

Shubham Gupta

Philadelphia, PA | (979)-213-0023 | gupta.shubham@temple.edu |

Website: <https://sites.temple.edu/shubhamgupta/>

EDUCATION

Temple University, Fox School of Business

PhD in Operations and Supply Chain Management

Philadelphia, Pennsylvania

August 2018 - Present

Texas A&M University, Mays Business School

Master of Science in Business

College Station, Texas

July 2016 - June 2017

Guru Gobind Singh Indraprastha University, USICT

Bachelor of Technology in Information Technology

Delhi, India

August 2012 - June 2016

JOURNAL PUBLICATIONS

- **Gupta S**, Roy A, Kumar S, and Mudambi R. (2022) When Worse Is Better: Strategic Choice of Vendors with Differentiated Capabilities in a Complex Cocreation Environment. *Management Science, Articles in Advance*. [[DOI](#)]

MANUSCRIPTS UNDER REVIEW

- Zhang Y, **Gupta S**, Kumar S, and Hu X. When R&D is Bad for Patients: Strategic Price Control Under External Reference Pricing in the Presence of a Tactical Firm. *Preparing for resubmission to Manufacturing and Service Operations Management. Reject and resubmit in 1st round review.*

WORK in PROGRESS

- **Gupta S**, Zhang Y, Kumar S, and Hu X. To Discount or Not to Discount: A Game-Theoretic Analysis of the Pricing and Survival Dilemma in Luxury E-commerce. *Preparing for submission to Management Science.*
- **Gupta S**, Kumar S. Using Machine Learning to Improve Strategic Decision Making for Social Media Marketing in the Presence of a Competitor.
- **Gupta S**, Chen Y. Impact of Intermediate Objectives in a Complex Co-Creation Environment: A Game-Theoretic Approach.
- **Gupta S**, Guha S, and Kumar S. Impact of INFORMS Franz Edelman Award Finalists in Inventory Management.

HONORS and AWARDS

- Honorable Mention in the *POMS College of Product Innovation and Technology Management (PITM) Best Student Paper Competition, 2020*. When Worse Is Better: Strategic Choice of Vendors with Differentiated Capabilities in a Complex Cocreation Environment.
- *Cochran Award for Excellence in Research by a PhD Student*, Fox School of Business and the School of Sport, Tourism and Hospitality Management (2020-2021).

GRANTS

- \$2,000 Seed Funding Grant from Young Scholars Interdisciplinary Forum (2018).

- \$500 Seed Funding Grant from Young Scholars Interdisciplinary Forum (2019).

ACADEMIC SERVICE

Reviewer

- Production and Operations Management Journal
- International Conference on Information Systems (ICIS) 2022
- Conference on Information Systems and Technology (CIST) 2022
- Conference on Information Systems and Technology (CIST) 2021
- Workshop on Information Technologies and Systems (WITS) 2021
- Management and Business Review Journal

Track Chair

- Information Systems and Operations Management, POMS Annual Conference 2023
- Information Systems and Operations Management, POMS Annual Conference 2022
- Information Systems and Operations Management, POMS Annual Conference 2021

Session Chair

- Pricing Strategies in Operations Management Session, DSI Annual Conference 2022
- Game Theory and Information Systems Session, POMS Annual Conference 2021
- Operations Management and E-Commerce Session, POMS Annual Conference 2021

REFEREED CONFERENCES

- **Gupta S**, Zhang Y, Kumar S, and Hu X. (2021) To Discount or Not to Discount: A Game-Theoretic Analysis of the Pricing and Survival Dilemma in Luxury E-commerce. **Conference on Health IT and Analytics (CHITA)**.
- **Gupta S**, Zhang Y, Kumar S, and Hu X. (2021) To Discount or Not to Discount: A Game-Theoretic Analysis of the Pricing and Survival Dilemma in Luxury E-commerce. **International Conference on Information Systems (ICIS)**.
- **Gupta S**, Roy A, Kumar S, and Mudambi R. (2021) When Worse Is Better: Strategic Choice of Vendors with Differentiated Capabilities in a Complex Cocreation Environment. **Manufacturing and Service Operations Management (MSOM) Conference**.
- **Gupta S**, Roy A, Kumar S, and Mudambi R. (2019) When Worse Is Better: Strategic Choice of Vendors with Differentiated Capabilities in a Complex Cocreation Environment. **Conference on Information Systems and Technology (CIST) Conference**.

CONFERENCE PRESENTATIONS

- **INFORMS Annual Meeting (2022)**, *Invited Submission in the Collaboration and Coordination in Supply Chains Session*, Indianapolis, Indiana, USA. When Worse Is Better: Strategic Choice of Vendors with Differentiated Capabilities in a Complex Cocreation Environment.
- **DSI Conference (2022)**, *Invited Submission in the Pricing Strategies in Operations Management Session*, Houston, Texas, USA. When R&D is Bad for Patients: Strategic Price Control Under External Reference Pricing in the Presence of a Tactical Firm.
- **DSI Conference (2021)**, Virtual. When R&D is Bad for Patients: Strategic Price Control Under External Reference Pricing in the Presence of a Tactical Firm.

- **INFORMS Annual Meeting (2021)**, *Invited Submission in the Business Analytics in Service Operations Session*, Virtual. To Discount or Not to Discount: A Game-Theoretic Analysis of the Pricing and Survival Dilemma in Luxury E-commerce.
- **31ST POMS Annual Conference (2021)**, *Invited Submission in the Operations Management and E-Commerce Session*, Virtual. To Discount or Not to Discount: A Game-Theoretic Analysis of the Pricing and Survival Dilemma in Luxury E-commerce.
- **31ST POMS Annual Conference (2021)**, *Invited Submission in the Operations Management and E-Commerce Session*, Virtual. When Worse Is Better: Strategic Choice of Vendors with Differentiated Capabilities in a Complex Cocreation Environment.
- **DSI Conference (2020)**, Virtual. When Worse Is Better: Strategic Choice of Vendors with Differentiated Capabilities in a Complex Cocreation Environment.
- **DSI Conference (2020)**, Virtual. To Discount or Not to Discount: A Game-Theoretic Analysis of the Pricing and Survival Dilemma in Luxury E-commerce.
- **INFORMS Annual Meeting (2020)**, Virtual. When Worse Is Better: Strategic Choice of Vendors with Differentiated Capabilities in a Complex Cocreation Environment.
- **INFORMS Annual Meeting (2020)**, Virtual. To Discount or Not to Discount: A Game-Theoretic Analysis of the Pricing and Survival Dilemma in Luxury E-commerce.
- **INFORMS Annual Meeting (2019)**, *Invited Session in the Strategy Track*, Seattle, Washington, USA. When Worse Is Better: Strategic Choice of Vendors with Differentiated Capabilities in a Complex Cocreation Environment.
- **30TH POMS Annual Conference (2019)**, *Invited Session in the Supply Chain Management Track*, Washington D.C., USA. When Worse Is Better: Strategic Choice of Vendors with Differentiated Capabilities in a Complex Cocreation Environment.

TEACHING EXPERIENCE

Fox School of Business, Temple University

Philadelphia, Pennsylvania

Instructor

- Operations Management (MSOM 3101)
Undergraduate Core Course Spring 2022
Teaching Mode: Both online and in-person

Teaching Assistant

- Supply Chain Analytics, Masters level (SCM 5101) Fall 2022
- Executive MBA Course in OM (BA 5800) Fall 2022
- DBA Course in Innovation and Entrepreneurship
in the New Economy (BA 9812) Spring 2022
- Operations Management (MSOM 3101) Fall 2021

PROFESSIONAL EXPERIENCE

Flexon Technologies Inc.

Pleasanton, California

Market Research Analyst/Account Manager

July 2017 – July 2018

Pack-tical Essentials

College Station, Texas

Co-founder, Operations Manager

August 2016 – December 2016

REFERENCES

Subodha Kumar

*Paul R. Anderson Distinguished Chair Professor
Professor of Statistics, Operations, and Data Science (Secondary appointment in IS)
Fox School of Business, Temple University
1810 Liacouras Walk, Room 284, Philadelphia PA 19122, U.S.A
Email: subodha@temple.edu
Phone: 215-204-5919, Fax: 215-204-6237*

Shreeram (Ram) Mudambi

*Frank M. Speakman Professor of Strategy
Fox School of Business, Temple University
Alter Hall 548, Philadelphia PA 19122, U.S.A
Email: rmudambi@temple.edu
Phone: 215-204-2099, Fax: 215-204-8029*

Abhishek Roy

*Assistant Professor of Statistics, Operations, and Data Science
Fox School of Business, Temple University
1810 Liacouras Walk, LW 270, Philadelphia PA 19122, U.S.A
Email: abhishek.roy@temple.edu
Phone: 215-204-5451*

Yiwei Chen

*Assistant Professor of Statistics, Operations, and Data Science
Fox School of Business, Temple University
1810 Liacouras Walk, LW 376, Philadelphia PA 19122, U.S.A
Email: tuo02351@temple.edu
Phone: 215-204-1984*