

HIMANI ANANTHULA

(August, 2026)

Website

Email: himani@msu.edu

EDUCATION	Kellogg School of Management, Northwestern University, Evanston, IL <i>Ph.D. in Operations Management</i>	2026
	Indian Institute of Technology Bombay, Mumbai, India <i>B.Tech in Mechanical Engineering, Minor in Electrical Engineering</i>	2016
RESEARCH INTERESTS	Research Areas: On-Demand Economy, Service Operations, Supply Chain Management, Transportation & Logistics, Empirical Operations Methodologies: Stochastic Modeling, Econometric Analysis, Optimization, Data-driven Modeling	
WORKING PAPERS	<ol style="list-style-type: none">Adapting Strategies for Trucking Platforms in the Gig Economy <i>with Milind Sohoni and Achal Bassamboo</i> [SSRN Link] (Under revision)<ul style="list-style-type: none">- Accepted at MSOM SIG Conference 2025, Supply Chain Management track.- Finalist, POMS Conference 2025, College of SCM Best Student Paper Award.Division of Labor and the On-Demand Economy: Implications for System Design, <i>with Milind Sohoni and Achal Bassamboo</i> (Under revision)	
WORK IN PROGRESS	<ol style="list-style-type: none">The Cost of Work–Life Balance: Earnings Trade-Offs for Long-Haul Truckers <i>with Milind Sohoni and Achal Bassamboo</i>A Modified Benders Algorithm for Relay Network Design Resilient to Supply Shocks, <i>with Milind Sohoni and Achal Bassamboo</i>	
AWARDS AND SERVICE	<p>Referee: MSOM, Transportation Science 2026</p> <p>Finalist, College of SCM Best Student Paper Award POMS Conference, 2025</p> <p>2nd Place, Healthcare Management Conference Data Competition (\$5K) UIUC, 2023</p> <p>Session Chair: Transportation Science and Logistics INFORMS, 2023</p> <p>Session Chair: Network Design for Freight Movement INFORMS, 2022</p> <p>Ph.D. Fellowship, Kellogg School of Management 2020–25</p> <p>Nominated for Eugene McDermott Graduate Fellowship, UT Dallas 2020</p> <p>Ola Super Achiever Award (Leasing and Pricing Initiatives) Ola Cabs, 2017</p> <p>Ola Impact Award (Growth Projects) Ola Cabs, 2017</p> <p>Lecture Series Coordinator, TechFest, IIT Bombay Winter, 2013</p> <p>National Service Scheme, IIT Bombay 2012–2013</p> <p>Merit Scholarship, IIT Bombay 2012–2016</p>	

TEACHING EXPERIENCE	Kellogg School of Management, Northwestern University, Evanston, IL	
	<i>Teaching Assistant</i>	
	Applied Advanced Analytics, MBA elective	Spring 2024
	Data Analytics with Large Language Models, MBA elective	Winter 2024
	Decision Models & Prescriptive Analytics, MBA elective	Winter 2023
	Operations Management, Undergraduate/MBA Core	2021-2023
	Evaluations: Mean - 5.2/6, Median - 5.4/6	
	Supply Chain Management, MBA elective	Summer 2023, Spring 2024
	Evaluations: Mean- 5.18/6, Median - 5.4/6	
	Strategic Decisions in Operations, Executive/MBA elective	2023-2024

TALKS **Adapting Strategies for Trucking Platforms in the Gig Economy**

(*scheduled)	Indian School of Business, Hyderabad, India	Nov 2025
	Eli Broad College of Business, Michigan State University, MI	Nov 2025
	Fox School of Business, Temple University, Philadelphia, PA	Nov 2025
	DSI Annual Conference, Orlando, FL	Nov 2025
	INFORMS Annual Meeting, Atlanta, GA	Oct 2025
	Purdue SCOM Conference, West Lafayette, IN	Aug 2025
	MSOM SIG Conference, London, UK	June 2025
	POMS Annual Conference, Atlanta, GA	May 2025
	INFORMS Annual Meeting, Seattle, WA	Oct 2024
	Behavioral Operations Conference, Boulder, CO	June 2024
	INFORMS Annual Meeting, Phoenix, AZ	Oct 2023

Division of Labor and the On-Demand Economy: Implications for System Design

*INFORMS Annual Meeting, San Francisco, CA	Nov 2026
INFORMS Annual Meeting, Atlanta, GA	Oct 2025
POMS Annual Conference, Atlanta, GA	May 2025

A Modified Benders Algorithm for Relay Network Design Resilient to Supply Shocks

POMS Annual Conference, Orlando, FL	May 2023
INFORMS Annual Meeting, Indianapolis, IN	Oct 2022

PROFESSIONAL EXPERIENCE	Indian School of Business Hyderabad, India	Apr 2018 – July 2020
	Research Associate, Operations Management	
	Pre-doctoral research on volunteer attrition in nonprofits (empirical), network design (integer programming), and strategic capacity investments (game-theoretic modeling).	
	Ola Cabs (<i>India's biggest ride hailing service provider</i>) Bengaluru, India	
	Associate Program Manager, Growth Analytics	May 2017 – Feb 2018
	Conceptualized and implemented product features for the allocation engine, to optimize the incentive payouts, product category mix, and labor supply	
	Ola Impact Award for Growth Projects	2017
	Business Analyst, Ola Fleet Technologies	July 2016 – Apr 2017
	Worked on data-driven initiatives to improve profitability and driver engagement for the leasing business across Tier 1 cities.	
	Ola Super Achiever Award for leasing and pricing initiatives	2017
	General Electric (GE) Pvt. Ltd. Bengaluru, India	May 2015– July 2015
	Student Engineer Intern, Aviation Division	
ADDITIONAL	Programming and Tools: R, Python, Gurobi, Hive, MATLAB, SQL, Tableau, QGIS	
	Languages: English, Hindi, Telugu	