

Sridhar Seshadri Professor, CBA Foundation Fellowship in Business Information, Risk, and Operations Management

Education:

B. Tech., Indian Institute of Technology PHD, University of California at Berkeley

Academic Posts:

Professor, University of Texas at Austin, 2008 - present; Faculty Fellow, New York University, 2007 - 2008; Toyota Professor, New York University, 2004 - 2007; Associate Professor, New York University, 1997 - 2004; Assistant Professor, New York University, 1993 - 1997; Member of Faculty, Administrative Staff College of India, 1985 - 1989

Research Areas:

Operations Management, Optimization, Risk Management, Supply Chain Management

Industry Areas:

Airlines, Manufacturing, Media

Professional Service:

Area Editor (Inventory, Reliability and Control), *Operations Research Letters*; Associate Editor, *Naval Research Logistics*; Senior Editor, *Flexible Services and Manufacturing (FSM)*; Senior Editor (Supply Chain and Stochastics), *Production and Operations Management*

Corporate and Public Sector Leadership:

Board of Directors, Nomi Networks; Board of Directors, RSG Media

Recent Consultancies:

Offshoring auto component manufacturing, Chrysler Corporation; Forecasting FMCG demand, Equus Consulting

Current Research Projects:

Design of Procurement Contracts using Options
Revenue Management for Media (pricing, planning, and scheduling)
Revenue Management under Competition
Risk Management in Supply Chains Using Market Information

Recent and Representative Publications:

Aditya Jain and Sridhar Seshadri. 2011. Differential Pricing for Information Sharing Under Competition. *Production and Operations Management* 20(2), 235-252.

Janakiraman, Ganesh and Sridhar Seshadri. 2011. Parametric concavity in stochastic dynamic programs. *Computers & Industrial Engineering* 61(1), 98-102.

Vishal Gaur, Sridhar Seshadri, and Marti Subrahmanyam. 2011. Securitization and Real Investment in Incomplete Markets. *Management Science* 57(12), 2180-2196.

Dorothee Honhon, Vishal Gaur, and Sridhar Seshadri. 2010. Assortment Planning and Inventory Decisions Under Stockout-Based Substitution. *Operations Research* 58(5), 1364-1379.

Anshul Sheopuri, Ganesh Janakiraman, and Sridhar Seshadri. 2010. New Policies for the Stochastic Inventory Control Problem with Two Supply Sources. *Operations Research* 58(3), 734-745.

M. Armony, E. Plambeck, and Sridhar Seshadri. 2009. Sensitivity of Optimal Capacity to Customer Impatience in an Unobservable M/M/S Queue (Why You Shouldn't Shout at the DMV). *Manufacturing & Service Operations Management* 11(1), 19-32.

A. Iyer, Sridhar Seshadri, and R. Vasher. 2009. *Toyota's Supply Chain Management: A Strategic Approach to Toyota's Renowned System*. New York: McGraw Hill.

E. Pekoz, S. Ross, and Sridhar Seshadri. 2008. How Nearly Do Arriving Customers See Time-Average Behavior? *Journal of Applied Probability* 45(4), 963-971.

A. Giloni, Sridhar Seshadri, and C. Tucci. 2008. Neo-Rawlsian Fringes: A New Approach to Market Segmentation and New Product Development. *Journal of Product Innovation Management* 25(5), 491-507.

- X. Chao, Sridhar Seshadri, and M. Pinedo. 2008. Optimal Capacity in a Coordinated Supply Chain. *Naval Research Logistics* 55(2), 130-141.
- Y. Chen, Sridhar Seshadri, and E. Zemel. 2008. Sourcing Through Auctions and Audits. *Production and Operations Management* 17(2), 121-138.
- G. Janakiram, Sridhar Seshadri, and J. G. Shanthikumar. 2007. A Comparison of the Optimal Costs of Two Canonical Inventory Systems. *Operations Research* 55(5), 866-875.
- S. Lippman, S. M. Ross, and Sridhar Seshadri. 2007. A Weakest Link Marked Stopping Problem. *Journal of Applied Probability* 44(4), 843-851.

Professional Awards:

Manufacturing & Service Operations Management Best Paper Award, 2008;

National Science Foundation: Collaborative Research on Risk Management in Supply Chains Using Market Information, 2008;

National Science Foundation: Collaborative Research Study: Understanding Indian Enterprise Systems, 2006;

National Science Foundation: Collaborative Research: Resource and Demand Allocation in Dynamic Environments, 2002;

Elected Fellow of the Institution of Engineers (India), 2000

Teaching Awards:

Stern School of Business Teaching Excellence Award, 1998 Stern School of Business Undergraduate Teacher of the Year Award, 1997