

Karthik Ramachandran

Associate Professor
Operations Management
Scheller College of Business
Georgia Institute of Technology

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Academic Experience

- 2014 - Scheller College of Business, Georgia Institute of Technology; Atlanta, GA
Associate Professor, Operations Management
- 2012 - 2014 Scheller College of Business, Georgia Institute of Technology; Atlanta, GA
Assistant Professor, Operations Management
- 2007-2012 Cox School of Business; Southern Methodist University; Dallas, TX
Assistant Professor, Information Technology & Operations Management
- 2005-2007 The Rady School of Management; University of California; San Diego
Visiting Research Scholar

Education

- 2007 McCombs School of Business, University of Texas at Austin.
Ph.D. Supply Chain and Operations Management Program.
- 2002 The University of Texas at Austin
M.S. Operations Research.
- 2000 Indian Institute of Technology; Madras, India
Bachelor of Technology, Mechanical Engineering.

Research Interests

- Product Design, New Product Development, Behavioral Operations, Operations Strategy, Pro-Social Operations

Publications

- Karthik Ramachandran, Necati Tereyagoglu and Yusen Xia (2018). "Multi-Dimensional Decision Making in Operations: An Experimental Investigation of Joint Pricing and Quantity Decisions". *Management Science*.

- Cheryl Gaimon, Manpreet Hora and Karthik Ramachandran (2017). Towards Building Multidisciplinary Knowledge on Management of Technology. *Production and Operations Management*.
- Haresh Gurnani, Karthik Ramachandran, Saibal Ray and Yusen Xia (2015), "Ordering Behavior under Supply Risk: An Experimental Investigation", *Manufacturing and Service Operations Management*.
- Yaozhong Wu, Karthik Ramachandran and Vish V. Krishnan (2014), "Managing Projects with Present-Biased Agents", forthcoming in *Production & Operations Management*.
- Vish V. Krishnan and Karthik Ramachandran (2011), "Integrated Product Architecture and Pricing for Managing Sequential Innovation", *Management Science* 57 (11), 2040-2053.
- Sreekumar R. Bhaskaran and Karthik Ramachandran (2011), "Managing Technology Selection and Development Risk in Competitive Environments", *Production & Operations Management* 20 (4), 541-555.
- Yusen Xia, Karthik Ramachandran and Haresh Gurnani (2011), "Sharing Demand and Supply Risk in a Supply Chain", *IIE Transactions* 43 (6), 451-46.
- Sinan Erzurumlu, Stephen M. Gilbert and Karthik Ramachandran (2011), "To Share or To Compete: Managing Revenue Streams for Innovations in Markets with Network Effects", *Technology & Operations Management*.
- Sreekumar R. Bhaskaran, Karthik Ramachandran and John Semple (2010), "A Dynamic Inventory Model with the Right of Refusal", *Management Science* 56 (12), 2265-2281.
- Ramachandran, Karthik and Vish V. Krishnan (2008). "Design Architecture and Introduction Timing for Rapidly Improving Industrial Products", *Manufacturing and Service Operations Management* 10 (1), 149-171.

Book Chapters

- Cheryl Gaimon, Manpreet Hora and Karthik Ramachandran (2016). "Process Capabilities and Advances in Science and Technology." in *Routledge Companion for Production and Operations Management*. Editors: Martin Starr and Sushil Gupta.
- Krishnan, Vish V. and Karthik Ramachandran, "Economic Models of Product Family-Based Design and Development", in *Managing New Product Development: A Framework* (2008). Editors: Christoph H. Loch and Stylianos Kavadias.

Working Papers

- Narendra Singh, Karthik Ramachandran and Ravi Subramanian, "The Value of Product Returns: Intertemporal Product Management with Strategic Consumers".
- Aydin Alptekinoglu and Karthik Ramachandran, "Flexible Products for Dynamic Needs".
- Jaeseok Lee, Cheryl Gaimon and Karthik Ramachandran, "An Economic Model of Knowledge Outsourcing".
- Morvarid Rahmani and Karthik Ramachandran. "The Dynamics of Delegated Search".
- Murat Unal, Karthik Ramachandran and Necati Tereyagoglu. "Help or Hindrance? The Role of Familiarity in Collaborative Product Development".
- Sreekumar R. Bhaskaran, Ankur Goel and Karthik Ramachandran, "Sequential Innovation under Development Uncertainty".
- Sreekumar R. Bhaskaran, Sinan Erzurumlu and Karthik Ramachandran, "Sequential Innovation by Start-ups".
- Sreekumar R. Bhaskaran, Priyali Rajagopal and Karthik Ramachandran, "Quality Consciousness, Perceived Quality and Product Design".
- Saurabh Bansal and Karthik Ramachandran, "Designing Graded Products".

Pedagogical Material

- "Educational Tool for Simulation of a Distribution Supply Chain". Provost Instructional Technology Grant, Southern Methodist University. Term: Spring 2010. Amount: \$ 3200.
- "Innovation-Driven Growth at Amylin Pharmaceuticals, Inc." (2009), Case study with Vish V. Krishnan and Steven J. Prestrelski.
- "FIXD: Your Car is Talking" (2018). Case study.

Presentations

- "Dynamics of Delegated Search", invited talk at University of Texas at Dallas (2016), INFORMS Annual Conference (2016).

- “Multi-Dimensional Decision Making in Operations: An Experimental Investigation of Joint Pricing and Quantity Decisions”, POMS Annual Meeting 2015.
- “Flexible Products for Dynamic Preferences”, invited talks at the Indian School of Business (2013); Johns Hopkins Carey Business School (2014).
- “Ordering Behavior under Supply Risk: An Experimental Investigation”, INFORMS Annual Meeting 2012, Phoenix, AZ.
- “Quality Consciousness, Perceived Value and Product Design”, INFORMS Annual Meeting 2012, Phoenix, AZ.
- “Distribution of Novel Products”, POMS Annual Conference 2012, Chicago, IL.
- “Flexible Products for Dynamic Needs”, invited talks at Product and Service Innovations Conference 2012, Salt Lake City, UT; Georgia Institute of Technology (2012); Pennsylvania State University (2012).
- “Democratic Innovation in Business Models”, invited talk at SRM University, Chennai, India (2012).
- “Introduction of Innovations by Start-up Firms “, INFORMS Annual Meeting 2011, Charlotte, NC.
- “Managing Product Transition under Technology Uncertainty”, POMS Annual Conference 2011, Reno, NV.
- “An Experimental Study of Optimal Ordering Behavior with Risk of Supply Disruption”, INFORMS Annual Meeting 2010, Austin, TX.
- “A Dynamic Inventory Model with the Right of Refusal”, INFORMS Annual Meeting 2009, San Diego, CA.
- “A Dynamic Inventory Model with the Right of Refusal”, invited talks at University of California San Diego (2008), and National University of Singapore (2009).
- “Managing End-of-Life Inventory and Launch of New Products”, Product and Service Innovations Conference 2008, Salt Lake City, UT.
- “Sequential Innovation with Strategic Consumers and Suppliers”, INFORMS Annual Meeting 2007, Seattle, WA.
- “Product Design for Rapidly Improving Industrial Goods”, invited talks at Indian School of Business, Southern Methodist University, Boston University, McGill University, University of North Carolina, Northwestern University and Singapore Management University (2007).
- “Sourcing, Segmentation and Sequential Innovation”, Seventeenth Annual POMS Conference 2006, Boston, MA.

- “Technological Evolution and Launch Timing”, Seventeenth Annual POMS Conference 2006, Boston, MA.
- “Distribution-Channel Design to Manage Production Disruptions”, Seventeenth Annual POMS Conference 2006, Boston, MA.
- “Product Design and Sourcing for Sequential Innovations”, Annual Conference of the Society of Operations Management 2005, Pondicherry, India. Winner of the *Best Student Paper Award*.
- “A Product Architecture-Based Solution to Rapid Sequential Innovation”, INFORMS Annual Meeting 2004, Denver, CO.
- “Modular Upgradability and Rapid Sequential Innovation”, M&SOM Conference 2004, Eindhoven, Netherlands.
- “A Product-Architecture Based Approach for Alleviating Consumer Regret in Rapid Sequential Innovation”, SCOM Seminar 2004, McCombs School of Business, Austin, TX.
- “Modular Design and Sequential Product Introduction”, INFORMS Annual Meeting Atlanta 2003, Atlanta, GA.

Teaching Experience

- 2012 – Scheller College of Business and Georgia Institute of Technology
 Various courses and modules on Innovation and Product Development for Custom Executive Education, Executive MBA, MBA programs, BBA, and Technology-and-Management program.
 Startup mentoring, teaching Startup Lab, mentoring Idea-2-Prototype projects for the CREATE-X Initiative at Georgia Tech.
- 2007-2012 Cox School of Business, Southern Methodist University, Dallas.
 MBA Courses in *Operations Management* and *Operations Strategy*.
 Undergraduate Course in *Operations Management*.
- 2001-2007 Various Instruction and Teaching Assistance roles at The Rady School of Management (UCSD) and McCombs School of Business (Univ of Texas).
 Topics included *Venture Creation, Lab-to-Market, Supply Chain, and Operations Management* for MBA, Executive, BBA, Engineering students.

Service and Professional Activities

- 2014 – present: Senior Editor, *Production and Operations Management*.
- 2017 – present: Associate Editor, *Decision Sciences*.
- Ad-hoc reviewer: Management Science, Marketing Science, Manufacturing & Service Operations Management, Production & Operations Management, IIE

Transactions, European Journal of Operational Research, IEEE Transactions on Engineering Management, Decision Sciences.

- 2018 *Management Science* Distinguished Service Award
- 2015 *M&SOM* Meritorious Service Award
- 2015 – 2018: Co-editor, *POMS Chronicle*

Other Honors, Awards and Distinctions

- Best Teaching Assistant Award, Rady School of Business, UCSD, 2007.
- Dean's Fellowship, McCombs School of Business, 2003-2004
- Robert's Fellowship, McCombs School of Business, 2002-2003
- Ranked at a national level in the top 0.25% in the Joint Entrance Examination for admission to the Indian Institutes of Technology, 1996.