Research interests
Evidence-based forecasting methods for business and public policy; predicting decisions in conflict situations (union-management, supply chain, competition, mergers/acquisitions, diplomacy, warfare); judgmental forecasting methods; survey research methods; use of analogies in forecasting; evidence-based advertising; economic growth of nations and states; the scientific method.

Major findings
Unifying theory of forecasting:
The *Golden Rule of Forecasting* provides a unifying theory of forecasting. The Rule is to be conservative when forecasting by relying on cumulative knowledge about the situation and about forecasting. Following the Golden Rule guidelines reduces forecast errors by nearly a third, on average, compared to common practice.

Superiority of simple forecasting methods:
Sophisticatedly simple forecasting methods, which can be understood by decision makers, reduce forecast errors by nearly a quarter, on average, compared to forecasts from complex statistical methods.

New forecasting methods:
Accurate forecasts of decisions by parties in conflict situations are possible. The simulated interaction method, which involves a type of role playing, and the structured analogies method provide forecasts that are substantially more accurate than forecasts from experts using their unaided judgment, and than forecasts from game theorists. Forecasts by experts using their unaided judgment are no more accurate than chance for these problems.

Evidence-based public policy:
(1) The simple no-change model provides long term forecasts climate that are much more accurate than projections from the complex methods employed by the U.N.’s Intergovernmental Panel on Climate Change.
(2) Mandatory disclaimers reduce welfare by interfering with the free flow of information from sellers to buyers.
(3) Corporate social responsibility policies can be profitable and increase the welfare of a firm’s stakeholders, but government mandated policies on corporate social responsibility tend to reduce welfare.

Research Profile

**H-index:** 18, i.e. 18 papers cited at least 18 times; 1,746 citations in total. **i10-index** is 22 (Google Scholar).


**SSRN:** Top 1% author by importance of citations (Author-Level Eigenfactor® Score).

**A and A***: 15 articles in journals ranked “A” or “A***” in Australian Business Deans Council List.

Articles, book chapters, and working papers


† Top 25 Hottest Articles in International Journal of Forecasting during September quarter 2007.
‡ With introduction by Goodwin (pp. 285-286) and commentary by Kirkpatrick, Koehler, and Tetlock (pp. 293-299).
Commentary pp 345-387 by J S Armstrong; G Bolton; P Goodwin; I Erev, A Roth, R Slonim, and G Barron; H Shefrin; and G Wright.

Kesten C. Green - Curriculum Vitae

2
<table>
<thead>
<tr>
<th>Year</th>
<th>Date</th>
<th>Event</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>20 J</td>
<td>Forecasting for public policy. Talk to Institute of Economic Affairs summer interns, King’s College, London.</td>
<td></td>
</tr>
<tr>
<td>2001</td>
<td>29 J</td>
<td>Are global warming forecasts scientific? Evidence from a forecasting audit and a validation study.</td>
<td>RMIT University, Melbourne.</td>
</tr>
<tr>
<td>2005</td>
<td>15 F</td>
<td>Forecasting for conflicts: Making better predictions for commercial negotiations, union disputes, competitor initiatives, and hostile takeovers; Ask the Experts Panel; Forecasting Summit: Orlando.</td>
<td></td>
</tr>
<tr>
<td>2005</td>
<td>14 F</td>
<td>Predicting decisions in conflicts: Methods and experts. University of Chicago Graduate School of Business: Chicago, IL.</td>
<td></td>
</tr>
<tr>
<td>2004</td>
<td>13 O</td>
<td>Can statistics help forecast decisions in real conflicts? Monash University: Melbourne, Australia</td>
<td></td>
</tr>
<tr>
<td>2000</td>
<td>31 A</td>
<td>Public policy lessons from history: Using structured analogies to predict the effects of the manmade global warming movement. Law and Economics Association of New Zealand (LEANZ), Wellington.</td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>11 N</td>
<td>Forecasting for competitors and regulators. New Zealand Institute for the Study of Competition and Regulation, Wellington.</td>
<td></td>
</tr>
<tr>
<td>2005</td>
<td>15 F</td>
<td>Forecasting for conflicts: Making better predictions for commercial negotiations, union disputes, competitor initiatives, and hostile takeovers; Ask the Experts Panel; Forecasting Summit: Orlando.</td>
<td></td>
</tr>
<tr>
<td>2005</td>
<td>14 F</td>
<td>Predicting decisions in conflicts: Methods and experts. University of Chicago Graduate School of Business: Chicago, IL.</td>
<td></td>
</tr>
<tr>
<td>2004</td>
<td>20 A</td>
<td>Can statistics help forecast decisions in real conflicts? Monash University: Melbourne, Australia</td>
<td></td>
</tr>
</tbody>
</table>
Selected reportage, essays, books, and other disseminations drawing on Kesten Green’s research
(From more than 80 items over a 14 year period)


Lott, J. R., Jr. & Green, K. C. (2014). Every time that guns have been banned murder rates go up. *The Advertiser*, 23 October.


At the request of U.S. Senator James Inhofe.

Green, K. C., & Armstrong, J. S. (2008). Uncertainty, the precautionary principle, and climate change. Available at publicpolicyforecasting.com


Knowledge@Wharton, 24 Jan.


**Cases** (Available for teaching or research from conflictforecasting.com)

*Nurses Dispute* was a conflict over pay between the nursing staff and management of Capital Coast Health, a government-owned organisation operating hospitals. The decision was the size of the pay rise.

*Personal Grievance* was a conflict over the pay scale for employee’s role. Decisions to be made were whether to commission a new independent evaluation, and whether to accept the salary band.

*Telco Takeover* was a conflict for the ownership of a regional telecommunications provider that occurred during 2001. The decision was how the stand-off between the two companies involved would be resolved.

*Water Dispute* was a 1975 conflict between Iraq and Syria over access to the water of the Euphrates. The decision was whether Iraq would move towards war or whether Syria would release more water voluntarily.

*Zenith Investment* was a 1975 conflict between British Steel managers over whether to invest in expensive new technology and, if so, whether to invest in one new plant, or two.

**Online courses** (Available from forecastingprinciples.com)

*Simulated interaction – a method for forecasting decisions in conflicts* (Beta version)

*Forecasting using structured analogies* (Beta version)

**Expert testimony and submissions**


Ducoin et al. v. Florida Board of Dentistry: Designed experiment and prepared testimony with J. S. Armstrong.


**Consulting clients (selected from more than 60)**

Alaska Department of Natural Resources

Department of Defense (The Pentagon)

Defense Threat Reduction Agency’s Advanced Systems and Concepts Office (DTRA/ASCO)

National Security Agency (NSA)

**Pro bono advice (selected)**

Australian Food and Grocery Council, Gary Dawson

U.S. Assistant Secretary Fish, Wildlife and Parks, Lyle Laverty

U.S. Central Intelligence Agency (CIA)

U.S. Federal Bureau of Investigation (FBI)

U.S. Office of the Director of National Intelligence (ODNI)

U.S. Intelligence Advanced Research Projects Activity (IARPA)

United States Strategic Command (STRATCOM)

Various U.S. Senators, Congressmen and Congresswomen

**Professional activities, organisations memberships, communications, grants, and awards**

Director, International Institute of Forecasters, 2010 to 2014

Co-director and co-owner of the Forecasting Principles site, ForecastingPrinciples.com (ForPrin.com)

Co-director and co-owner of the Advertising Principles site, AdvertisingPrinciples.com (AdPrin.com)

Director of the Forecasting Decisions in Conflicts site, ConflictForecasting.com

Director of the Public Policy Forecasting site, PublicPolicyForecasting.com

Guest editor of a special issue of the *Journal of Business Research* titled “When simpler is better: Conditions and complexity in forecasting” forthcoming in 2015.


Kesten C. Green - Curriculum Vitae
Reviewed papers for
– British Food Journal
– European Journal of Marketing
– Journal of Current Issues & Research in Advertising
– Foresight
– International Journal of Conflict Management
– Econometrics
– Futures & Foresight Science
– Journal of Forecasting
– International Journal of Forecasting
– Journal of Business Research
– Strategic Management Journal
– Journal of the Operational Research Society
– Environmental Modeling & Assessment
– OMEGA
– Royal Society Open Science

Answers to Frequently Asked Questions.* With J. S. Armstrong & F. Collopy
Selection Tree for Forecasting Methods.* With J. S. Armstrong
Methodology Tree for Forecasting.* With J. S. Armstrong
*At forecastingprinciples.com.

Centre for Asian Business research grant awarded in 2010 for “The effect of alternative policies on the ethicality of business decisions in China”.
SAS Grant awarded by the IIF in 2004 for research on usefulness of forecasts expressed as probabilities.

Education

1998 to 2000: Part-time Master of Management Science (Decision Sciences) student at Victoria University; switched from Masters program to full-time PhD program after starting thesis.

Work History

Nov 30 2009–: Senior Lecturer, School of Commerce, previously International Graduate School of Business, and Senior Research Associate of the Ehrenberg-Bass Institute, University of South Australia. School Executive Committee (2010-2013); Division Consultative Committee (2010-2012). Course Coordinator: Managerial Economics and Issues in International Trade (2010-2016); Forecasting for Decision Making (2017- ); Managerial Finance (2019-). Lecture & Tutor: Managerial Economics (2010-2016); Risk Management (2016); Principles of Economics (2017- ); Forecasting for Decision Making (2017- ); Economic Principles for Business (2018- ). Median student evaluation of teaching is 50, where 40 is the expected standard. Supervisor of PhD and Masters by research students.


Jul–Dec 2004: Visiting Senior Lecturer, Department of Econometrics and Business Statistics, Monash University. Lecturing to MBA students, senior graduate students and faculty, writing, and conducting research.

2000 to 2001: Senior Research Fellow, Victoria Management School, Victoria University of Wellington with responsibility for managing the Public Good Science Fund funded Employment Institutions Project.

1995-2009: Founder and Managing Director of Decision Research Ltd, which provided forecasts, programme evaluations, mail surveys, and depth interviews, as well as advice on forecasting, research, and management decision making. Decision Research was responsible for more than 60 diverse projects for clients in government and the private sector.

1994 to 1995: Founder and manager of Pisé Blocks Limited, a manufacturer of pressed earth blocks for construction. The blocks were an aesthetic triumph and the company was a marketing success but production technology was inadequate.

1985 to 1994: Founder and Director of Infometrics Limited, a leading New Zealand economic forecasting and consulting house. During my time, the client base grew to more than 70 subscribers while subscription fees quadrupled. I gave client seminars and consulted on economic issues.

1982 to 1985: Founder and Director of the publisher of Bettor Informed, a computerised horse-racing information magazine based on assessment of probabilities under different conditions. I developed systems, and organised production of this twice-weekly nationally distributed magazine.

3 March 2020
kestencgreen.com