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September 16, 2019

**EDUCATIONAL BACKGROUND**

|                  |      |   |  |
|------------------|------|---|--|
| Ph.D.            | 1997 | The Ohio State University                                   | Business Administration<br>(Operations Management) |
| M.A.             | 1994 | The Ohio State University                                   | Business Administration<br>(Operations Management) |
| M.S.             | 1988 | The Ohio State University                                   | Mechanical Engineering                             |
| M.M.S.           | 1983 | Birla Institute of Technology<br>and Science, Pilani, India | Management Studies                                 |
| B.E.<br>(Honors) | 1982 | Birla Institute of Technology<br>and Science, Pilani, India | Mechanical Engineering                             |

**ACADEMIC EXPERIENCE**

|   |  |                |
|---|--|----------------|
| Roger Engemann Professor of<br>Operations & Business Analytics  | Lundquist College of Business                            | 2018 - present |
| Associate Professor of Operations<br>Management                 | Lundquist College of Business                            | 2007 - 2018    |
| Roger Engemann Distinguished<br>Research Scholar                | Lundquist College of Business                            | 2014 - 2018    |
| Thomas C. Stewart Distinguished<br>Professor                    | Lundquist College of Business                            | 2012           |
| Booth International Distinguished<br>Research Scholar           | Lundquist College of Business                            | 2009 – 2014    |
| Academic Director, Center for<br>Sustainable Business Practices | Lundquist College of Business                            | 2010 – 2018    |
| Assistant Professor of Operations<br>Management                 | Lundquist College of Business<br>University of Oregon    | 2003 - 2007    |
| Visiting Assistant Professor                                    | Lundquist College of Business<br>University of Oregon    | 2002 - 2003    |
| Affiliate for Executive Education                               | College of Management<br>Georgia Institute of Technology | 2002 - 2005    |
| Assistant Professor of Operations<br>Management                 | College of Management<br>Georgia Institute of Technology | 1996 - 2002    |

|                                  |  |             |
|----------------------------------|--|-------------|
| Visiting Assistant Professor     | Department of Management<br>The Eli Broad Graduate School of<br>Management,<br>Michigan State University | 1995 - 1996 |
| Lecturer, Mechanical Engineering | Birla Institute of Technology and Science,<br>Pilani, India  | 1982 - 1983 |

## **INDUSTRY EXPERIENCE**

|                                |   |             |
|--------------------------------|---|-------------|
| Assistant Controller of Stores | Southern Railways, Madras, India                  | 1984 - 1986 |
| Junior Management Executive    | Sundaram Clayton, Mopeds Division<br>Hosur, India | 1983 - 1984 |

## **RESEARCH**

### **Areas of Research Interest**

Develop normative and empirical models to address strategic and tactical issues at the interface of operations, marketing, and engineering design. Specific areas of disciplinary and multi-disciplinary research interest include:

- 1) Supply Chain Management
- 2) Sustainability in Operations and Supply Chains
- 3) New Product Development
- 4) Revenue Management
- 5) Planning and Control in Assemble-to-Order Environments

### **Ph.D. Dissertation** (Adviser: Professor W. C. Benton)

“The Manufacturing, Marketing, and Design Interface: Implications for Manufacturing Planning and Control in an Assemble-to-Order Environment”.

### **Awards and Honor**

Roger Engemann Professor of Operations & Business Analytics, Lundquist College of Business, 2018 - present

Roger Engemann Distinguished Research Scholar, 2014 - 2018

The Harry R. Jacobs, Jr. Professional Service Award, Lundquist College of Business, 2017

Sushil K. Gupta POMS Distinguished Service Award, 2016

The Harry R. Jacobs, Jr. Professional Service Award, Lundquist College of Business, 2014

The Harry R. Jacobs, Jr. Professional Service Award, Lundquist College of Business, 2013

2012 Thomas C. Stewart Distinguished Professor

The Harry R. Jacobs, Jr. Professional Service Award, Lundquist College of Business, 2011

Oregon Executive MBA Teaching Excellence Award, 2010

Booth International Distinguished Research Scholar, 2009 – 2014

Emerald LiteratiNetwork, Highly Commended Award, 2007, *International Journal of Operations and Production Management*, "A framework for assessing value chain agility" (with Patty Swafford and Soumen Ghosh)

The Goulet Research Excellence Award, Lundquist College of Business, 2006

The Harry R. Jacobs, Jr. Professional Service Award, Lundquist College of Business, 2006

Best Theoretical/Empirical Research Paper Award at the 2005 Annual Meeting of the Decision Sciences Institute for the paper titled "The Impact of Simulation Training on Call Center Agent Performance: A Field-Based Investigation." The paper was co-authored with Goutam Challagalla at Georgia Institute of Technology and Leslie Vincent at University of Kentucky.

Best Interdisciplinary Research Paper Award at the 2004 Annual Meeting of the Decision Sciences Institute for the paper titled "Performance Implications for Multi-Unit Auctions in the Presence of Forecast Errors." The paper was co-authored with Timothy Baker at Washington State University.

2004 Association of Pacific Rim Universities (APRU) Fellow

Co-Advisor for Elwood S. Buffa Doctoral Dissertation Award (with Soumen Ghosh at Georgia Institute of Technology) at 2002 Annual Meeting of the Decision Sciences Institute (doctoral student: Joon B. Park, Co-Winner)

## Journal Publications

Hanson, S., Jiang, L, Ye, J, and Murthy, N. N., "Society or the Environment? Understanding How Consumers Evaluate Brand Messages About Corporate Social Responsibility Activities", *Journal of Brand Management* (Forthcoming).

Hu, X, Wan, Z., and Murthy, N.N., "Dynamic Pricing of Limited Inventories with Product Returns", *Manufacturing & Service Operations Management* (Forthcoming).

Aydinliyim, T., and Murthy, N. N., (2016), "Managing Engineering Design for Competitive Sourcing in Closed-Loop Supply Chains", *Decision Sciences*, 47(2), April, pp 257 – 297.

Geismar, H. N., and Murthy, N. N. (2015) "Balancing Production and Distribution in Paper Manufacturing", *Production and Operations Management*, 24(7), July 2015, 1164-1178.

Baker T., and Murthy, N. N. (2009), "The Implications of Forecast Accuracy on the Benefits of Online Auctions in Business-to-Business and Business-to-Consumer Environments", *International Journal of Services and Operations Management*, 5(3), 299-325.

Swafford, P., Ghosh, S., and Murthy, N. N. (2008), "Achieving Supply Chain Agility through IT Integration and Flexibility", *International Journal of Production Economics*, 116, 288-297.

Murthy, N. N., Challagalla, G., Vincent, L., and Sherwani, T. (2008), "The Impact of Simulation Training on Call Center Agent Performance: A Field-Based Investigation", *Management Science*, 54(2), February, 384-399.

Murthy, N. N., Shrikhande, M, and Subramanian, A. (2007), "Switching Costs, Dynamic Uncertainty, and Buyer-Seller Relationships", *Naval Research Logistics*, 54(8), December, 859-873.

Pagell, M., Wu, Z., and Murthy, N. N., (2007) "Supply Chain Implications of Recycling", *Business*

*Horizons*, 50(2), March-April, 133-143.

Swafford, P., Ghosh, S., and Murthy, N. N. (2006) "The Antecedents of Supply Chain Agility of a firm: Scale Development and Model Testing", *Journal of Operations Management*, 24(2), 170-188.  
**New from Google Scholar: "Classic Papers" Articles That Have Stood the Test of Time" (Highly-Cited Papers by Research Area). This release of classic papers consists of articles that were published in 2006.**

**Ranked 10<sup>th</sup> in the list under the area of "Operations Research" with 544 citations. Google Scholar: "Classic Papers" does not yet have a separate sub-category for "Operations Management".**

<http://www.infodocket.com/2017/06/14/new-from-google-scholar-classic-papers-articles-that-have-stood-the-test-of-time/>

Swafford, P., Ghosh, S., and Murthy, N. N. (2006) "A Framework for Assessing Value Chain Agility," *International Journal of Operations and Production Management*, 26(2), 118-140.  
**Emerald LiteratiNetwork, Highly Commended Award, 2007**

Baker T., and Murthy, N. N. (2005). "Viability of Auction-Based Revenue Management in Sequential Markets," *Decision Sciences*, 36(2), 259-286.

Murthy, N. N., Soni, S. & Ghosh, S., (2004), "A Framework for Facilitating Sourcing and Allocation Decisions for Make-to-Order Items", *Decision Sciences*, 35(4), pp. 609-637.

Murthy, N. N., Benton, W. C., and Rubin, P. A., (2003), "Offsetting Inventory Cycles of Items Sharing Storage", *European Journal of Operational Research*, 150(2), pp. 304-319.

Baker, T., and Murthy, N. N., (2002), "A Framework for Estimating Benefits of Using Auctions in Revenue Management", *Decision Sciences*, 33(3), pp. 385-413.

Baker, T., Murthy, N. N., and Jayaraman, V., (2002), "Service Package Switching in Hotel Revenue Management Systems", *Decision Sciences*, 33(1), pp. 109-132.

## **Manuscripts in Progress**

Rikhtehgar Berenji, H., Murthy, N. N., & Yang, Z., "Committing to Contract for a Supplier's Social and Environmental Compliance."

Jalili, M., Aydinliyim T., & Murthy, N. N., "Key Factors for Green Product Line Extensions."

Kim, H., Murthy, N.N., Agarwal, A., and Park, K., "Enhancing Organizational Identification of Agents for Mitigating Turnover in Call Center Industry."

Aydinliyim, T., Cil, E., and Murthy, N. N., "Implications of Innovative Engineering Design on Closed Loop Supply Chain Coordination: Incentives for Input Material Reduction vs. Recycling."

Yang, Z., and Murthy, N.N., "Timing and Signaling Considerations for Recovery from Supply Chain Disruption".

Geismar, H.N., and Murthy, N. N., "Battery Management Policies for Sustainable Material Handling Operations Using Electric Forklift Trucks".

Kim, H., Murthy, N.N., Park, K., and Agarwal, A., "Performance of Office-Based versus Home-Based Call Center Agents: Evidence from Three Industries in Korea".

Gong, X., Wang, Q., Deng, H., Murthy, N. N., and Cai, G., "Characterizing Performance-Based

Demand Allocation Policies to Stimulate Supplier Capacities”.

## **Advising and Dissertation Committee Experience**

### PhD Dissertation (Co-Chair or Committee Member)

- 2019 Hossein Rikhtehgar Berenji, *How Buyers Can Engage Suppliers to Improve Social and Environmental Responsibility?* (Co-Chair with Co-Chair, Ben Yang), Lundquist College of Business, University of Oregon
- 2017 Monir Jalili, *Consumption Preferences, Time and Uncertainty: Impacts on Retail Pricing Tactics* (Co-Chair with Co-Chair, Michael Pangburn), Lundquist College of Business, University of Oregon
- 2017 Felix L. Friedt, *Essays on Trade and Transportation*, (Committee Member, Institutional Representative; Chair Wesley Wilson; Co-Chair, Bruce Blonigen), Department of Economics, University of Oregon
- 2001 B. Joon Park, *A Framework for Integrating Product Platform Development with Global Supply Chain Configuration*, (Co-Chair with Chair, Soumen Ghosh), Dupree College of Management, Georgia Institute of Technology. **Co-Winner of Decision Sciences Institute’s Best Dissertation Award for 2002.**
- 2001 Jozo Acksteiner, *Stability in a 2-Station Re-Entrant Line under a Static Buffer Policy and the Role of Cross-Docking in the Semi-Conductor Industry*, (Committee Member, College of Management; Chair, John Vande Vate and Co-Chair, Jim Dai), School of Industrial and Systems Engineering, Georgia Institute of Technology)
- 2000 Zahed Siddique, *Common Platform Development: Designing for Product Variety*, (Committee Member, College of Management; Chair, David Rosen), School of Mechanical Engineering, Georgia Institute of Technology
- 1998 Markus Biehl, *The Value of Clean Manufacturing Strategies for Manufacturing Management under the Influence of Environmental Policy*, (Committee Member; Chair, Cheryl Gaimon), Dupree College of Management, Georgia Institute of Technology

### M.S. Thesis (Committee Member)

- 2001 Patrick J. Newcomb, *Implications of Modularity on Product Design for Life Cycle*, (Committee Member, College of Management; Chair, David Rosen), School of Mechanical Engineering, Georgia Institute of Technology
- 2001 Brian E. Davis, *Characterization and Calibration of Stereolithography Products and Processes*, (Committee Member, College of Management; Chair, Janet Allen), School of Mechanical Engineering, Georgia Institute of Technology
- 1999 Christopher G. Frank, *Assessing the value of rapid prototyping and rapid tooling in product development processes*, (Committee Member, College of Management; Chair, David Rosen), School of Mechanical Engineering, Georgia Institute of Technology
- 1998 Greg Mumpower, *Improving Product and Process Design Integration through Representation and Simulation of Manufacturing Processes*, (Committee Member, College of Management; Chair, Farrokh Mistree), School of Mechanical Engineering, Georgia Institute of Technology

## Editorial and Professional Service

Associate Editor, *Decision Sciences*, July 2010 – 2017

Member, Editorial Review Board, *Production and Operations Management Journal*, May 2006 – present

Member, Editorial Review Board, *Decision Sciences*, December 2005 – July 2010.

Member, Editorial Board, *International Journal of Integrated Supply Management*, January 2006 – 2017.

Advisory Board Member, Oregon Manufacturing Innovation Center R&D (OMIC), 2016 - 2017

Advisory Board Member, Northwest Collaboratory for Sustainable Manufacturing, 2014 - 2016

Transitional Board Member, Northwest Collaboratory for Sustainable Manufacturing (2013 – 2014)

Founding member for Start-up Initiative for the Northwest Collaboratory for Sustainable Manufacturing (collaboration between Manufacturing 21 Consortium, Engineering Schools at Oregon State University, Portland State University, Oregon Institute of Technology, & Washington State University, Vancouver, and Business School at University of Oregon) (2010 – 2013)

POMS Board, Associate Executive Director for Global Initiatives and Outreach, 2014 - present

Ex-Officio Advisor, POMS Latin America and Caribbean Chapter Board, 2019 - present

Advisor, POMS India Chapter, 2014 - present

POMS Board, Vice President, Meetings (including Sponsorships), 2011 – 14

POMS Executive Committee, 2011 - 14

POMS Board, Associate Vice-President, Sponsorship, 2010 – 11

POMS Board, Vice President for Education, 2008 – 09

POMS Conference Program Committee, 2006 - present

Steering Committee Member, POMS International Conference, Mumbai, India, December 13 – 14, 2019.

Steering Committee Member, POMS International Conference, Brighton, UK, September 2 – 4, 2019.

Steering/Advisory Committee Member, POMS International Conference, Tianjin, China, June 21 - 24, 2019.

Program Committee Member, Associate Executive Director for Global Initiatives and Outreach, POMS 30<sup>th</sup> Annual Conference, May 2 – 6, 2019, Washington, DC.

Steering Committee Member, 6<sup>th</sup> ISB-POMS Workshop, ISB, Hyderabad, India, December 20 – 21, 2018.

Steering Committee Member, POMS International Conference, Candy, Sri Lanka, December 14 – 16, 2018.

Steering Committee Member, POMS International Conference, PUC-Rio, Rio de Janeiro, Brazil, December 10 – 12, 2018.

Steering Committee Member, POMS International Conference, Granada, Spain, October 22 – 24, 2018.

Program Committee Member, Associate Executive Director for Global Initiatives and Outreach, POMS 29<sup>th</sup> Annual Conference, May 4 – 7, 2018, Houston, TX.

Sushil K. Gupta Distinguished Service Award Committee, POMS 2018.

Steering Committee Member, 5<sup>th</sup> ISB-POMS Workshop, ISB, Hyderabad, India, December 14 – 15, 2017.

Steering Committee Member, POMS 2017 International Conference, Sydney, Australia, December 12 - 14, 2017.

Steering Committee Member, POMS-ORSIS International Conference, Tel Aviv, Israel, June 27 – 29, 2017.

Program Committee Member, Associate Executive Director for Global Initiatives and Outreach, POMS 28<sup>th</sup> Annual Conference, May 5 – 8, 2017, Seattle, WA.

Chair, Sushil K. Gupta Distinguished Service Award Committee, POMS 2017, Seattle, WA.

Chair, Elwood S. Buffa Doctoral Dissertation Award Committee, DSI 2016, Austin, TX.

Steering Committee Member, 4<sup>th</sup> ISB-POMS Workshop, ISB, Hyderabad, India, December 19 – 20, 2016.

Steering Committee Member, SPJIMR-POMS India Chapter Conference, Mumbai, India, July 29 – 30, 2016.

Chair, Emerging Economies Doctoral Student Award Committee, POMS 2016.

Program Committee Member, Associate Executive Director for Global Initiatives and Outreach, POMS 27<sup>th</sup> Annual Conference, May 6 – 9, 2016, Orlando, FL.

Steering Committee Member, IIT-Kharagpur-POMS India Chapter International Conference on E-Business and Supply Chain Competitiveness (EBSCC 2016), February 12 – 14, 2016, Kharagpur, India.

International Advisory Board Member, 9<sup>th</sup> ISDSI International Conference, January 2 - 4, 2016, Goa, India.

Steering Committee Member, POMS-NITIE 2015 Practice Leaders Forum, NITIE, Mumbai, India, December 18 – 19, 2015.

Steering Committee Member, 2015 ISB-POMS Research Workshop, ISB, Hyderabad, India, December 21 – 22, 2015.

Invited Advisory Board Member, 19<sup>th</sup> CEOs Conference, Indian Institution of Industrial Engineering (IIIE), October 8<sup>th</sup> – 11<sup>th</sup>, 2015, Dubai, United Arab Emirates.

Program Committee Member, Associate Executive Director for Global Initiatives and Outreach, POMS 26<sup>th</sup> Annual Conference, May 9 – 12, 2015, Washington, DC.

Steering Committee Member, 2014 ISB-POMS Research Workshop, ISB, Hyderabad, India, December 22 – 23, 2014.

Conference Chair, 2014 NITIE-POMS Conference, NITIE, Mumbai, India, December 18 – 21, 2014.

Steering Committee Member, POMS International Conference at ISB, Hyderabad, India, December 19 – 22, 2013.

Steering Committee Member, POMS 2013 Practice Leaders Forum, NITIE, Mumbai, India, December 23 – 24, 2013.

International Advisory Board Member, 7<sup>th</sup> ISDSI International Conference, December 28 – 30, 2013, New Delhi, India.

Program Committee Member, Vice-President Meetings (including Sponsorships), POMS 25<sup>th</sup> Annual Conference, May 9 – 12, 2014, Atlanta, GA.

Program Committee Member, Vice-President Meetings (including Sponsorships), POMS 24<sup>th</sup> Annual Conference, May 3 – 6, 2013, Denver, CO.

Sushil K. Gupta Distinguished Service Award Committee, POMS 2013.

Program Committee Member, Vice-President Meetings (including Sponsorships), POMS 23<sup>rd</sup> Annual Conference, April 20 - 23, 2012, Chicago, IL.

Distinguished Service Award Committee, POMS 2012.

Program Committee Member, Associate Vice President for Sponsorship, POMS 22<sup>nd</sup> Annual Conference, April 29 – May 2, 2011, Reno, NV.

“Centralized Supply Chain Management” Track Co-Chair (with Nicole DeHoratius at University of Portland), POMS 21<sup>st</sup> Annual Conference, April 29 – May 2, 2011, Reno, NV.

Program Committee Member, Sponsorship and Exhibits Chair, POMS 20<sup>th</sup> Annual Conference, May 7 – 10, 2010, Vancouver, BC, Canada.

Program Committee Member, Sponsorship and Exhibits Chair, POMS 19<sup>th</sup> Annual Conference, May 1 – 4, 2009, Orlando, FL.

Wickham Skinner Teaching Achievements Awards Committee, POMS 2009

“Supply Chain Management” Track Co-Chair (with Mark Ferguson at Georgia Institute of Technology), POMS 18<sup>th</sup> Annual Conference, May 9 – 12, 2008, La Jolla, CA.

Program Committee Member, Sponsorship and Exhibits Chair, POMS 18<sup>th</sup> Annual Conference, May 9 – 12, 2008, La Jolla, CA.

Program Committee Member, Sponsorship and Exhibits Chair, POM 17<sup>th</sup> Annual Conference, May 4 – 7, 2007, Dallas, TX.

Program Committee Member, Sponsorship and Exhibits Chair, POMS 16<sup>th</sup> Annual Conference,

April 28 – May 1, 2006, Boston, MA.  
International Program Committee Member, 2006 Asia-Pacific Decision Sciences Institute  
Conference, June 14-16, Kowloon Hong Kong.

Organized Workshop on Revenue Management, 2004 DSI  
Organized Invited Session for Supply Chain Track, POMS 2006  
Organized Invited Sessions from Industry (Microsoft Dynamics, Shingo Prize, and  
Responsive.net), POMS 2006  
Organized a research symposium (with Carol Prahinski at Michigan State University and  
Honggeng Zhou at University of New Hampshire) at the Fisher College of Business, The Ohio  
State University to celebrate 25 years of Distinguished Career and Endowed Chair Award for  
our adviser Professor W.C. Benton, Edwin D. Dodd Professor of Operations and Supply Chain  
Management, April 20<sup>th</sup>, 2007  
Session Chair, DSI, INFORMS, and POMS (numerous times since 1996)

## **UNIVERSITY SERVICE**

### **Committee Service at University of Oregon**

Academic Director, Center for Sustainable Business Practices (2010 – 2018)  
Founding Member for a Start-up Initiative for the Center for Sustainable Supply Chain  
Management (submitted a proposal to Dean's Administration for Founding the Center for  
Sustainable Supply Chain Management; Center was subsequently re-branded as Center for  
Sustainable Business Practices) (Fall 2004 – 2010)  
Lead member (along with Michael Russo) in developing and proposing a MBA curriculum for  
CSBP Track  
OBA Industry Speaker Series (2018 – Present)  
UO Sustainability Council (2011 – 2013)  
LCB/UO Liaison for the Pivotal Leaders Group in Portland, OR (2012)  
Stewart Distinguished Faculty Award Committee (2010, 2012)  
Search Committee for MD of Business Innovation Institute (2012)  
LCB Funded Research Task Force (2012)  
LCB OEMBA Task Force (2012)  
LCB Dean Search Committee (2015 - 16)  
LCB Dean Search Committee (2009)  
LCB Committee for University Research Innovation Awards (2009)  
UO India Advisory Committee (2009 - 2010)  
LCB Interim Dean Search Committee (2008)  
LCB Liaison with MFG-21 Consortium (2008 – 2015)  
Off Campus Scholarships and Grants Committee: (2004 – 06, 2007 – 2013)  
Center for Asian Pacific Studies Board (2008 - 2012)  
Oregon Executive MBA Committee (2008 - 2018)  
Experiential Education Task Force (2006)  
Search Committee for Managing Director for CSBP (2007)  
Search Committee for Managing Director for CSBP (2008)  
Search Committee for LCE Professor of Practice (2012)  
Search Committee Chair for Program Manager for CSBP (2015)  
Search Committee for MBA Program Manager for CSBP (2017)  
LCB Promotion and Tenure Committee, NTTF (2018 – 19)  
LCB Promotion and Tenure Committee (2016 – 17)  
LCB Promotion and Tenure Committee, NTTF (2015 – 16)  
LCB Promotion and Tenure Committee (2014 – 15)  
Sustainable Advantage Advisory Council, January 2006 – 2007  
LCB Professional Council: Fall 2004 – Winter 2006  
PhD Program Re-design Committee, Decision Sciences Department, 2007



Undergraduate Program Committee (2007 - 2010)  
Masters Program Committee (2010 – 2016)  
Masters Program Committee Chair (2013-14)  
MBA Committee (2016 – 18)  
MBA Task Force (2006)  
MBA Ad-hoc Committee (2007)  
Ph.D. Program Committee: January, 2004 - 2006  
Faculty Search Committee: Marketing (2005), Management (2006), Operations (2005, 2006, 2008, 2009, 2010, 2011, 2013)  
Instructor Search Committee: Leadership (2006)  
Faculty Liaison for the ISOM Concentration: June, 2004 – Summer, 2016  
Faculty Liaison for the OBA Concentration: Fall 2016 – present  
Faculty Co-Adviser for the Information Systems and Operations Management (ISOM) Club (e-Biz Club), (with Grant Castner) 2006 – 2007, (with Fang Yin) 2008 - 2015

### **Participation in Facilitating Fund Raising for LCB/UO**

Facilitated fundraising for CSBP (JELD-WEN, \$125,000)  
Facilitated fundraising for DSC and CSBP (Greg Quesnel, Retired CEO Conway; Jim Bramsen, Chairman, Spraying Systems Company) 2009 - 10

### **Committee Service at Georgia Tech**

Member of Undergraduate Committee, 1998, 2000, 2001  
Faculty liaison for the APICS, 1998- 2002  
Faculty adviser for the Operations Management Society in 1998 - 2002  
Teaching Load Committee, 1999  
Honors Committee, 2000

## **RESEARCH PROPOSALS AND GRANTS**

### **Oregon University System, Northwest Collaboratory for Sustainable Manufacturing Partnership Grant**

#### ***Principal Investigator***

Funding Agency: Oregon Business Development Department, **2014**  
Amount funded: \$33,000

**Jobs and Innovation Accelerator Challenge (JIAC) III:** Innovation in Advanced Materials and Metals (IAM<sup>2</sup>): “*Faculty & Industry Supervised Summer Internships for Business School & Engineering Students*”. Interns comprised of two business school interns along with two engineering interns each from Oregon State University, Portland State University, Oregon-Tech, and Washington State University, Vancouver. The interns were jointly supervised by Principal Investigators from each school along with managers from Oregon Manufacturing Extension Program (OMEP) and host firms to offer interns a holistic and integrated problem solving experience to address both business and technological needs at firms.

#### ***Principal Investigator for LCB/UO***

Federal Funding Agency: Economic Development Agency, **2013**  
Amount Funded for LCB/UO: \$40,000 (plus LCB/UO cost share \$20,000)  
Total Funding (across five schools): \$200,000  
Total Funding under JIAC III for Greater Portland Cluster in Advanced Materials & Metals: **\$2.19 million.**

**Principal Investigator for a Feasibility Study for the Northwest Collaboratory for Sustainable Manufacturing (NWCSM) (Completed, March 2013)** that has facilitated funding by the Oregon

Legislature for NWCSM as noted by Public Affairs Counsel, *“The NWCSM is modeled to build off the long term success that the Oregon Metals Initiative has experienced in its partnership with private industries and Oregon Engineering Research Universities. Most recently, the University of Oregon’s Lundquist College of Business examined best practices used by laboratories around the world and developed a business plan for the NWCSM. The report has been attached for your review. During the 2013 Oregon Legislative Session the legislature **approved \$2.9 million dollars to expand metals research through the NWCSM, with a primary goal to expand research to focus on Manufacturing Readiness Levels (MRL) 4-7”, 2013.** The report has subsequently been cited to secure **\$7.5 million funding** from Oregon Legislature in May 2016 for founding the **Oregon Manufacturing Innovation Center R&D (OMIC)** that has subsumed NWCSM for supporting a greater vision for the metals manufacturing industry. More details under “Industry Report”. Oregon Legislature as approved an additional \$12 million for OMIC R&D in July 2017.*

*Collaborating Faculty:* Beth Hjelm and Doug Wilson.

**Collaborating Faculty:** Helped design and facilitate the business school component for a proposal by Principal Investigators Anita Weiss and Jeff Hanes at University of Oregon, **2013**. The State Department has approved the budget for grant # SCAPPD-13-CA-104-SCA-06102013, *“Establishment of an Academic Partnership in Business Management & Environmental Sciences with Karakoram International University (KIU) in Gilgit, Pakistan.”* This is a large scale grant for **about \$1 million** that facilitates a deep interaction between UO and KIU over a three year period (2013 – 16).

**Jobs and Innovation Accelerator Challenge (JIAC-I) Grant for Clean-Tech Cluster in Oregon.**

**Principal Investigator** for University of Oregon and Lead Member for Collaboration in the Cluster spanning Manufacturing 21, Portland Development Commission, Work-Systems, Inc., Oregon University System Schools (LCB/UO and Engineering Schools at Portland State University and Oregon Tech), Washington State University-Vancouver, Oregon BEST, and several economic development entities in Portland.

**Total Grant: \$2.1 Million** (The LCB/UO share of this grant is expected to fund for 4 – 6 research faculty members and 2 – 3 doctoral students across Decision Science, Management, and Marketing in focused research and educational initiatives outlined below)

- **Cluster Opportunities Report:** (Entails assessment of the overall performance of the clean-tech initiatives via JIAC Grant and development of benchmarks; includes field base research of participant firms)

***Principal Investigator***

Federal Funding Agency: Economic Development Agency, **2011**

Amount Funded for LCB/UO: \$52,000 (plus LCB/UO cost share of \$52,000)

- **Customized Management Training for Decision Makers** at about 50 selected firms in the clean-tech sector (Entails a deep engagement with the participant firms prior to developing customized workshops; a team of faculty and doctoral students in decision sciences, management, and marketing will engage via field visits, structured interviews, surveys, case studies, identifying problem-solving opportunities, and undertaking relevant research (empirical or economic modeling) to offer strategic and tactical managerial insights).

***Principal Investigator***

Federal Funding Agency: Economic Development Agency, **2011**

Amount Funded for LCB/UO: \$178,000

- **Field-Based or Industry-Driven Research on Enhancing the Business and Manufacturing Competitiveness** of 3 – 5 high potential firms as part of the collaboration with the Northwest Collaboratory for Sustainable Manufacturing (NWCSM). These firms will also receive technical

support from the Engineering schools as part of their funded research. The LCB/UO research component will engage faculty in the areas of entrepreneurship, strategy, marketing, and supply chain management along with a couple of doctoral students, and use a combination of in-depth case studies and economic modeling to build insights for addressing key challenges faced by these firms. In addition, we plan to engage some MBAs in problem-solving projects that in conjunction with the research will enhance the ability of these firms to hone their business strategy, operations, and supply chain management (including any processes focused on technological innovation or new product development). The goal is to enable these firms to leverage both technological (support from technical research at PSU, OIT, and WSU-V) and business support to put them on a better trajectory for success, growth, and job creation.

***Principal Investigator***

Federal Funding Agency: Economic Development Agency, **2011**

Amount Funded: \$76,000 (plus LCB/UO cost share of \$76,000)

**MFG-21 Northwest Manufacturing Initiative:** Lean, Agile, and Sustainable Operations and Supply Chain Management: A Cradle-to-Cradle Perspective using the Triple Bottom Line

***Principal Investigator***

Federal Funding Agency: DoD/DLA/OEI, **2010**

Amount Funded (Contracted in 2011): \$215,000

Provides partial research support for six faculty

**MFG-21 Northwest Manufacturing Initiative:** University of Oregon's Leadership to Enhance Agility, Productivity, and Sustainability (UO-LEAPS) for Manufacturing Competitiveness in Oregon

***Principal Investigator***

Federal Funding Agency: DoD/DLA/OEI, **2009**

Amount Funded (contracted in January 2010): \$230,000

Provides partial research support for six faculty

2008 Summer Research Grant from the Center for Sustainable Business Practices at the Lundquist College of Business.

"2004 APRU Seed Grant Proposal: Understanding Drivers, Enablers, and Inhibitors of Green Business Strategies"

Joint Proposal with Youngho Chang (National University of Singapore) and Ken Ito (University of Tokyo)

Amount Funded: \$6000

"Assessing the Impact of Simulation-Based Training on the Operational Performance of Customer Relations Management Systems"

Joint Proposal with Goutam Challagalla

Simtrex Corporation, May 2000.

Amount Funded: \$40,000

"Developing a Framework for Using Auctions in Revenue Management"

Joint Proposal with Tim Baker (Washington State University)

iXL Center of Electronic Commerce, College of Management, Georgia Tech., Summer 1999

Amount Funded: \$6000

"Developing Global Supply Chain Performance Metrics"

Joint Proposal with Soumen Ghosh

IBM, Global Supply Chain Management Initiative, July 1999

Amount Funded: \$19,500

"Benchmarking Rapid Prototyping Process and Assessing its Impact on Product Development

Performance”, (1998-2000)  
Rapid Prototyping Manufacturing Institute, Georgia Tech., July 1998  
Amount Funded: \$65,000

“Developing Metrics for Global Supply Chain Agility”  
Joint Proposal with Soumen Ghosh  
CIBER, Georgia Tech., June 1998  
Funded: \$7000

“New Product Development and Business Performance: An Empirical Study”  
Joint Proposal with G. Keong Leong  
Center for Manufacturing Excellence, The Ohio State University, June 1995  
Funded: \$3000

“An IGERT Pre-Proposal: Integrative Graduate Education and Training in Freeform Manufacturing”  
Joint Proposal with Janet K. Allen (ME), Imme Ebert-Uphoff (ME), Iwona Jasiuk (ME), Thomas Kurfess (ME), Jack Lackey (ME), Farrokh Mistree (ME), John Muzzy (Ch E), David Rosen (ME), and O’Shea (Physics)  
National Science Foundation, 2000  
Amount Requested: \$629,208. *Invited for full proposal (However not selected due to a limit of two proposals per University)*

“An IGERT Pre-Proposal: Integrated Product Realization for a Global Market Place”  
Joint Proposal with Janet K. Allen (ME), Soumen Ghosh (Management), Farrokh Mistree (ME), Shamkant Navathe (Computing)  
National Science Foundation, 1999  
Amount Requested: \$2,499,636 (**Not Funded**)

“An IGERT Pre-Proposal: Freeform Manufacturing”  
Joint Proposal with Janet K. Allen (ME), Iwona Jasiuk (ME), Thomas Kurfess (ME), Jack Lackey (ME), Farrokh Mistree (ME), David Rosen (ME), Charles Eastman (Arch), Lorraine Justice (Arch), Paul Kohl (Ch E)  
National Science Foundation, 1999  
Amount Requested: \$1,890,500 (**Not Funded**)

## INDUSTRY REPORT

“Northwest Collaboratory for Sustainable Manufacturing (NWCSM): A Feasibility Study with a Blue-Print for Implementation”, with Beth Hjelm and Doug Wilson, March, 2013.  
NWCSM proposes to build and leverage University-Industry Partnership across areas of engineering and business in Oregon and SW Washington to support the manufacturing base in the region (\$18.0 million proposal that spans six years). The study was sponsored by Manufacturing 21 and Portland Development Commission. See <https://business.uoregon.edu/files/media/NWCSM%20Feasibility%20Study%20Report%20Final%2003-20-13.pdf>

## TEACHING EXPERIENCE

**Experiential Education at University of Oregon, Fall 2003 - present:**

Collaborated with numerous major firms to offer experiential learning opportunities for students and facilitate summer internships and jobs by incorporating plant tours, guest speakers, and real-world problem-solving projects in operations and supply chain management courses.

Engaged with senior executives and organized/supervised **over 175 company sponsored projects** in the areas of facility operations, supply chain management, and sustainability in operations and supply chain management using a pool of firms that include Intel, Hewlett-Packard, Tektronix, JELD-WEN, Johnson Crushers International, Inc. (KPI-JCI), Keen, States Industries, Weyerhaeuser, Monaco Coach, Nike, Navistar, Columbia Distributing, Myers Container, Lyle, Parr Lumber, Xerox, PCC Structural, Shindaiwa, Kettle Foods, International Paper, Spraying Systems Company, YAKIMA, NW Natural, Silver Eagle Manufacturing, gDiapers, AlSCO, Rosen Aviation, Benchmade, Sunmodo, KersTech, NextStep Recycling, Organically Grown Company, Oregon Retina LLP, Growing Solutions, Invitrogen, and PSC (now Datalogic) among others.

Engaged with Chairman, CEO and General Manager to facilitate placement of four CSBP-MBAs and two undergraduate ISOM students for an internship at Spraying Systems Company, Shanghai, China, Summer, 2010.

Engaged with Chairman, CEO and General Manager to facilitate placement of two CSBP-MBAs and two undergraduate ISOM students for a high value internship in supply chain management at Spraying Systems Company, Shanghai, China, Summer 2011. Faculty adviser to collaborate with senior management at Spraying Systems Company to facilitate a strategic initiative in their built-to-order business.

Funded, placed, and jointly supervised two summer interns at Sunmodo, Corporation and CID Bio-Science, Inc. in Vancouver Washington as part of JIACII Federal Grant, Summer 2014.

Facilitated placement of a CSBP-MBA summer intern at Pungkook Corporation (manufacturer of bags for major Brands such as Nike, Adidas, Coach, and Under Armour) in Vietnam, Summer, 2015.

Engaged with CPLG Team at Intel to facilitate supply chain internships for OBA Concentrators, 2016 – Present.

Engaged with Chairman, CEO and General Manager to facilitate placement of three CSBP-MBAs, one LCE-MBA, and one undergraduate OBA student for an internship at Spraying Systems Company, Shanghai, China, Summer, 2017.

Engaged with Chairman, CEO and General Manager to facilitate placement of three CSBP-MBAs, for an internship at Spraying Systems Company, Shanghai, China, Summer, 2018.

### **Courses Taught at University of Oregon**

Operations Management: DSC 335, Core, Undergraduate, 2002 - present  
Operations Management: DSC 335H, Honors Core, Undergraduate, 2003 - 2009  
Operations Management: BA 614, MBA Core, 2005 - 2008  
Supply Chain Management: DSC 477/577, 2005 – present  
DSC Practicum

### **Executive Education at University of Oregon**

Operations Management, OEMBA Program, Spring 2008 and Spring 2013 – present.  
One-day Workshop on Bringing Discipline to Project Management (Elective), Fall 2008  
Supply Chain Management, OEMBA Program, Spring 2009 – present.

### **Curriculum Development at University of Oregon**

Developed OBA 577 for Sports Products Management Program

Developed DSC 477/577: Supply Chain Operations and Information  
Developed OEMBA 710: Supply Chain Management  
Developed OEMBA 710: Operations Management  
Developed and Organized an Executive Education Module on “Sustainability in Corporate Entrepreneurship” for EMBA and IMBA students from Nyenrode University, Summer, 2012. The first week comprised of five days of highly integrated class room instruction. The second week comprised of a high value industry engagement in Portland to complement classroom instruction, and included field visits (talk and tours), guest lectures, and focused panels on sustainable business practices, corporate innovation, and start-ups.

## **Executive Education at Georgia Tech**

Taught in several executive education programs at Georgia Tech, namely, Program for Technical Managers, Georgia Tech Project Management Institute, Information Technology Management Partnership, Executive Masters in Management of Technology, and Project Management Leadership Program (1998 – present, recent average rating of 9.2/10).

Taught in custom programs for GE Energy Services and Coca Cola Enterprises.

## **Courses Taught at Georgia Tech**

Operations Management I (Core, Graduate, Undergraduate)  
Collaborative Product Development (Inter-Disciplinary, Graduate)  
Doctoral Seminar on Normative Modeling in Integrated Product Development

## **Curriculum Development at Georgia Tech**

Developed a doctoral seminar titled “Integrated Product Development”  
Developed a new course titled “Managing Integrated Product and Process Development”, and taught it as MGT 6326: Collaborative Product Development.

## **Courses Taught (prior to Georgia Tech)**

Operations Strategy (Graduate, Michigan State University)  
Operations Management and Purchasing (Undergraduate, Michigan State University)  
Operations Planning and Control (Undergraduate, The Ohio State University)  
Operations Management (Undergraduate, The Ohio State University)  
Statistical Techniques (Undergraduate, The Ohio State University)  
Operations Research (Undergraduate, The Ohio State University)

## **PRESENTATIONS**

### **Conference Presentations with Proceedings (refereed)**

Murthy, N. N., Benton, W. C., and Rubin, P. A. “Jointly Constrained Order Quantities and the Natural Inventory Cycle”, 25<sup>th</sup> Annual Meeting of the Decision Sciences Institute, November 20-22, 1994, Honolulu, Hawaii.

Murthy, N. N. and Leong, G. K., “A Framework for Research in New Product Development Strategy”, 25<sup>th</sup> Midwest DSI Conference, May 4-6, 1995, St. Louis, Missouri.

Murthy, N. N., Benton, W. C., and Srivastava, R., “Multi-Buyer Discount Pricing for a Supplier Operating in Make-To-Stock Environment”, 26<sup>th</sup> Annual Meeting of the Decision Sciences Institute, November 20-22, 1995, Boston, Massachusetts.

Murthy, N. N. and Jayaraman, V., "Strategic Supplier Selection: A Comprehensive Model for Understanding Buyer Relationships", 28<sup>th</sup> Annual Meeting of the Decision Sciences Institute, November 22-25, 1997, San Diego, California.

Murthy, N. N., and Jayaraman, V., "Strategic Sourcing in Jointly Constrained Supply Environment", 29<sup>th</sup> Annual Meeting of the Decision Sciences Institute, November 21-24, 1998, Las Vegas, Nevada.

Murthy, N. N., Benton, W. C., and Rubin, P. A., "Offsetting Inventory Cycles in a Storage Space Constrained Environment", 31<sup>st</sup> Annual Meeting of Decision Sciences Institute, November 19-21, 2000, Orlando, Florida.

Baker, T., Jayaraman, V., and Murthy, N. N., "A State-Contingent Method for Forecasting and Allocating in Hotel Revenue Management Systems", 31<sup>st</sup> Annual Meeting of Decision Sciences Institute, November 19-21, 2000, Orlando, Florida.

Swafford, P., Ghosh, S., and Murthy, N. N., "A Model for Global Supply Chain Agility and its Impact on Competitive Performance", 31<sup>st</sup> Annual Meeting of Decision Sciences Institute, November 19-21, 2000, Orlando, Florida.

Park, B. J., Ghosh, S., and Murthy, N. N., "A Framework for Integrating Product Development with Global Supply Chain Configuration", 31<sup>st</sup> Annual Meeting of Decision Sciences Institute, November 19-21, 2000, Orlando, Florida.

Swafford, P., Ghosh, S., and Murthy, N. N., "Development of Flexibility and Agility Constructs for Supply Chain Agility Model", 32<sup>nd</sup> Annual Meeting of Decision Sciences Institute, November 17-20, 2001, San Francisco, California.

Murthy, N. N., Shrikhande, M., and Subramanian, A., "Real Switching Options and Equilibrium in Global Markets", International Conference on Real Options, July 2002, Cyprus.

Murthy, N. N., Shrikhande, M., and Subramanian, A., "Real Switching Options and Equilibrium in Global Markets", Special Workshop on Real Options Valuation, July 2002, Krems, Austria.

Baker, T., and Murthy, N. N., "Viability of Auction-Based Revenue Management in Sequential Markets", 34<sup>th</sup> Annual Meeting of Decision Sciences Institute, November 22-25, 2003, Washington, DC.

Baker, T., and Murthy, N. N., "Performance Implications of Multi-Unit Online Auctions in the Presence of Forecast Errors", 35<sup>th</sup> Annual Meeting of Decision Sciences Institute, November 20-23, 2004, Boston, MA. **[Best Interdisciplinary Research Paper Award]**

Murthy, N. N., Challagalla, G., and Vincent, L., "Impact of Simulation Training on Call Center Agent Performance: A Field-Based Investigation", 36<sup>th</sup> Annual Meeting of Decision Sciences Institute, November 19-22, 2005, San Francisco, CA. **[Best Theoretical/Empirical Research Paper Award]**

Murthy, N. N., Shrikhande, M., and Subramanian, A., "Switching Costs, Dynamic Uncertainty and Buyer Seller Relationships", 36<sup>th</sup> Annual Meeting of Decision Sciences Institute, November 19-22, 2005, San Francisco, CA.

Wu, Z., Pagell, M., and Murthy N. N., "Understanding Product End-of-Life Management through Eco-centric Perspective of Supply Chain Management", 36<sup>th</sup> Annual Meeting of Decision Sciences Institute, November 19-22, 2005, San Francisco, CA.

Murthy, N. N., and Benton, W. C., "The Effect of Option Mix Product Variety on Customer Service in an Assemble-to-Order Master Scheduling Environment", 36<sup>th</sup> Annual Meeting of Decision Sciences Institute, November 19-22, 2005, San Francisco, CA.

Murthy, N. N., and Soni, S., "A Heuristic for Facilitating Purchasing Decisions", 37<sup>th</sup> Annual Meeting of Decision Sciences Institute, November 18-21, 2006, San Antonio, TX

Rikhtehgar Berenji, H., Murthy, N. N, and Yang, Z., "Committing to Contract for Supplier Social and Environmental Compliance", Proceedings of the Manufacturing and Service Operations Management (MSOM) Conference, University of Texas at Dallas, July 1 – 3, 2018, Dallas, TX.

### **Conference Presentations with Proceedings (non-refereed)**

Murthy, N. N., "Impact of Product Variety and Delivery Speed Requirement on Operational Performance in an Assemble-to-Order Environment", invited to present at the 1998 Summer Academic/Practitioner Workshop of the APICS Educational and Research Foundation, July 31-August 1, 1998, Seattle University, Seattle, Washington.

Murthy, N. N., "New Measures for MPS Schedule Stability in a Capacity Constrained Environment", invited to present at the 1998 Summer Academic/Practitioner Workshop of the APICS Educational and Research Foundation, July 31-August 1, 1998, Seattle University, Seattle, Washington.

Park, B. J., Ghosh, S., and Murthy, N. N., "Integrated Model for Developing Product Platform for Global Markets", POMS India Conference, December 21-24, 1999, New Delhi, India.

Murthy, N. N., "Impact of Rapid Prototyping Strategies on Engineering Design Performance during New Product Development", POMS International Conference, August 27 – September 1, 2000, Sevilla, Spain.

Murthy, N. N., Soni, S., and Ghosh, S., "A Framework for Sourcing Decisions in a B2B Environment", 6<sup>th</sup> APDSI Conference, July 18-21, 2001, Singapore.

Murthy, N. N., Soni, S., and Ghosh, S., "Optimizing Supply Chain Decisions in a B2B Exchange Environment", First International Conference on Electronic Commerce, December 19-21, 2001, Hong Kong.

Murthy, N. N., Challagalla, G., and Vincent, L., "Impact of Simulation Training on Call Center Agent Performance: A Field-Based Investigation", 8<sup>th</sup> International DSI Conference, July 3-6, 2005, Barcelona, Spain.

Murthy, N. N., Shrikhande, M., and Subramanian, A., "Switching Costs, Dynamic Uncertainty and Buyer Seller Relationships", 8<sup>th</sup> International DSI Conference, July 3-6, 2005, Barcelona, Spain.

Pagell, M., Wu, Z., and Murthy N. N, "Understanding Product End-of-Life Management through Eco-centric Perspective of Supply Chain Management", Closed Loop Supply Chains Workshop, October 9-11, 2005, Vanderbilt University, Nashville, TN.

Gong, X., Wang, Q., Deng, H., Murthy, N. N., Cai, G., "Characterizing Performance-Based Demand Allocation Policies to Stimulate Supplier Capacities in a Time-Based Competitive Environment", Joint Conference of the 4<sup>th</sup> International Conference on Operations and Supply Chain Management and the 15<sup>th</sup> Asia Pacific Decision Sciences Institute, July 25<sup>th</sup> – 27<sup>th</sup>, Hong Kong, July 28<sup>th</sup>, Shunde, and July 29<sup>th</sup> – 31<sup>st</sup>, 2010, Guangzhou, China.



## Conference Presentations without Proceedings

Murthy, N. N. and Nagaraja, H. N., "Degree of Concurrence and its Impact on Product Development", Sixth Annual Meeting of the Production and Operations Management Society, October 7-10, 1995, Pittsburgh, Pennsylvania.

Murthy, N. N. and Leong, G. K., "Product Design Strategy and its Implications for Product Development Performance", Sixth Annual Meeting of the Production and Operations Management Society, October 7-10, 1995, Pittsburgh, Pennsylvania.

Benton, W. C., Rubin, P. A., Murthy, N. N., and Park, S., "Quantity Discount Solution Methodologies for the Next Decade", Sixth Annual Meeting of the Production and Operations Management Society, October 7-10, 1995, Pittsburgh, Pennsylvania.

Murthy, N. N., Benton, W. C., and Rubin, P. A., "Offsetting Periodic Inventory Replenishment Cycles in a Storage Space Constrained Environment", INFORMS Fall Meeting, October 29 - November 2, 1995, New Orleans, Louisiana.

Murthy, N. N. and Benton, W. C., "Product Option Structure Complexity and its Implications for Production Planning", INFORMS Fall Meeting, November 3-6, 1996, Atlanta, Georgia.

Murthy, N. N., Srivastava, R., and Guide Jr., D. V., "Master Production Scheduling for Recoverable Manufacturing", INFORMS Fall Meeting, November 3-6, 1996, Atlanta, Georgia.

Murthy, N. N. and Leong, G. K., "The Impact of Engineering Design Strategy on Development Performance", INFORMS Fall Meeting, October 26-29, 1997, Dallas, Texas.

Murthy, N. N., "Project Planning in a Concurrent Engineering Environment", INFORMS Fall Meeting, October 25-28, 1998, Seattle, Washington.

Park, B. J., Ghosh, S., and Murthy, N. N., "A Model to Guide Product Platform Development for a Global Value Chain", INFORMS Fall Meeting, November 7-10, 1999, Philadelphia, Pennsylvania.

Ryu, C. and Murthy, N. N., "An Integrated Product Planning Model for Developing a Product Family", INFORMS Fall Meeting, November 5-8, 2000, San Antonio, Texas.

Murthy, N. N., Shrikhande, M., and Subramanian, A., "Real Switching Option and Equilibrium in Global Markets", INFORMS Annual Meeting, November 17-20, 2002, San Jose, California.

Baker, T., and Murthy, N. N., "Viability of Using Auctions to Dispose Perishable Asset Surplus", POMS Meeting, April 4-7, 2003, Savannah, Georgia.

Murthy, T., Challagalla, G., and Vincent, L., "The Impact of Simulation-Based Training on Call Center Agent Performance: An Empirical Study", INFORMS Annual Meeting, October 19-22, 2003, Atlanta, Georgia.

Park, B. J., Ghosh, S., and Murthy, N. N., "Product Platform Development for Manufacturing Flexibility", INFORMS Annual Meeting, October 19-22, 2003, Atlanta, Georgia.

Murthy, T., Challagalla, G., and Vincent, L., "The Impact of Simulation-Based Training on Call Center Agent Performance: An Empirical Study", 2<sup>nd</sup> World Conference on POM, April 30 – May 3, 2004, Cancun, Mexico.

Baker, T., & Murthy, N. N., "Performance Implications for Multi-Unit Online Auctions in the Presence of Forecast Errors", CORS/INFORMS Joint International Meeting, May 16-19, 2004,

Banff, Alberta, Canada.

Murthy, N. N., Shrikhande, M, and Subramanian, A., "Switching Costs, Dynamic Uncertainty, and Buyer-Seller Relationships", Sixteenth Annual Conference of POMS, April 29 – May 2, 2005, Chicago, IL.

Murthy, N. N., & Soni, S., "A Lagrangian-Based Heuristic for Facilitating Purchasing Decisions", Seventeenth Annual Conference of POMS, April 28 – May 1, 2006, Boston, MA.

Baker, T., and Murthy, N. N., "A Dynamic Model for Analyzing Design Implications for Auctions in Sequential Markets", 38<sup>th</sup> Annual Meeting of Decision Sciences Institute, November 18 -21, 2007, Phoenix, AZ.

Baker, T., and Murthy, N. N., "A Dynamic Model for Analyzing Design Implications for Auctions in Sequential Markets", Eighteenth Annual Conference of POMS, May 4 – 7, 2007, Dallas, TX.

Park, B. J., Ghosh, S., and Murthy, N. N., "Integrating Product Platform Development with Global Supply Chain Configuration for Building Mass Customization Capability", POMS, May 9 -12, 2008, La Jolla, CA

Murthy, N. N., "Implications for Concurrent Engineering in a Stochastic Environment", POMS, May 1 – 4, 2009, Orlando, FL.

Murthy, N. N., "Implications of Overlapping New Product Development Activities in a Stochastic Environment", 40<sup>th</sup> Annual Meeting of Decision Sciences Institute, November 14 -17, 2009, New Orleans, LA.

Ghosh S., Murthy, N. N., and Park, J., "Integrating Product Platform Development with Global Supply Chain Configuration", ISDSI Meeting, December 28 - 30, 2010, MDI, New Delhi, India.

Aydinliyim, T., Murthy, N. N., "Managing Engineering Design for Competitive Sourcing in Closed-Loop Supply Chains", Second International Conference on Recycling and Reuse of Materials, August 5<sup>th</sup> – 7<sup>th</sup>, 2011, Kottayam, Kerala, India.

Geismar, N., Murthy, N. N., "Balancing Production, Inventory, and Delivery Costs in Paper Manufacturing", POMS 2011 Annual Conference, April 29<sup>th</sup> – May 2<sup>nd</sup>, Reno, Nevada

Geismar, N., Murthy, N. N., "Balancing Production, Inventory, and Delivery Costs in Paper Manufacturing", 42<sup>nd</sup> Annual Meeting of Decision Sciences Institute, November 19 - 22, 2011, Boston, MA.

Yang, Z., Murthy, N. N., "Timing Considerations for Supply Chain Recovery from Disruption Under Asymmetric Information", 2012 MSOM Meeting, Columbia University, NY.

Aydinliyim, T., Murthy, N. N., "Managing Engineering Design for Competitive Sourcing in Closed-Loop Supply Chains", 2012 MSOM Meeting, Columbia University, NY.

Yang, Z., Murthy, N. N., "Timing Considerations for Supply Chain Recovery from Disruption Under Asymmetric Information", POMS 2012, April 20 – 23, Chicago, IL.

Aydinliyim, T., Murthy, N. N., "Managing Engineering Design for Competitive Sourcing in Closed-Loop Supply Chains", POMS 2012, April 20 – 23, Chicago, IL.

Geismar, N., Murthy, N. N., "Balancing Production, Inventory, and Delivery Costs in Paper Manufacturing", POMS 2012, April 20 – 23, Chicago, IL.

Aydinliyim, T., Murthy, N. N., "Managing Engineering Design for Competitive Sourcing in Closed-Loop Supply Chains", 43<sup>rd</sup> Annual Meeting of Decision Sciences Institute, November 17 – 20, 2012, San Francisco, CA.

Aydinliyim, T., Murthy, N. N., "Managing Engineering Design for Competitive Sourcing in Closed-Loop Supply Chains", ISDSI Meeting, December 27 - 29, 2012, IBS, Hyderabad, India.

Jalili, M., Aydinliyim, T., and Murthy, N. N., "Quality and Pricing Decisions when Consumers Perceive Recycled Content Differently", POMS 2013, May 3 – 6, Denver, CO.

Geismar, N., Murthy, N. N., "Balancing Production, Inventory, and Distribution Costs in Paper Manufacturing", 2013 INFORMS MSOM Conference, July 28 – 30, 2013, INSEAD, Europe Campus, France.

Jalili, M., Aydinliyim, T., and Murthy, N. N., "Quality and Pricing Decisions when Consumers Perceive Recycled Content Differently", 2013 INFORMS Annual Meeting, October 6 – 9, 2013, Minneapolis, MN.

Murthy, N. N., "Sharing the Wealth: The Interdisciplinary Nature of Sustainability Research", Panelist, 44<sup>th</sup> Annual Meeting of Decision Sciences Institute, November 16 - 19, 2013, Baltimore, MD.

Kim, H., Murthy, N. N., "Performance of Office-Based versus Home-Based Call Center Agents: Evidence from Three Industries in Korea", POMS 2014, May 9 - 12, Atlanta, GA.

Jalili, M., Aydinliyim, T., and Murthy, N. N., "Quality and Pricing Decisions when Consumers Perceive Recycled Content Differently", POMS 2014, May 9 - 12, Atlanta, GA.

Kim, H., Murthy, N. N., "Performance of Office-Based versus Home-Based Call Center Agents: Evidence from Three Industries in Korea", 2014 NITIE-POMS Conference, NITIE, Mumbai, India, December 18 – 21, 2014.

Yang, Z., Murthy, N.N., "Timing and Signaling Considerations for Recovery from Supply Chain Disruption", POMS 2015, May 8 – 11, Washington, DC.

Aydinliyim, T., Murthy, N.N., "Managing Engineering Design for Competitive Sourcing in Closed-loop Supply Chains", POMS 2015, May 8 – 11, Washington, DC.

Kim, H., Murthy, N.N., "Performance of Office-Based versus Home-Based Call Center Agents: Evidence from Three Industries in Korea", POMS 2015, May 8 – 11, Washington, DC.

Kim, H., Murthy, N.N., Park, K., "Performance of Office-Based versus Home-Based Call Center Agents: Evidence from Three Industries in Korea", 2015 INFORMS Annual Meeting, November 1 - 4, 2015, Philadelphia, PA.

Jalili, M., Aydinliyim, T., and Murthy, N. N., "Quality and Pricing Decisions when Consumers Perceive Recycled Content Differently", 46<sup>th</sup> Annual Meeting of Decision Sciences Institute, November 21 - 24, 2015, Seattle, WA.

Aydinliyim, T., Cil, E., and Murthy, N. N., "Product Design for Supply Chain Coordination: Incentivizing for Input Reduction vs. Recycling", 46<sup>th</sup> Annual Meeting of Decision Sciences Institute, November 21 - 24, 2015, Seattle, WA.

Kim, H., Murthy, N.N., Park, K., "What Makes It Effective to Protect Service Employees from Bad Customers?", 27<sup>th</sup> Annual POMS Conference, May 5 – 9, 2016, Orlando, FL.

Rikhtehgar Berenji, H., Murthy, N. N, and Yang, Z., "Auditing Supplier for Social and Environmental Compliance", 27<sup>th</sup> Annual POMS Conference, May 5 – 9, 2016, Orlando, FL.

Jalili, M., Aydinliyim, T., and Murthy, N. N., "Keys to Green Product Line Design: Consumer Perceptions, Cost Implications, Price and Quality Optimization", 28<sup>th</sup> Annual POMS Conference May 5 – 8, 2017, Seattle, WA.

Aydinliyim, T., Cil, E., and Murthy, N. N., "The Impact of Product Design on CLSC Coordination: Input Material Reduction Incentives vs. Enhanced Recycling", 28<sup>th</sup> Annual POMS Conference May 5 – 8, 2017, Seattle, WA.

Rikhtehgar Berenji, H., Murthy, N. N., and Yang, Z. "Understanding the Role of Trust Between Buyers and Suppliers in Influencing Suppliers' Sustainability", 48th Annual Decision Sciences Institute (DSI) Conference, November 18–20, 2017, Washington D.C.

Rikhtehgar Berenji, H., Murthy, N. N, and Yang, Z., "Committing to Contract for Supplier Social and Environmental Compliance", 29<sup>th</sup> Annual POMS Conference, May 4 – 7, 2018, Houston, TX.

Jalili, M., Aydinliyim, T., and Murthy, N. N., "Keys to Green Product Line Design: Consumer Perceptions, Cost Implications, Price and Quality Optimization", 29<sup>th</sup> Annual POMS Conference, May 4 – 7, 2018, Houston, TX.

Aydinliyim, T., Cil, E., and Murthy, N. N., "Implications of Innovative Engineering Design on CLSC Coordination: Input Material Reduction Incentives Versus Enhanced Recycling", 29<sup>th</sup> Annual POMS Conference, May 4 – 7, 2018, Houston, TX.

Rikhtehgar Berenji, H., Murthy, N. N., & Yang, Z., "Using Auditing and Commitment for Engaging a Supplier for Supply Chain Sustainability", 2018 INFORMS Annual Meeting, November 4 – 7, 2018, Phoenix, AZ.

Hu, X., Wan, Z., and Murthy, N. N., "Dynamic Pricing of Limited Inventories with Product Returns", 2018 INFORMS Annual Meeting, November 4 – 7, 2018, Phoenix, AZ.

Rikhtehgar Berenji, H., Murthy, N. N., & Yang, Z., "Understanding the Interplay between Contract Commitment Mechanism and Auditing for Enhancing Supplier's Social and Environmental Compliance", 49<sup>th</sup> Annual Meeting of the Decision Sciences Institute, November 17–19, 2018, Chicago, IL.

Rikhtehgar Berenji, H., Murthy, N. N., & Yang, Z., "Understanding the Interplay between Contract Commitment Mechanism and Auditing for Enhancing Supplier's Social and Environmental Compliance", POMS International Conference, Dec 14 – 16, 2018, Kandy, Sri Lanka.

Murthy, N. N., Jain, K., & Aghalaya, S. N., "Improving Sustainability in Indian Manufacturing Supply Chains Through Supplier Relationship Management", 30<sup>th</sup> Annual POMS Conference, May 2 – 6, 2019, Washington DC.

Rikhtehgar Berenji, H., Murthy, N. N., & Yang, Z., "Committing to Contract for a Supplier's Social and Environmental Compliance", 30<sup>th</sup> Annual POMS Conference, May 2 – 6, 2019, Washington DC.

Jalili, M., Aydinliyim T., & Murthy, N. N., "Key Factors in Green Product Line Design", 30<sup>th</sup> Annual POMS Conference, May 2 – 6, 2019, Washington DC.

Aydinliyim, T., Cil, E., & Murthy, N. N., "Implications of Innovative Engineering Design on Closed Loop Supply Chain Coordination", 30<sup>th</sup> Annual POMS Conference, May 2 – 6, 2019, Washington DC.

Murthy N.N., "Panel on Practice-Based Research: Lessons Learned for External Research Funding", POMS International Conference, Brighton, UK, September 2 – 4, 2019.

### **Invited Research Presentations at Business Schools**

University of Texas at El Paso, 1994  
Michigan State University, 1995, 1996  
Georgia Institute of Technology, 1996  
University of Florida, 2000  
Emory University, 2001  
University of Dayton, 2002  
University of Oregon, 2003  
University of Northern Iowa, 2003  
University of Utah, 2003  
Vanderbilt University, 2005  
The Ohio State University 2007  
Korea University, South Korea, 2008  
Peking University, China, 2010, 2011  
Shailendra J. Mehta School of Management, Indian Institute of Technology, Mumbai, 2011  
Texas Christian University, 2013  
National Institute of Industrial Engineering (NITIE), India, 2018  
Indian Institute of Management – Bangalore, India, 2018  
Michigan State University, 2019  
Dongbei University of Finance and Economics (DUFE), China, 2019

### **Invited Industry Presentations**

Plenary Speaker, 19<sup>th</sup> CEOs Conference, Indian Institution of Industrial Engineering (IIIE), October 8<sup>th</sup> – 11<sup>th</sup>, 2015, Dubai, United Arab Emirates.  
National Association of Purchasing Managers, Oregon Mid-Willamette Valley Chapter, November, 2005  
Plenary Speaker, Annual Conference of Rapid Prototyping Manufacturing Institute, SME, 2000

### **PROFESSIONAL AFFILITATION**

Member, Decision Sciences Institute, 1993 - present  
Member, INFORMS, 1993 - present  
Member, APICS, 1994 - 2003  
Member, PDMA, 1995 - 2003  
Member, POMS, 1995 - present