

# Sreekumar R. Bhaskaran

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## 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 2006-2012.
- **Research Assistant**, McCombs School of Business, University of Texas at Austin: August 2001-2006.

## 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).

## RESEARCH INTERESTS

Collaborative product development, durable goods markets, distribution channel structure, behavioral economics, matching platforms.

## AWARDS & HONORS

1. "The 40 Most Outstanding B-School Profs Under 40 In The World", Poets & Quants 2014.
2. Corrigan Research Professorship, Cox School of Business, 2016-2018.
3. Fisher Fellow, Cox School of Business, 2014-2015.
4. Frank and Susan Dunlevy Faculty Fellow, Cox School of Business, 2013-2014.
5. Jr. Corrigan Research Professorship, Cox School of Business, 2012-2013.
6. Research Excellence Award, Cox School of Business 2010-11.
7. C. Jackson Grayson Endowed Faculty Innovation Award, Cox School of Business 2008-09.

## PUBLICATIONS

1. Amit Basu, Sreekumar Bhaskaran and Rajiv Mukherjee. 2018, "An Analysis of Search and Authentication Strategies for Online Matching Platforms.", forthcoming in *Management Science*.
2. Amit Basu and Sreekumar Bhaskaran. 2018, "An Economic Analysis of Customer Co-design.", *Information Systems Research* **29**(4), 787-804 (Lead article).
3. 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.
4. Sanjiv Erat and Sreekumar R. Bhaskaran 2012, "Consumer Mental Accounts & Implications to Selling Base-Products and Addons.", *Marketing Science* **31**(5) 801-818.
5. Sreekumar R. Bhaskaran and Karthik Ramachandran 2011, "Managing Technology Selection and Development Risk in Competitive Environments.", *POMS* **20**(4) 541-555.
6. Sreekumar R. Bhaskaran, Karthik Ramachandran and John Semple. 2010, "A Dynamic Inventory Model with Right of Refusal.", *Management Science* **56**(12) 2265-2281.
7. Sreekumar R. Bhaskaran and Stephen M. Gilbert. 2009, "Implications of Channel Structure for Leasing or Selling Durable Goods", *Marketing Science* **28**(5) 918-934.
8. 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.
9. 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

1. Sreekumar R. Bhaskaran, Sinan Erzurumlu and Karthik Ramachandran. 2018, "Sequential Product Development and Introduction by Cash-constrained Start-ups", invited for revision at *M&SOM*.
2. Annibal Sodero, Aidin Namin, Dinesh Gauri and Sreekumar Bhaskaran. 2018, "What Goes Where? An Empirical Investigation of Drop-Shipping vs. Wholesale Channel Choice for Fashion Products", under review in *Marketing Science*.
3. Sreekumar R. Bhaskaran, Ankur Goel and Karthik Ramachandran. 2015, "Managing Product Transitions under Technology Uncertainty", under reject and resubmit at *M&SOM*.

## REFERREED CONFERENCE PROCEEDINGS

1. 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.
2. 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.
3. 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.

4. 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.
5. 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.
6. 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.

## **WORKING PAPERS**

1. Kev Gao, Sreekumar R. Bhaskaran and Vish V. Krishnan. 2018, "Designing for Disruptions: The Role of Product Positioning": Cox School of Business Working Paper.
2. Sreekumar R. Bhaskaran, Sanjiv Erat and Rajiv Mukherjee. 2017 "Impact of Consumption Flexibility on Usage and Congestion", Cox School of Business Working Paper.
3. Sreekumar R. Bhaskaran and John Semple. 2017, "Price Distributions, Store Sequencing, and Strategic Shopping Behavior", Cox School of Business Working Paper.
4. Sreekumar R. Bhaskaran, Priyali Rajagopal and Karthik Ramachandran. 2016, "Quality Consciousness and Perceived Value", Cox School of Business Working Paper.

## **RESEARCH IN PROGRESS**

1. "Best or Right – The Interaction Between Subjective Preferences and Authentication in Online Matching Platforms", joint work with Amit Basu and Rajiv Mukherjee.
2. "White or Print?: Product Assortment Decisions in a Decentralized Channel", joint work with Canan Savaskan.
3. "The Strategic value of BOGO offers under Competition", joint work with Haresh Gurnani and Saibal Ray.
4. "Effort Provisioning under Push vs. Pull Systems: Theoretical Predictions and Empirical Evidence", joint work with Canan Savaskan and Tom Tan.

## **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. "Pricing strategies: Waste Averse consumers payup": Economist Intelligence Unit, July 10, 2010 (Featured article).
4. "Patience Pays Off for Startups": BizEd Magazine, Jul-Aug, 2014.

## INVITED TALKS

University of Notre Dame (Oct '18)  
University of Texas at Dallas (Aug '09, Feb '17)  
Georgetown University (Oct '15)  
University of Miami (Aug '12)  
Pennsylvania State University (Oct '11)  
University of North Texas (Feb '07)  
Indian School of Business (Dec '06)  
Sloan School of Management (MIT)  
University of Kansas  
University of Southern California at Los Angeles

George Mason University (Nov '17)  
Georgia Institute of Technology (Oct '11)  
University of Utah (Oct '10)  
University of Texas at Austin (Nov '06)  
University of Washington at Seattle  
Vanderbilt University  
Cornell University  
Ohio State University  
University of North Carolina at Chapel Hill

## GRANTS

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

## TEACHING MATERIAL

- Sreekumar Bhaskaran and Canan Savaskan. 2012, "Re-inventing J. C. Penney: The road less travelled", SMU-Cox School of Business Case.

## TEACHING EXPERIENCE

- Operations Analytics (MBA, MSBA): Cox School of Business, 2015-'19.
- Project Management (MBA, MSBA): Cox School of Business, 2009-'19.
- Operations Management (MBA): Cox School of Business, 2006-'19.
- Operations Management (Undergraduate): McCombs School of Business, Spring 2005.
- Teaching Assistant: Supply Chain and Operations Strategy (Spring 2004), Operations and Marketing Strategy (Spring 2004), Supply Chain Management (Spring 2006).

## PROFESSIONAL ACTIVITIES/SERVICE

1. **Judge:** PITM Student Paper Competition, 2017,2016.
2. **Judge:** POMS Supply Chain Student Paper Competition, 2017, 2018.
3. **Vice President,** POMS-Membership, 2013-2016
4. **Judge:** POMS Student Paper Competition, 2011.
5. **Panel Discussant:** INFORMS Future Academician Colloquium, Austin, TX, November 2010.
6. **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.

7. **Editorial Responsibilities:** Senior Editor (POMS: New Product Development, R&D, and Project Management), Senior Editor (POMS: Special Issue on Supply Disruptions), Associate Editor (IIE Transactions), Associate Editor(OMEGA).
8. **Member:** POMS, INFORMS, M&SOM Society, Society on Marketing Science.

## **UNIVERSITY SERVICE**

1. SMU Faculty Senate: May 2017- to date.
2. SMU Faculty Senate Executive Committee: May 2017-18.
3. All University Finance Committee: May 2017-18.
4. Academic Technology Committee: Aug 2015-May 2017.
5. ITOM Recruiting Committee: 2006-2018.
6. Faculty Advisor - Operations and Analytics Club: 2006-2017.
7. 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
  - Responsible for sales promotion design and institutional sales for the peak selling season.
- Intern, General Management, Standard Chartered Bank, Mumbai, India, 1999.
  - Conceptualized and implemented product packaging strategies for consumer durable finance.