

Sreekumar R. Bhaskaran

6212 Bishop Blvd.
SMU, Cox School of Business
Dallas, TX-75275.

Ph: (214) 768-1261 (O)
Email: sbhaskar@cox.smu.edu

ACADEMIC EXPERIENCE

- **Associate Professor and Corrigan Research Professor**, Cox School of Business, Southern Methodist University: August 2012-present.
- **Assistant Professor**, Cox School of Business, Southern Methodist University: August 2006-'12.

EDUCATION

- **Ph. D. in Supply Chain and Operations Management**, Department of Information, Risk and Operations Management, University of Texas at Austin (2006).
- **Master of Business Administration**, Indian Institute of Management, Calcutta, India (2000).
- **Bachelor of Technology in Mechanical Engineering**, IIT Madras, India (1998).

AWARDS & HONORS

1. "The 40 Most Outstanding B-School Profs Under 40 In The World", Poets & Quants 2014.
2. C. Jackson Grayson Endowed Faculty Innovation Award, Cox School of Business 2022.
3. Boghetich Family Distinguished Teaching Award, Cox School of Business, 2020
4. Corrigan Research Professorship, Cox School of Business, 2016-2024.
5. INFORMS Senior Member, 2024.
6. SMU Emerging Leader 2016.
7. Fisher Fellow, Cox School of Business, 2014-2015.
8. Frank and Susan Dunlevy Faculty Fellow, Cox School of Business, 2013-2014.
9. Jr. Corrigan Research Professorship, Cox School of Business, 2012-2013.
10. Alpha Iota Delta International Honor Society (Decision Sciences and Information Systems Honor Society), 2013
11. Research Excellence Award, Cox School of Business 2011.
12. C. Jackson Grayson Endowed Faculty Innovation Award, Cox School of Business 2009.
13. Outstanding Dissertation Award Nomination, University of Texas at Austin, 2006.
14. Dean's Fellowship, McCombs School of Business, University of Texas at Austin, 2005-2006.
15. Continuing Tuition Fellowship, University of Texas at Austin, 2003-2005.
16. National Talent Search Examination Scholarship, N. C. E. R. T., Govt. of India, 1991-2000.

PUBLICATIONS

1. Sreekumar Bhaskaran and Sanjiv Erat. 2024, "Optimal Prototyping with Noisy Measurements", forthcoming in *M&SOM*.
 - **Accepted at TIE SIG conference: M&SOM, Minneapolis, MN June 2024 (15% acceptance rate)**
 - **Finalist for the 2024 Best Working Paper Award**, Technology, Innovation Management and Entrepreneurship Section, INFORMS
2. Amit Basu, Sreekumar Bhaskaran and Rajiv Mukherjee. 2024, "Strategic Choices for Matching Platforms", forthcoming in *Management Business Review*.
3. Amit Basu, Sreekumar Bhaskaran and Rajiv Mukherjee. 2024. "Compatibility and Information Asymmetry in Online Matching Platforms.", *Management Science*, **70**(11), 7730-7749.
 - **Platform Strategy Research Symposium**, Boston University July 2021
 - **Workshop on Information System Economics**, December 2020.
4. Sreekumar R. Bhaskaran, Sinan Erzurumlu and Karthik Ramachandran. 2021, "Sequential Product Development and Introduction by Cash-constrained Start-ups.", *M&SOM*, **23**(6), 1505-1523.
 - **"TIMES Paper of Month"**, January 2024
 - **Runners-up for the 2019 Best Working Paper Award**, Technology, Innovation Management and Entrepreneurship Section, INFORMS.
5. Annibal Sodero, Aidin Namin, Dinesh Gauri and Sreekumar Bhaskaran. 2021, "The Strategic Drivers of Drop-shipping and Retail Store Sales for Seasonal Products", *Journal of Retailing*, **97**(4), 561-581.
 - **Special Issue: Metrics and Analytics**, Nov. 2021
6. Amit Basu, Sreekumar Bhaskaran and Rajiv Mukherjee. 2019, "An Analysis of Search and Authentication Strategies for Online Matching Platforms.", *Management Science* **65**(5), 2412-2431.
 - **Workshop on the Theory in Economics of Information Systems**, March 2016
 - **Workshop on Information System Economics**, December 2015.
7. Amit Basu and Sreekumar Bhaskaran. 2018, "An Economic Analysis of Customer Co-design.", *Information Systems Research* **29**(4), 787-804.
 - **Lead Article**, Apr 2018
 - **Workshop on the Theory in Economics of Information Systems**, March 2014.
8. Sreekumar R. Bhaskaran and Stephen M. Gilbert. 2015, "Implications of Operational Mode and Channel Structure upon Optimal Investment in Durability.", *POMS* **24**(7), 1071-1085.
9. Sanjiv Erat and Sreekumar R. Bhaskaran 2012, "Consumer Mental Accounts & Implications to Selling Base-Products and Addons.", *Marketing Science* **31**(5) 801-818.
 - **8th Product and Service Innovation Conference, Salt Lake City, UT, Feb 2011.**
10. Sreekumar R. Bhaskaran and Karthik Ramachandran 2011, "Managing Technology Selection and Development Risk in Competitive Environments.", *POMS* **20**(4) 541-555.

11. Sreekumar R. Bhaskaran, Karthik Ramachandran and John Semple. 2010, "A Dynamic Inventory Model with Right of Refusal.", *Management Science* **56**(12) 2265-2281.
12. Sreekumar R. Bhaskaran and Stephen M. Gilbert. 2009, "Implications of Channel Structure for Leasing or Selling Durable Goods.", *Marketing Science* **28**(5) 918-934.
- **Future of Distribution Channels Conference**, Wharton School, PA, June 2006.
13. Sreekumar R. Bhaskaran and Vish V. Krishnan. 2009, "Effort, Revenue, and Cost-Sharing Mechanisms for Collaborative New Product Development.", *Management Science* **55**(7) 1152-1169.
14. Sreekumar R. Bhaskaran and Stephen M. Gilbert. 2005, "Selling and Leasing Strategies for Durable Goods with Complementary Products.", *Management Science* **51**(8) 1278-1290.

PAPERS UNDER REVIEW

15. Sreekumar R. Bhaskaran, Sanjiv Erat and Rajiv Mukherjee. 2024, "Demand Management for Services: The Role of Consumer Mental Accounts", 2nd round review at *M&SOM* (previous decision: Major Revision).
- **Runner up: Best Paper Award**, E-Business Cluster, INFORMS 2023.
16. Sreekumar Bhaskaran, Canan Savaskan and Tom Tan 2024, "Impact of Inventory Risk on Sales Effort Provisioning", under revision for *M&SOM* (previous decision: Reject and Resubmit).
- **Accepted at M&SOM conference, Minneapolis, MN June 2024.**
17. Sreekumar R. Bhaskaran, Ankur Goel and Karthik Ramachandran. 2024, "Sequential Product Innovation: The Role of Operational and Development Flexibility", under review in *M&SOM*.
18. Sreekumar R. Bhaskaran, Sinan Erzurumlu and Karthik Ramachandran. 2024 "Tortoise and the Hare: Scaling Deep Tech Startups", under review: *Sloan Management Review*.

WORKING PAPERS

19. Jiaxin He, Wei Yan and Sreekumar R. Bhaskaran, "Sequential Product Innovation in Durable Goods Markets: The Role of Distribution Strategy and Competition", Working Paper.
20. Sreekumar R. Bhaskaran and John Semple, "Price Distributions, Store Sequencing, and Strategic Shopping Behavior", Cox School of Business Working Paper.
21. Sreekumar R. Bhaskaran, Priyali Rajagopal and Karthik Ramachandran, "Will Marie Antoinette Eat Bread? Quality Consciousness, Perceived Value and Product Design", Cox School of Business Working Paper.
- **10th Product and Service Innovation Conference, Salt Lake City, UT, Feb 2013.**
22. Xiaochen Gao, Sreekumar Bhaskaran and Vish Krishnan. "Dealing with Disruptions: Product Management Strategies", Working Paper.
23. Wei Yan, Jiaxin He and Sreekumar R. Bhaskaran, "Building Goodwill: Emphasizing CSR Strategies in a Heterogeneous Market", Working Paper.

RESEARCH IN PROGRESS

24. "Product Line Design and Planning for Entrepreneurial Firms", joint work with Zeya Wang and Karthik Ramachandran.
25. "Entrepreneurial Mindset and Behavior for Product Introduction Decisions", joint work with Sinan Erzurumlu and Karthik Ramachandran.
26. "Environmental Implications of Retail Control of Used Goods Market", joint work with Steve Gilbert.

REFEREED CONFERENCE PROCEEDINGS

1. Sreekumar Bhaskaran and Sanjiv Erat. 2023, "Optimal Prototyping on Experimentation Platforms", TIE SIG, M&SOM Conference, Minneapolis, MN, June 2024.
2. Sreekumar Bhaskaran, Canan Savaskan and Tom Tan 2023, "Allocation of Inventory Risk and Sales Effort in Direct Selling: Theoretical Predictions and Empirical Evidence", Electronic Proceedings of M&SOM Conference, Minneapolis, MN, June 2024.
3. Amit Basu, Sreekumar Bhaskaran and Rajiv Mukherjee. 2021, "Best or Right? - Positioning and Authentication in Online Matching Platforms", Platform Strategy Research Symposium, Boston University, July 7, 2021.
4. Amit Basu, Sreekumar Bhaskaran and Rajiv Mukherjee. 2020, "Best or Right? - Positioning and Authentication in Online Matching Platforms", Proceedings of the Workshop on Information System Economics, December 19, 2020.
5. Rajiv Mukherjee, Amit Basu and Sreekumar Bhaskaran. 2015, "Search and Authentication in Online Matching Markets", Proceedings of the Workshop on Information System Economics, Dallas, TX, December 11, 2015.
6. Amit Basu and Sreekumar Bhaskaran, "The Economics of Co-Design", Proceedings of the 2014 Workshop on the Theory and Economics of Information Systems, Banff, CA, March 2014.
7. Sreekumar R. Bhaskaran and Stephen M. Gilbert. 2007, "The Implications of Channel Structure for Endogenous Product Durability.", Electronic Proceedings of M&SOM Conference, Beijing, China.
8. Sreekumar R. Bhaskaran and Stephen M. Gilbert. 2006, "Strategic Implications of Intermediaries upon Leasing and Selling of Durable Goods.", Electronic Proceedings of Future of Distribution Channels Conference, Wharton (PA), USA.
9. Sreekumar R. Bhaskaran and Karthik Ramachandran. 2006, "Technological Evolution and Entry Timing: An Analysis of the Time-Quality Trade-off Under Competition.", Electronic Proceedings of M&SOM Conference, Atlanta (GA), USA.
10. Sreekumar R. Bhaskaran and Stephen M. Gilbert. 2005, "Channel Structure and Durability: The Strategic Implications of Leasing and Selling.", Electronic Proceedings of M&SOM Conference, Chicago (IL), USA.

STUDENT ADVISING

- **Doctoral** (committee/advising): Param Pal Singh Chhabra (Georgia Tech), Xiaochen Gao (UC San Diego), Zeya Wang (Georgia Tech), Jiaxin He (UESTC, China)
- **Masters:** Natesh Kumar (2010), Gregg Ramzy (2010), Chris Stevens (2010), Nick Wu (2014-15)
- **Undergraduate:** BASCM Practicum Projects, (2021)

TEACHING CASES

1. Sreekumar Bhaskaran and Canan Savaskan. 2012, "Re-inventing J. C. Penney: The road less traveled.", SMU-Cox School of Business Case.
 - Featured in the Inaugural ITOM Case Competition, 2012.
2. Sreekumar Bhaskaran. 2020, "Quack Pharmaceuticals: The Development of Symilin.", SMU-Cox School of Business Case.
3. Sreekumar Bhaskaran, Canan Savaskan and Tom Tan. 2023. "Girl Scouts: Building leaders, one cookie at a time.", SMU-Cox School of Business Case.
 - ITOM Case Competition, 2023.
4. Sreekumar Bhaskaran. 2024, "Nikola Motors: The Self-Driving Automobile R&D Project.", SMU-Cox School of Business Case.
5. Sreekumar Bhaskaran, Sinan Erzurumlu, Karthik Ramachandran. 2024, "Flying High with Wright One: Navigating Challenges in the Deep-Tech Startup Ecosystem", SMU-Cox School of Business Case (in preparation).

UNPUBLISHED TEACHING NOTES/MONOGRAPHS

1. Operations Management e-book, 2010.
2. Project Management e-book, 2014.
3. Operations Analytics e-book 2016.

MEDIA COVERAGE OF RESEARCH ARTICLES

1. "At the edge of product development: Investment or innovation sharing?": Economist Intelligence Unit, Sep 3rd, 2007.
2. "Xtreme competition: Video games' end game": Economist Intelligence Unit, Nov 8, 2007.
3. "New Research Offers Insights Into Videogame Release Timing": The Escapist Magazine, Dec. 17, 2007.
4. "Pricing strategies: Waste Averse consumers payup": Economist Intelligence Unit, July 10, 2010 (Featured article).
5. "Patience Pays Off for Startups": BizEd Magazine, Jul-Aug, 2014.

6. "Why Most Startups Fail — and the Skills Needed for Their Success": Cox Today Feature article, Jul 15, 2020.
7. "Making Customers Pay Up May Backfire: Beware of Unintended Congestion": Cox Today, Oct 25, 2021.
8. "The Supply Chain Crunch: Lessons from Girl Scout Cookie Sales": Cox Today, Jan 28, 2022.
9. "The Supply Chain Crunch: Lessons from Girl Scout Cookie Sales": SMU Magazine, Fall 2022.

MEDIA MENTIONS

1. Dock/Port workers strike and impact on local businesses: ABC (Oct 1, 2024)
2. "SMU Cox professor uses his research to solve business problems", SMU Magazine, Spring 2023.
3. Baby formula shortages and supply chain challenges: CBS News, NBC 5, ABC (May 2022)
4. Shrinkflation: The Dallas Morning News (May 2022)
5. Future of Supply Chains: NTX Innovation, The Business Journals, Dallas (Sept 2021)
6. Durable Good Pricing and Distribution: Scientific Sense Podcast (Nov 2021)
7. Texas Instruments Projector Technology: The Dallas Morning News (May 2012)

INVITED TALKS

Scheller College of Business, Georgia Tech. (Nov '24)
 Neeley School of Business, TCU (Sep '23)
 Indian School of Business (Dec '22)
 Herbert School of Business, Univ of Miami (Oct '22)
 Temple University (Apr '22)
 Administrative State College of India (Dec '18)
 University of Texas at Dallas (Feb '17)
 University of Miami (Aug '12)
 Pennsylvania State University (Oct '11)
 University of Florida (Mar '10)
 University of Texas at Austin (Nov '06)
 University of North Carolina at Chapel Hill
 Sloan School of Management (MIT)
 University of Kansas
 University of Southern California at Los Angeles
 Ohio State University

George Washington University (Apr '24)

Texas A&M University (Sep '22)
 University of Nebraska (Sep '22)
 Boston University (July '21)

University of Notre Dame (Oct '18)
 George Mason University (Nov '17)

Georgetown University (Oct '15)
 Georgia Institute of Technology (Oct '11)
 University of Texas at Dallas (Aug '09)
 University of Utah (Oct '10)
 University of North Texas (Feb '07)
 Indian School of Business (Dec '06)
 University of Washington at Seattle
 Vanderbilt University
 Cornell University

GRANTS

- Instructional Technology Grant to develop a distributional supply chain game, SMU Teaching Technology Group 2009-10 (jointly with Karthik Ramachandran).

TEACHING EXPERIENCE

- Operations Analytics (**Elective**: MBA, MSBA): Cox School of Business, 2015-'24.
- Project Management (**Elective**: MBA, MSBA): Cox School of Business, 2009-'24.
- Operations Management (**Core**: MBA, MSM): Cox School of Business, 2006-'24.
- Operations and Supply Chain Management (**Lead Instructor**: Online MBA): Cox School Business, 2020-'24.
- Operations Management (**Core**: BBA): McCombs School of Business, Spring 2005.
- Teaching Assistant: Supply Chain and Operations Strategy (MBA, Spring 2004), Operations and Marketing Strategy (MBA, Spring 2004), Supply Chain Management (MBA, Spring 2006).

PROFESSIONAL ACTIVITIES/SERVICE

1. Editorial Responsibilities:

- Senior Editor (POMS: New Product Development, R&D, and Project Management, 2012 - to date)
- Senior Editor (POMS: Management of Technology, 2020 - to date)
- Senior Editor (POMS: Special Issue on Supply Disruptions, 2022)
- Associate Editor (OMEGA, 2016 - to date)
- Associate Editor (IIE Transactions, 2012-13)

2. Vice President, Programs, TIMES Organization, INFORMS, 2024.

3. International Technical Committee Member, International Conference on Industrial Engineering and Analytics (ICONIEA), IIT Kharagpur, 2024.

4. Vice President, Membership, TIMES Organization, INFORMS, 2023.

5. Vice President, POMS-Membership, 2013-2016.

6. Conference Cluster Chair: TIMES, NPD Clusters, INFORMS 2024.

7. Conference Cluster Co-Chair: M&SOM Society, TIE SIG, INFORMS, 2023.

8. Conference Cluster Co-Chair: TIMES, NPD Clusters, INFORMS 2023.

9. Judge: PITM Student Paper Competition (2016, 2017, 2020), POMS Supply Chain Student Paper Competition (2017, 2018, 2019, 2020), POMS Student Paper Competition (2011), TIMES Best Working Paper Competition (2018, 2022, 2023)

10. Panel Discussant: INFORMS Future Academician Colloquium, Austin, TX, November 2010.

11. Reviewer: Management Science, Marketing Science, Manufacturing & Service Operations Management Journal, Production and Operations Management, Naval Research Logistics, European Journal of Operational Research, Decision Sciences, OMEGA, Journal of Business Research.

12. **Session Chair:** POMS Annual Conference (2012, '13, '14, '15, '16, '18, '19, '21, '23, '24), INFORMS Annual Conference (2012, '13,'15, '18, '19), International INFORMS Conference 2019.
13. **Member:** POMS, INFORMS, M&SOM Society, Society on Marketing Science.

COMMUNITY SERVICE

1. **Girl Scouts of North East Texas** (jointly with Canan Savaskan): Organized a day-long immersion and training program for senior Girl Scouts at the SMU campus. Covered the basics of process analysis, forecasting, and using digital marketing tools and techniques to generate leads and boost cookie sales. The day concluded with a tour of the campus.
2. **Big Sister Boston, Massachusetts** (jointly with Sinan Erzurumlu and Karthik Ramachandran): Collaborated with the organization to design improved policies for matching Big Sisters (older girls serving as mentors) with Little Sisters (young girls seeking mentorship).

UNIVERSITY SERVICE

1. SMU Faculty Senate Executive Committee, 2017-18.
2. SMU Faculty Senate: 2017-19.
3. Student Policies Committee, 2018-22.
4. University Research Committee, 2022-to date.
5. Faculty Technology Committee, 2023- to date.
6. Generative AI Roundtable Panelist, 2024.
7. Faculty GEN AI Cohort 2024.
8. ITOM Case competition: developed the case, and organized the competition, 2012, 2022.
9. Marshall (Cox School of Business) - University Academic Ceremonies, 2023, 2024.
10. Cox BBA Policy Committee, 2021-to date.
11. All University Finance Committee, 2017-18.
12. Academic Technology Committee: 2015-17.
13. ITOM Recruiting Committee, 2006-2023.
14. Faculty Advisor - Operations and Analytics Club, 2006-2017.
15. Cox Executive Committee, 2010-11.

PROFESSIONAL EXPERIENCE

- Area Sales & Distribution Manager, Cadbury India Ltd., India, 2000-2001.
 - Handled logistics planning, distribution and sales management in the state of Andhra Pradesh, India
- Intern, General Management, Standard Chartered Bank, Mumbai, India, 1999.
 - Conceptualized and implemented product packaging strategies for financing of consumer durable goods.