

CURRICULUM VITAE

Sriram Dasu

Associate Professor

Data Sciences and Operations

Marshall School of Business

University of Southern California Los Angeles CA 90089

I. EDUCATION

- | | | |
|------|---------------------------------|--|
| 1980 | B.Tech (Mechanical Engineering) | Indian Institute of Technology, Bombay. |
| 1982 | MBA (Operations Management) | Indian Institute of Management, Calcutta |
| 1989 | Ph.D.(Operations Management) | Massachusetts Institute of Technology. |

II. RESEARCH PUBLICATIONS

A. PUBLISHED /ACCEPTED JOURNAL ARTICLES

1. A. Fattahi, S.Dasu, R. Ahmadi "Mass Customization and Forecasting Options' Penetration Rates Problem." to appear in *Operations Research*, 2018.
2. A. Fattahi, S.Dasu, R. Ahmadi "The Weighted Non-Negative Least-Squares Problem with Implicitly Characterized Points." to appear in *Operations Research*, 2018.
3. Rezaei, B., Dasu, S., Ahmadi, R. "Optimal Group Size in Joint Liability Contracts." *Decision Analysis 14 (3)*, 204-225. 2017.
4. W. Zhang, S. Dasu , R.Ahmadi, "When larger customers may not get greater discounts – posted pricing and bargaining in high tech supply chains" *Management Science* 63, no. 7 : 2108-2126, 2016
5. F.Iravani, S.Dasu, and R. Ahmadi "Pricing and sales-effort decisions in the presence of gray markets." to appear in *European Journal of Operations Research*, 2016.
6. S. Kim, W.T. Huh, and S. Dasu "Pre-Announced Posted Pricing Scheme: Existence and Uniqueness of Equilibrium Bidding Strategy." *Operations Research Letters*, Vol 43, 2, pp 151-160. 2015
7. R. Chase and S. Dasu " Gurus' View: Experience Psychology- A Proposed New Subfield of Service Management", *Journal of Service Management*, Vol. 25 No. 5, pp. 574-577, 2014
8. S. Dasu, R. Ahmadi, and S.M. Carr "Gray markets, demand uncertainty, and excess inventory" *Production and Operations Management* Volume 21, Issue 6, pages 1102-1113, November-December 2012
9. F. Iravani, S. Dasu, and R. Ahmadi, "A heirarchical framework for organizing a software development process" *Operations Research*, , vol 60, pp 1310-1322. 2012
10. T. Roemer, R. Ahmadi, and S. Dasu "Travelling salesman problem with flexible coloring" *Discrete and Applied Mathematics*, Vol 160, , pp 1798-1814, 2012
11. S. Dasu and C. Tong "Dynamic pricing when consumers are strategic: Analysis of posted and contingent pricing models." *European Journal of Operations Research*. Vol 204, pp 662 – 671. 2010
12. L.S. Leach, R. C. Myrtle, F.A. Weaver, and S. Dasu "Assessing the performance of healthcare team." *Health care Management Review* 2009, Vol 34, pages 29-41.
13. S. Dasu and R. Chase "Designing the soft side of customer service." *Sloan Management*

Review, Fall, Vol 52, pp 33 – 39. 2010

14. D. Bowen, R. Chase, S. Dasu, L. Cook and D. Stewart “ Human Issues in Service Design” *Journal of Operations Management* 2001
15. R. Chase and S. Dasu “Want to Perfect your Services: Use Behavioral Science.” *Harvard Business Review*, June 2001
16. S. Dasu and J. Rao (1999), “A Dynamic Process Model of Dissatisfaction for Unfavorable, Non-routine Service Encounters,” *Production and Operations Management*, Vol 3, Fall 1999
17. S. Dasu and J. Rao “Nature and Determinants of Customer Expectations of Service Recovery in Healthcare” *Quality Management in Healthcare*. 1999
18. S. Dasu "Class Dependent Departure Process from Multiclass Phase Queues Exact and Approximate Analysis," *European Journal of Operations Research*, March 1998.
19. S. Dasu and L. Li , "Optimal Operating Policies in the Presence of Exchange Rate Uncertainties," *Management Science* May 1997.
20. S. Dasu and J de La Torre , "Operating an international network of partially owned plants," *Management Science.*, March 1997.
21. J. Rao and S. Dasu , “Nature of Service Recovery Expectations,” *Decision Science Conference Proceeding*, Fall 1997.
22. G.R. Bitran and S. Dasu "Analysis of the $\Sigma\Phi/\Phi/1$ queue," *Operations Research*, 42, 1, pp 158-174. 1994
23. G.R. Bitran and S. Dasu "Approximating Nonrenewal Processes by Markov Chains: Use of Super-Erlang(SE) Chains," *Operations Research*, 41,5 pp 903-923. 1993
24. G.R. Bitran and S. Dasu "A Review of Open Queuing Network Models of Manufacturing Systems," *Queuing Systems*, 12, pp 95-133. 1992
25. G.R. Bitran and S. Dasu "Ordering Policies in an Environment of Stochastic Yields and Substitutable Demands," *Operations Research* 40, 5, pp 999-1017. 1992
26. J.H. Ahmadi, R.H. Ahmadi, S. Dasu and C.S. Tang , "Batching and Scheduling Jobs on Batch and Discrete Processors," *Operations Research*, 39, 4, pp 750-763. 1992
27. R.H. Ahmadi, S. Dasu, and C.S. Tang , "The Dynamic Line Allocation Problem," *Management Science*, 38, 9 pp 1341-1353. 1992

B. PUBLISHED ARTICLES IN BOOKS

1. S. Dasu and A. Brunner-Sperdin “Designing Service Systems to Enhance Perceived Decision Control” to appear in "Handbook of service science. Vol II" Edited by Maglio, Paul P., Cheryl A. Kieliszewski, James C. Spohrer, Kelly Lyons , Lia Patrício , Yuriko Sawatani 2018.
2. S. Dasu and R.Chase “The Customer Service Solution. Managing Emotions, Trust, and Control”, Published by McGraw Hill July 2013.
3. S.Dasu (2009) “Der Service-Encounter in paramedizinischen Bereichen“ in Qualitätsmanagement in Wellnesseinrichtungen, edited by Albin Krczal & Klaus Weiermair, ESV Publishing , Berlin.
4. R. Chase and S.Dasu (2008) “Psychology of the experience: The missing link in service science.” In In B. Hefleyand W. Murphy (Eds). *Service Science: Research and Innovations in the Service Economy*, Springer.
5. S. Dasu, C. Erickson, and J. Grahovac (1996), "Introduction of Quality-Driven Team Based Systems: Issues at the Boundary of Operations Management and Industrial Relations," in *Field Studies in Quality*, Edited by U. Karmarkar and P. Lederer, Kluwer. (refereed).

6. G. R. Bitran and S. Dasu (1996): "Production Management" in Encyclopedia of Operations Research and Management Science, edited by S.I. Gass, and C.M. Harris, Boston: Kluwer Academic Publishers.
7. S. Dasu and C. Eastman (Editors) (1994), Management of Design: Engineering and Management Perspectives, Boston: Kluwer Academic Publishers.
8. S. Dasu (1994), "A Hierarchy of Resource Allocation Problems Arising in Product Development," in Management of Design: Engineering and Management Perspectives, edited by S. Dasu and C. Eastman, Boston: Kluwer Academic Publishers.
9. G.R. Bitran and S. Dasu, S.M. Gilbert (1993), "Multi-Product Co-Production in Manufacturing and Services," pp 211-228 in Perspectives in Operations Management, edited by R. Sarin, Kluwer Academic Publishers. (refereed)
10. S.C. Graves, H. Meal, S. Dasu and Y Qiu (1986) "Two-Stage Production Planning in a Dynamic Environment," pp 9-43 in Multi-Stage Production Planning and Inventory Control, Edited by S. Axaster, C.Schneeweiss, and E. Silver, Springer Verlag.

C. ARTICLES SUBMITTED TO JOURNALS

1. A. Fattahi, S. Dasu, R. Ahmadi. "Peak Load Energy Management by Direct Load Control Contracts. 3rd round Major Revision *Operations Research*,
2. Fattahi, A, Dasu, S, Ahmadi, Mass Customization and the Parts' Capacity Planning Problem." 2nd Major revision *Operations Research*
3. S. Dasu, R. Chase, A. Brunner-Sperdin "Leveraging customer psychology in service encounter design- a research agenda." *POMS*, 2nd Round, being revised.
4. W. Zhang, S. Dasu, R. Ahmadi "Demand Learning and Agreement Delay in Technology Adoption." Being revised, 2nd Round, *MSOM*.
5. S. Kim and S. Dasu "An experimental study of posted prices" submitted to *Production and Operations Management*, being revised, 2nd Round

D. RESEARCH IN PROGRESS

1. A. Fattahi, F. Irvani, S. Dasu, R. Ahmadi "Implementing direct load control contracts" Target: *OR Practice*
2. A. Ferrante, E. Rasowsky, R. Chase, S. Dasu "Designing Customer Journeys - Simplifying Decisions and Building Delight" Target: *Harvard Business Review*
3. A. Brunner-Sperdin, S. Dasu. "Behaviors, Coarse thinking, and Thin Slices: Trust in professionals." Target : *Service Science* or *POMS*
4. H. Bidkhorji, S. Dasu, R. Ahmadi "Flexibility and learning in multi-skilled team production systems." Target: *Management Science*

III. CHAIRMAN OF DOCTORAL COMMITTEES

1. S. Kim 2013 "Experimental of revenue management policies" USC, Assistant Professor, Hongik University, Seoul, Korea.
2. Hiroshi Ochumi 2009: "Managing the Purchasing Function" USC., Associate Professor, Clinical, Marshall School of Business, USC.
3. Chunyang Tong 2006 "Revenue management models" USC. Associate Professor, Shanghai University of Finance and Economics, Shanghai.
4. Jayant Rao, 1995, "Determinants of Satisfaction in Service Encounters: "Expectations,

Information, Seriousness, Access and Waiting" UCLA, Professor, Babson College, Boston.

5. Jovan Grahovac, 1995, "The firm its internal arrangements, and semi-autonomous employee teams." UCLA, Visiting Professor, University of Illinois, Urbana Champaign.
6. Emily Hou, 1991, "Optimal Control of Batch Processing Stations." UCLA, Investment Banking

IV. PAPERS PRESENTED AT PROFESSIONAL SOCIETIES & INVITED TALKS

(Partial List)

1. "Customer Journeys and Business Models" Copenhagen Business School , October 2018
2. "Service System Design and Decision Control and Advising" POMS annual Conference, Orlando, May 2016
3. "Service Psychology" Invited Speaker - Copenhagen Business School, October 2015
4. "Preference for and allocation of decision control in services" USC , Operations and Consumer Behavior Workshop, May 2015
5. "Customer psychology and service processes" Invited Speaker, Naval Postgraduate School, April 2014.
6. "Engineering services using consumer psychology" Invited Speaker, IBM Service Science Conference, San Jose, March 2014.
7. "Designing Service Experiences" Invited Speaker, McKinsey Customer Experience Roundtable, Orlando November 2013
8. "Learning, Process Improvement, and Incentives in Healthcare Delivery", Lecture, Secretary of Health, District Federal Brasilia, Brazil, August 2013.

V. PROFESSIONAL ACTIVITIES, SERVICE, and EDITORIAL SERVICES:

(Partial List)

- Department Editor, Service Science 2017 -2018
- Referee for several journals including: Management Science, Operations Research, Sloan Management Review, European Journal Of Operational Research, IIE Transactions, Production and Operations Management, and California Management Review
- Ad Hoc Associate Editor Interfaces Special Issue on Energy 2015-2016
- Associate Editor: Naval Research Logistics 2003 - 2007
- Senior Editor Manufacturing and Service Operations Management 2003 - 2006
- Associate Editor of Management Science 1992 to 2002

SCHOOL SERVICE

- Director of International Experiential Learning Programs July 2016 -
- Organized the Operations and Consumer Behavior Workshop, May 2015
- MBA Core revision Committee 2014-2015
- Graduate Instruction Committee: 2009- 2012
- Faculty Advisory committee 2001 - 2003 & 2007 - 2008
- PhD coordinator IOM 2002 - 2008
- Marshall School Dean Search Committee
- Chairman of several PEG committees.