

# Subodha Kumar

Assistant Professor of Information and Operations Management

Mays Business School  
Texas A&M University  
Wehner 301F - 4217 TAMU  
College Station, TX 77843-4217

Office: (979) 845-9629  
Fax: (979) 845-5653  
E-mail: [subodha@tamu.edu](mailto:subodha@tamu.edu)  
Web Page: <http://people.tamu.edu/~subodha>

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## EDUCATION

- 07/2001 Doctor of Philosophy (Ph.D.)  
Management Science and Information Systems, School of Management, University of Texas at Dallas, Richardson, Texas  
*Dissertation: Analytical and Metaheuristic Solutions for Emerging Scheduling Problems in E-Commerce and Robotics.*
- 12/2000 Master of Business Administration (MBA)  
School of Management, University of Texas at Dallas
- 03/1997 Master of Technology (M.Tech.)  
Industrial and Management Engineering, Indian Institute of Technology (IIT), Kanpur  
*Thesis: An Application of Genetic Algorithms in No-Wait Lot Streaming Flow Shop Scheduling.*
- 11/1994 B.Sc. Engg.  
Mechanical Engineering, Bihar Institute of Technology (BIT), Sindri, India

## ACADEMIC EXPERIENCE

- July 2009 - Present **Assistant Professor**  
Mays Business School, Texas A&M University, College Station
- Summer 2010, 2011 **Visiting Scholar**  
Indian School of Business, Hyderabad, India
- Sep 2001 - July 2009 **Assistant Professor**  
Foster School of Business, University of Washington (UW), Seattle
- Jan 1999 - Aug 2000 **Instructor, Teaching Assistant, Research Assistant**  
School of Management, University of Texas at Dallas (UTD)
- Sep 1998 - Dec 1998 **Research Assistant**  
University of Toronto, Canada
- Aug 1995 - Dec 1996 **Teaching Assistant**  
Indian Institute of Technology, Kanpur, India

## RESEARCH INTERESTS

- Supply Chain Management
  - Multi-channel retailing

- Auditing and replenishment policies for retail stores
- RFID implementation
- Optimizing supplier and retailer efforts
- Optimizing recommendation systems
- Electronic Commerce and Online Environment
  - Optimizing Web ad revenue
  - Optimizing revenue model
  - Advertising decisions for electronic retailers
  - Assignment of jobs in grid computing
- Software Management
  - Development methodologies
  - Software maintenance and delivery
- Data Quality and Data Mining
  - Impact of query conditions
  - Dual-objective segmentation
- Sequencing and scheduling
  - Intelligent transportation systems
  - Robotic cell scheduling
  - Flowshop scheduling

## JOURNAL PUBLICATIONS

1. D. Liu, S. Kumar, and V.S. Mookerjee, "Advertising Strategies in Electronic Retailing: A Differential Games Approach," *Information Systems Research*, forthcoming.
2. R. Mookerjee, S. Kumar, and V.S. Mookerjee, "To Show or Not Show: Using User Profiling to Manage Internet Advertisement Campaigns," *Interfaces*, forthcoming.
3. N. Shah, S. Kumar, F. Bastani, and I. Yen, "Optimization Models for Assessing the Peak Capacity Utilization of Intelligent Transportation Systems," *European Journal of Operational Research*, Vol. 216, Issue 1, Jan 2012, pp. 239–251.
4. Y. Ji, S. Kumar, V.S. Mookerjee, S.P. Sethi, and D. Yeh, "Optimal Enhancement and Lifetime of Software Systems: A Control Theoretic Analysis," *Production and Operations Management*, Vol. 20, Number 6, Nov – Dec 2011, pp. 889–904.
5. P.V. Balakrishnan, S. Kumar, and P. Han, "Dual Objective Segmentation to Improve Targetability: An Evolutionary Algorithm Approach," *Decision Sciences*, Vol. 42, Issue 4, Nov 2011, pp. 831–857.
6. D. Dey and S. Kumar, "Reassessing Data Quality for Information Products," *Management Science*, Vol. 56, No. 12, Dec 2010, pp. 2316-2322.
7. V.G. Kulkarni, S. Kumar, V.S. Mookerjee, and S.P. Sethi, "Optimal Allocation of Effort to Software Maintenance: A Queuing Theory Approach," *Production and Operations Management*, Vol. 18, No. 5, Sep 2009, pp. 506-515.
8. S. Kumar and S.P. Sethi, "Dynamic Pricing and Advertising for Web Content Providers," *European Journal of Operational Research*, Vol. 197, Issue 3, Sep 2009, pp. 924-944.

9. M. Fan, S. Kumar, and A.B. Whinston, "Short-Term and Long-Term Competition between Providers of Shrink-Wrap Software and Software as a Service," **European Journal of Operational Research**, Vol. 196, Issue 2, July 2009, pp. 661-671.
10. S. Kumar, K. Dutta, and V.S. Mookerjee, "Maximizing Business Value by Optimal Assignment of Jobs to Resources in Grid Computing," **European Journal of Operational Research**, Vol. 194, Issue 3, May 2009, pp. 856-872.
11. M. Dawande, M. Johar, S. Kumar, and V.S. Mookerjee, "A Comparison of Pair versus Solo Programming under Different Objectives: An Analytical Approach," **Information Systems Research**, Vol. 19, No. 1, Mar 2008, pp. 71-92.
12. M. Dawande, S. Kumar, V.S. Mookerjee, and C. Sriskandarajah, "Maximum Commonality Problems: Applications and Analysis," **Management Science**, Vol. 54, No. 1, Jan 2008, pp. 194-207.
13. M. Fan, S. Kumar, and A.B. Whinston, "Selling or Advertising: Strategies of Providing Digital Media Online," **Journal of Management Information Systems**, Vol. 24, No. 3, Winter 2007-8, pp. 143-166.
14. S. Kumar, M. Dawande, and V.S. Mookerjee, "Optimal Scheduling and Placement of Internet Banner Advertisements," **IEEE Transactions on Knowledge and Data Engineering (Featured Article)**, Vol. 19, No. 11, Nov 2007, pp. 1571-1584.
15. S. Kumar, V.S. Jacob, and C. Sriskandarajah, "Scheduling Advertisements on a Web Page to Maximize Revenue," **European Journal of Operational Research**, Vol. 173, Issue 3, Sep 2006, pp. 1067-1089.
16. S. Kumar, N. Ramanan, and C. Sriskandarajah, "Minimizing Cycle Time in Large Robotic Cells," **IIE Transactions**, Vol. 37, No. 2, Feb 2005, pp. 123-136. Appeared as refereed abstract in *Interfaces*, Vol. 32, No. 5, Sep-Oct 2002, pp. 83-84. Featured in the *Industrial Engineer Magazine*, February 2005, p. 48.
17. M. Dawande, S. Kumar, and C. Sriskandarajah, "Scheduling Web Advertisements: A Note on the MINSPACE Problem," **Journal of Scheduling**, Vol. 8, Issue 1, 2005, pp. 97-106.
18. M. Dawande, S. Kumar, and C. Sriskandarajah, "Performance Bounds of Algorithms for Scheduling Advertisements on a Web Page," **Journal of Scheduling**, Vol. 6, Issue 4, July-Aug 2003, pp. 373-394.
19. S. Kumar, T.P. Bagchi, and C. Sriskandarajah, "Lot Streaming and Scheduling Heuristics for  $m$ -machine No-wait Flowshops," **Computers and Industrial Engineering**, Vol. 38, Issue 1, 2000, pp. 149-172.

## CASES

20. R.L. Nolan, K.A. Brown, and Subodha Kumar, "Esterline Technologies: Lean Manufacturing," **Harvard Business School Case** 906-417, May 3, 2006.
21. R.L. Nolan, K.A. Brown, and Subodha Kumar, "Esterline Technologies: Lean Manufacturing (TN)," **Harvard Business School Teaching Note** 907-401, July 10, 2006.
22. R.L. Nolan and Subodha Kumar, "Information Technology Based Innovation at Alaska Airlines," **Harvard Business School Case** 908-404, 2008.

23. R.L. Nolan and Subodha Kumar, "Information Technology Based Innovation at Alaska Airlines (TN)," *Harvard Business School Teaching Note*, 2008.

## COURSES TAUGHT

### Masters Courses

- Quantitative Analysis for Business Decisions (INFO 610): Fall 2011
  - Core course for Full Time MBA
  - Overall Mean of Course Evaluation for Each Section in Fall 2011:
    - 4.76 out of 5,
    - 4.70 out of 5
- Information Systems Core Course on IT Management and Strategy (UW)
  - Technology Management MBA (Executive MBA), Evening MBA, and Full Time MBA
  - Designed the course for executive program
- Information, Technology, and Innovation (Advanced Core Course) (UW)

### Undergraduate Courses

- Business Statistics Core Course (INFO 303): Fall 2009 (3 Sections), Fall 2010 (3 Sections), Fall 2011 (1 Section)
  - Selected "Texas A&M University CTE-Montague Teacher/Scholar for 2011"
  - Received "Fall 2010 Teaching Excellence Award" (University-wide award, selected by students)
  - Overall Mean of Course Evaluation in Fall 2011:
    - 4.66 out of 5 (Honors Section)
  - Overall Mean of Course Evaluation for Each Section in Fall 2010:
    - 4.86 out of 5,
    - 4.68 out of 5 (120 students in this section),
    - 4.55 out of 5 (Honors Section)
  - Overall Mean of Course Evaluation for Each Section in Fall 2009:
    - 4.88 out of 5,
    - 4.62 out of 5 (121 students in this section),
    - 4.58 out of 5 (Honors Section)
- Information Systems Core Course (UW)
  - Coordinated different sessions of the class and made major changes
- Systems Analysis and Design (UW)
- Business Data Communications (UW)
  - Designed the hands-on lab
- Production Management (UTD)

- Internship and Mentorship Course (UW)

### **Doctoral Courses**

- Applications of Optimal Control Theory (UW)

### **Other Executive Courses**

- IT Management (Aerospace Industry Manufacturing Seminar, an executive program for Boeing) (UW)
- IS Strategy (UW-SK Global Management Program, an executive program for SK Group, Korea) (UW)
- Project Management (Global Management Training for Hyundai Heavy Industries Directors) (UW)
- Operations and Project Management (Executive program for Korea Advanced Institute of Science and Technology) (UW)

### **PATENT**

- "Robotic System Control," with N. Ramanan and C. Sriskandarajah, *United States Patent # 6,556,893*, Approved on April 29, 2003.

### **EXTERNAL RESEARCH GRANT**

- "Throughput Maximization in Robotic Cells," with C. Sriskandarajah, FSI International, Allen, Texas (2000-2001).

### **REFEREED CONFERENCE PUBLICATIONS**

1. E.M. Demirezen, Subodha Kumar, and B. Shetty, "Supplier Selection Problem: A Differential Games Approach," ***Hawaii International Conference on System Sciences (HICSS) – 45***, January 4-7, 2012, Maui, Hawaii.
2. A. Mehra, Subodha Kumar, and J.S. Raju, "Relationship Retailing using Online and Store Channels," ***8<sup>th</sup> Global Marketing Dynamics Conference***, July 25-27, 2011, Jaipur, India.
3. A. Mehra, Subodha Kumar, and J.S. Raju, "Relationship Retailing using Online and Store Channels," ***UTD-Frontiers of Research in Marketing (UTD-FORMS) Conference***, February 24-26, 2011, Richardson, Texas.
4. R. Mookerjee, Subodha Kumar, and V.S. Mookerjee, "Internet Advertising with Publisher and Advertiser Constraints: An Optimization Approach," ***Proceedings of the 20th Annual Workshop On Information Technologies and Systems (WITS)***, 2010, St. Louis, Missouri, pp. 23-28.
5. E.M. Demirezen, Subodha Kumar, M. Dawande, and V.S. Mookerjee, "Optimizing Recommender System Based on Inventory: A Dynamic Approach," ***Proceedings of the 20th Annual Workshop On Information Technologies and Systems (WITS)***, 2010, St. Louis, Missouri, pp. 92-97.
6. A. Mehra, Subodha Kumar, and J.S. Raju, "Relationship Retailing using Online and Store Channels," ***Proceedings of the 20th Annual Workshop On Information Technologies and Systems (WITS)***, 2010, St. Louis, Missouri, pp. 200-205.

7. A. Ghoshal, Subodha Kumar, and V. Mookerjee, "Locking Effects of Recommender Systems: Impact of Data Sharing," **Proceedings of the 20th Annual Workshop On Information Technologies and Systems (WITS)**, Poster Session, 2010, St. Louis, Missouri, p. 282.
8. R. Mookerjee, Subodha Kumar, and V.S. Mookerjee, "To Show or Not Show: Using User Profiling to Manage Internet Advertisement Campaigns," **Conference on Information Systems and Technology**, 2010, Austin, Texas.
9. E.M. Demirezen, Subodha Kumar, M. Dawande, and V.S. Mookerjee, "Impact of Inventory Status on the Recommender System for DVD Rentals," **Conference on Information Systems and Technology**, 2010, Austin, Texas.
10. N. Shah, F. Bastani, Subodha Kumar, and I. Yen, "Real-Time Car-to-Car Communication Protocol for Intersecting Roads," **Proceedings of the 8<sup>th</sup> International Conference on ITS Telecommunications**, 2008, Thailand.
11. N. Shah, Subodha Kumar, F. Bastani, and I. Yen, "A Space-Time Network Optimization Model for Traffic Coordination and its Evaluation," **Proceedings of the IEEE SUTC**, June 11-13, 2008, Taiwan.
12. N. Shah, Subodha Kumar, F. Bastani, and I. Yen, "An Optimization Model for Rigorously Assessing Efficient Heuristics for Traffic Coordination at Intersections," **Proceedings of the 10th International IEEE Conference on Intelligent Transportation Systems**, 2007, Seattle, Washington, USA, pp. 12-17.
13. Subodha Kumar, Y. Ji, S.P. Sethi, and D. Yeh, "Dynamic Optimization of Software Enhancement Effort," **Proceedings of the 16th Annual Workshop On Information Technologies and Systems (WITS)**, December 2006, Milwaukee, Wisconsin, USA, pp. 133-138.
14. Subodha Kumar and S. Sidhartha, "Optimal Resource Allocation for Reducing Software Defects," **Proceedings of the 16th Annual Workshop on Information Technologies and Systems (WITS)**, December 2006, Milwaukee, Wisconsin, USA, pp. 145-150.
15. Subodha Kumar, M. Fan, and A.B. Whinston, "Strategies of Providing Digital Media Online," **Proceedings of Fifth Workshop on e-Business (WeB)**, December 2006, Milwaukee, Wisconsin.
16. Subodha Kumar, K. Dutta, and V.S. Mookerjee, "Resource Scheduling in Grid Computing Networks to Maximize Business Value," **Proceedings of the 15th Annual Workshop On Information Technologies and Systems (WITS)**, December 2005, Las Vegas, NV, pp. 15-20.
17. Subodha Kumar, A. Susarla, and V.S. Mookerjee, "Coordinating User-Developer Efforts in Extreme Programming: A Control-Theoretic Approach," **Proceedings of the 15th Annual Workshop on Information Technologies and Systems (WITS)**, December 2005, Las Vegas, Nevada, USA, pp. 189-194.
18. D. Liu, Subodha Kumar, and V.S. Mookerjee, "Capacity Decisions at E-commerce Sites: A Competitive Analysis," **Proceedings of the Eleventh Americas Conference on Information Systems (AMCIS)**, August 2005, Omaha, Nebraska, USA.
19. Subodha Kumar and P. Singh, "Optimal Policies for E-Commerce Sites with Hybrid Revenue Streams: Differentiated Quality Approach," **Proceedings of the 14th Annual Workshop On Information Technologies and Systems (WITS)**, December 2004, Washington D.C., pp.

- 98-103.
20. Subodha Kumar and A. Susarla, "A Model of Client and Vendor Interaction in Extreme Programming," ***Proceedings of the 14th Annual Workshop On Information Technologies and Systems (WITS)***, December 2004, Washington D.C., USA, pp. 122-127.
  21. Subodha Kumar, Y. Li, and S.P. Sethi, "Optimal Pricing and Advertising Policy for Web Services," ***Proceedings of the 14th Annual Workshop On Information Technologies and Systems (WITS)***, December 2004, Washington D.C., USA, pp. 104-109.
  22. Subodha Kumar, M. Dawande, and V.S. Mookerjee, "Revenue Maximization in Web Advertisement," ***Proceedings of the 13th Annual Workshop on Information Technologies and Systems (WITS)***, December 2003, Seattle, pp. 121-126. Nominated for the **Best Paper Award**.
  23. M. Johar, Subodha Kumar, M. Dawande, and V.S. Mookerjee, "Optimizing the Rotation of Developers in Extreme Programming: A Model and Comparison," ***Proceedings of the 13th Annual Workshop on Information Technologies and Systems (WITS)***, December 2003, Seattle, USA, pp. 97-102. Nominated for the **Best Paper Award**.
  24. M. Dawande, Subodha Kumar, and C. Sriskandarajah, "Improved Performance Bounds For Web Advertisement Scheduling," ***Proceedings of the 11th Annual Workshop On Information Technologies and Systems (WITS)***, December 2001, New Orleans, pp. 17-22.
  25. Subodha Kumar, V.S. Jacob, and C. Sriskandarajah, "Hybrid Genetic Algorithms for Scheduling Advertising on a Web Page," ***Proceedings of the Twenty-Second International Conference on Information Systems (ICIS)***, December 2001, New Orleans, pp. 461-468.
  26. M. Dawande, Subodha Kumar, and C. Sriskandarajah, "Scheduling Advertisements on a Web Page: New and Improved Approximation Algorithms," ***Proceedings of Brazilian Symposium on Graphs, Algorithms and Combinatorics (GRACO)***, March 2001, pp. 59-62. Also appeared in ***Electronic Notes in Discrete Mathematics***, Volume 7, 2001.
  27. Subodha Kumar, V.S. Jacob, and C. Sriskandarajah, "Scheduling Advertising at a Web Site," ***Proceedings of the 10th Annual Workshop On Information Technologies and Systems (WITS)***, December 2000, Australia, pp. 37-42.
  28. T.P. Bagchi and Subodha Kumar, "Scheduling Jobs in the m-Machine No-Wait Lot Streaming Flowshop," ***INCOM***, France, 1998.
  29. T.P. Bagchi, Subodha Kumar, and C. Sriskandarajah, "Lot Streaming Heuristics for the m-Machine No-Wait Flowshop," ***Proceedings of the CSME Forum***, 1998, Canada, pp. 116-122, Volume 3.
  30. Subodha Kumar, T.P. Bagchi, and C. Sriskandarajah, "Scheduling Heuristics for The m-Machine No-Wait Lot Streaming Flowshop," ***Proceedings of the 4th International Conference on Computer Integrated Manufacturing***, October 1997, Singapore, pp. 485-493.
  31. T.P. Bagchi, D. Saxena, J. Prasad, Subodha Kumar, and A.K. Shah, "Injection Molding Productivity Improvement by Revisiting Design of Experiments," ***ICOQM International Conference***, India, 1997.

**INVITED PRESENTATIONS**

1. "Relationship Retailing using Online and Store Channels," 8<sup>th</sup> Global Marketing Dynamics Conference, Jaipur, India, July 2011.
2. "Scheduling Mobile Advertising," 19<sup>th</sup> Triennial Conference of the International Federation of Operational Research Societies (IFORS), Melbourne, Australia, July 2011.
3. "Impact of Inventory Status on the Recommender System for Subscription Based Rental Organizations," University of Connecticut Business School, January 2011.
4. "Impact of Inventory Status on the Recommender System for DVD Rentals," Indian School of Business, July 2010.
5. "Shrink-Wrap Software versus Software-as-a-Service: A Dynamic Competition Model," School of Management, University of Texas at Dallas, February 2009.
6. "Optimal Assignment of Developers in Extreme Programming," Cox School of Business, Southern Methodist University, January 2009.
7. "Optimal Assignment of Developers in Extreme Programming," Mays Business School, Texas A&M University, January 2009.
8. "Optimal Assignment of Developers in Extreme Programming," Loyola College, January 2009.
9. "Optimal Assignment of Developers in Extreme Programming," University of Dayton, January 2009.
10. "Shrink-Wrap Software versus Software-as-a-Service," University of Alberta School of Business, December 2008.
11. Featured on the University of Washington Television for a panel discussion titled "What Are the Key Dimensions and Issues of Team Level Innovation?" May 2007.
12. "Dynamic Optimization of Software Enhancement Effort," 16th Annual Workshop On Information Technologies and Systems (WITS), December 2006, Milwaukee, Wisconsin, USA.
13. "Optimal Resource Allocation for Reducing Software Defects," 16th Annual Workshop on Information Technologies and Systems (WITS), December 2006, Milwaukee, Wisconsin, USA.
14. Panelist in UW Seattle Innovation Symposium, Seattle for the panel discussion titled "What Are the Key Dimensions and Issues of Team Level Innovation?" September 2006.
15. "Resource Scheduling in Grid Computing Networks to Maximize Business Value," 15th Annual Workshop On Information Technologies and Systems (WITS), December 2005, Las Vegas, Nevada, USA.
16. "Coordinating User-Developer Efforts in Extreme Programming: A Control-Theoretic Approach," 15th Annual Workshop On Information Technologies and Systems (WITS), December 2005, Las Vegas, Nevada, USA.
17. "Optimal Pricing and Advertising Policy for Web Services," 14th Annual Workshop On Information Technologies and Systems (WITS), December 2004, Washington D.C., USA.

18. "Genetic Algorithms Based Cluster Heuristics for Dual Objective Segmentation," CORS/INFORMS Joint International Meeting, May 2004, Banff, Alberta, Canada.
19. "Optimizing the Rotation of Developers in Extreme Programming: A Model and Comparison," Seattle XP User Group Meeting, March 2004, Bellevue, Washington, USA.
20. "Revenue Maximization in Web Advertisement," 13th Annual Workshop on Information Technologies and Systems (WITS) , December 2003, Seattle, Washington, USA.
21. "Improved Performance Bounds For Web Advertisement Scheduling," 11<sup>th</sup> Annual Workshop On Information Technologies and Systems (WITS), December 2001, New Orleans, Louisiana, USA.
22. "Hybrid Genetic Algorithms for Scheduling Advertising on a Web Page," Twenty-Second International Conference on Information Systems (ICIS), December 2001, New Orleans, Louisiana, USA.
23. "Fast Algorithms for Scheduling Advertisements on a Web Page," INFORMS International, June 2001, Hawaii, USA.
24. "Web Advertisement Scheduling," presented at: University of Washington, Seattle, March 2001; Oklahoma State University, March 2001; University of Mississippi, March 2001.
25. "FSI Project: Optimize Throughput in Robotic Cells," FSI International, January 2001, Allen, Texas, USA.
26. "Scheduling Advertisements on a Web Page to Maximize Space Utilization," The University of Texas at Dallas, September 2000, Richardson, Texas, USA.
27. "Scheduling Internet Advertising: A Space-Sharing Problem," INFORMS Annual Meeting, November 2000, San Antonio, Texas, USA.
28. "Scheduling Advertisements on a Web Page to Maximize Space Utilization," Indian Institute of Technology, December 1999, Kanpur, India.

## PROFESSIONAL ACTIVITIES

### Editorial Service:

- Senior Editor, Production and Operations Management Journal (2007 - Present)
- Associate Editor, Decision Sciences Journal (2011 – Present)
- Associate Editor, International Conference on Information Systems (ICIS), 2011, 2012
- Member of Editorial Review Board, Journal of Database Management (2004 - Present)
- Member of Editorial Review Board, International Journal of Social and Organizational Dynamics in IT (2009 - Present)
- Member of Editorial Review Board, Production and Operations Management Journal (2003 - 2007)

### Conference Chair:

- Conference on Information Systems and Technology (CIST), Charlotte, North Carolina, November 2011 (Co-chair)

**Session Chair:**

- Informs Annual Meeting, Invited Session in eBusiness Section, Charlotte, North Carolina, November 2011
- 19<sup>th</sup> Triennial Conference of the International Federation of Operational Research Societies (IFORS), Melbourne, Australia, July 2011
- Conference on Information Systems and Technology (CIST), Austin, Texas, November 2010
- Informs Annual Meeting, Austin, Texas, November 2010
- Conference on Information Systems and Technology (CIST), Seattle, Washington, November 2007
- Informs Annual Meeting, Seattle, Washington, November 2007
- 15<sup>th</sup> Workshop on Information Technologies and Systems (WITS), Las Vegas, Nevada, 2005
- CORS / INFORMS Joint International Meeting, Banff, Alberta, Canada, May 2004
- 13<sup>th</sup> Workshop on Information Technologies and Systems (WITS), Seattle, Washington, 2003

**Program Committee Member:**

- International Symposium on Management Intelligent Systems (IS-MiS), Salamanca, Spain, July 2012
- 14<sup>th</sup> International Conference on Enterprise Information Systems (ICEIS), Wrocław, Poland, June-July 2012
- Eleventh Wuhan International Conference on E-Business (WHICEB), Wuhan, China, May 2012
- Sixth International Conference on Information Systems, Technology and Management (ICISTM), Grenoble, France, March 2012
- 21<sup>st</sup> Annual Workshop on Information Technologies and Systems (WITS), Shanghai, China, December 2011
- IEEE International Conference on Services Computing (SCC), Washington DC, July 5-10, 2011
- 20<sup>th</sup> WITS, St. Louis, December 2010
- Conference on Information Systems and Technology (CIST), Austin, Texas, November 2010
- IEEE SCC, Miami, Florida, July 5-10, 2010
- Ninth WHICEB, Wuhan, China, May 2010
- Fourth ICISTM, Bangkok, Thailand, March 2010
- 19<sup>th</sup> WITS, Phoenix, December 2009
- IEEE SCC, Bangalore, India, September 2009
- Eighth WHICEB, Wuhan, China, May 2009
- Third ICISTM, Delhi, India, 2009
- 18<sup>th</sup> WITS, Paris, December 2008
- CIST, Washington DC, November 2008
- Second ICISTM, Dubai, UAE, 2008
- 17<sup>th</sup> WITS, Montreal, December 2007
- 16<sup>th</sup> WITS, Milwaukee, December 2006
- 15<sup>th</sup> WITS, Las Vegas, December 2005
- 14<sup>th</sup> WITS, Washington DC, December 2004
- 13<sup>th</sup> WITS, Seattle, December 2003

**Reviewer:**

Operations Research; Management Science; Information Systems Research (ISR);

Informs Journal on Computing (JOC); Manufacturing & Service Operations Management (MSOM); MIS Quarterly (MISQ); Marketing Science; Journal of Management Information Systems (JMIS); IIE Transactions; Decision Sciences; European Journal of Operational Research (EJOR); Decision Support Systems (DSS); IEEE Transactions on Management Information Systems (TMIS); Journal of Scheduling; Communications of the ACM (CACM); Discrete Optimization; IEEE Transactions on Automation Science and Engineering (IEEE T-ASE); Journal of Information Technology Theory and Application (JITTA); Information Systems and Operational Research (INFOR); Information Technology & Management (ITEM); Journal of Industrial and Management Optimization (JIMO); Journal of Information Systems Education (JISE); Journal of Electronic Commerce Research (JECR); Dynamics of Continuous, Discrete, and Impulsive Systems; International Conference on Information Systems (ICIS); Hawaii International Conference on System Sciences (HICSS); International Conference on Conceptual Modeling (ER)

### **Other Activities:**

- Member, Doctoral Program Committee, Mays Business School, Texas A&M University (2009 – Present)
- Webmaster, INFORMS' Information Systems Society (ISS) (2007 – Present)
- Member, Technology Management MBA Curriculum Review Committee, University of Washington Business School (2007 – 2008)
- Member, Undergraduate Core Curriculum Review Committee, University of Washington Business School (2007 – 2008)
- Member, Review Committee for the Graduate School Social Sciences Dissertation Fellowship, University of Washington (2005 and 2007)
- Member, IS Curriculum Review Committee (2003 – 2005)
- Member, University of Washington Faculty Council on Research (2003 – 2006)
- Member, Doctoral Program Admissions Committee, University of Washington Business School (2002 – 2005)
- Coordinator, Introduction to Information Systems (IS 300) (2007 – 2008)
- Coordinator, Business Data Communications (IS 470) (2004 – 2005)

### **DOCTORAL DISSERTATION SUPERVISORY COMMITTEE**

- Emre Demirezen (Co-chair), Mays Business School, Texas A&M University
- Hao-Chun Chuang, Mays Business School, Texas A&M University
- Lu Yan, Foster School of Business, University of Washington
- Theresa Barker, Industrial Engineering, University of Washington
- Naveen Kumar, Industrial Engineering, University of Washington

### **HONORS and AWARDS**

- Finalist in *The Daniel H. Wagner Prize for Excellence in Operations Research Practice* sponsored by the Institute for Operations Research and the Management Sciences (INFORMS), 2011 (winner will be chosen during INFORMS Annual Meeting in November 2011).
- *Texas A&M University CTE-Montague Teacher/Scholar* for 2011.
- *Teaching Excellence Award*, Texas A&M University, Fall 2010 (University-wide award, selected by students).
- *Summer Research Performance Recognition Grant*, Mays Business School, Texas A&M University, Summer 2010, 2011.
- *Instructor of the Quarter award*, Foster School of Business, University of Washington, Fall 2008 (selected by students).

- Nominated for *Instructor of the Fall Quarter award*, Foster School of Business, University of Washington, Fall 2007 (selected by students).
- *Dean's Best Faculty Case Award* for the case titled "Information Technology Based Innovation at Alaska Airlines," Foster School of Business, University of Washington, 2007.
- Nominated for the *Undergraduate Business Instructor of the Quarter Award*, University of Washington (University-wide award), 2007.
- Featured on the *University of Washington Television* for a panel discussion titled "What Are the Key Dimensions and Issues of Team Level Innovation?" May 2007.
- *Dean's Best Faculty Case Award* for the case titled "Esterline Technologies: Lean Manufacturing," Foster School of Business, University of Washington, 2006.
- *Summer Fellowship, The Global Business Center*, Foster School of Business, University of Washington, Summer 2006-2008.
- *Summer Research Fund*, Foster School of Business, University of Washington, Summer 2005-2008.
- Featured in the *Industrial Engineer Magazine*, February 2005, p. 48.
- Nominated for the *Best Instructor Award* by University of Washington Alumni Association, 2005 (University-wide award).
- Best paper nomination of two papers in *13th Annual Workshop On Information Technologies and Systems (WITS)*, Seattle, Washington, USA, December 2003.
- Semifinalist in *Franz Edelman Award Competition* sponsored by the Institute for Operations Research and the Management Sciences (INFORMS), 2003.
- Listed in *Biltmore Who's Who*, 2011 onwards.
- Listed in *Marquis Who's Who in America*, 2003 onwards.
- Listed in *Academic Keys Who's Who in Business Higher Education (WWBHE)*, 2003 onwards.
- Semifinalist in *Franz Edelman Award Competition* sponsored by INFORMS, 2002.
- Selected for *INFORMS Doctoral Colloquium*, 2000.
- *Doctoral Stipend*, University of Texas at Dallas, 1999-2001.
- *Selden Leavell Merit Based Scholarship*, University of Texas at Dallas, 2000-01.
- *University of Toronto Doctoral Fellowship*, 1998-99.

## INDUSTRY EXPERIENCE

Jan 2001 - Aug 2001

### Research Scientist

FSI International, Allen, Texas, USA

Sep 2000 - Jan 2001

### Research Assistant

FSI International, Allen, Texas, USA

March 1997 - Aug 1998

### Senior Engineer

Tata Engineering and Locomotive Company (TELCO),  
Jamshedpur, India