

## CURRICULUM VITAE

Sriram Dasu  
Professor  
Data Sciences and Operations  
Marshall School of Business  
University of Southern California Los Angeles CA 90089

### I. EDUCATION

1989	Ph.D. (Operations Management)	Massachusetts Institute of Technology.
1982	MBA (Operations Management)	Indian Institute of Management, Calcutta.
1980	B.Tech (Mechanical Engineering)	Indian Institute of Technology, Bombay.

### II. RESEARCH PUBLICATIONS

#### A. PUBLISHED /ACCEPTED JOURNAL ARTICLES

1. A. Fattahi, S. Dasu, R. Ahmadi. "Mass customization and the parts procurement planning problem." To appear in *Management Science*. 2021.
2. W. Zhang, J. Wang, R. Ahmadi, S. Dasu. "Timing the price agreement in high-tech component procurement." *Production and Operations Management*, 30(11), 4105-41120. 2021.
3. A. Fattahi, S. Dasu, R. Ahmadi. "Mass customization and forecasting options' penetration rates problem." *Operations Research*, 67(4), 1120-1134. 2019.
4. A. Fattahi, S. Dasu, R. Ahmadi "The weighted non-negative least-squares problem with implicitly characterized points." *Operations Research*, 67(4), 1106-1119. 2019.
5. Rezaei, B., Dasu, S., Ahmadi, R. "Optimal group size in joint liability contracts." *Decision Analysis* 14 (3), 204-225. 2017.
6. W. Zhang, S. Dasu, R. Ahmadi. "When larger customers may not get greater discounts – posted pricing and bargaining in high tech supply chains" *Management Science*, 63(7), 2108-2126. 2017.
7. F. Iravani, S. Dasu, and R. Ahmadi. "Pricing and sales-effort decisions in the presence of gray markets." *European Journal of Operational Research*, 252(3), 789-800. 2016.
8. S. Kim, W.T. Huh, and S. Dasu. "Pre-announced posted pricing scheme: existence and uniqueness of equilibrium bidding strategy." *Operations Research Letters*, 43(2), 151-160. 2015.
9. R. Chase and S. Dasu. "Gurus' View: Experience psychology- A proposed new subfield of service management", *Journal of Service Management*, 25 (5), 574-577, 2014.
10. S. Dasu, R. Ahmadi, and S.M. Carr. "Gray markets, demand uncertainty, and excess inventory" *Production and Operations Management* 21(6), 1102–1113. 2012.
11. F. Iravani, S. Dasu, and R. Ahmadi. "A hierarchical framework for organizing a software development process" *Operations Research*, 60(6), 1310-1322. 2012.
12. T. Roemer, R. Ahmadi, and S. Dasu. "Travelling salesman problem with flexible coloring" *Discrete and Applied Mathematics*, 160 (12), 1798-1814, 2012.
13. S. Dasu and C. Tong. "Dynamic pricing when consumers are strategic: Analysis of posted and contingent pricing models." *European Journal of Operational Research*, 204(3), 662-671. 2010.

14. L.S. Leach, R. C. Myrtle, F.A. Weaver, and S. Dasu. "Assessing the performance of healthcare team." *Health Care Management Review*, 34(1), 29-41. 2009.
15. S. Dasu and R. Chase. "Designing the soft side of customer service." *MIT Sloan Management Review*, 52(1), 33-39. 2010.
16. D. Bowen, R. Chase, S. Dasu, L. Cook and D. Stewart. "Human issues in service design" *Journal of Operations Management*, 20(2), 159-174. 2002.
17. R. Chase and S. Dasu. "Want to perfect your services: use behavioral science." *Harvard Business Review*, 79(6), 78-85. 2001.
18. S. Dasu and J. Rao. "A Dynamic process model of dissatisfaction for unfavorable, non-routine service encounters," *Production and Operations Management*, 8(3), 282- 300. 1999.
19. S. Dasu and J. Rao. "Nature and determinants of customer expectations of service recovery in healthcare" *Quality Management in Health Care*, 7(4), 32-50. 1999.
20. S. Dasu. "Class dependent departure process from multiclass phase queues exact and approximate analysis," *European Journal of Operational Research*, 108(2), 379-404. 1998.
21. S. Dasu and L. Li. "Optimal operating policies in the presence of exchange rate uncertainties," *Management Science*, 43(5), 705-722. 1997.
22. S. Dasu and J de La Torre. "Operating an international network of partially owned plants," *Management Science*, 43(3), 313-333. 1997.
23. J. Rao and S. Dasu. "Nature of service recovery expectations," *Decision Science Conference Proceeding*, Fall 1997.
24. G.R. Bitran and S. Dasu. "Analysis of the  $\Sigma\Phi/\Phi/1$  queue," *Operations Research*, 42(1), 158-174. 1994.
25. G.R. Bitran and S. Dasu. "Approximating nonrenewal processes by Markov Chains: Use of Super-Erlang(SE) chains," *Operations Research*, 41(5), 903-923. 1993.
26. G.R. Bitran and S. Dasu. "A Review of open queueing network models of manufacturing systems," *Queueing Systems*, 12(1), 95-133. 1992.
27. G.R. Bitran and S. Dasu. "Ordering policies in an environment of stochastic yields and substitutable demands," *Operations Research*, 40(5), 999-1017. 1992.
28. J.H. Ahmadi, R.H. Ahmadi, S. Dasu and C.S. Tang. "Batching and scheduling jobs on batch and discrete processors," *Operations Research*, 40(4), 750-763. 1992.
29. R.H. Ahmadi, S. Dasu, and C.S. Tang. "The Dynamic line allocation problem," *Management Science*, 38(9), 1341-1353. 1992.

#### B. PUBLISHED ARTICLES IN BOOKS & BOOKS

1. S. Dasu and A. Brunner-Sperdin. "Designing Service Systems to Enhance Perceived Decision Control." In *Handbook of Service Science. Vol II*, 35-48, edited by Maglio, Paul P., Cheryl A. Kieliszewski, James C. Spohrer, Kelly Lyons, Lia Patrício, and Yuriko Sawatani, Springer, Cham. 2019.
2. S. Dasu and R.Chase. "*The Customer Service Solution. Managing Emotions, Trust, and Control.*" McGraw Hill. 2013.
3. S. Dasu. "Der Service-Encounter in paramedizinischen Bereichen." In *Qualitätsmanagement in Wellnesseinrichtungen*, edited by Albin Krczal & Klaus Weiermair, ESV Publishing , Berlin. 2009.
4. R. Chase and S.Dasu. "Psychology of the Experience: The Missing Link in Service Science." In *Service Science: Research and Innovations in the Service Economy*, 35-40, edited by B. Hefleyand W. Murphy (Eds). Springer. 2008.
5. S. Dasu, C. Erickson, and J. Grahovac. "Introduction of Quality-Driven Team Based

Systems: Issues at the Boundary of Operations Management and Industrial Relations." In *Field Studies in Quality*, 237-262, edited by U. Karmarkar and P. Lederer, Kluwer (refereed). 1997.

6. G. R. Bitran and S. Dasu. "Production Management." In *Encyclopedia of Operations Research and Management Science*, edited by S.I. Gass, and C.M. Harris, Boston: Kluwer Academic Publishers. 1996.
7. S. Dasu and C. Eastman (Editors). *Management of Design: Engineering and Management Perspectives*, Boston: Kluwer Academic Publishers. 1994.
8. S. Dasu. "A Hierarchy of Resource Allocation Problems Arising in Product Development." In *Management of Design: Engineering and Management Perspectives*, pp 83-103, edited by S. Dasu and C. Eastman, Boston: Kluwer Academic Publishers. 1994.
9. G.R. Bitran, S. Dasu, and S.M. Gilbert. "Multi-Product Co-Production in Manufacturing and Services." In *Perspectives in Operations Management*, 211- 228, edited by R. Sarin, Kluwer Academic Publishers. (refereed). 1993.
10. S.C. Graves, H. Meal, S. Dasu and Y Qiu. "Two-Stage Production Planning in a Dynamic Environment," In *Multi-Stage Production Planning and Inventory Control*, 9 – 43, edited by S. Axaster, C.Schneeweiss, and E. Silver, Springer Verlag. 1986.

#### C. ARTICLES SUBMITTED TO JOURNALS/ BEING REVISED

1. A. Fattahi, S. Dasu, R. Ahmadi. "Peak load energy management by direct load control contracts." 3<sup>rd</sup> round Minor Revision *Management Science* (being revised).
2. A. Fattahi, F. Iravani, S. Dasu, R. Ahmadi. "Flattening energy consumption curves by monthly constrained direct load control contracts." 2<sup>nd</sup> Round Reject and Resubmit *Operations Research* - under review.
3. W. Zhang, S. Dasu, R. Ahmadi. "Managing new product adoption with industrial buyers: fixed versus renegotiated prices." 2<sup>nd</sup> Round Major revision, *POMS* (being revised).
4. B. Rezaei, S. Ghodsi, S. Dasu, R. Ahmadi. "Network architecture and joint liability contracts: authoritarian vs egalitarian Networks." 2<sup>nd</sup> Round, Reject and Resubmit, *M&SOM* (being revised).

#### D. RESEARCH IN PROGRESS

1. H. Bidkhorji, S. Dasu, R. Ahmadi. "Flexibility and learning in multi-skilled team production systems." Target: *Management Science*.
2. P. Rodriguez, S. Dasu. "Can life events trigger desire for habit change? Implications for healthcare systems and public policy" Target: *M&SOM*.

### **III. DOCTORAL COMMITTEES**

#### **Chaired:**

1. 2013: S. Kim. "Experimental of revenue management policies" USC. Marshall School of Business. First placement: Assistant Professor, Hongik University, Seoul, Korea.
2. 2009: Hiroshi Ochiumi. "Managing the purchasing function" USC Marshall School of Business, First placement: Assistant Professor, Clinical, Marshall School of Business, USC.
3. 2006: Chunyang Tong. "Revenue management models" USC Marshall School of Business. First placement: Shanghai University of Finance and Economics, Shanghai.

4. 1995: Jayant Rao. "Determinants of satisfaction in service encounters: "Expectations, Information, Seriousness, Access and Waiting" UCLA, Anderson Graduate School of Management. First placement: Assistant Professor, Babson College, Boston.
5. 1995: Jovan Grahovac. "The firm its internal arrangements, and semi-autonomous employee teams." UCLA, Anderson Graduate School of Management, First placement: Assistant Professor, Tulane University.
6. 1991: Emily Hou. "Optimal control of batch processing stations." UCLA, Anderson Graduate School of Management. First placement: Investment Banking.

**Member:** (Partial list)

1. 2019: Ali Fattahi. "Mass customization: Theories and application." UCLA, Anderson Graduate School of Management. First placement: Assistant professor, Carey Business School, Johns Hopkins University.
2. 2016: Paul Rebeiz. "Management of demand response programs in the electricity industry." UCLA, Anderson Graduate School of Management. First placement: Amazon.
3. 2015: Wei Zhang. "Understanding the process and impacts of price bargaining and contracting in high-tech supply chains – A combination of empirical and theoretical analysis." UCLA, Anderson Graduate School of Management. First placement: Assistant Professor, University of Hong Kong.
4. 2012: Foad Iravani. "Essays on supply chains facing competition from gray markets." UCLA, Anderson Graduate School of Management. First placement: Assistant Professor, Foster School of Business, University of Washington, Seattle.
5. 2006: Hongzhong Jia. "Models and solution approaches for facility location of medical supplies for large scale emergencies." USC, Industrial and Systems Engineering, Viterbi.

**IV. PAPERS PRESENTED AT PROFESSIONAL SOCIETIES & INVITED TALKS**

(Partial List – includes papers presented by co-authors at conferences)

1. "A reduce-to-threshold approach to direct load control contracts with monthly constraints." INFORMS annual conference, 2020 & POMS annual conference, 2020.
2. "Mass customization and forecasting options penetration rates problem." M&SOM annual conference, 2018.
3. "Peak load energy management by direct load control contracts." INFORMS annual conference, 2018.
4. "Mass customization and parts capacity planning." INFORMS annual conference, 2018.
5. "Network architecture in joint liability contracts." INFORMS annual conference, 2018.
6. "Customer Journeys and Business Models" Copenhagen Business School, October 2018.
7. "Stability in multi-professional multi-skilled services." INFORMS annual conference, 2017.
8. "Fair implementation of interruptible demand response programs." INFORMS annual conference, 2017.
9. "Service System Design and Decision Control and Advising." POMS annual conference, Orlando, May 2016.
10. "Higher prices for larger quantities? Non-monotonic price-quantity relations in B2B markets." INFORMS conference & POMS conference 2016.
11. "Service Psychology." Copenhagen Business School, October 2015.
12. "Preference for and allocation of decision control in services." USC, Operations and

- Consumer Behavior Workshop, May 2015.
13. "Customer psychology and service processes." Naval Postgraduate School, April 2014.
  14. "Engineering services using consumer psychology." IBM Service Science Conference, San Jose, March 2014.
  15. "Designing Service Experiences." McKinsey Customer Experience Roundtable, Orlando, November 2013.
  16. "Learning, Process Improvement, and Incentives in Healthcare Delivery." Lecture, Secretary of Health, District Federal Brasilia, Brazil, August 2013.

## V. TEACHING ACTIVITIES

### **New Courses Development / Course Major Redesigns:**

- 2021: BUAD 104 Learning about International Commerce - Major redesign
- 2020 & 2017: GSBA 580 Global Context of Business - Major redesigns
- 2020 and 2018: GSBA 582 The Global Environment and International Business -Major redesigns
- 2020: GSBA 504 A Operations Management – Online course – New course development
- 2019: BUCO/DSO 599 Cross-cultural Global Consulting. – New course development
- 2014: IOM 599 – Special topics -- New course development
  - Joint course with Hebrew University of Jerusalem. Global consulting project for students from Hebrew university and Marshall FTMBAs.
- 2011: DSO 586 Healthcare Operations – New course development
- 2011 GSBA 582 The Global Environment and International Business – Added Brazil
- 2002: IOM 547 Design of Spreadsheet Based Business Models – New course development
- 1999: IOM 583 Operations Consulting – New course development.

### **Course taught: (Partial list)**

- GSBA 504 A: Operations Management.
- GSBA 580: Global Context of Business.
- GSBA 582: The Global Environment and International Business.
- DSO 586: Global Healthcare Operations.
- BUAD 104: Learning about International Commerce.
- IOM 547: Design of Spreadsheet Based Business Models.
- IOM 583: Operations Consulting.
- IOM 670: Non-linear Programming.

## VI. EDITORIAL & PROFESSIONAL SERVICES (Partial List)

- Member: Search committee for Editor-in-Chief *Service Science* 2018.
- Department Editor: *Service Science* 2017 -2018.
- Ad Hoc Associate Editor: *Interfaces: Special Issue on Energy* 2015-2016.
- Associate Editor: *Naval Research Logistics* 2003 – 2007.
- Senior Editor: *Manufacturing and Service Operations Management* 2003 – 2006.
- Associate Editor: *Management Science* 1992 – 2002.
- Organized/ Chaired several sessions in INFORMS conferences.

- Referee for several journals including: *Management Science*, *Operations Research*, *Sloan Management Review*, *European Journal Of Operational Research*, *IIE Transactions*, *Production and Operations Management*, and *California Management Review*.
- Member: Student paper competition committee POMS Healthcare.

## **VII. SERVICE TO MARSHALL SCHOOL OF BUSINESS (Partial list)**

- Faculty Council Member, 2020 –
  - A seven member elected council that participates in the governance of the Marshall school.
- Academic Director of International Experiential Learning Programs, July 2016 –
  - Staffing and academic content over-sight of graduate and undergraduate international experiential classes. Responsible for curriculum of 3 undergraduate classes and 2 graduate courses -- 22 sections, 35 faculty members, and over 700 students travelling to over 10 international destinations each year.
- Member DSO Strategic Review Committee, 2018.
  - Strategic review of operations management group done every decade.
- Organized the Operations and Consumer Behavior Workshop, 2015.
  - Conference at the interface of operations and social psychology. 2-day event with 20 talks by operations, marketing, and social psychology scholars.
- FT MBA Core revision Committee, 2014-2015.
  - Redesign of the flagship MBA core curriculum
- Graduate Instruction Committee, 2009- 2012.
- PhD coordinator IOM, 2002 – 2008.
- Faculty Council Member, 2007-2008.
- Marshall School Dean Search Committee, 2004.
- Faculty Council Member, 2001-2003.
- PEG committees
  - PEG Chair tenure and promotion: 6 committees.
  - PEG Chair fourth year review: 3 committees.
  - PEG Committee member tenure and promotion: 4 committees.

## **VIII. SERVICE TO COMMUNITY (Partial List)**

### **Global Health:**

- Organizing committee of Global Health Supply Chain Summit. 2010-
  - Organize 3-day annual conferences that are targeted at healthcare supply chain professionals in low and middle income countries, with a special focus on Africa. The conference is held in Africa. <https://ghscs.com/>
  - Organize webinars addressing healthcare supply chain issues in low and middle-income countries.
- Operations management training for healthcare professional in Cameroon. 2012 – 2014.
  - Memorandum of Understanding between USC Marshall School and University of Beau, Cameroon.
    - Offered project based 10-day classes to healthcare professionals, each year between 2012 and 2014.

- Operations management support for safety net hospitals in Kumba, Cameroon; Brasilia, Brazil; Buenos Aires, Argentina; Limon Costa Rica; and Riverside county, California.
  - 2020 - : Working with Riverside County to analyze mental health protocols for jail inmates.
  - 2018 - : Limon, Costa Rica. Hospital flow management support.
  - 2011 - : M.O.U. Escola Superior de Ciencias de Saude.
    - Redesign and operations improvements of hospitals and clinics in Brasilia.
    - Tools for real time performance tracking and management of urgent care facilities.
    - Improving access to healthcare for children with neurological disorders.
  - 2012 - 2014: Worked with Mayor of the town of Kumba, Cameroon, to redesign public health system.
  - 2011 - 2013: M.O.U. with city of Buenos Aires.
    - Redesign of Fernandez Hospital Operations, and
    - Redesign of clinics in city of Lomas de Zamora.

#### **Sustainability and inclusive growth**

- 2017: \$20,000 grant from Lord Foundation supplemented by \$40,000 from the Dean's office to explore the development of laboratory to support sustainability and inclusive growth.
  - 2018 - Memorandum of understanding with the city of Hyderabad, India. Urban ponds water pollution mitigation and waste management.
  - 2018 - Development of design tools for social enterprises producing garments. Secured a \$100,000 grant from Sonata software to support, Kriti, an Indian NGO employing women for garment manufacturing.
- 2017: Participant, 3-day workshop. Distinguished Scholars Roundtable on "The New Social Good: Emerging Paths to Positive Impact in Communities, Organizations, and Societies." Organized by USC Suzanne Dworak-Peck School of Social Science, USC.

#### **IX. AWARDS & HONORS**

- Nominated for USC Associates Award for Excellence in Teaching 2021.
  - It is the highest honor USC bestows upon faculty for their exceptional achievements in teaching.
- Evan C. Thompson Teaching and Learning Innovation Award 2020.
  - Annual award for faculty who develop new and innovative courses or course materials, implement new and innovative learning pedagogies and demonstrate commitment to students' learning and success beyond accepted norms.
- FT MBA Core Golden Apple 2010.
  - Annual award given by the students to a faculty who teach the core classes.
- Evan. C. Thompson Teaching and Learning Innovation Award 2010.