

## SUDHEER GUPTA

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### EDUCATION

Ph.D. in Business Administration McGill University, Montreal, Canada (Operations Management / Economics)	1998
Master of Business Administration McGill University, Montreal, Canada (Production and Operations Management)	1992
Bachelor of Engineering (Honors) Punjab Engineering College, Chandigarh, India (Electronics and Electrical Communications)	1989

### EMPLOYMENT

Assistant Professor of Operations and Management Science Ross School of Business, University of Michigan, Ann Arbor, MI	1998 -
Lecturer McGill University, Montreal, Canada	1996, 97
Research Associate - IBM Project McGill University, Montreal, Canada	1991- 92

### AWARDS & HONORS

- Research Fellow, Management Science Research Center, McGill University, Montreal 2001
- Dean's Honor List, McGill University, Montreal, Canada 1998
- Principal's Dissertation Fellowship, McGill University, Montreal, Canada 1997 - 98
- Greville Smith Research Fellowship, McGill University, Montreal, Canada 1993 - 96
- Panjab University Merit Scholarship, Chandigarh, India 1983 - 89
- National Merit Scholarship, C.B.S.E., India 1983

## **PUBLICATIONS & PAPERS UNDER REVIEW**

1. Greenberg, J. and S. Gupta (1995), “The Theory of Social Situations: An Overview,” **Cuadernos Economicos de I.C.E.**, vol. 60, no. 2, p. 89 – 122.
2. Chandra, P. and S. Gupta (1997), “Managing Batch Processors to Reduce Lead Time in a Semiconductor Packaging Line,” **International Journal of Production Research**, vol. 35, no. 3, p. 611 – 633.
3. Gupta, S. (1998), “A Note on Strategic Choice of Flexible Production Technologies and Welfare Implications,” **Journal of Industrial Economics**, vol. XLVI, no. 3, p. 403.
4. Gupta, S. and R. Loulou (1998), “Process Innovation, Product Differentiation, and Channel Structure: Strategic Incentives in a Duopoly,” **Marketing Science**, vol. 17, no. 4, pp. 301 – 316. (**Lead Article**)
5. Gupta, S. and M. Vajic (2000), “The Contextual and Dialectical Nature of Experiences,” in **New Service Development: Creating Memorable Experiences**, J and M Fitzsimmons (eds.), Sage Publications, 33 - 51.
6. Gupta, S. (2004), ‘Channel Structure with Knowledge Spillovers’, under second review at **Marketing Science**.
7. Subramanian, R., S. Gupta. B. Talbot (2004), ‘Emissions Compliance Strategies: A Permit Auction Model’, under second review at **Management Science**. (2<sup>nd</sup> prize in MSOM student paper competition, 2004 and Honorable mention in ENRE student paper competition, INFORMS, 2004)
8. Greenberg, J., S. Gupta, X. Luo (2004), ‘Shared Actions with Divergent Perceptions: A General Game-Theoretic Approach’, under review.
9. Gupta, S. (2004), ‘Knowledge Spillovers and Research Joint Ventures’, under review.

## **WORKING PAPERS**

10. Li, Y., W. Lovejoy, S. Gupta (2004), ‘Capacity Investments and Competitive Bidding in Healthcare,’ in preparation.
11. Li, Y., W. Lovejoy, S. Gupta (2004), ‘Mechanism Design with Pre-Auction Investments,’ in preparation.
12. Subramanian, R. S Gupta, B. Talbot (2004), ‘Product Performance and Remanufacturability with Optimal Customer Replacement,’ in preparation.
13. Gupta, S. (2004), ‘Strategic Technology Choice and Incentives for Intermediate Markets,’ in preparation.

## **RESEARCH IN PROGRESS**

- Competitive supply chains
- Product design and channel structure in closed loop supply chains
- Incomplete relational contracts
- Impact of product variety on industry structure

## **PRESENTATIONS AT CONFERENCES**

- “Emissions Compliance Strategies: A Permit-Auction Model,” at University of Colorado Environmental and Resource Economics Conference in Vail, Colorado, Oct 22-23, 2004.
- “Towering over Babel: Worlds Apart but Acting Together,” International Conference on Game Theory, Stony Brook, New York, July 2004.
- “Role of Ambiguity in Incomplete Contracts,” INFORMS, Atlanta, October, 2003.
- “Incomplete Contracts as Shared Actions with Divergent Perceptions,” INFORMS, San Diego, November, 2002. (This paper was also presented at UMBS Hosmer Lunch series in October, 2002.)
- “Strategic Supply Chain Relations: The Impact of Technological Spillovers and Research Joint Ventures,” INFORMS, Montreal, April 1998.
- “Process Innovation, Product Differentiation, and Channel Structure,” INFORMS, Dallas, October 1997.

## **TEACHING**

### **Degree Programs at the Ross School of Business, University of Michigan**

- Operations Management: day-time MBA core (4.3, 4.7 / 5.0)
- Operations Management: Global MBA (4.4 / 5.0)  
(core course delivered online as well as on-site in Sao Paulo, Brazil)
- Competition and Incentives in Operations: PhD (4.9, 5.0 / 5.0)  
(new seminar course designed and delivered in 2000 and 2003)
- Operations Management: BBA core (4.8, 4.8 / 5.0)

### **Executive Education and Invited Teaching**

- Executive Development course on Operations Management (2003, 2004)  
CISEF, University of Ljubljana, Slovenia.  
(About 30 participants each year included mid- to senior level managers from Slovenian companies such as Gorenje, Iskra, CIMOS, Kolektor and others.)
- Executive Development course on Lean Operations (2001)  
William Davidson Institute / Czech Management Center, Czech Republic  
(About 30 participants included mid- to senior level managers from multiple business units of the Czech conglomerate, Skoda Holding.)

## **TEACHING MATERIALS AND CASES WRITTEN**

- Netflix, Inc. (2002, revised 2004). Used in core MBA and some executive education classes at Michigan. Also adopted at some other universities (Indiana).

## INDUSTRY INTERACTIONS

- Faculty advisor for the following 14-week summer intern projects (conducted under Tauber Manufacturing Institute at UM):
  - McKinsey (1999): Creating sustainable yield improvement in a discrete manufacturing environment.
  - Dell (2000): Information sharing strategies to prevent component shortages.
  - Intel (2000): Interactive product life cycle tools to enable rapid new product development.
  - Alcoa/Boeing (2001): 737 Wing-rib project - Lean implementation in a complex global supply chain.
  - Steelcase (2002): A comprehensive evaluation of the laminates supply chain and production methods.
  - Cummins (2002): Lead time reduction in the joint venture kitting of engines.
  - McKinsey (2003): Indirect strategic sourcing.
  - Dell (2004): Asia global supply network strategy.
- Advised a large number of student consulting projects for several years (2002 - 2005) under Multidisciplinary Action Program at UMBS (action learning component of the core MBA curriculum), including Juma Ventures (social enterprise strategy), CitiCards (knowledge management), IBM/QAD (value proposition for ACE), Northwest Airlines (e-ticket check-in usage), Moen (strategic marketing plan), American Express (Charge Revite program), Daimler-Chrysler (effects of material release stability), GM (global diversity), Wal-Mart (travel services), and others.

## PROFESSIONAL SERVICE

- *Associate Editor*  
IIE Transactions, 2001 - 2003.
- *Referee*  
American Economic Review  
Marketing Science  
Management Science (various departments: Operations and Supply Chain Management, Marketing, Interdisciplinary Management Research, Accounting)  
Production and Operations Management  
Journal of Industrial Economics  
Naval Research Logistics  
International Journal of Innovation Management  
Prentice-Hall Publishing (book proposal review)
- *Cluster Chair*  
“Competition and Incentives in Operations Management”, at INFORMS International Conference, Maui, Hawaii, June 17 – 21, 2001
- *Member*  
Institute for Operations Research and Management Science  
Production and Operations Management Society  
American Economic Association

Academy of Management  
Association of Environmental and Resource Economists

- *Service to department and school*  
Coordinated, redesigned and improved the core OM course for BBA program (2000-2001).  
Participated in new faculty recruitment and Ph.D. student recruitment activities (1999-2004).  
Coordinated invited speaker series for the department (2001-2002).

## **GRADUATE STUDENTS**

- Co-Chair, Thesis Committee (jointly with Brian Talbot)  
Ravi Subramanian (Business School; current)
- Member, Thesis Committee  
Ying Li (Business School; current)
- Member, Thesis Defense committee:  
Harish Krishnan (Business School, 2003)  
Emre Enginarlar (College of Engineering, UM, 2003)

## **OTHER STUDENT PROJECTS SUPERVISED**

- Component Commonality in the Auto Industry (2000)
- Role of Contracts in the Entertainment Industry (2002 - 2004)
- Environmental Sustainability Strategies (2004)  
(all under Undergraduate Research Opportunity Program at University of Michigan)