1. Nanzan University, Nagoya, Japan (November 2005, planned). \$3,500.
2. Dean, College of Business and Economics – for the National INFORMS Conference in Denver, Colorado (October 2004) - \$485.
3. EPSRC – The Engineering and Physical Sciences Research Council of Great Britain; Grant number: GR / S / 19370 / 01 £7,960 (\$12,800) (July 2003). University of Birmingham, Birmingham, England.
4. University of Kaiserslautern, Kaiserslautern, Germany (July 2001) - \$1,500.
5. Dean, College of Business and Economics – for EWGLA - an international Conference in Barcelona (December 2000) - \$500.
6. Dean, College of Business and Economics – for INFORMS Conference in San Antonio, TX (November 2000) - \$500.
7. Department of Marketing – for WDSI Conference in Maui, Hawaii (April 2000) - \$1,500.

8. EPSRC – The Engineering and Physical Sciences Research Council of Great Britain; Grant number: GR / M23113 £3,600 (\$6,000) (July 1999). University of Birmingham, Birmingham, England.
9. University of Kaiserslautern, Kaiserslautern, Germany (July 1999) - \$750 Honorarium.
10. London School of Economics (July 1999) - \$100 Honorarium.
11. Nanzan University, Nagoya, Japan (July 1998) - \$3,200.
12. Nanzan University, Nagoya, Japan (October 1992) - \$1,200 Honorarium.
13. State of California, Emergency Medical Services, Grant #95-6000928: "Orange County Hospital Mass Casualty Preparedness and Response Plan."
Phase I: (1990-1991) \$71,960; Phase II: (1991-1992) \$89,291.

**VISITING
APPOINTMENTS**

Visiting Scholar, Faculty of Business, McMaster University, Canada (Summers 2004, 2005).

Visiting Scholar, University of Birmingham, England (Summer 2003).

Visiting Scholar, Faculty of Business, McMaster University, Canada (Summer 2002).

Visiting Scholar, University of Birmingham, England (Summer 1999).

Visiting Scholar, Nanzan University, Nagoya, Japan (Summer 1998).

Visiting Scholar, University of Kaiserslautern, Kaiserslautern, Germany (Summer 2001).

Visiting Scholar, Faculty of Business, McMaster University, Canada (Summers of 1994, 1996, 2000).

**PROFESSIONAL
EXPERIENCE**

Principal Investigator, California State University, Fullerton, College of Business and Economics. Directed a survey of Orange County's employers' satisfaction with the College's graduates. Project sponsored and funded by the Dean, College of Business and Economics, CSUF.

Principal Investigator, Chamber Orchestra of the South Bay. Directed a market analysis study for the estimation of area demand for chamber music season tickets (1995).

Principal Investigator, California State University, Dominguez Hills, School of Management. Directed a program evaluation study of the Televised MBA Program (1995).

Principal Investigator, Toyota Motor Company. Directed a user satisfaction survey in the South Bay area (1994).

Principal Investigator, a survey of South Bay area employers' satisfaction with California State University Dominguez Hills, School of Management graduates. Project sponsored and funded by CSUDH and the Toyota Motor Company (1994).

Consultant to the Dean, College of Business and Economics, California State University, Fullerton. Designed sponsored international academic exchange programs (1989-1991).

Consultant to the County of Orange, Health Care Agency, Emergency Medical Services Agency on "Orange County Hospital Mass Casualty Preparedness and Response Plan." (1987-1989). In addition, secured State funding for the project.

Consultant to the Government of Ecuador. Directed a cost-benefit analysis for rural economic and infrastructure development. Project funded by the World Bank (1985-1990).

**COURSES
TAUGHT**

Statistics and Quantitative Methods,
Marketing Research,
Marketing Information Technology,
Principles of Marketing,
Sales Management.

**PROFESSIONAL
SERVICE**

Chair of Sponsored Conference Sessions

- National INFORMS conference, San Francisco, California, November 2005, Sponsored Session Chair.
- ISOLDE (International Symposium on Locational Analysis) IX conference, Fredericton, New Brunswick, Canada, June 2002.
- European Working Group on Locational Analysis Conference, Barcelona, Spain, December 2000.
- ISOLDE (International Symposium on Locational Analysis) VIII Conference, Coimbra, Portugal, June 1999.
- National DSI meeting, Las Vegas, November, 1998.
- ISOLDE (International Symposium on Locational Decisions) VII conference, Edmonton, Alberta, Canada, June 1996.

Reviewer for Peer Refereed Journals

- European Journal of Operational Research
- Annals of Operations Research
- Journal of Business and Management
- Tourism Management
- Socio-Economic Planning Sciences
- Location Science
- Journal of Regional Science
- Regional Science and Urban Economics