

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. Design of Off-Grid Lighting Business Models to Serve the Poor: Field Experiments and Structural Analysis. *Management Science*. 70(5), 3038–3058.
 - Finalist, MSOM Service Management SIG Best Paper Award Competition, INFORMS 2024.
 - Winner, MSOM Society Award for Responsible Research in Operations Management, MSOM 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.

Research in Progress

- [4] Designing Payment Models for the Poor, with Sasa Zorc. Major Revision at *Management Science*.
 - Second Prize, Junior Faculty Interest Group Paper Competition, INFORMS 2024.
 - Featured in Lianhe Zaobao.

- [5] Measuring the Impact of Solar Lighting on the Lives of the Poor: Implications for Donor Organizations and Off-Grid Solar Firms, 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 Finalist in MSOM Service Management SIG Best Paper Award Competition.
- 2024 Winner of MSOM Society Award for Responsible Research in Operations Management.
- 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 13th rank, 4th rank, and 15th rank in 10th, 11th, and 12th 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, scheduled).
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).