

Tarikere T. Niranjana

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EMPLOYMENT

Indian Institute of Technology Bombay — December 2011 to present

Associate Professor, Shailesh J Mehta School of Management (November 2017 onwards)

Assistant Professor, Shailesh J Mehta School of Management (December 2011 to November 2017)

ETH Zurich — December 2008 to November 2011

Postdoctoral Researcher, Department of Management, Technology and Economics

Indian Air Force — May 1997 to May 2003

Commissioned Officer, frontline operational missile squadrons.

EDUCATION

Management Development Institute — Gurugram

Ph.D. (Fellow Programme in Management), 2008

The National Institute of Engineering — Mysuru

B.E., Mechanical, 1996

RESEARCH INTERESTS

Empirical Supply Chain Management • Human Interaction in Operations Management • Service Management

HONORS & AWARDS

1. Finalist, Chan Hahn Best Paper Award, *Annual Meeting of the Academy of Management*, Chicago, IL August 2018
2. Vice President DSI Asia-Pacific Award for the Best Paper, *Indian Subcontinent Decision Science Institute Conference*, IIM Trichy, December 2017
3. Best Theory-Driven Empirical Research Paper Award, *Annual Meeting of the Decision Sciences Institute*, Washington D.C., November 2017
4. Ranked 5th among Operations Management faculty under Scheme II in “Research productivity in management schools of India during 1968-2015”, *Omega*, Volume 66, Part A, January 2017
5. Nominee, Best Theory-Driven Empirical Research Paper Award, *Annual Meeting of the Decision Sciences Institute*, Tampa, FL, 2014
6. Outstanding Reviewer Award, *Decision Sciences*, 2014

PUBLICATIONS

Peer reviewed journal publications

1. Niranjana, T. T., Ghosalya, N. K., Menon, R. R., Rotaru, K., & Gavirneni, S. 2023. Unpacking the cognitive processes of the boundedly rational newsvendor. *Production and Operations Management*. DOI: 10.1111/poms.14027
2. Sengupta, S., Niranjana, T. T., Krishnamoorthy, M., & van der Valk, W. 2022. A client-centric risk-based taxonomy of service triads. *The Service Industries Journal*. 42(15-16), 1211-1233.

3. Menon, R. R., Niranjana, T. T. & Simpson, D. 2022. Matching operant resources with service chain characteristics: An empirical study. *Service Science*, 14(2), 156-178.
4. Niranjana, T. T., Ghosalaya, N. K., & Gavirneni, S. 2022. Crying wolf and a knowing wink: A behavioral study of order inflation and discounting in supply chains. *Production and Operations Management*, 31(3), 1071-1088.
5. Prasad, M., Sengupta, S., & Niranjana, T. T. 2020. A peek into academic (de)motivation of undergraduates at India's top engineering schools. *European Journal of Engineering Education*, 45(4), 578-596.
6. Sengupta, S., Niranjana, T. T., & Krishnamoorthy, M. 2018. Trends and directions in service triads research. *International Journal of Physical Distribution & Logistics Management*, 48(3), 333-360.
7. Arici, G. & Niranjana, T. T. 2014. CRM maturity and its impact on B2B customer satisfaction: An empirical study", in Warkentin, Merrill (Ed.) *Trends and Research in the Decision Sciences: Best Papers from the 2014 Annual Conference*, Pearson/FT Press; 1st edition.
8. Niranjana, T. T., Rao, S., Sengupta, S. & Wagner, S. M. 2014. Existence and extent of operations and supply management departmental thought worlds: An empirical study. *Journal of Supply Chain Management*, 50(4), 76–95.
9. Padhi, S. S., Wagner, S. M., Niranjana, T. T. & Aggarwal, V. 2013. A simulation-based methodology to analyse production line disruptions. *International Journal of Production Research*, 51(6), 1885–1897.
10. Griffis, S. E., Rao, S., Goldsby, T. J. & Niranjana, T. T. 2012. The customer consequences of returns in online retailing: An empirical analysis. *Journal of Operations Management*, 30(4), 282–294.
11. Niranjana, T. T., Wagner, S. M. & Nguyen, S. M. 2012. Prerequisites to vendor-managed inventory. *International Journal of Production Research*, 50(4), 939–951.
12. Niranjana, T. T., Wagner, S. M. & Bode, C. 2011. An alternative theoretical explanation and empirical insights into over-ordering behavior in supply chains. *Decision Sciences*, 42(4), 859–888.
13. Niranjana, T. T. & Weaver, M. 2011. A unifying view of goods and services supply chain management. *The Service Industries Journal*, 31(14), 2391–2410.
14. Niranjana, T. T., Wagner, S. M. & Aggarwal, V. 2011. Measuring information distortion in real-world supply chains. *International Journal of Production Research*, 49(11), 3343–3362.
15. Niranjana, T. T. & Metri, B. A. 2008. Client-vendor-end user triad: A service quality model for IS/ITES outsourcing. *Journal of Services Research*, 8(1): 123-138.
16. Niranjana, T.T., Saxena, K.B.C. & Bharadwaj, S.S. 2007. Process-oriented taxonomy of BPOs: an exploratory study, *Business Process Management Journal*, 13(4), 588-606.

Unpublished work

1. Gopinathan, M. & Niranjana, T. T. 2017. Heuristics and biases: An investigation of behavioral challenges in new product development decision making.
 - Vice President DSI Asia-Pacific Award for the Best Paper, *ISDSI International Conference*, IIM Tiruchirappalli, Dec 2017 (publication not pursued since the student author exited the PhD program)

Pedagogical Material

1. Niranjana, T. T. & Manjesh Hanawal, 2020. Online Beer Game
2. Niranjana, T. T. & Rajendra M. Sonar, 2021. Online Decomposed Newsvendor Task simulation game
3. Niranjana, T. T., Srivastava, S. K. 2008. Managing capacity at Sparsh call centre, *Asian Case Research Journal*, 12(1), 73–103

Managerial Articles

1. [Niranjan, T. T.](#), Mathur, S., Ghosalya, N., K. & Gavirneni, S. 2022. Inflating orders can worsen supply chain uncertainty. *Harvard Business Review* Digital Article, <https://hbr.org/2022/10/inflating-orders-can-worsen-supply-chain-uncertainty>.
2. [Niranjan, T. T.](#), Arici, G. 2016. When IT happiness doesn't extend to your customers. *Industrial and Systems Engineering*, 48(11), 38–43.
3. [Niranjan, T. T.](#), Rao, S. 2012. The human link: Departmental thought worlds can distort supply chain reality one bit at a time. *Industrial Engineer*, 44(6), 42–47
4. [Niranjan, T. T.](#), Rao, S. 2011. A toolkit for balanced outsourcing. *Industrial Management*, 53(3), 19–24.
5. [Niranjan, T. T.](#), Wagner, S. M., Thakur-Weigold, B. S. 2011. Are you ready for VMI? *Industrial Engineer*, 43(2), 39–44.
6. [Niranjan, T. T.](#) 2005. KPO: A shade better. *Voice & Data*. 16 December 2015. <https://www.voicendata.com/kpo-a-shade-better/>.

TEACHING

(On sabbatical leave from 01 February to 31 December 2021).

1 credit = 7 teaching hours. Presented as: Semester Year (score, number of responses/enrolments)

B. Tech.

MG405: Project Management (B. Tech. Minor in Management, 3 credits)

Spring 2020 (9.52, 6/37 responses; Virtual Mode)

Spring 2019 (8.77, 10/40 responses)

MBA

SOM611: Operations Management – I (Core, 4 credits)

Autumn 2019 (8.94, 100/113 responses, two sections)

Autumn 2018 (9.08, 109/113 responses, two sections)

Autumn 2017 (8.91, 107/113 responses, two sections)

Autumn 2016 (8.11, 49/113 responses, two sections)

Autumn 2015 (8.22, 67/120 responses, two sections)

Autumn 2014 (9.04, 73/121 responses, two sections)

Autumn 2013 (9.45, 49/82 responses, two sections)

Autumn 2012 (5.82, 109/118 responses, two sections)

SOM615: Operations Management – II (Core, 4 credits)

Spring 2023 (scheduled)

Spring 2022 (8.42, 9/117, two sections, online)

Spring 2013 [cotaught 50% share; two sections; score unavailable]

SOM645: Logistics and Supply Chain Management (Elective, 3 credits)

Autumn 2022 (8.73, 15/43)

Autumn 2020 (9.48, 4/41 participants; online)

Autumn 2019 (8.85, 13/22 responses)

Autumn 2016 (9.30, 7/13 responses)

Autumn 2015 (9.23, 19/49 responses)

MGT640: Service Operations Management (Elective, 3 credits)

Autumn 2012 (7.88; 11/15 responses)

Spring 2012 (6.128; 9/9 responses)

Ph.D.

MGT804: Qualitative Research Methodologies (Core, 3 credits)

Taught every year 2013 onwards, 8 participants on average. Evaluations unavailable for 2013-21 due to administrative error; rectified in 2022.

Spring 2022 (8.38, 4/22; Virtual mode)

MGT806: Behavioral Operations Management (Elective, 3 credits)

Spring 2023 (Tentatively scheduled)

Spring 2022 (7.50, 1/5 responses; Virtual mode)

Autumn 2020 (Unavailable; 0/3 participants; Virtual mode)

Autumn 2014 (9.20, 3/6 responses)

Autumn 2013 (9.70, 2/2 responses)

MGT807: Service Research: Foundations and Frontiers (Elective, 3 credits)

Autumn 2013 (9.95, 4/4 responses)

IITB – WUStL Joint EMBA

Operations & Manufacturing Management (Core, 4.5 credits)

Spring 2019 (3.1; 24/24 responses)

Spring 2018 (7.9; 23/23 responses)

Spring 2017 (7.8; 25/25 responses; 50% share)

Global Supply Chain Management (Core, 4.5 credits)

Spring 2024 (Scheduled)

Executive Education

Scheduled to teach in a weekend online course Digital Supply Chain Management. Delivery by Imarticus.

Designed and delivered an 18-week (54 hours) online certificate program in supply chain management in 2022 as the sole faculty. N= 72 with mean experience ~10 years. Overall feedback > 4.5 for every session, Instructor CSAT score of 98%, and outstanding qualitative feedback.

Taught a few sessions in supply chain management in customized programs for corporates like ACG, Birlasoft, Godrej & Boyce, Larsen & Toubro, and in open programs such as Executive Program in Management and Research Methodologies for Academics.

ACADEMIC ACTIVITIES

Grants

- 2022: “Effect of software's intangibility on the customer's propensity for requirements instability”, Project Management Institute (PMI) Thesis Research Grant awarded for doctoral thesis of Mr. Shobhit Mathur, jointly supervised by Dr. Kristian Rotaru and me. Grant amount: \$25,000 (~₹1.8 million)
- 2021: “Improving organic produce supply chains for farmers with small land holding” from Tide Water Oil Co. India Ltd. Grant amount: ₹3 million (~\$40,000)

- 2012: “Service triads: An empirical analysis”: Seed grant from IRCC, IIT Bombay. Grant amount: ₹0.7 million (~\$11,000)

PhD Supervision

Ongoing

- Srithi Singh, IITB–Monash Research Academy
Jointly supervised by Prof. Dayna Simpson, Monash University
Thesis topic: The green behind the electric vehicle supply chain: A psychological perspective
Status: Coursework
- Sonal Gandhi, SJMSOM, IIT Bombay
Thesis topic: Organizational culture and safety practices in high reliability organizations
Status: data collection
- Shobhit Mathur, IITB–Monash Research Academy
Jointly supervised by Prof. Kristian Rotaru, Monash University
Thesis topic: The role product tangibility in product malleability perception
Status: data collection
- Rahul Sahu, SJMSOM, IIT Bombay
Thesis topic: Behavioral issues in sustainability practices of lower-tier suppliers
Status: data collection

Completed

- Dr. Raveen R Menon, IITB–Monash Research Academy
Jointly supervised by Prof. Dayna Simpson, Monash University
Thesis title: Service Supply Chain Fit
Graduated: May 2022
- Dr. Sourav Sengupta
IITB-Monash Research Academy
Jointly supervised by Prof. Mohan Krishnamoorthy, Monash University
Thesis title: Studies in Service Triads
Graduated: October 2018
- Dr. Pranoti Mane
SJMSOM, IIT Bombay
Thesis title: The Effect of Supply Network Characteristics on Firms’ Environmental Practices”
Graduated: January 2018

Masters Supervision

- Supervised one project of the inaugural batch of the B Tech + MBA-Operations Management Dual Degree
- Co-supervised one MTech thesis at IEOR department during 2020-21
- Supervised three Master theses at ETH Zurich during 2009–11

Committee Work

- 2022 to date: IIT Bombay Adventure Activities Committee, Convenor
- 2022 to date: School MBA Admissions Coordinator
- 2022 to date: School Policy Committee, Member
- 2020 to date: IIT Bombay Institutional Review Board, Founding Member

- 2020 – 2020: B. Tech + MBA Inter Departmental Dual Degree Program launch committee, Member
- 2018 – 2020: School Rankings & PR Coordinator
- 2017 – 2019: IIT Bombay Institute Ethics Committee, Member
- 2018 – 2019: School Research Ethics Committee, Founding Convener (now disbanded)
- 2016 – 2018: School MDP Coordinator
- 2014 – 2016: School PhD Coordinator
- 2012 – 2014: School Post Graduate Committee, Secretary
- 2012 – 2014: School Faculty Search Committee, Founding Convener
- 2012 – 2013: IITB – WashU Joint EMBA Committee, Member

PhD Examination

- Examined PhD theses/viva voce for Visvesvaraya Technological University Belgaum and NMIMS Mumbai

Faculty Selection

- Served as subject expert for faculty selection at Great Lakes Institute of Management, FMS Adani University

Editorial Services

- Regional Editor South Asia, *Journal of Supply Chain Management* (May 2023 to present)
- Editorial Review Board Member: *Journal of Business Logistics* (June 2017 to present)
- Editorial Review Board Member: *Journal of Operations Management* (March 2014 to present)
- Ad Hoc Reviewer: *Decision Sciences, International Journal of Physical Distribution & Logistics Management, International Journal of Production Research, International Journal of Production Economics, Operations Management Research, Production and Operations Management, Service Science.*

Conference Service

- National Advisory Board, 12th ISDSI Conference in Mumbai, 2018
- Program Committee, ISDSI Conferences in Delhi–2014, Pune–2015, Nashik–2016
- Doctoral Consortium faculty, NITIE – POMS Conference in Mumbai, 2014
- Reviewer for Best Student Paper Award, 44th DSI Annual Meeting in Baltimore, MD, USA, 2013
- Session/Track Chair for a couple of conferences such as DSI, POMS India, DSI India

Selected Conference Presentations

- 78th Annual Meeting of the Academy of Management, August 10-14, 2018 | Chicago, IL., USA
- 9th Annual Meeting of the European Decision Sciences Institute, June 3–6, 2018 | Udine, Italy
- 28th POMS Annual Conference, 4-8 May, 2017 | Seattle, WA, USA
- 11th annual Behavioral Operations Conference, June 14-16, 2016 | Madison, WI, USA
- 75th Annual Meeting of the Academy of Management, August 7-11, 2015 | Vancouver, BC, Canada
- 45th Annual Meeting of the Decision Sciences Institute, November 22-25, 2014 | Tampa, FL, USA

Invited Talks

- Asper School of Business, University of Manitoba, Winnipeg, Canada (20 March 2023)
- Annual Monash Business Behavioural Laboratory Symposium, Monash University, Australia (16 November 2022) virtual mode
- Guest session in a PhD course at Harbert College of Business, Auburn University, USA (26 August 2022) virtual mode
- Thoucentric Panel Discussion “Supply Chain 2032” (31 March 2022) virtual mode
- POMS-India Industry-Academic Panel Discussion (14 September 2021) virtual mode
- Indian Institute of Management Kozhikode Research Seminar (06 August 2021) virtual mode

- TAPMI – Max Planck Winter School on Bounded Rationality, TAPMI, Manipal, India (January 2020)
- 7th annual Monash Business and Sustainability Network Workshop on Sustainable Development, Monash Prato Centre, Prato, Italy (May 26-27, 2019)
- Army Management Studies Board Symposium, College of Materials Management, Jabalpur, India (January 2018)
- Max M. Fisher College of Business, Ohio State University, Columbus, OH, USA (June 2017)
- 4th ISB – POMS Workshop, Hyderabad, India (December 2016)
- Mannheim Business School, Mannheim University, Mannheim, Germany (May 2016)
- Curtin Graduate School of Business, Curtin University, Perth, Australia (March 2015)
- Monash Business School, Monash University, Victoria, Australia (March 2015)
- Indian Institute of Management Ahmedabad, Ahmedabad (February 2015)
- SC Johnson Graduate School of Management, Cornell University, Ithaca, NY, USA (November 2014)

NON-ACADEMIC ACTIVITIES

- Avid rock climber and alpinist: publications.americanalpineclub.org/articles/13201214222
- Built the IIT Bombay climbing ecosystem and bouldering wall
- 4th position finish in the 2020 Deccan Ultra 55KM mountain ultramarathon: youtu.be/6J9wUFMCzZ4