
SHANTANU BHATTACHARYA

Office/Mailing Address

Area of Operations Management
Lee Kong Chian School of Business
Singapore Management University
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PROFESSIONAL EXPERIENCE

- Lee Kong Chian Professor of Operations Management, Deputy Dean (Education), Lee Kong Chian School of Business. July 2020-to date.
 - Professor of Operations Management, Lee Kong Chian Fellow, Associate Dean (PG Programmes), Lee Kong Chian School of Business. July 2017-June 2020.
 - Academic Director (PhDGM Program), Lee Kong Chian School of Business. July 2018-to date.
 - Academic Director (EMBA Program), Lee Kong Chian School of Business. July 2017-July 2019.
 - Academic Director (DBA Program), Lee Kong Chian School of Business. July 2015-July 2017.
 - Academic Director (DINN Program), Lee Kong Chian School of Business. July 2015-July 2017.
 - Associate Professor of Operations Management, Lee Kong Chian Fellow, SMU. July 2015-June 2017.
 - Visiting Associate Professor of Operations Management, SMU. July 2014-June 2015.
 - Associate Professor of Operations Management, INSEAD. Sept 2002-June 2014.
 - Assistant Professor of Operations Management, INSEAD. Sept 1998-Aug 2002.
 - Instructor, Department of Management, The University of Texas at Austin. Aug 1997-May 1998.
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EDUCATION

Ph.D.	The University of Texas at Austin	July 1998
Major:	Operations Management, Department of Management	
M.S.	Louisiana State University	July 1993
Major:	Electrical and Computer Engineering	
B.Tech.	Indian Institute of Technology (IIT), Bombay, India	July 1991

Major: Electrical Engineering

RESEARCH INTERESTS

- New Product Development, Innovation
 - Supply Chain Management
 - Closed-Loop Supply Chains
 - Sustainability
 - Humanitarian Logistics
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PUBLICATIONS: NEW PRODUCT DEVELOPMENT

- Bhattacharya, S., V. Krishnan and V. Mahajan, "Managing New Product Definition in Highly Dynamic Environments", *Management Science*, 44, November 1998, S50-S64.
- Krishnan, V. and S. Bhattacharya, "Technology Selection and Commitment in New Product Development: The Role of Uncertainty and Design Flexibility", *Management Science*, 48, March 2002, 313-327.
- Bhattacharya, S., V. Krishnan and V. Mahajan, "Operationalizing Technology Improvements in Product Development Decision-Making", *European Journal of Operational Research*, 149, 2003, 102-130.
- Gaba, V. and S. Bhattacharya, "Aspirations, innovation, and corporate venture capital: A behavioral perspective", *Strategic Entrepreneurship Journal*, June 2012, 6(2) 178-199.
- Bhattacharya, S., A. Gupta and S. Hasija, "Joint Product Improvement by Client and Customer Support Center: The Role of Gain-Share Contracts in Coordination", *Information Systems Research*, March 2014, 25(1) 137-151.
- Bhattacharya, S., V. Gaba and S. Hasija, "A Comparison of Milestone-Based and Buyout Options Contracts for Coordinating R&D partnerships", *Management Science*, 2015, 61(5) 963-978.
- Balasubramaniam, S., S. Bhattacharya, and V. Krishnan, "Pricing Information Goods: A Strategic Analysis of the Selling and Pay-per-use Mechanisms", *Marketing Science*, 2015, 34(2) 218-234.
- Bhattacharya, S., A. Gupta, and S. Hasija, "Single-Sourcing Versus Multisourcing: The Roles of Output Verifiability on Task Modularity." *MIS Quarterly* 42 (4) 2018 1171-1186.
- Balasubramanian, S., S. Bhattacharya, P. Sainam and L. Lin Ong, "Pricing under uncertainty: Forward and option pricing in sports markets", *Journal of Business Research*, Nov 2023, 167, 114151.

PUBLICATIONS: CLOSED-LOOP SUPPLY CHAINS AND SUSTAINABILITY

- Savaskan, R.C., S. Bhattacharya and L.N. Van Wassenhove, "Closed-Loop Supply Chain Models with Product Remanufacturing", *Management Science*, 50, February 2004, 239-252.
- Samii, R., L.N. Van Wassenhove and S. Bhattacharya, "An Innovative Public-Private Partnership: New Approach to Development", *World Development*, 30, 2002, 991-1008.
- Robotis, A., S. Bhattacharya and L.N. Van Wassenhove, "The Effect of Remanufacturing on Procurement Decisions for Resellers in Secondary Markets", *European Journal of Operational Research*, 163, 2005, 688-705.
- Bhattacharya, S., V.D.R. Guide and L.N. Van Wassenhove, "Optimal Order Quantities with Remanufacturing across New Product Generations", *Production and Operations Management*, Fall 2006, 421-432.
- Robotis, A., Bhattacharya, S. and L.N. Van Wassenhove, "Lifecycle Pricing for Installed Base Management with Constrained Capacity and Remanufacturing", *Production and Operations Management*, March-April 2012, 21(2) 236-252.
- Bhattacharya, S., S. Hasija, L.N. Van Wassenhove, "Designing Efficient Infrastructural Investment and Asset Transfer Mechanisms in Humanitarian Supply Chains", *Production and Operations Management*, September 2014, 23 (9) 1511-1521.
- Bhattacharya, S., S. Hasija, A. Agarwal, "Cost-reducing innovation and the role of patent intermediaries", *Production and Operations Management (POM)*, February 2016, 25(2) 173-191.

Bhattacharya, S., A. Robotis, and L.N. Van Wassenhove. "Installed base management versus selling in monopolistic and competitive environments", *European Journal of Operational Research* 273(2) 2019 596-607.

PAPERS UNDER REVIEW

- Bhattacharya, S., A. De Meyer, L. Demeester, "The Revival of Urban Manufacturing", Revise and Resubmit requested by *Management and Business Research*, August 2024.

WORKING PAPERS

- Liu, R., N. Taneri, Y. Xu, S. Bhattacharya, "Managing public-private partnerships for the development of drugs for neglected diseases", to be Submitted to MSOM, March 2025.

- Bhattacharya, S., S. Hasija and S. Kavadias, “Optimal Sequential Development Investments with Exogenous Technologies and Learning”.

BOOKS

- Bhattacharya, S., & Bhattacharya, L. (2021). XAAS: EVERYTHING-AS-A-SERVICE: The Lean and Agile Approach to Business Growth. World Scientific Publishers.

BOOK CHAPTERS:

- Linton, J., and S. Bhattacharya, “Reuse and Technology Diffusion”, Chapter in *Business Perspectives in Closed-Loop Supply Chains*, 2001, D. Guide, Jr., C. Corbett, R. Dekker and L.N. Van Wassenhove, eds., Carnegie Bosch Institute.
- Bhattacharya, S., “Delivering the Product: Defining Specifications”, Chapter 14 in *Handbook of Research in New Product Development Management*, 2007, C.H. Loch and S. Kavadias, eds., 327-348, Butterworth/Heinemann (Elsevier), Oxford UK.
- Hasija, S. and S. Bhattacharya, “Contracting for New product development”, *Handbook of Information Exchange in Supply Chain Management*, Albert Ha and Christopher Tang, Eds, Springer Series in Supply Chain Management, 2016.

PRESS ARTICLES

- Bhattacharya, S., K. Hariharan and M. Kralik, “Developing original design capabilities”, International Herald Tribune, Thursday May 25, 2006, page 20.
- Bhattacharya, S., K. Hariharan and M. Kralik, “The progress of competence building in Asia”, International Herald Tribune, Friday June 30, 2006, page 21.
- Bhattacharya, S., K. Hariharan and M. Kralik, “Building product design and development competences”, International Herald Tribune, Thursday July 27, 2006, page 11.

THE NEWS

- Hunt for next Grab, Gojek on as investors flock to Southeast Asian tech firms, South China Morning Post, 3 October 2019.
- SMU EMBA and MBA: Grooming global citizens, Singapore Business Review, 25 April 2019.
- Multiple dimensions of innovation, Tabla, March 1, 2019.
- Prioritisation and precision: How artificial intelligence and design thinking will transform technology production, The Economist, Intelligence Unit, October 8, 2018.
- So You Recycled Your Old Laptop. Here’s Where It Might’ve Gone. Huffington Post, July 20, 2018.
- Four things you should know about agile procurement, Govinsider, 9 February 2017.
- Ingredients for innovation in SMEs, The Straits Times, 27 January, 2016.

AWARDS

- Honorable Mention, The 1996 Alden G. Clayton Doctoral Dissertation Fellowship Competition, Marketing Science Institute. One of five winners out of 57 entrants.
 - Excellence in Teaching Award, SMU Executive Education, 2017.
 - IE-SMU MBA Best Teacher Award, 2017.
 - Deans Teaching Honour List, SMU, 2015-2017, 2019.
 - Nominated for Best Core Teacher Award, INSEAD (December 2004, December 2007 promotions)
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TEACHING INTERESTS

- Operations Management
- New Product Development
- Supply Chain Management
- Project Management
- Technology Management
- Service Operations Management
- Operations Strategy

PEDAGOGICAL MATERIAL

- “Permafresh Corporation”, INSEAD Case and Teaching Note, with Andras Fehervary, 1998.
 - “Infineon Wireless IC Division”, INSEAD Case and Teaching Note, with Ashish Swarup, 2009.
 - “Supply Chain Structural Change: Pharmaceutical Industry”, INSEAD Case and Teaching Note, with Sameer Hasija and Glenn Huybrecht, 2013.
 - “The Bullwhip Phenomenon in the management of an oil refinery”, INSEAD Case and Teaching Note, with Sameer Hasija, Shai Lindner, Andras Havas and Arnaud Santraine, 2013.
 - “Growth Strategies in the Pharmaceutical Industry (A) and (B)”, INSEAD Cases and Teaching Note, with Sameer Hasija and Sjiva de Meester, 2014.
 - “Cloudy Analytics”, INSEAD Case, with Sameer Hasija, 2016.
 - “NIO: Battling Tesla with Battery as a Service”, SMU Case, with Lipika Bhattacharya, 2021.
 - “CALISTA: Enhancing Digital Trade Infrastructure with Value-Added Services”, SMU Case, with Lakshmi Appasamy, 2022.
 - “Urban Manufacturing: When Manufacturing in the City Adds Value”, SMU Case, with Lieven Demeester, Arnoud De Meyer, 2022.
 - “Building the Keppel Seghers Tuas WTE Plant to Support Sustainable Waste Management”, SMU Case, with Flocy Joseph and CW Chan, 2022.
 - “Riding the Decarbonisation Wave: BHP and its LNG-Fuelled Vessels”, SMU Case, with Flocy Joseph and Mahima Rao-Kachroo, 2023.
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PRESENTATIONS AT EXTERNAL UNIVERSITIES

- Job talk seminars at MIT, Duke, Kellogg, Michigan, UCLA, Cincinnati, Minnesota, Wisconsin, Wayne State, 1998
- Department of Engineering, NUS, 2004
- Georgia Institute of Technology, 2008
- Pennsylvania State University, 2008
- University of North Carolina, Chapel Hill, 2008
- Carnegie-Mellon University, 2012
- University of North Carolina, Chapel Hill, 2008
- University of Florida, 2012
- University of Rochester, 2012
- Cornell University, 2012
- Northeastern University, 2013.
- ESSEC, 2013.
- University of Pittsburgh, 2014.
- SUTD, 2014.
- Iowa State University, 2014

INSTITUTIONAL CONTRIBUTIONS

- Associate Editor, Decision Sciences Journal, July 2013-to date.
- Editorial Review Board: POM, 2003-2013.
- Referee for Management Science, Management Science, Operations Research, Journal of Product Innovation Management, Production and Operations Management, MSOM, Marketing Science.
- Academic Advisor, OM Undergraduate Major, SMU, 2014-16.
- MBA Diploma Committee, INSEAD (2001-07)
- MBA Admissions Committee, INSEAD (2000-01)
- EMBA Committee, INSEAD (2004-05)

DISSERTATION COMMITTEE MEMBER

- R. Canan Savaskan, Placed at Kellogg, graduated 1999.
 - Stylianos Kavadias, Placed at Georgia Tech, graduated 2001.
 - Andreas Robotis, Placed at HEC, graduated 2006.
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