

## Dr Kesten C. Green Curriculum Vitae

[International Graduate School of Business](#)  
[University of South Australia](#)  
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### Research interests

Evidence-based forecasting methods; predicting decisions; the effects of role, interaction, and conflict on decision making; the effects of problem framing on forecasting accuracy; the use of analogies in forecasting; assessing forecast accuracy; judgmental forecasting methods; survey research methods; forecasting for negotiations and strategy in business and warfare; forecasting for public policy.

### Principal findings

**Forecasting for conflict situations:** Forecasts of decisions in conflicts from simulated interactions (a type of role playing) are substantially more accurate than forecasts from experts using their unaided judgment and game theorists.

Forecasts from experts using their unaided judgment are no more accurate than chance when they predict the decisions people will make in conflict situations.

Forecasts from experts use of structured analogies (a method developed by me) are less accurate than those from simulated interactions, but more accurate than those from other methods so far tested.

The accuracy of forecasts from structured analogies increases with the number of similar conflicts an expert can identify and the familiarity the expert has with those conflicts.

**Forecasting for public policy:** Forecasts of dangerous global warming and of the extinction of polar bears are *not* derived from scientific forecasting methods and lack credibility.

### Research Profile

**H-index:** 11; based on a Google Scholar search. H-index is number of papers that have at least that many citations, i.e. 11 papers cited at least 11 times in my case; 389 citations in total.

**Top 4 cited:** 1. Green (2002) 73 times; 2. Green, Armstrong, & Graefe (2007) 49 times; 3. Green & Armstrong (2007, *E&E*) 39 times; 4. Green & Armstrong (2007, *IJF*) 37 times. Google Scholar.

**Internet, name:** Google search for “Kesten Green” finds 551 results and 93 blogs, omitting “very similar” entries.

**Internet, first:** Kesten Green’s research ranks first in Google searches for these 13 research areas, out of  $n$  results:

– competitor-oriented objectives	278,000,000
– predicting elections from faces	54,100,000
– decisions in conflicts	51,200,000
– scientific forecasts of global mean temperature	17,400,000
– scientific forecasts	16,400,000
– public policy forecasting	15,200,000
– value of expertise in forecasting	11,600,000
– simulated interaction forecasting	6,120,000
– game theorists’ forecasts	5,990,000
– polar bear forecasts	3,310,000
– structured analogies	3,260,000
– mandatory disclaimers advertising	1,610,000
– forecasting "precautionary principle"	567,000

## Articles and book chapters

- Armstrong, J. S. & Green, K. C. (2012). [Demand forecasting: Evidence-based methods](#). [Working paper]
- Green, K. C. & Armstrong, J. S. (2012). [Evidence on the Effects of Mandatory Disclaimers in Advertising](#). [MPRA Paper 37766]; Forthcoming with commentary in *Journal of Public Policy and Marketing*
- Armstrong, J. S., Green, K. C., & Soon, W. (2011). [Research on forecasting for the manmade global warming alarm](#). *Energy and Environment*, 22, 1091-1104. [Testimony to U.S. House Committee on Science, Space, and Technology]
- Graefe, A., Green, K. C. & Armstrong, J. S. (2011). Forecasting. In Gass, S. & Fu, M. (Eds.), *Encyclopedia of Operations Research and Management Science (3rd Edition)*. Springer [In press].
- Green, K. C. & Armstrong, J. S. (2011). [Role thinking: Standing in other people's shoes to forecast decisions in conflicts](#). *International Journal of Forecasting*, 27, 69-80.
- Green, K. C., Graefe, A. & Armstrong, J. S. (2011). [Forecasting principles](#). Part 6, 527-534 in Lovric, M. (ed.), *International Encyclopedia of Statistical Science*. Springer.
- Armstrong, J. S., Green, K. C., Jones, R., & Wright, M. (2010). [Predicting elections from politicians' faces](#). *International Journal of Public Opinion Research*, 22, 511-522.
- Green, K. C., Armstrong, J. S., & Soon, W. (2009). [Validity of climate change forecasting for public policy decision making](#). *International Journal of Forecasting*, 25, 826-832. \*
- Green, K. C. & Tashman, L. (2009). [Percentage error: What denominator?](#) *Foresight*, 12, 36-40.
- Armstrong, J. S., Green, K. C., & Soon, W. (2008). [Polar bear population forecasts: A public-policy forecasting audit](#). *Interfaces* (with commentary), 38, 382-404.
- Armstrong, J. S., Green, K. C., & Soon, W. (2008). [What is the appropriate public-policy response to uncertainty?](#) *Interfaces*, 38, 404-405.
- Green, K. C. & Tashman, L. (2008). [Should we define forecast error as  \$e = F - A\$  or  \$e = A - F\$ ?](#) *Foresight*, 10, 38-40.
- Green, K. C. & Armstrong, J. S. (2007). [Global warming: Forecasts by scientists versus scientific forecasts](#). *Energy and Environment*, 18, 997-1021.
- Green, K. C., Armstrong, J. S., & Graefe, A. (2007). [Methods to Elicit Forecasts from Groups: Delphi and Prediction Markets Compared](#). *Foresight*, 8, 17-20.
- Green, K. C. & Armstrong, J. S. (2007). [Structured analogies for forecasting](#). *International Journal of Forecasting*, 23, 365-376. †
- Green, K. C. & Armstrong, J. S. (2007). [The value of expertise for forecasting decisions in conflicts](#). *Interfaces*, 37, 287-299. ‡
- Armstrong, J. S. & Green, K. C. (2007). [Competitor-oriented objectives: The myth of market share](#). *International Journal of Business*, 12 (1), 117-136.
- Green, K. C. (2005). [Game theory, simulated interaction, and unaided judgement for forecasting decisions in conflicts: Further evidence](#). *International Journal of Forecasting*, 21, 463-472. §
- Green, K. C. & Armstrong, J. S. (2005). [The war in Iraq: should we have expected better forecasts?](#) *Foresight*, 2, 50-52.
- Green, K. C. (2005). [What can forecasting do for you?](#) *Foresight*, 1 (1), 53-54.
- Green, K. C. (2003). [Do practitioners care about findings from management research?](#) *Interfaces*, 33(6), 105-107.
- Green, K. C. (2002). [Forecasting decisions in conflict situations: a comparison of game theory, role-playing, and unaided judgement](#). *International Journal of Forecasting*, 18, 321-344. \*\*
- Green, K. C. (2002). [Embroided in a conflict: who do you call?](#) *International Journal of Forecasting*, 18, 389-395.

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\* Top 25 Hottest Articles in *International Journal of Forecasting* during December quarter 2009.

† 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).

§ Top 25 Hottest Articles in *International Journal of Forecasting* during September quarter 2005.

\*\* Best Paper Award 2002-2003 and 3<sup>rd</sup> most requested *International Journal of Forecasting* paper in 2002 with 241 requests. 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.

### Selected invited talks, seminars and conference papers

- 2011 29 Jul. Are global warming forecasts scientific? Evidence from a forecasting audit and a validation study. *RMIT University*, Melbourne.
- 2010 20 Nov. Forecasting decisions in conflicts: Business, politics, military. *Executive Agency for Higher Education, Research, Development and Innovation Funding* workshop “Expert Knowledge, Prediction, Forecasting: A Social Sciences Perspective”, Bucharest, Romania.
- 19 Nov. Forecasting the outcome of the global warming political movement. *National School for Public Administration and Political Sciences*, Bucharest, Romania.
- 15 Nov. Forecasting decisions in conflicts: Best methods for supply chain, competition, union-management, and takeover strategy problems. *London Southbank University*.
- 17 Sep. Towards 2020 - Empirical and Quantitative Research in Finance: The convergence of theory and practice [Panel member]. *Empirical and Quantitative Finance Colloquium*, Adelaide.
- 18 May Outcomes of the global warming political movement: Forecasts from structured analogies. [[Audio](#); [Video](#)] *4th International Conference on Climate Change*: Chicago.
- 2009 11 Nov. Forecasting for competitors and regulators. *New Zealand Institute for the Study of Competition and Regulation*, Wellington.
- 31 Aug. 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.
- 9 March Validity of climate change forecasting for public policy decision making. *International Conference on Climate Change*: New York City.
- 16 Jan. Scientific forecasting for terrorism. *START, University of Maryland*, College Park, MD.
- 2008 August Predictability. *European Forum Alpbach, Seminar Week, 15<sup>th</sup> -20<sup>th</sup>*: Alpbach, Austria.
- 3 March [Scientific Forecasting of Climate Change](#). *International Conference on Climate Change*: New York.
- 2006 21 July Making the best use of judgement in forecasting.  
*Treasury Economic Performance Seminar Series*: Wellington, New Zealand
- 2005 15 Feb. Forecasting for conflicts: Making better predictions for commercial negotiations, union disputes, competitor initiatives, and hostile takeovers; Ask the Experts Panel; *Forecasting Summit*: Orlando.
- 14 Feb. Predicting decisions in conflicts: Methods and experts. *University of Chicago Graduate School of Business*: Chicago, IL.
- 2004 22 Sep. Better prediction for conflict situations. *Melbourne Business School*, Australia.
- 20 Aug. Can statistics help forecast decisions in real conflicts? *Monash University*: Melbourne, Australia
- 28 June What role for mathematics in forecasting decisions in real conflicts? Opening address to the *Institute of Mathematics & its Applications Conference on Analysing Conflict & its Resolution*: Oxford.
- 23 June Simulated interaction for strategy development. *Warwick Business School*, UK.
- 9 June Structured analogies to improve judgemental predictions. *London Judgement and Decision Making Group, University College*, London.
- 7 June Improving predictions about conflicts with simulated interaction and structured analogies. *RAND Organization*, Santa Monica, CA.
- 2002 19 July Forecasting decisions in conflicts: What works, and what doesn't. *Royal NZ Police College*.
- 17 July Predicting decisions in conflicts: What works, and what doesn't. *New Zealand Centre for Conflict Resolution, Victoria University Law School*, Practitioner Seminar Series lecture.
- 18 June Further findings on methods for forecasting decisions in conflicts. *Operations Research Society*, Wellington, New Zealand.
- 2001 19 June Game theory wins Nobel Prizes, but can it win at forecasting? *International Symposium on Forecasting: Atlanta*. [Feature paper at special session.]

## Reportage, essays, books, and other disseminations

- Green, K. C. (2011). [A history of scientific alarms](#). *IPA Review*, December, 13-15.
- Green, K. C., & Harris, T. (2011). [Past alarmism and the future of manmade global warming](#). *PajamasMedia.com*. 28 August.
- Bell, L. (2011). [Climate forecasting models aren't pretty and they aren't smart](#). *Forbes*. 9 August.
- Gayathri, A. (2011). [Polar bear population higher than in the 20th Century: Is something fishy about extinction fears?](#) *International Business Times*, 2 August.
- Green, K. C. (2011). [Warnings too vivid to be true](#). *The Gazette*, 15 July.
- Green, K. C. (2011). [Global warming alarmism](#). *The Dominion Post*, 25 June, p. B9.
- Armstrong, J. S. & Green, K. C. (2011). [How to decide U.S. policy in Iran, North Korea, Egypt, Libya... and so on](#). *Wharton Magazine*, 1 March.
- Armstrong, J. S., Green, K. C., & Soon, W. (2010). [Let's deal in science and facts](#). *Wall Street Journal*, 19 November.
- Armstrong, J. S., Green, K. C., & Soon, W. (2010). [Global warming alarm based on faulty forecasting procedures: Comments on the United States Department of State's U.S. Climate Action Report 2010 5th ed.](#)
- Armstrong, J. S. & Green, K. C. (2009). [Simple model leaves expensive climate models cold](#). *MasterResource blog*, 23 November.
- Green, K. C. (2009). [Global warming legislation would fail](#). *Scoop Independent News*, 3 September.
- Bialik, C. (2009). [Forecast: Next year will arrive in 2010-ish](#). *Wall Street Journal: The Numbers Guy*, 12 Aug., A11.
- Green, K. C., & Armstrong, J. S. (2009). [Commentary on "Role thinking: Standing in other people's shoes to forecast decisions in conflicts"](#). *ManyWorlds.com*, 10 August.
- Green, K. C. & Armstrong, J. S. (2009). [Junk Science Week: MIT's unscientific, catastrophic climate forecast](#). *National Post*, June 16, FP15.
- Idso, C. & Singer, S. F. (2009). [Climate Change Reconsidered: The 2009 Report of the Nongovernmental International Panel on Climate Change \(NIPCC\)](#), Chicago, IL: The Heartland Institute.
- Armstrong, J. S. & Green, K. C. (2009). [Forecasting for recessions and recoveries: Your statistical models don't know what you know](#). *International Business Times*, 13 March.
- Green, K. C., Armstrong, J. S., & Soon, W. (2009). [Climate change forecasts are useless for policymaking](#). *ManyWorlds.com*, 12 March.
- Armstrong, J. S. & Green, K. C. (2009). [Analysis of the EPA's Advanced Notice of Proposed Rulemaking for Greenhouse Gases](#). 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](#)
- Armstrong, J. S. & Green, K. (2008). [Financial bailout proposals](#). *Decision Analysis Newsletter*, 27(3).
- Green, K. C. (2008). [The case against insulation](#). *The Dominion Post*, 12 November, C\*.
- Tonkin, C. (2008). [Kids pick the winners in this year's election](#). *3News: Nightline*, 24 June 10:25 PM.
- Goldfarb, M. (2008). [The polar bears are all right: So cool it about the arctic ice](#). *The Weekly Standard*, 13(29) 14 Apr.
- Ragsdale, R. (2008). [Debunking polar bear fears: More scientists speak out against global warming forecasts; urge better science](#). *Petroleum News*, 13(11) Week of 16 Mar, 1 & 21.
- Green, K. C. (2008). [Skeptics speak out: Dr Kesten Green](#). The Competitive Enterprise Institute, 4 April.
- Burnett, H. S. (2008). [Climate panel on the hot seat](#). *The Washington Times*, 14 March.
- Soon, W., Green, K. C., and Armstrong, J. S. (2008). [Polar opposites](#). *TCS Daily*, 8 February.
- Black, T. (2008). [Decimation of the polar bear: bearfaced lies?](#) *Spiked*, 4 February.
- Tierney, J. (2008). [Polar bears and seer suckers](#). *The New York Times: TierneyLab*, 31 January.
- Holden, C. (ed.) (2007). Presidential face-off. *Science*, 318, 723, DOI: 10.1126/science.318.5851.723c.
- Georgia, P. (2007). [Speculation elimination: Did the Bush Administration really censor science?](#) *National Review Online*, 29 Nov.
- Inhofe, J. (2007). [Global alarmism reaches a "tipping point"](#). Speech to US Senate, 26 Oct.
- Weir, J. (2007). [Taxman warming to a new opportunity](#). *The Dominion Post*, 22 Sep., C1.
- Lawson, M. (2007). [Global warming sceptics fuel hot debate](#). *Australian Financial Review*, 19 Sep., Suppl., 8.

- Bialik, C. (2007). [Grading the forecasts of 'experts'](#). *Wall Street Journal: The Numbers Guy*, 5 Sep.
- Buley, T. (2007). [Weather report](#). *Wall Street Journal: OpinionJournal's Political Diary*, 11 Jul.
- Carter, R. (2007). [Kiwi climate scientist confirms IPCC models don't predict](#). *National Business Review*, 5 Jul.
- O'Neill, B. (2007). [Put your money where your 'myth' is: Meet the Ivy League professor and expert on forecasting who is challenging Al Gore to a \\$20,000 bet that he is wrong on global warming](#). *Spiked*, 25 Jun.
- Campisi, A. (2007). [An inconvenient bet?](#) *The Summer Pennsylvanian*, CXXIII(5) 21 Jun., 1 & 8.
- ManyWorlds (2007). [Review of Value of Expertise for Forecasting Decisions in Conflicts](#). 26 May.
- Morgan, S. J. (2007). [The 'Myth of Market Share': Can focussing too much on the competition harm profitability?](#) *Knowledge@Wharton*, 24 Jan.
- Ewers, J. (2006). [Corporate exec, help thyself](#). *U.S. News & World Report*, 25 Dec., 41.
- ManyWorlds (2006). [Review of "Demand Forecasting: Evidence-based methods"](#). 15 Dec.
- Boucher Ferguson, R. (2006). [Inside eWEEK News: Oracle vs. SAP: Does mud slinging work?](#) *eWEEK.com*, 7 Dec.
- ManyWorlds (2006). [Review of "Competitor-oriented objectives: The myth of market?"](#). 4 Dec.
- Surowiecki, J. (2006). [The financial page: In praise of third place](#). *The New Yorker*, 4 Dec, 44.
- ManyWorlds (2006). [Review of "The War in Iraq: Should we have expected better forecasts?"](#). 13 Jan.
- Green, K. C. (2005). [Trying to predict future Parliaments](#). *The Dominion Post*, 23 Sep, B7.
- Green, K. C. (2004). [Is it possible to accurately forecast the behavior of terrorists?](#) *The Oracle*, 6(3), 8.
- Armstrong, J. S. (2004). [Professor devises terror prediction model](#). *ABC Online, The World Today*, 6 Jul.
- Penttila, C. (2003). [Not just play acting](#). *CRN*, 11 Jul.
- Armstrong, J. S. (2003). [Why we argue about the war on terrorism: Bad forecasts, and how to avoid them](#). *BBC Radio, Manchester*, 14 Mar. [Notes prepared for interview.]
- Henricks, M. (2002). [Smart moves: Role-playing can help you see the future through someone else's eyes](#). *Entrepreneur*, Sep, 83-85.
- London, S. (2002). [Games or serious business?](#) *Financial Times*, 26 Mar., 16.
- Repertoire (2002). [Heard on the street: Role-playing good predictor in conflict situations](#). *Repertoire*, 10(3).
- Tweney, D. (2002). Rehearsing for success. *Business 2.0*, Jul. 94.

**Cases** (Available for teaching or research from [conflictforecasting.com](http://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.

**Courses** (Available from [forecastingprinciples.com](http://forecastingprinciples.com))

- Simulated interaction – a method for forecasting decisions in conflicts* (Beta version)
- Forecasting using structured analogies* (Beta version)

## Expert testimony and submissions

Armstrong, J. S., Green, K. C., & Soon, W. (2011). [Research to date on forecasting for the manmade global warming alarm](#): Testimony to the [U.S. Congressional Subcommittee on Energy and Environment, 31 March. Hearing Charter](#).

Select Committee of the New Zealand Parliament on the Emissions Trading Scheme: [Written](#) and [oral](#) submissions.

Hayes windfarm appeal; Environment Court (ENV-2007-CHC-307): [Statement of evidence](#).

[Ducoin et al. v. Florida Board of Dentistry](#): Designed experiment and prepared testimony with J. S. Armstrong.

Select Committee of the New Zealand Parliament on the Climate Change (Emissions Trading and Renewable Preference) Bill: [Written](#) and [oral](#) submissions.

## Selected recent consulting clients

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)

## Professional activities, organisation memberships, communications, grants, and awards

Director, [International Institute of Forecasters](#)

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

2 million visits a year and first research result out of 47 million in a Google search for forecasting

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](#)

Invited Session Organizer, International Symposium on Forecasting (ISF), Prague 2011

Invited Session Organizer, International Symposium on Forecasting (ISF), San Antonio 2005

Reviewer for Australian and New Zealand Marketing Academy Conference (ANZMAC), Wellington 2004, Perth 2005.

Conference Programme Sub-committee, International Symposium on Forecasting (ISF), Sydney 2004.

Reviewed papers for

– *British Food Journal*

– *European Journal of Marketing*

– *Foresight*

– *International Journal of Conflict Management*

– *International Journal of Forecasting*

– *Journal of Systems Science and Systems Engineering*

– *OMEGA*

– *Strategic Management Journal*

Institute for Operations Research and the Management Sciences (INFORMS).

Decision Analysis Society.

International Association for Conflict Management (IACM).

International Institute of Forecasters (IIF).

Society for Judgement and Decision Making (SJDm).

[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.

Best Paper Award 2002-2003 from IIF and Elsevier for Green (2002).

### Education

- 2000 to 2003:** PhD candidate at [Victoria Management School](#), [Victoria University](#) of Wellington. [Thesis](#) on forecasting decisions in conflicts accepted in September 2003; degree conferred 10 December.
- 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, Managerial Economics, International Graduate School of Business, and Senior Research Associate of the Ehrenberg-Bass Institute for Marketing Science, *University of South Australia*.
- 2005–2009:** [Senior Research Fellow](#), Business and Economic Forecasting Unit, *Monash University*.
- 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.
- 1981 to 1982:** Taught Master of Public Policy students and others in Department of Economics at *Victoria University of Wellington*. Trained academic staff and graduate students to use computer software to develop econometric models.

18 April 2012  
[kestengreen.com](http://kestengreen.com)