



## PUBLICATIONS

1. Amit Basu, Sreekumar Bhaskaran and Rajiv Mukherjee. 2024. Compatibility and Information Asymmetry in Online Matching Platforms., Articles in *Advanced Management Science*.
  - Platform Strategy Research Symposium, Boston University July 2021
  - Workshop on Information System Economics, December 2020.
2. 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.
3. 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
4. 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.
5. 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.
6. 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.
7. 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.
8. Sreekumar R. Bhaskaran and Karthik Ramachandran 2011, Managing Technology Selection and Development Risk in Competitive Environments *POMS* 20(4) 541-555.
9. Sreekumar R. Bhaskaran, Karthik Ramachandran and John Semple. 2010, A Dynamic Inventory Model with Right of Refusal. *Management Science* 56(12) 2265-2281.
10. 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.
11. Sreekumar R. Bhaskaran and Vish V. Krishnan. 2009, E ort, Revenue, and Cost-Sharing Mechanisms for Collaborative New Product Development *Management Science* 55(7) 1152-1169.
12. 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

13. Sreekumar R. Bhaskaran, Sanjiv Erat and Rajiv Mukherjee. 2024, Demand Management for Services: The Role of Consumer Mental Accounts<sup>nd</sup>, round review at *M&SOM* (previous decision: Major Revision)

## 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, Ban , 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

## TEACHING CASES

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## INVITED TALKS

George Washington University (Apr '24)  
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)

Neeley School of Business, TCU (Sep '23)  
Texas A&M University (Sep '22)  
University of Nebraska (Sep '22)  
  
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)

- ^ Associate Editor (IIE Transactions)
- 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. Cluster Co-Chair: M&SOM Society, TIE SIG, INFORMS, 2023
- 7. Cluster Co-Chair: TIMES, NPD Clusters, INFORMS 2023.
- 8. 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)
- 9. Panel Discussant: INFORMS Future Academician Colloquium, Austin, TX, November 2010.
- 10. 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.
- 11. 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.
- 12. 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. University Research Committee, 2022-to date.
- 2. Faculty Technology Committee, 2023- to date.
- 3. Faculty GEN AI Cohort 2024.
- 4. ITOM Case competition: developed the case, and organized the competition, 2012, 2022.
- 5. Marshall (Cox School of Business) - University Academic Ceremonies, 2023, 2024.
- 6. Cox BBA Policy Committee, 2021-to date.

7. SMU Faculty Senate: 2017-19.
8. Student Policies Committee, 2018-22.
9. SMU Faculty Senate Executive Committee, 2017-18.
10. All University Finance Committee, 2017-18.
11. Academic Technology Committee: 2015-17.
12. ITOM Recruiting Committee, 2006-2023.
13. Faculty Advisor - Operations and Analytics Club, 2006-2017.
14. 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.