

Sriram Narayanan

Assistant Professor

Department of Supply Chain Management

Eli Broad School of Business

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ACADEMIC EXPERIENCE

2007 - Michigan State University, East Lansing, MI: *Assistant Professor*

INDUSTRY EXPERIENCE

2000- 2002 HCL Technologies Limited, Chennai, India: *Assistant Manager*

Led a team of 10 engineers performing verification testing on a systems software product

1996-1998 Maruti Udyog Limited (Joint Venture between Suzuki Motor Corporation, Japan and The Government of India) *Purchase Executive*

Planned sourcing strategy, managed logistics of incoming supplies, implemented planned vendor development initiatives, undertook cost reduction initiatives and participated in pricing negotiations

EDUCATION

2002- 2007 PhD. in Business Administration
Operations, Technology and Innovation Management
UNC Kenan-Flagler Business School

1998- 2000 M.B.A., Faculty of Management Studies, University of Delhi, India

1992- 1996 Bachelor of Engineering – Mechanical Engineering, Delhi College of Engineering, India

RESEARCH INTERESTS

Managing software and BPO services; Distributed development of products; Service Innovation; Knowledge worker productivity; Creating sustainable operations

PUBLISHED PAPERS/RESEARCH

Narayanan, Sriram, Vaidy Jayaraman, Yadong Luo and Jayashankar Swaminathan (2011) “The Antecedents of Process Integration in Business Process Outsourcing and its Effect on Firm Performance,” *Journal of Operations Management*, 29(1-2) pp 3-16. (Appeared as a lead article)

Jayaraman, Vaidy, **Sriram Narayanan**, Yadong Luo and Jayashankar Swaminathan (2010), “Offshoring Business Process Services and Governance Control Mechanisms in Emerging Markets: An Examination of Service Providers from India,” *Production and Operations Management Journal*, Forthcoming.

Narayanan, Sriram, Sridhar Balasubramanian and Jayashankar Swaminathan (2010), “Managing Outsourced Software Projects: Antecedents of Project Performance and Customer Satisfaction,” *Production and Operations Management Journal*, Online First, August 31, 2010.

Narayanan, Sriram, Sridhar Balasubramanian and Jayashankar Swaminathan (2009), “Individual Learning and Productivity in Software Maintenance Environment: An Empirical Analysis,” *Management Science*, vol. 55, no. 2, p. 1861-1876.

Narasimhan, Ram, **Sriram Narayanan** and Ravi Srinivasan (2009), “Explicating the Mediating Role of Integrative Supply Management Practices in Strategic Outsourcing: A Case Study Analysis,” *International Journal of Production Research*, vol. 48, no.2, p. 379-404.

Narasimhan, Ram, **Sriram Narayanan** (2009), “In Search of Outsourcing Excellence,” *Supply Chain Management Review*, March, p. 36-42.

Narayanan, Sriram, Ann Maruchek and Robert Handfield (2009), “Electronic Data Interchange: Meta - Analysis, Research Review and Future Directions,” *Decision Sciences*, Vol. 40, no. 1, 121-163.

Talluri, Srinivas, Shawnee Vickery and **Sriram Narayanan** (2008), “Optimization Models for Buyer-Supplier Negotiations,” *International Journal of Physical Distribution and Logistics Management*, vol. 38, no.7, 551-561.

PUBLISHED BOOK CHAPTERS

Narayanan, Sriram and Jayashankar Swaminathan (2007), “Information Technology Offshoring to India: Pitfalls, Opportunities and Trends,” *New Models of Firm's Restructuring after Globalization*, edited by Janez Prasnikar and Andreja Cirman, 327-345, 2007. (translated in Slovenian language).

PUBLISHED REPORTS

Joy, Lois, Nancy Carter, Harvey Wagner and **Sriram Narayanan** (2007), “The Bottom Line: Corporate Performance and Women’s Representation on Boards. Examining the linkage between gender diversity and corporate performance,” *Catalyst* (a non-profit organization dedicated to expanding opportunities for woman and business)

This report has been cited in magazines like Fortune, Forbes and other leading business publications (more than 500 citations on Google search). An online copy of the report can be downloaded from:
<http://www.catalyst.org/publication/200/the-bottom-line-corporate-performance-and-womens-representation-on-boards>

The story in *Fortune Magazine* can be found in the following link:
http://money.cnn.com/magazines/fortune/fortune_archive/2007/10/15/100536852/index.htm

The story in *Forbes Magazine* can be found in the following link:
http://www.forbes.com/2007/10/01/boardroom-performance-women-lead-govern-cx_mk_1001catalyst.html

This report was also cited in the Harman Equality Bill that was recently proposed in the UK by **Harriet Harmann**, a Member of Parliament in UK parliament.

For an online copy of the bill and the citation to my work, please see the following link:
http://www.equalities.gov.uk/media/press_releases/equality_bill.aspx

Report cited in a story related to the appointment of Elena Kagan to US the supreme court
<http://www.forbes.com/2010/08/05/us-supreme-court-sonia-sotomayor-ruth-bader-ginsburg-female-justices-forbes-woman-leadership-elena-kagan-appointment.html>

RESEARCH GRANTS

2008: \$1000 from MSU CIBER for a project on “Agility in Outsourcing”: This grant resulted in two publications that are part of a large scale project on study of outsourcing. (*Primary responsibility*)

2009: \$1000 Professional Development Grant CIBER: This grant was provided to attend an invited conference of 40 attendees to the first conference on Technology and Innovation Management at the London Business School. (*Primary responsibility*)

2010: \$2500 from MSU CIBER for studying “Innovation in the Global Software Industry.” (*Primary responsibility*)

TEACHING EXPERIENCE

SCM 883 – Product Innovation and Technology Management – Elective course for M.S Program in Supply Chain. Primary audience is working executives.

SCM 869 – Management of Services – Elective course for M.B.A

SCM 372 - Manufacturing Planning and Control – Undergraduate class in Manufacturing Management

Teaching assistant for the Undergraduate Quantitative Management Course (at UNC Chapel Hill)

Operations management – Undergraduate class of 37 Students (at UNC Chapel Hill)

Harvard quantitative management – Web based introductory statistics course

Teaching assistant for the core undergraduate operations management

TEACHING INTERESTS

Service operations; Project management; Operations Management; Product Innovation and Technology Management

TEACHING CASES

Sriram Narayanan and David Closs (2011) “Handling Service Failures in Large Offshore Outsourcing Deals,” a Case Study developed with a large Indian Software Company, (This is currently an ongoing research project, Name withheld at the firms’ request)

Case study on process control and quality management for the undergraduate class developed with Intel Corp. for an in-class case competition.

Gexpro Services Case Study: Manufacturing Planning and Control Course at MSU, Case developed in collaboration with Gexpro Inc.

“Indo-Soft: Capacity Planning in Software Services,” assisted Jayashankar M. Swaminathan in preparing the case.

Narayanan, Sriram, and Morgan Swink (2010) “Governance challenges in Business Process Offshoring: The Base))) Solution” Case Study for Wipro Technologies.

SERVICE TO SOCIETIES

Co-Chair for the INFORMS Future Academecian Colloquium, 2011

Judge for the 2011 Elwood S. Buffa Doctoral Dissertation Competition for the Decision Sciences Institute Annual Conference

Associate Editor: Academy of Management Conference, Operations Management Division, 2010

Proceedings Coordinator for the Decision Sciences Annual Meeting, San Diego 2010, Also played an active role in putting together the conference program book and making improvements to the program book.

Session Chair: Production and Operations Management Annual Meeting – May 2009 at San Diego California – Organized the session

Session Chair: Production and Operations Management Annual Meeting – May 2008 at La Jolla California – Organized the session

Session Chair: INFORMS Annual Meeting 2007, Seattle – Organized and planned a session of 3 presentations

Session Chair: DSI 2007, Arizona

SPEAKING INVITATIONS

Invited Research Seminar, Indian School of Business, Hyderabad, India, August, 2011

Invited Research Seminar, Department of Operations and Management Science, Carlson School of Management, University of Minnesota, February 2011

Invited Research Seminar, Department of Operations, Innovation and Technology Management, Rady School of Management, University of San Diego, November 2010

“Outsourcing in High Technology Industries”, presented to MSU Supply Chain Council, October 2009

Faculty of Management Studies, University of Delhi – panelist at the Kshitij 2009 on September 6th 2009
<http://www.mbauniverse.com/campusinner.php?id=2346>

Invited panelist at the Crains Detroit Round Table “The new supply chain: How to diversify your business - obstacles and opportunities” conducted by Crain's in conjunction with Honigman Miller Schwartz and Cohn on 20th October 2009

Invited Research Seminar, Information, Risk and Operations Management, Red McCombs School of Business, University of Texas at Austin, 2007

Invited Research Seminar , University of Notre Dame, Mendoza College of Business, Department of Management, 2007

Invited Research Seminar , University of Victoria, College of Business, Canada, 2007

Invited Research Seminar, Indian School of Business, Department of Operations Management, 2007

PROFESSIONAL AFFILIATIONS

INFORMS; POMS; Decision Sciences Institute; Academy of Management

DEPARTMENT SERVICE

Member of faculty merit raise evaluation policy review committee

Broad Scholar Research Guidance

- 2008: Alex Webb
- 2009: Ryan Holcomb
- 2010: Ryan Holcomb, Brian Kim

Other students who expressed desire to do research and signed up

- Valerio Tavares: a class student in 2010 spring who worked on independent research
- James Sparbeck: a class student in 2010 spring who worked on independent research
- Patrick Hourigan: Independent study in Inventory Management

COLLEGE SERVICE

Member of the College Technology Committee (2010/2011)

SERVICE IN DOCTORAL COMMITTEES

Ravi Srinivasan (Committee member)

Thesis title: Governing inter-organizational relationships in the presence of *ex post* opportunism and uncertainty: An alignment model of managing outsourcing

Jung Young Lee (Committee member)

Thesis title: Incremental innovation and radical innovation: The impacts of human, structural, social, and relational capital elements

Kim, Myung-Kyo (Guidance committee member)

REFeree (ADHOC)

Management Science; Production and Operations Management; Journal of Operations Management; MSOM; International Journal of Production Research; Decision Sciences; Journal of Supply Chain Management and European Management Journal.

EDITORIAL REVIEW BOARDS

Journal of Operations Management

IEEE Transactions of Engineering Management

AWARDS AND HONORS

Best reviewer award, Journal of Operations Management, 2009

Nominated by the Department of Supply Chain Management , Eli Broad College of Business for university wide teacher-scholar award, 2010

Nominated by the Department of Supply Chain Management, Eli Broad College of Business for the John D. and Dorothea, J. Withrow Endowed Research Scholar Award, 2010