

Ram Ganeshan

1. CONTACT INFORMATION

Name: Ram Ganeshan

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College of William and Mary Williamsburg, VA 23187-8795.

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Date: October 2, 2018

2. POSITION

Position Title: D. Hillsdon Ryan Professor of Business

Rank: Full Professor

Department: Raymond A. Mason School of Business

3. EDUCATION

The Pennsylvania State University, University Park, PA.

Ph.D., Operations and Business Logistics Management, 1997.

The University of North Carolina at Chapel Hill, Chapel Hill, NC.

M. S., Operations Research & Management, 1992.

The Birla Institute of Technology and Science (BITS), Pilani, India.

Master of Management Studies/ Industrial Management

4. ACADEMIC POSITIONS

Mason School of Business, *College of William & Mary*, Williamsburg, VA

- August 1999-present

Lindner School of Business, *The University of Cincinnati*, Cincinnati, OH

- August 1996- August 1999

5. HONORS

Teaching

- MBA Teaching Excellence Award, May 2010, May 2013
- William & Mary Alumni Fellowship Award, Given to “College of William and Mary’s finest teachers,” September 2006
- Chi Omega BBA Teaching Award, William and Mary, 2000
- Winner, Best Graduate Instructor Teaching Award, Penn State, 1995

Research

- Cabell Faculty Research Fellowship, 2013
- Wickham Skinner Award for Early Career Research Accomplishments, Production & Operations Management Society, 2001
- Omega Rho (Operations Research) Honor Society, 1996
- Winner, Student Research Paper Competition, International Society of Inventory Research, 1996
- Fellowship, Nyenrode University, 1995
- Edward and Susan Wilson Fellowship, Penn State, 1995
- Phi Kappa Phi Honor Society, 1995

Professional Society Leadership Positions

- Advisory Board, *International Journal of Applied Forecasting*, 2013-present
- Advisory Board, International Society of Inventory Research, 2006-2014
- Organizing committee, POMS Conference of Supply chain, April 2005, May 2007
- Vice-President, conferences 2006-2009, POMS College of Supply Chain
- Member, Student Affairs Committee, INFORMS, 1999-2000
- Member, Doctoral Affairs Committee, DSI, 1997-1999
- Organizer, First Student-Industry Consortium INFORMS, 1999

Editorial Leadership Positions

- **Editor**, Special Issue of the *Journal of Business Logistics* on “Sustainability in a Digital Interconnected World” Ongoing.
- **Editor**, Special Issue of *International Journal on Forecasting* on “Big Data and Forecasting in the Supply Chain” January 2019
- **Editor**, Special Issue of the *Production and Operations Management Journal* on “Big Data and Supply Chain Management” October 2018.
- **Editor**, Special Issue of the *Production and Operations Management Journal* on “Perspectives on Big Data” September 2018.
- **Editor**, Special Issue of the *Journal of Operations Management* on “The impact of E-Business on supply chains.” 2006.

Corporate Consulting

Advised and Consulted with several large and small corporations on issues relating to big data, supply chain, logistics, and digital strategies. Examples include Marine Core Exchange (Supply chain reorganization), Fortune 500 grocer (Assortment rationalization), RE Condit (Project Management), Millennium Petrochemicals (Safety stock allocation), Fortune 100 transportation company (Transport auctions), Fortune 500 Retailer (Mining digital clickstreams), Small online retailer (Goal funneling), American Pallet (distribution), Miracle (software development), Fortune 500 Chemical company (supply chain redesign).

6. COURSES TAUGHT

College of William and Mary, Mason School of Business, 1999-present

- Data Visualization (MSBA)
- Introduction to Operations Management (BBA/MBA/Flex-MBA)
- Quality Management (BBA/Flex-MBA)
- Six Sigma (BBA/Flex-MBA)
- Managing Supply Chains in the Digital Economy (BBA/MBA/Flex-MBA)
- Modeling & Simulation (Flex-MBA)
- Operations planning (EMBA)
- India Experience (MBA)
- Juntos (5 in number for MBAs, 2012-2016)
- Introduction to Business Statistics (BBA)
- Independent studies (over 10 from 1999-present)

The University of Cincinnati, Lindner College of Business, 1996-1999

- Purchasing (BBA)
- Logistics and Supply Chain Management (BBA)
- Introduction to Operations Management (MBA)
- Project Management (MBA)
- Supply Chain Management (MBA)
- Logistics of Supply Chains (Ph.D.)

Penn State, Smeal College of Business, 1992-1996

- Operations Planning & Control (BBA)
- Materials Management (BBA)
- Introduction to Business Statistics (BBA)

Other teaching

- *Center for Corporate Education, Raymond A. Mason School of Business*
Various executive education programs on Operations and Supply Chain Management
- *Babson College Executive Programs*
“Supercharging the Retail Supply Chain” module In the *Strategic Planning & Management in Retailing* program.
- *Indian School of Business*
Lean & 6-Sigma
- *Great Lakes Institute of Management*
International Supply Chain

7. FELLOWSHIPS AND GRANTS (Last 3 years)

1. “Big Data and its Impact on Supply Chain Management” (Mason Summer Grant, 2017)
2. “Using Google Trends Data to Improve Forecasting” (Mason Summer Grant, 2016)

8. RESEARCH

Scholarly Work (as 10/2/2018, books & papers cited over **5600 times** in the literature). H-index: 20. I-10 index: 27.

Books

1. **Sustainable Supply Chains: Models, Methods, and Policy Implications**, Springer, New York, 2012 (with Tonya Boone and Vaidy Jayaraman; 244 pages).
2. **New Directions in Supply-Chain Management: Technology, Strategy and Implementation**, AMACOM Press, May 2002 (Co-edited with Tonya Boone, William & Mary; 387 pages).
3. **Quantitative Models for Supply Chain Management**, Kluwer Academic Publications, December 1998 (Co-edited with Sridhar Tayur, Carnegie Mellon; and Mike Magazine, Cincinnati; 885 pages).

Refereed Journal Articles & Book Chapters

1. Achieving Sustainability in a Digital, Inter-connected world. Invited paper, *to appear in Journal of Business Logistics*. (with T. Boone, N. Sanders, and N. Wood)
2. "Perspectives on Supply Chain Forecasting," **International Journal of Forecasting**. In Press. (with T. Boone, N. Sanders, and A. Jain)
3. "Consumer Analytics in the Era of Big Data in the Supply Chain," **International Journal of Forecasting**. In Press. (with T. Boone, N. Sanders, and A. Jain)
4. "Big Data in Supply Chain Management," **Production and Operations Management Journal**, 2018, 27, 10, 1745-1748. (with N. Sanders)
5. "Can Google Trends Improve your Sales Forecast?" **Production and Operations Management Journal**, 2018, 27, 10, 1770-1774. (with T. Boone, N. Sanders, R. L. Hicks, and N. Sanders)
6. "Introduction to the Special Issue on the Perspectives on Big Data," **Production and Operations Management Journal**, 2018, 27, 9, 1639-1641. (with K. Singhal, Q. Feng, G. Shantikumar, and N. Sanders)

7. "How Big Data Could Challenge Planning Processes Across the Supply Chain – From S&OP Through Detailed Product Planning," the **Foresight: International Journal of Applied Forecasting**, 2018, Summer, 15, 19-24. (with Boone and Sanders)
8. "Analysis of Issues Controlling the Feasibility of Automobile Remanufacturing Business in India, forthcoming in the **International Journal of Service and Operations Management**, 2017, 26, 4, 459-475. (with S. Mondal, A. Sinha, and T. Boone)
9. "Incorporating Google Trends Data into Sales Forecasting," Forthcoming in the **Foresight: International Journal of Applied Forecasting**, 2015, 38, 9-15.
10. "The Keys to Demand-Supply Integration: An Extended Context." **Foresight: International Journal of Applied Forecasting**, 2015, 36, 21-23.
11. "Using Clickstream Analysis for Forecasting Online Behavior," in **Foresight: International Journal of Applied Forecasting**, 2014, 33, 15-19.
12. "Commentary: CPFR in the Supply Chain," **Foresight: International Journal of Applied Forecasting**, 2014, 33, 13-14.
13. "Free Shipping Policies of Online Retailers," in **International Journal of Production Economics** 2013, 143, 627-632. (with T. Boone)
14. "The View Across the Supply Chain," **Foresight: International Journal of Applied Forecasting**, Issue 27, Fall 2012, 16-18.
15. "Editorial: Sustainable Supply Chains," in **Sustainable Supply Chains: Models, Methods, and Policy Implications**, Boone, Jayaraman, and Ganeshan, editors, Springer, New York, 2012, 1-8 (with Tonya Boone and Vaidy Jayaraman).
16. "By the Numbers: Visual Chronicle GHG Emissions," in **Sustainable Supply Chains: Models, Methods, and Policy Implications**, Boone, Jayaraman, and Ganeshan, editors, Springer, New York, 2012, 9-28 (with Tonya Boone).
17. "A Primer on E-waste," in **Sustainable Supply Chains: Models, Methods, and Policy Implications**, Boone, Jayaraman, and Ganeshan, editors, Springer, New York, 2012, 107-128 (with Tonya Boone).

18. "Carbon Foot printing: A Supply Chain Approach," in **Sustainable Supply Chains: Models, Methods, and Policy Implications**, Boone, Jayaraman, and Ganeshan, editors, Springer, New York, 2012, 175-192 (with Tonya Boone and Vaidy Jayaraman).
19. "Foundation Principles for Supply Chain Partners," **Foresight: International Journal of Applied Forecasting**, 24, Winter 2012, 40-41.
20. "Do Professional Services Learn, Sustain, and Transfer Knowledge?" in **Learning Curves: Theory, Models, and Applications**, M. Y. Jaber editor, CRC Press (Taylor and Francis), 2011, 367- 379 (with T. Boone and R. Hicks).
21. "Forecasters in the Field **Foresight: International Journal of Applied Forecasting**, Fall 2009,15, 47 (featured with T. Boone).
22. "Forecasting Project Cost of Architectural and Engineering Projects." **Foresight: International Journal of Applied Forecasting**, Fall 2009,15, 37-41 (T. Boone and R. Hicks).
23. "Optimal Procurement Portfolios when using B2Bs: A Model and Analysis," **International Journal of Production Economics**, 2009, 118,1 146-151 (with P. Aggarwal and T. Boone).
24. "Learning and Depreciation in Professional Services," **Management Science**, 2008, 54, 7, 1231-1236 (with T. Boone and R. Hicks).
25. "Knowledge Acquisition and Transfer among Engineers: Effect of Network Structure," **Managerial Decision Economics**, 2008, 29, 5, 459-468 (with T. Boone).
26. "The Value of Information Sharing in the Retail Supply Chain: Two Case Studies," **Foresight: International Journal of Applied Forecasting**, Issue 9, Spring 2008 (with T. Boone).
27. "E-Business and Supply Chain Management: New Frontiers," **Journal of Operations Management**, 2007, 25, 6, 1195-1198 (with T. Boone).
28. "Risk Management Tools in B2Bs: An Exploratory Study," **International Journal of Production Economics**, 2007, 108, 1, 2-7 (with P. Aggrawal).
29. "Centralizing Retailing: How much Supply Chain Costs is it Worth?," **International Journal of Production Economics**, 2007, 108, 2, 341-348. (with L. Ring and J. Strong).

30. "Web-enabling Your Supply Chain: A Case Study," In **New Directions in Supply-Chain Management: Technology, Strategy, and Implementation**, T. Boone and R. Ganeshan, editors, AMACOM Press, May 2002, 73-90 (with Reeja Marath).
31. "B2B Exchanges and Supply Chain Management: Can they Co-Exist?," In **New Directions in Supply-Chain Management: Technology, Strategy, and Implementation**, T. Boone and R. Ganeshan, editors, AMACOM Press, May 2002, 24-38 (with Katherine Gehman).
32. "The Impact of Information Sharing Initiatives on Supply Chain Performance: An Exploratory Simulation Study," In **Supply Chain Management - Applications and Algorithms**, J. Geunes, P. M. Pardalos, and H. E. Romeijn, editors, Kluwer, February 2002, 363-381 (with T. Boone and A. J. Stenger).
33. "The Impact of Imperfect Processes on Production Run Times," **Decision Sciences**, 2001, 31, 4, 773-787 (with Y. Guo, T. Boone, and J. K. Ord).
34. "The Effect of IT on Learning in Professional Services," **Journal of Operations Management**, 2001, 19, 4, 485-495 (with T. Boone).
35. "Viewpoint: Are More Suppliers Better: Extending the Guo and Ganeshan Procedure," **Journal of the Operational Research Society**, 2001, 52, 1, 122- 123.
36. "Production Economics and Process Quality: A Taguchi Perspective," **International Journal of Production Economics**, 2001, 71, 343-350 (with T. Boone and S. Kulkarni).
37. "The Impact of Inventory and Flow Planning Parameters on Supply Chain Performance: An Exploratory Study," **International Journal of Production Economics**, 2001, 71, 111-118 (with T. Boone and A. J. Stenger).
38. "A Note on the (s,Q) Inventory Policy with Gamma Demand," **International Journal of Physical Distribution and Logistics Management**, 2000, 30, 6, 534-539 (with J. E. Tyworth).
39. "The Integration in Supply Chain Management: A Framework and a Simulation," In *Supply Chain Management: Innovations for Education*, M. E. Johnson and D. F. Pyke, editors, **POMS Special Issue in Technology and Operations Management** 2000, 2, 141-156 (with T. Boone and A. J. Stenger).

40. "Models and Methods to Support a New Type of Inventory Performance Measure: The ESWSO," **Decision Sciences**, 2000, 31, 1, 243-258 (with T. Boone).
41. "Managing Supply Chain Inventories: A Multiple Supplier, One Warehouse, Multiple Retailer Model," **International Journal of Production Economics**, 1999, 59, 341-354 (This paper was awarded the **best student paper** in the student paper competition held by the International Society of Inventory Research for 1995-96).
42. "Dual Sourced Supply Chains: The Discount Supplier Option," **Transportation Research Part E: Logistics and Transportation Review**, 1999, Part E, 35, 11-23 (with Y. Guo and J. E. Tyworth).
43. "A Taxonomic Review of Supply Chain Management." In **Quantitative Models for Supply Chain Management**, S. Tayur, R. Ganeshan, and M. Magazine, editors, Kluwer Academic Press, 1998, 839-879 (with P. Stephens, E. Jack, and M. Magazine).
44. "Validation in Simulation: Various Positions in the Philosophy of Science," **Management Science**, 1998, 44, 8, 1087-1099 (with G. B. Kleindorfer, and L. O'Neill).
45. "Inventory Control Under Stochastic Demand and Lead-time Conditions," **Journal of Business Logistics**, Spring, 1996, 17, 1, 291-304 (with J. E. Tyworth and Y. Guo).
46. "Are More Suppliers Better?" **Journal of the Operational Research Society**, 1995, 46, 7, 892-895 (with Y. Guo).

Papers under Review/ Working Papers

47. "Syed Bawker of Chennai" ISB/Ivey case under development.
48. "Freight Mode with Carbon Constraints." (with T. Boone)
49. "Free-Shipping Loyalty Programs From Online Retailers: Are they Worth it?" Working Paper. (with T. Boone)
50. "Linking Operations, IT Investments, and Firm-level Performance: An Examination of Internal Supply chains in Hospitals." Working Paper (with T. Boone, C. Abraham, R. Kohli).

51. "Using the Quincunx to Teach 6-sigma Ideas." Working Paper (with T. Boone, M. Fry, and A. Raturi). Working Paper
52. "Multiple Sourcing and the Gamma Distribution." Working Paper (with T. Boone and Y. Guo)
53. "The Impact of Information Sharing Initiatives on Supply chain Performance: A Simulation Study." Working Paper (with T. Boone & A. J. Stenger).
54. "Dynamics of Knowledge Transfer in Professional Service Organizations" Research in Progress. (with T. Boone and R. Hicks)
55. "Do Professional Services Learn from Outsourcing Projects?" Research in Progress (with T. Boone and R. Hicks)

Refereed Proceedings

56. "Analysis of Premium Shipping Policies of Online Retailers," in the Proceedings of the International Seminar on Production Economics, 2014, Innsbruck, Austria, Volume 2, 87-96. (with T. Boone)
57. "Centralizing Retailing: How much Supply Chain Costs is it Worth?: A Case Study," Proceedings of the International Seminar on Production Economics, 2004, 139-153. (with L. Ring and J. Strong).
58. "The Impact of Technology on the Learning Curve of Service Organizations," Proceedings of the 1998 MSOM Conference, Seattle, WA.
59. "The Philosophy of Science and Validation in Simulation," Proceedings of the 1993 Winter Simulation Conference, G.W. Evans, M Mollaghasemi, E. C. Russell, W. E. Biles eds., 50-57.

Publications in Business Periodicals

60. "Leaving a Trail of Carbon Footprints," **ISB Insight**, 2012, 10, 2, 22-25.
61. "Four Steps to Effective Supply Chain Management," **Inbound Logistics**, February 1999, page 16. [editor reviewed; this supply chain business-journal has a circulation of over quarter of a million]
62. "Plugging in the Supply Chain," **@Markets magazine**, September 2000, 19-22. [editor reviewed]

63. "An Introduction to Supply Chain Management." Online publication in World- Wide-Web for OR & MS (WORMS), 1995 (with T. P. Harrison). In 2001, Lycos listed this as one of the five most accessed web pages in supply chain management.

Unpublished Cases & Notes

1. De Soup, 2013.
2. Denzo Electronics, 2013.
3. "CPFR in the Supply Chain: A New Paradigm in Forecasting," Teaching Note, 2001. Revised 2007.
4. "An Introduction to Supply Chain Management," Teaching Note, 2005.
5. Seniram Distribution (A), (B), 2005.
6. MAS Manufacturing Supply Chain (with T. Boone and A. J. Stenger), 2001, Revised 2014.
7. Millennium Petrochemicals: The Safety Stock Allocation Decision, 2000.

Published Software

Supply Chain Simulator, 1996, Revised 2002, 2007, 2013, 2014.
CourseNet, Penn State University. (with T. Boone and A. J. Stenger)

Research Presentations

Over 50 presentations at Academic conferences and Universities around the world.

9. PROFESSIONAL SERVICE

University Service

College of William and Mary

- Research Committee, 2001-2003; 2017-present
- Diversity Committee, 2017-present
- OMSBA Committee, 2017-present
- TMBA Committee, 2016-18.
- Recruiting Committee Chair, Clinical position in OSIM, 2016

- Personnel Committee (this committee makes tenure and promotion decisions), 2013-14.
- Faculty Affairs Committee, 2013-2016. Chair Spring 2014.
- Area Coordinator, Operations & Information Systems Management, 2005-2010.
- University Concert Committee, 2007-2010.
- University Research committee, 2006-2010.
- Appointments committee 2005-2010, Chair, 2005-06.
- Organizer (with T. Boone), Frank Batten Young Scholars Forum, 2000, 2002, 2004, and 2006.
- Operations & Information Technology Student Advisor, 2001-present.

University of Cincinnati

- Committee to review the Dean of CBA, 1999
- Instructional Technology Committee, College of Business (CBA), 1998-99
- Student Grievance Committee, CBA, 1998-1999
- Library Committee, College of Business, 1996-1997
- Who's Who Committee, 1997

Professional Societies & Related Activities

Affiliations

- The Council of Supply Chain Management Professionals (CSCMP)
- The Decision Sciences Institute (DSI)
- Institute of Operations Research and Management Sciences (INFORMS)
- International Society of Inventory Research (ISIR)
- Production and Operations Management Society (POMS)
- International Institute of Forecasting (IIF)

Ad-hoc reviewer, 1996-present:

- Management Science
- POMS Journal
- Journal of Operations Management
- Decision Sciences Journal
- MSOM Journal
- Journal of Business Logistics
- Journal of Supply Chain Management
- Transportation Research, Part E
- European Journal of Operations Research
- IEEE Transactions in Engineering Management
- IIE Transactions
- International Journal of Forecasting

- International Journal of Production Economics
- Journal of the Operations Research Society
- Computers and Operations Research