Kyle D. S. Maclean

Associate Professor – Teaching Scholar, Management Science, Ivey Business School, Western University
kmaclean@ivey.ca

EDUCATION

PhD - Management Science, Ivey Business School, University of Western Ontario 2017
Dissertation: *Essays on Entertainment Analytics*
Advisor: Fredrik Odegaard

B.A., Honors Business Administration, 2012
Ivey Business School, University of Western Ontario

EXPERIENCE

Associate Professor – Teaching Scholar,
Ivey Business School,
University of Western Ontario 2026-Present
60% Teaching; 20% Scholarship; 20% Service;

Assistant Professor – Teaching Scholar,
Ivey Business School,
University of Western Ontario 2022-2026
60% Teaching; 20% Scholarship; 20% Service;

Assistant Professor,
Ivey Business School,
University of Western Ontario 2017-2022
50% Teaching; 10% Research; 10% Service (reduced load);

Visiting Assistant Professor,
Ross School of Business,
University of Michigan 2020

TEACHING SUMMARY

Ivey Business School, Western University

- Business 9963: Visualization (2022-2025)
- Business 4603: Data Management in Excel (2018)
- Business 4545: Sports and Entertainment Analytics (2018-Present)
- Business 4520: Revenue Management (2014,2017-2019)
- Business 4517: End User Modeling (2017, 2021-Present)
- Business 3316: Decision Making with Analytics (2019-Present)
    - Course Coordinator: 2020-Present

Course Development (Internal)

- Business 4545: Sports and Entertainment Analytics (2025)
    - Designed and implemented a series of online "apps" that visualize statistical processes and biases. For instance, a simulation of a "hitting streak" that enables students to see how random variables often don't look random. Student feedback was highly positive.
- Business 9963: Visualization (2022)

    - Developed course materials from scratch. No similar course at Ivey existed at any program level. Content from this course has since been adapted for use in Business 3316 and Business 4517.
- Business 3316: Decision Making with Analytics (2021)
    - Coordinated the move to online hybrid learning, including new video content, new teaching plans, new pre-class quizzes, and a new evaluation scheme.
- Business 4603: Data Management in Excel (2018)
    - Redesigned the course to focus on data cleaning, data capture from online sources.

Ross School of Business, University of Michigan

- TO515: Business Application Development with Visual Basic for Excel (2020)
- TO411: Decision Support with Excel (2020)

SCHOLARSHIP SUMMARY

Scholarship: *"There will be no requirement to engage in research; however, such teaching faculty are expected to engage in scholarship activities, which broaden the scope of their educational responsibilities, and to share this expertise with their colleagues. Such scholarship activities may include curriculum development and evaluation, mentoring, and research into the efficacy of different pedagogical approaches."*

Theme #1: Disciplinary Research (Live Entertainment Revenue Management)

- 6 peer-reviewed publications (ABDC Journal Quality: A*, A, B, C, NR x 2)

Theme #2: Teaching Materials and Curriculum

- 2 peer-reviewed publications (Journals: *INFORMS Transactions on Education, Management Teaching Review*)
- 14 teaching cases / curriculum published (since appointment)
    - 2024 sales: Over 2,000 sales/students across 41 unique universities including*: Dartmouth College, INSEAD, University of Virginia, Boston University, India Institute of Management, University of Toronto, Pepperdine University*

Theme #3: Technology Advocate, Educational Leader, and Mentor

- Developed an Excel-based contribution grading tool using VBA to improve fairness, feedback speed, and data-driven class participation analysis in Ivey's case-based teaching model
    - Introduced "Bias Checker" feature to flag potential location-based grading biases (e.g., back row/corner seating), enhancing equity in instructor engagement
    - Tool adopted across the Decision Making with Analytics course by 4 instructors, impacting ~780 students annually
    - Presented at "Demo Day: An Excel Tool for Contribution Tracking and Insights" (Building Up Our Teaching Community, March 2025)
- Advocated and stewarded the "Perusall" platform through Technology Risk Assessment and Program Budgeting Processes.
    - Adopted across Ivey Programs, impacting >1000 students
    - Provided one on one assistance to faculty
- Advocated and designed initial idea for absence tracking tool, replacing the manual email absence tracking that was historically done.
    - Adopted across all courses and programs, impacting entire cohort

AWARDS AND GRANTS

2025 $10,000 Aufreiter Pentland AI Research Grant (with Tiffany Bayley)
2025 Winner: Western Award for Innovations in Technology-Enhanced Teaching
2023 Winner: Duopoly Scenario in the Dynamic Pricing Challenge, University of Amsterdam
2023 Winner: Poets and Quants Top 50 Undergraduate Professor
2020 Winner: David G. Burgoyne Teaching Award (HBA1)
2020 Winner: Duopoly Scenario in the Dynamic Pricing Challenge, University of Amsterdam
2019 Winner: Dynamic/Duopoly Scenarios in the Dynamic Pricing Challenge, University of Amsterdam
2018 Winner: David G. Burgoyne Teaching Award (HBA2)

REFEREED PUBLISHED ARTICLES

1. Brennan D, **Maclean KDS** and Sanchez M. Beyond the big screen: secondary channel releases and their impact on the theatrical market. *Journal of Cultural Economics* 2024.
2. Bayley T, **Maclean KDS** and Weidner T. Back to the Future: Implementing Large-Scale Oral Exams. *Management Teaching Review*. 2024.
3. **Maclean KDS** and Bayley T. That's Incorrect and Let Me Tell You Why: A Scalable Assessment to Evaluate Higher Order Thinking Skills. *INFORMS Transactions on Education.* 2023. *(Downloaded 427 times in past twelve months)*
4. **Maclean KDS** and Odegaard F. Revenue Implications of Celebrities on Broadway Theatre. *Journal of Revenue and Pricing Management.* 2022.
5. **Maclean KDS** Value of Stars on Broadway: A Case Study. *Service Science*. 2021.
6. **Maclean KDS** and Odegaard F. Dynamic capacity allocation for group bookings in live entertainment. *European Journal of Operational Research.* 2020.
7. van de Geer R, den Boer A, Bayliss C, Currie C. Ellina A, Esders M, Haensel A, Lei X, **Maclean KDS,** Martinez-Sykora A, Nilsen Riseh A, Odegaard F and Zachariades S. Dynamic Pricing and Learning with Competition: Insights from the Dynamic Pricing Challenge at the 2017 INFORMS RM & Pricing Conference. *Journal of Revenue and Pricing Management.* 2018.
8. **Maclean KDS**, Wilson J. and Krishnamoorthy S. Pricing of Excess Inventory on Groupon. *International Journal of Revenue Management.* 2017.

NON-REFEREED PUBLISHED ARTICLES

1. **Maclean KDS** Review of Sales and Revenue Generation in Sport Business by David J. Shonk and James F. Weiner. *Journal of Revenue and Pricing Management.* 2023
2. **Maclean KDS** and Odegaard F. A Commentary Note on ``Star Turnover and the Value of Human Capital---Evidence from Broadway Shows" (Han & Ravid, Management Science, Vol.66(2), 2020). (February 16, 2021). Available at SSRN: https://ssrn.com/abstract=3787022

OTHER PUBLISHED ITEMS

1. **Maclean KDS** Are "Oddball" Questions Really Helpful in NHL Combine Interviews? Available on LinkedIn: https://www.linkedin.com/pulse/oddball-questions-really-helpful-nhl-combine-kyle-maclean

MEDIA APPEARANCES

1. Interview regarding classroom teaching methods in "Some profs are taking an old-school approach to classes. Here's why they think it helps students". CBC News. July 2026. https://www.cbc.ca/news/canada/university-old-school-9.7252920.
2. Interview regarding *Revenue Implications of Celebrities on Broadway Theatre* in "Celebrities are popping up all over Broadway. Is it making theatre worse?" CBC News. May 2026. https://www.cbc.ca/news/entertainment/broadway-celebrity-crossover-9.7189762.
3. Interview regarding *Back to the Future: Implementing Large-Scale Oral Exams* in "Could academic oral exams make a comeback to curb AI cheating?" CBC News. December 2025. https://www.cbc.ca/news/canada/london/could-academic-oral-exams-make-a-comeback-to-curb-ai-cheating-9.7023298.
4. Mention of *Back to the Future: Implementing Large-Scale Oral Exams* Paper in "ChatGPT isn't just for cheating anymore". Estes Adam Clark. Vox Media. August 2025. https://www.vox.com/even-better/459534/chatgpt-cheating-schools-ai-education.
5. Mention of *Back to the Future: Implementing Large-Scale Oral Exams* Paper in "Students Hate Them. Universities Need Them. The Only Real Solution to the A.I. Cheating Crisis". Shirky Clay. New York Times. August 2025. https://www.nytimes.com/2025/08/26/opinion/culture/ai-chatgpt-college-cheating-medieval.html.
6. CBC Radio 93.5, Interview. May 2018

PRESENTATIONS AND PANELIST

1. **Maclean KDS** and Bayley T. "Iterative Rubric Design with an Open LLM Skill". Teaching with AI: Community of Practice, Faculty of Engineering, Western University, September 2026.
2. **Maclean KDS. "**How to Design Exams with ExamSoft". Building Up Our Teaching Community Seminar Series, Ivey Business School, September 2026.
3. **Maclean KDS** and Bayley T. "HopeWorks: A Dynamic Case Experience". Canadian Operational Research Society annual conference, Kingston, ON, June 2026.
4. **Maclean KDS** and Bayley T. "Iterative Rubric Design with an Open LLM Skill". Canadian Operational Research Society annual conference, Kingston, ON, June 2026.
5. Panelist on "Reimagining Learning Outcomes, Assessment, and Engagement in GAI-Infused Courses" webinar. INFORMS Committee on Teaching and Learning, November 2025.
6. **Maclean KDS. "**On-Demand Student Feedback and Daily News Items". AI Round Table with Senior Leadership, Ivey Business School, June 2025.
7. **Maclean KDS. "**Teaching the Art of Regression Modelling using a United States Supreme Court Case". Canadian Operational Research Society annual conference, June 2025.
8. **Maclean KDS. "**Custom GPTs for On-Demand Student Feedback". Associate Dean Retreat, May 2025.
9. **Maclean KDS. "**Demo Day: An Excel Tool for Contribution Tracking and Insights". Ivey Business School, March 2025.
10. **Maclean KDS. "**Grade it Like You Mean It: Purposeful Contribution Grading". Ivey Business School, February 2025.
11. Panelist on "Teaching Data Analytics with Low Code Tools" session, INFORMS annual conference, October 2024.
12. Brennan D, **Maclean KDS** and Sanchez M. "Beyond the Big Screen: Secondary Channel Releases and Their Impact on the Theatrical Market", Canadian Operational Research Society annual conference, June 2024.
13. **Maclean KDS** and Loveland S. "Case Teaching Masterclass", Canadian Operational Research Society annual conference, June 2024.

14. **Maclean KDS** and Bayley T. "Technology-Enabled Oral Assessments for Large Classes", Canadian Operational Research Society annual conference, June 2023.
15. **Maclean KDS** and Bayley T. "Be the Referee: A Proposed Evaluation Method for Introductory Business Analytics Courses", Canadian Operational Research Society annual conference, July 2022.
16. **Maclean KDS** and Odegaard F. "Dynamic pricing competition: Lessons and thoughts", Canadian Operational Research Society annual conference, July 2021.
17. **Maclean KDS,** "Parenthood and labour productivity: Evidence from the MLB", Canadian Operational Research Society annual conference, July 2021.
18. **Maclean KDS,** "The value of stars on Broadway: A case study", Canadian Operational Research Society annual conference, Saskatoon, SK, May 2019.
19. **Maclean KDS,** "Using Confidence Based Multiple Choice as a Learning Assessment", Canadian Operational Research Society annual conference, Saskatoon, SK, May 2019.
20. **Maclean KDS** and Odegaard F. "Stacking the House: Capacity Based Revenue Management in Live Entertainment", INFORMS Revenue Management and Pricing Section annual conference, Toronto, ON, June 2018.
21. **Maclean KDS** "An In-class Exercise to Simulate an Information Cascade", Canadian Operational Research Society annual conference, Halifax, NS, June 2018.
22. **Maclean KDS** and Odegaard F. "Group Seat Allocation Heuristics in Live Entertainment", Canadian Operational Research Society annual conference, Halifax, NS, June 2018.
23. **Maclean KDS** and Odegaard F. "Stacking the House: Capacity Based Revenue Management in Live Entertainment", POMS annual conference, Houston, TX, May 2018.
24. **Maclean KDS** and Odegaard F. "Dynamic Stochastic Knapsack Problem with Adaptive Interaction", Canadian Operational Research Society annual conference, Quebec City, QC, June 2017.
25. **Maclean KDS** and Odegaard F. "Dynamic Stochastic Knapsack Problem with Adaptive Interaction", INFORMS annual conference, Nashville, TN, November 2016.
26. **Maclean KDS** and Odegaard F. "Dynamic Stochastic Knapsack Problem with Adaptive Interaction", INFORMS Revenue Management and Pricing Section annual conference, New York, NY, June 2016.
27. **Maclean KDS** and Odegaard F. "Dynamic Stochastic Knapsack Problem with Adaptive Interaction", Canadian Operational Research Society annual conference, Banff, AB, May 2016.
28. **Maclean KDS** and Wilson, J. "Optimal Use of Groupon", Canadian Operational Research Society annual conference, Montreal, QC, June 2015.
29. **Maclean KDS** and Odegaard F. "Entertainment Revenue Management and the Group Seating Effect", INFORMS annual conference, Minneapolis, MN, October 2013.

TEACHING MATERIALS

1. Brennan, D and **Maclean KDS**. King Street Transit Pilot: Measuring the Impact of a Transit Experiment. Ivey Publishing. 2026. *(Nominated for Case Centre 2026-2027 Case Competition: Outstanding Case Writer)*
2. Brennan, D and **Maclean KDS**. Students for Fair Admissions v. Harvard: Statistics in the Courtroom. Ivey Publishing. 2024. *(Ivey Publishing Bestseller; (Nominated for Case Centre 2025-2026 Case Competition: Outstanding Case Writer)*
3. **Maclean KDS** and Miller, A. Scheduling Decisions at Western Film. Ivey Publishing. 2023. *(Nominated for Case Centre 2024-2025 Case Competition: Outstanding Case Writer)*
4. **Maclean KDS** and Brennan, D. levelFILM: Building a Balanced Film Portfolio. Ivey Publishing. 2023. *(Nominated for Case Centre 2024-2025 Case Competition: Outstanding Case Writer)*
5. **Maclean KDS** and Bayley T. Microsoft Excel Introductory and Advanced - Digital Learning Experience. Ivey Publishing. 2023.
6. Krishnamoorthy S and **Maclean KDS** FilmCast: A Conjoint Analysis Exercise. Ivey Publishing. 2022.
7. Zaric GS, **Maclean KDS** and Mann J. Ethical Implications of Artificial Intelligence, Machine Learning, and Big Data. Ivey Publishing. 2021.

8. **Maclean KDS** and Wong J. World Reinsurance Company: Excess-of-Loss Reinsurance Quote. Ivey Publishing. 2021. *(Nominated for Case Centre 2021 Competition: Compact Case)*
9. **Maclean KDS** and Fluxgold N. Fantasy Hockey: Trade or Contend?. Ivey Publishing. 2020; Ivey Case.
10. **Maclean KDS** and Ross J. Broadway through Covid-19: Can the show go on?. Ivey Publishing. 2020.
11. Bajaj S, Bandyopadhyay S, Krishnamoorthy S and **Maclean KDS** Glitz Investments: Predicting a Blockbuster. Ivey Publishing. 2020.
12. **Maclean KDS** The Best Hitter in Baseball. Ivey Publishing. 2018.
13. **Maclean KDS** Chi-Square Goodness-of-Fit Test and Its Usage in Excel. Ivey Publishing. 2018.
14. **Maclean KDS** American Idiot: The Value of Billie Joe Armstrong. Ivey Publishing. 2017.
15. **Maclean KDS** and Krishnamoorthy S. Asian Grill: Finding the Optimal Table Mix. Ivey Publishing. 2017
16. **Maclean KDS,** Cipriano L and Zaric GS. Basic Mathematical Functions in Microsoft Excel. Ivey Publishing. 2016.
17. **Maclean KDS,** Cipriano L and Zaric GS. Using Absolute and Relative Referencing in Microsoft Excel. Ivey Publishing. 2016.
18. **Maclean KDS,** Cipriano L and Zaric GS. Good Modeling Practices in Microsoft Excel. Ivey Publishing. 2016.
19. **Maclean KDS,** Cipriano L, Zaric GS, and Lyons, J. Introduction to Logic Functions in Microsoft Excel. Ivey Publishing. 2016.
20. **Maclean KDS,** Cipriano L and Zaric GS. Descriptive Statistics in Microsoft Excel. Ivey Publishing. 2016.
21. **Maclean KDS,** Cipriano L and Zaric GS. Histograms and the Normal Distribution in Microsoft Excel. Ivey Publishing. 2016.
22. **Maclean KDS,** Cipriano L and Zaric GS. Advanced Logic Functions in Microsoft Excel. Ivey Publishing. 2016.
23. **Maclean KDS,** Cipriano L and Zaric GS. Using Data Tables in Microsoft Excel. Ivey Publishing. 2016.
24. Krishnamoorthy S. and **Maclean KDS**. Cascade on Broadway. Ivey Publishing. 2013.

STUDENT SUPERVISION

Name	Date	Title	Project Type
Roza Aziz	June 2025		PhD Thesis Supervisory Committee Member
Joshua Cini	Summer 2025	Evaluating Course Website Design Using Large Language Models as Simulated Students	Computer Science Undergraduate Thesis Supervisor
Sarina Sukhiani	2024-2025	Predicting Broadway Closures	Computer Science Undergraduate Thesis Supervisor
Capstone Project Team	2024-2025	Intelligent Nameplate	Mechanical and Electrical Engineering Project Client
Mattias Van Der Ley	Winter 2024	Going Nuclear	Case Writing Supervisor
Capstone Project Team	2023-2024	A Platform for Evaluating Excel Files for Academic Integrity	Computer Science Undergraduate Capstone Project Supervisor
Danielle Brennan	Fall 2022	LevelFilm: Building a Balanced Film Portfolio	Case Writing Supervisor
Adam Miller	2021-2022	Heuristics for online group-seating allocation in live entertainment	Computer Science Undergraduate Thesis Supervisor
Adam Miller	Winter 2021	Scheduling Decisions at Western Film	Case Writing Supervisor

Jeffrey Wong	Winter 2021	World Reinsurance Company: Excess-of-Loss Reinsurance Quote	Case Writing Supervisor
Jessica Ross	Summer 2020	Can the Show go on: Broadway under Covid 19	Case Writing Supervisor
Noah Fluxgold	Winter 2020	Fantasy Hockey: Trade or Contend	Case Writing Supervisor
Dawson Li	Winter 2020	Expected Value of a Three point shot	Case Writing Supervisor
Matthew Bzowski	2020-2021	Labour Productivity in Parenthood: Evidence from the MLB	Computer Science Undergraduate Thesis Supervisor

ACADEMIC AND PROFESSIONAL SERVICE

Internal Service

- "Excel for Efficiency" Training Series for Staff (with Lauren Cipriano and Tiffany Bayley)
- Case Officer - UWOFA Grievance Committee (2024-2025)
- Hiring Committee (2024 Limited Term Position Management Science)
- Teaching Technology and Innovation Committee (2022 – Present)
    - Chair in 2022 and 2024,2025
- Annual Performance Evaluation Committee (APE) (2021, 2022)
- Program Lead - Pre-Ivey Excel Preparatory Knowledge (2021)
- Faculty Lead - Ivey Business School MsC Hack the Case Competition (2021)
- Leader - Diversity Student Contribution Assessment (2017)
- Lecturer - Pre-Ivey Preparatory Program (2015*, 2016*)
  * In 2015 and 2016, assisted with a re-design of the program and development of teaching materials
- Pre-Ivey MBA Online Preparatory Program Development (2016)

Professional Service

- Guest Editor for *INFORMS: Transactions on Education (AI in OR/MS Classrooms) Special Issue (2025)*
- Co-Cluster Chair for CORS Conference Sports/Entertainment Cluster (2021)
- Session Chair for CORS Conference Education Session 2018/2019
- Referee: Informs Transactions on Education, Decision Science Journal of Innovative Education, International Transactions in Operations Research, Healthcare Management Science, Hospitality Marketing and Management, Information Systems and Operational Research (INFOR), Journal of Revenue and Pricing Management, Management Teaching Review