

CSUPOM 2025
The 37th Annual Conference
Operations Management Teaching and Research in the Age of AI

Friday, March 14th, 2025
(Optional Tour and Dinner)

- 12:00 - 1:00 **First Tesla Tour**
45500 Fremont Blvd, Fremont, CA 94538
- 1:00 - 2:00 **Second Tesla Tour**
45500 Fremont Blvd, Fremont, CA 94538
- 4:30 - 7:30 **Reception and Dinner**
Acqua e Farina
22622 Main St., Hayward, CA, 94541

Saturday, March 15th, 2025

Valley Business and Technology Center, 25800 Carlos Bee Blvd, Hayward, CA 94542

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| 7:15 - 8:25 | Registration and Breakfast | Acosta Gallery |
| 8:30 - 10:15 | Session 1 Presentations
Session 1A: Teaching Operations Management
Session 1B: Understanding and Assessing the Use of AI | VBT 137
VBT 136 |
| 10:15 - 10:30 | Coffee Break | Acosta Gallery |
| 10:30 - 10:45 | Welcome by Conference Hosts | VBT 137 |
| 10:45 - 11:45 | Keynote Presentation
Gopal Avinash, Ph.D
VP of AI, GE Healthcare | VBT 137 |
| 11:50 – 1:00 | Lunch | Acosta Gallery |
| 1:00 - 2:45 | Session 2 Presentations
Session 2A: Operational Excellence
Session 2B: Frontiers in AI | VBT 137
VBT 136 |
| 2:45-3:00 | Coffee Break | Acosta Gallery |
| 3:00 - 4:00 | CSUPOM Business Meeting
Alan Khade Best Paper Award Presentation
<i>JSCOM Representative</i> | VBT 137 |
| 4:00 - 5:00 | Social Hour | Acosta Gallery |

Session 1A: Teaching Operations Management

Session Chair: Yeawon Yoo

Innovative Teaching in Operations Management and Management Science: Usage of American Professional Sports

Feng Zhou, California State University, Stanislaus

The Role of Generative AI in Operations Management: Transforming Research, Teaching, and Industry Practices

Ajmal Aminee, Sacramento State University

Supplemental Instruction for a Core Operations Class...During a Pandemic

Theresa M. Roeder, San Francisco State University

Integrating AI within a Quality Management undergraduate course

Tianqin Shi, San Jose State University

Cengage Material and Technology Demonstration

Nick Soo

Generative AI in Undergraduate Operations Management Education

Yeawon Yoo, California State University, Channel Islands

Session 1B: Understanding and Assessing the Use of AI

Session Chair: Lan Wang

Analyzing Revenue Trends of Magnificent Seven Companies During COVID Pandemic

Zinovy Radilovsky, California State University, East Bay

Utility Metrics for Analysis of Prescription Drug Expenditure Patterns

Surendra Sarnikar, California State University, East Bay

Decoding AI Startup Ecosystem: Investment Trends, Technologies, and VC Funding

Osheen Gupta, California State University, East Bay

Assessing the Q Line BRT: Housing Market Impact and Passenger Satisfaction Analysis

Kamil Ciftci, Fresno State University

Using Large Language Models to Understand the Impact of Epilepsy Disclosure or Concealment on Workplace Outcomes

Vinmathi Iyappan, California State University, East Bay

Session 2A: Operational Excellence

Session Chair: Zhezhu Wen

A Decision Support System for Conference Session Selection using Natural Language Processing and Machine Learning

Tillman Erb, California Polytechnic State University, San Luis Obispo

AI-Driven Sustainable Supplier Selection in the Textile Industry: A Managerial Framework for Ethical and Environmental Excellence

Kristina Winder, California State University, San Marcos

The Paradox of Hesitation: Exploring Consumer Reluctance in Purchasing Used Electric Vehicles

Jianliang Hao, Chico State University

Pearson Material and Technology Demonstration (put the Cengage here)

Samantha Lewis

Beyond Compliance: ESG as a Pathway to Organizational Renewal Through Supply Chain Strategies

Zhezhu Wen, Fresno State University

Session 2B: Frontiers in AI

Session Chair: Yuzhang Han

Unveiling The Interaction Effects In Real Estate Data Analysis Using Prominent Machine Learning Algorithms

Stephen Choi, California State University, East Bay

Optimal Video Content Production and Advertising Strategies

Yang Li, Sacramento State University

Modeling and Analysis of Customer Success Management Operational Workflow

Robert Saltzman, San Francisco State University

An Exploration of Generative AI Exposure and Readiness in the Construction Industry

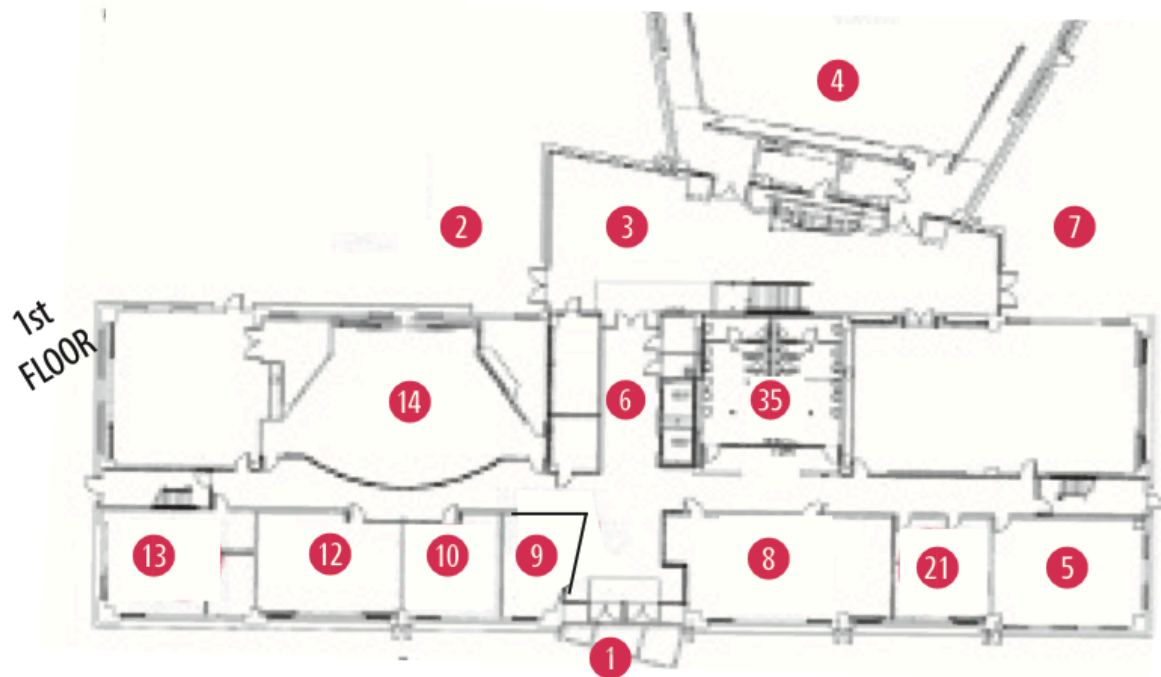
Farzad Shahbodaghlou, California State University, East Bay

Responsive.net Learning Technologies Demonstration

Sam Wood

Autonomous AI Development through Generative and Agentic AI

Yuzhang Han, California State University, San Marcos



Important Locations

1 - VBT Main Entrance

3 - Acosta Gallery

4 - VBT 124 Auditorium

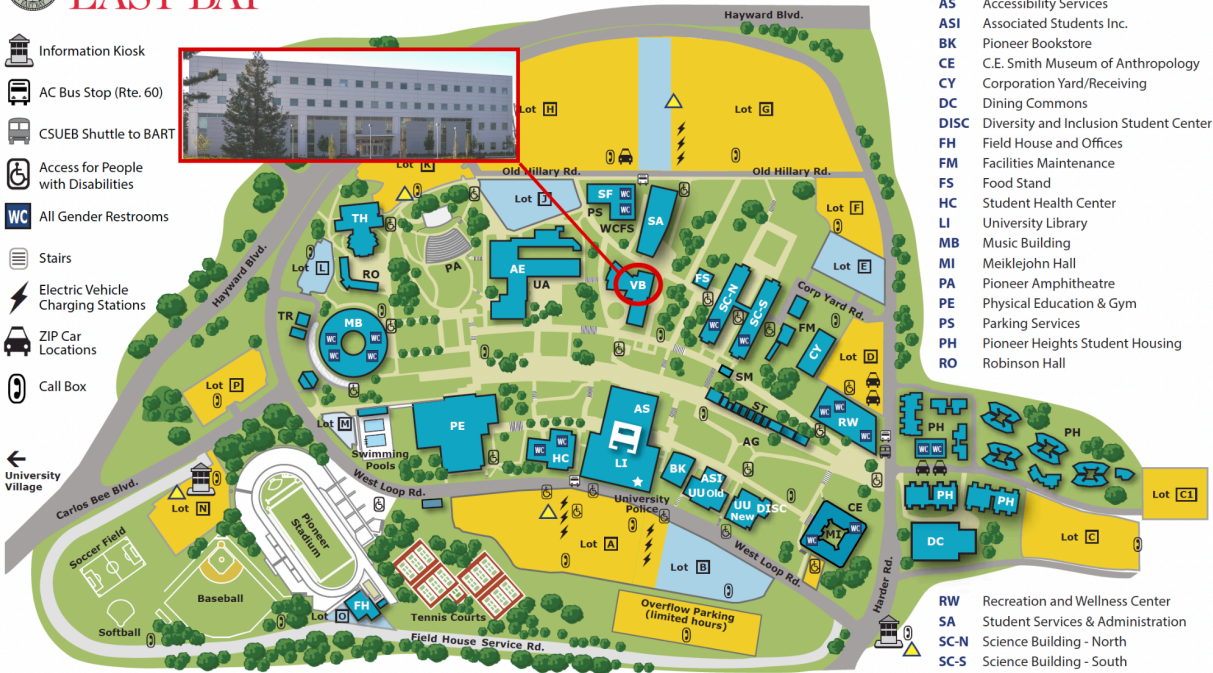
12 - VBT 134

13 - VBT 135

14 - VBT 137

CAL STATE EAST BAY

- Information Kiosk
- AC Bus Stop (Rte. 60)
- CSUEB Shuttle to BART
- Access for People with Disabilities
- All Gender Restrooms
- Stairs
- Electric Vehicle Charging Stations
- ZIP Car Locations
- Call Box



- AE Art & Education
- AG Agora Stage
- AS Accessibility Services
- ASI Associated Students Inc.
- BK Pioneer Bookstore
- CE C.E. Smith Museum of Anthropology
- CY Corporation Yard/Receiving
- DC Dining Commons
- DISC Diversity and Inclusion Student Center
- FH Field House and Offices
- FM Facilities Maintenance
- FS Food Stand
- HC Student Health Center
- LI University Library
- MB Music Building
- MI Meiklejohn Hall
- PA Pioneer Amphitheatre
- PE Physical Education & Gym
- PS Parking Services
- PH Pioneer Heights Student Housing
- RO Robinson Hall
- RW Recreation and Wellness Center
- SA Student Services & Administration
- SC-N Science Building - North
- SC-S Science Building - South
- SF Student & Faculty Support
- SM STEM Offices
- ST Support Temporary Offices
- TH University Theatre
- TR Athletics Temporary Offices
- UA University Art Gallery
- UU University Union
- VB Valley Business & Technology Center
- WCFS Welcome Center for Future Students

Food service location, menus, and hours of services vary. See csueastbay.campusdish.com for more information.

<p>GENERAL PARKING (Decal or Day Permit only)</p> <p>Lots A, C, C1, D, F, G, H, K, N, P, Overflow</p> <p>FACULTY/STAFF PARKING</p> <p>Lots B, E, H, J, L, M, O</p> <p>Students & Visitors after 5 p.m. with permit</p>	<p>DAILY/HOURLY PERMIT DISPENSERS</p> <p>\$10.00/day, \$2.00/hour</p> <p>Permits Required:</p> <p>Monday - Thursday: 7 a.m. to 11 p.m.</p> <p>Friday: 7 a.m. to 5 p.m.</p>	<p>METERED PARKING</p> <p>\$2.00/hour</p> <p>Portions of West Loop Rd. (1-hour limit)</p> <p>ACCESSIBLE PARKING (University Permit Also Required)</p> <p>All Lots (Except Lot F & P) and the Music Bldg.</p>
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Additional general parking available at **University Village**, 25400 Carlos Bee Boulevard, Hayward, CA 94542 (Permit Required)

Nearest parking lots are G and H