

# Bhavani Shanker Uppari

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## ACADEMIC POSITIONS

2018- **Singapore Management University, Singapore**  
Assistant Professor of Operations Management

## RESEARCH INTERESTS

Business Models at the Bottom of the Pyramid; Behavioral Decision Making.

## EDUCATION

- 2018 **INSEAD, Singapore**  
**Ph.D. in Management**
- Dissertation: "Business Models for Off-Grid Energy Access at the Bottom of the Pyramid".
  - Committee: Serguei Netessine and Ioana Popescu (co-chairs); Neil Bearden and Sameer Hasija (committee members).
- 2009 **Birla Institute of Technology and Science – Pilani, India**  
**B.E. (Hons) Computer Science with B.E. (Hons) Electrical & Electronics Engineering**
- Silver Medalist.

## RESEARCH PAPERS

### Refereed Publications

- [1] Uppari, B.S., I. Popescu, and S. Netessine. 2019. Selling Off-Grid Light to Liquidity Constrained Consumers. *M&SOM*. 21(2), 308–326.
- Finalist, IBM Service Science Student Paper Competition, INFORMS 2017.
  - Second Prize, Energy, Natural Resources, and the Environment Student Paper Competition, INFORMS 2016.
  - Featured in INSEAD Knowledge and Knowledge@Wharton.
- [2] Uppari, B.S. and S. Hasija. 2019. Modeling Newsvendor Behavior: A Prospect Theory Approach. *M&SOM*. 21(3), 481–500.
- Second Prize, College of Behavioral Operations Management Junior Scholar Competition, POMS 2018.
  - Winner, Decision Analysis Society Student Paper Competition, INFORMS 2017.
  - Second Prize, Behavioral Operations Management Working Paper Competition, INFORMS 2017.
  - Second Prize, Student Paper Competition, POMS-HK 2016.
- [3] Uppari, B.S., S. Netessine, I. Popescu, and R.P. Clarke. 2024. Design of Off-Grid Lighting Business Models to Serve the Poor: Field Experiments and Structural Analysis. *Management Science*. 70(5), 3038–3058.
- Winner, MSOM Society Award for Responsible Research in Operations Management, INFORMS 2024.
  - Finalist, MSOM Service Management SIG Best Paper Award Competition, INFORMS 2024.
  - Winner, Technology, Innovation Management and Entrepreneurship Section Best Working Paper Competition, INFORMS 2022.
  - Winner, Public Sector Operations Research Best Paper Award, INFORMS 2021.
  - Finalist, Service Science Cluster Paper Award Competition, INFORMS 2021.
  - Finalist, Applied Research Challenge, POMS 2021.
  - Honorable Mention, Behavioral Operations Management Working Paper Competition, INFORMS 2020.
  - Finalist, Decision Analysis Society Practice Award Competition, INFORMS 2020.
  - Second Prize, MSOM Student Paper Competition, INFORMS 2018.
  - Finalist, Doing Good with Good OR Paper Competition, INFORMS 2018.
  - Featured in Amazon Science, ORMS Today Magazine, INSEAD Knowledge, and International Growth Center Report.
- [4] Uppari, B.S. and S. Zorc. Designing Payment Models for the Poor. 2025. Accepted at *Management Science*.
- Second Prize, Junior Faculty Interest Group Paper Competition, INFORMS 2024.
  - Featured in Lianhe Zaobao.

## Research in Progress

- [5] Measuring the Impact of Solar Lighting on the Lives of the Poor: Implications for Donor Organizations, with Serguei Netessine and Michael Sakellakis.
  - Featured in PV Magazine and Energy Policy Digest of Kleinman Center.
- [6] Designing Credit Support Mechanisms for Mobile Money Agents, with Jiatao Ding and Chon-Phung Lim.

## AWARDS AND HONORS

### Research Paper Competitions

- 2024 Second Prize in INFORMS Junior Faculty Interest Group (JFIG) Paper Competition.
- 2024 Winner of MSOM Society Award for Responsible Research in Operations Management.
- 2024 Finalist in MSOM Service Management SIG Best Paper Award Competition.
- 2022 Winner of INFORMS Technology, Innovation Management, and Entrepreneurship Section (TIMES) Best Working Paper Competition.
- 2021 Winner of INFORMS Public Sector Operations Research Best Paper Award.
- 2021 Finalist in INFORMS Service Science Cluster Paper Award Competition.
- 2021 Finalist in POMS Applied Research Challenge.
- 2020 Honorable Mention in INFORMS Behavioral Operations Management Working Paper Competition.
- 2020 Finalist in INFORMS Decision Analysis Society Practice Award Competition.
- 2018 Second Prize in MSOM Student Paper Competition.
- 2018 Finalist in INFORMS Doing Good with Good OR Paper Competition.
- 2018 Second Prize in POMS College of Behavioral Operations Management Junior Scholar Competition.
- 2017 Winner of INFORMS Decision Analysis Society Student Paper Competition.
- 2017 Second Prize in INFORMS Behavioral Operations Management Working Paper Competition.
- 2017 Finalist in INFORMS IBM Service Science Student Paper Competition.
- 2016 Second Prize in INFORMS Energy, Natural Resources, and the Environment (ENRE) Student Paper Competition.
- 2016 Second Prize in POMS-HK Student Paper Competition.

### Teaching & Service

- 2023 LKCSB Dean's Teaching Honour List.
- 2020-21 LKCSB Dean's Teaching Honour List.
- 2020 M&SOM Meritorious Service Award.
- 2015 INSEAD Best Tutor Award for MBA Teaching.

### Research Grants

- 2021 Ministry of Education (MOE) Tier 1 Grant: 40,000 SGD.
- 2021 Dean's Discretionary Fund: 20,000 SGD.

### Scholarship

- 2012-17 INSEAD Doctoral Fellowship.
- 2009 Silver Medal for obtaining the second-highest CGPA across all disciplines at BITS-Pilani.
- 2004-09 Merit Scholarship in all the semesters for being amongst the top 10 students at BITS-Pilani.
- 2002-04 Secured 13<sup>th</sup> rank, 4<sup>th</sup> rank, and 15<sup>th</sup> rank in 10<sup>th</sup>, 11<sup>th</sup>, and 12<sup>th</sup> State Board Examinations, respectively.

## **TEACHING EXPERIENCE**

### **Singapore Management University, Singapore**

- 2018- Operations Management (OPIM 201: Undergraduate Core Course).
- 2022- Probability and Statistics (OPIM 701: PhD Core Course).
- 2025- Sustainable Operations (OPIM 318: Undergraduate Elective).

### **INSEAD, Singapore**

- 2013-14 Uncertainty, Data, and Judgment (MBA Core Course) Tutorials.
- 2014 Production and Operations Management (MBA Core Course) Tutorials.

### **Birla Institute of Technology and Science – Pilani, India**

- 2006-08 Teaching Assistant for Computer Programming, Object Oriented Programming, Data Structures and Algorithms, and Digital Electronics and Computer Organization.

## **CONFERENCE PRESENTATIONS**

### **Selling Off-Grid Light to Liquidity Constrained Consumers**

- 2017 Closed Loop Supply Chain Workshop (Bloomington); INFORMS Annual Meeting (Houston).
- 2016 MSOM Sustainability SIG (Auckland); INFORMS Annual Meeting (Nashville).
- 2015 MSOM Conference (Toronto); INFORMS Annual Meeting (Philadelphia).
- 2014 INFORMS Annual Meeting (San Francisco).

### **Modeling Newsvendor Behavior: A Prospect Theory Approach**

- 2018 POMS College of Behavioral Operations Management Mini-conference (Houston).
- 2017 MSOM Conference (Chapel Hill); INFORMS Annual Meeting (Houston).
- 2016 POMS-HK International Conference (Macau).
- 2014 INFORMS Annual Meeting (San Francisco).

### **Design of Off-Grid Lighting Business Models to Serve the Poor**

- 2022 INFORMS Annual Meeting (Indianapolis).
- 2021 POMS Annual Conference (Online); INFORMS Annual Meeting (Online).
- 2020 INFORMS Annual Meeting (Online).
- 2019 Early-career Sustainable OM Workshop (San Diego); POMS Annual Conference (Washington, DC); MSOM Sustainability SIG (Singapore); SMU Summer Camp (Singapore); INFORMS Annual Meeting (Seattle).
- 2018 China India Insights Conference (Singapore); INFORMS Annual Meeting (Phoenix).
- 2017 INFORMS Annual Meeting (Houston); Innovations for Poverty Actions Policy Workshop (Kigali).

### **Designing Payment Models for the Poor**

- 2024 MSOM Sustainability SIG (Minneapolis); Singapore Analytics and Operations Day (Singapore); INFORMS Annual Meeting (Seattle).
- 2023 SMU Summer Camp (Singapore); INFORMS Annual Meeting (Phoenix).
- 2022 INFORMS Annual Meeting (Indianapolis).
- 2021 INFORMS Annual Meeting (Online).

### **Measuring the Impact of Solar Lighting on the Lives of the Poor**

- 2024 MSOM Conference (London); INFORMS Annual Meeting (Atlanta).
- 2025 INFORMS Annual Meeting (Seattle).

## **INVITED TALKS**

Singapore University of Technology and Design, Nanyang Technological University, Indian School of Business, University of North Carolina, ESMT Berlin, Stanford Graduate School of Business, Singapore Management University.

## **INDUSTRY EXPERIENCE**

### **2011-12 Bravo Lucy Technologies Pvt. Ltd., India**

*Model and Product Developer, Football Analytics Team*

- Designed and implemented a data warehouse to analyze football games data.
- Developed various models to predict the football game and league outcomes in real time.

### **2009-11 Microsoft R&D Pvt. Ltd., India**

*Software Development Engineer, Bing Core Search Relevance Team*

- Developed machine learning models to improve the quality of search results.
- Analyzed click stream data and N-Gram data for context-sensitive query rewriting.

## **SERVICE**

### **To Profession**

- *Ad-hoc Reviewer:* Decision Analysis; Decision Sciences; European Journal of Operational Research; Journal of Mathematical Psychology; Management Science; Manufacturing & Service Operations Management; Naval Research Logistics; Operations Research; Production and Operations Management; Service Science.
- *Judge:* Production Innovation and Technology Management (PITM) Student Paper Competition, POMS Annual Conference. 2025.
- *Judge:* Special Interest Groups at MSOM Conference. 2020-25.
- *Judge:* INFORMS Poster Competition. 2024.
- *Judge:* INFORMS Public Sector Operations Research Best Paper Award Competition. 2024.
- *Judge:* POMS College of Behavioral Operations Management Junior Scholar Paper Competition. 2021.
- *Co-chair of the Award Committee:* INFORMS Public Sector Operations Research Best Paper Award Competition. 2022.
- *Co-chair of the Program Committee:* Behavioral Operations Track, MSOM Conference. 2019.
- *Panel Member:* Session on "Inclusive Innovation," POMS Annual Conference. 2019.

### **To School**

- *Course Coordinator:* OPIM 201 (Undergraduate Core Course). 2024 – Present.
- *Organizer:* PhD Group Reading Sessions. 2021 – Present.
- *Committee Member:* PhD Program. 2022 – Present.
- *Committee Member:* Taskforce for Student Survey. 2021 – Present.
- *Committee Member:* Undergraduate Course Survey. 2018 – Present.
- *Committee Member:* Maritime Business & Operations Track. 2018 – Present.

## **PROFESSIONAL AFFILIATIONS**

Behavioral Operations Management (BOM); Decision Analysis Society (DAS); Institute for Operations Research and Management Sciences (INFORMS); Manufacturing & Service Operations Management Society (M&SOM); Production and Operations Management Society (POMS); Technology, Innovation Management, and Entrepreneurship Section (TIMES).