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 Wynnewood, PA 19096
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CURRENT EMPLOYMENT

INSEAD, Technology and Operations Management Department

Visiting Associate Professor

2008-present

The Wharton School, University of Pennsylvania, Operations and Information Management Department.

Associate Professor (with tenure)

2007-present

Assistant Professor

2001-2007

EDUCATION

W. E. Simon Graduate School of Business Administration, University of Rochester (NY)

Ph.D. in Operations Management

2001

M.S. in Management Science

2000

Moscow Institute of Electronic Technology, Russia

M.S. in Electrical Engineering

1995

B.S. in Computer Science

1993

RESEARCH

BOOKS

- [1] Netessine, S. and C. Tang. 2009. Operations Management Models with Consumer-Driven Demand. *Springer International Series in Operations Research & Management Science*. Series Ed.: Hillier, Frederick S.

ARTICLES PUBLISHED IN REFEREED JOURNALS

- [2] Netessine, S., G. Dobson and R. Shumsky. 2002. Flexible service capacity: optimal investment and the impact of demand correlation. *Operations Research*, Vol. 50, No. 2, 375-388.
- [3] Netessine, S. and N. Rudi. 2003. Centralized and competitive inventory models with demand substitution. *Operations Research*, Vol. 51, No. 2, 329-335.
- [4] Netessine, S. and F. Zhang. 2005. Positive vs. negative externalities in inventory management: implications for supply chain design. *Manufacturing & Service Operations Management*, Vol. 7, No. 1, 58-73.

- [5] Netessine, S. and R. Shumsky. 2005. Revenue management games: horizontal and vertical competition. *Management Science*, Vol. 51, No. 5, 813–831.
- [6] Netessine, S. 2006. Dynamic pricing of inventory/capacity with infrequent price changes. *European Journal of Operational Research*, Vol. 174, No. 1, 553-580.
- [7] Randall, T., S. Netessine and N. Rudi. 2006. An empirical examination of the decision to invest in fulfillment capabilities: a study of Internet retailers. *Management Science*, Vol. 52, No. 4, 567-580.
- [8] Netessine, S. and N. Rudi. 2006. Supply chain choice on the Internet. *Management Science*, Vol. 52, No. 6, 844-864.
- [9] Netessine, S., S. Savin and W. Xiao. 2006. Revenue management through dynamic cross-selling in e-commerce retailing. *Operations Research*, Vol. 54, No. 5, 893-913.
- [10] Netessine, S., N. Rudi and Y. Wang. 2006. Inventory competition and incentives to backorder. *IIE Transactions*, Vol. 38, No 11, 883-902.
- [11] Netessine, S. and T. Taylor. 2007. Product line design and production technology. *Marketing Science*, Vol. 26, No. 1, 101-117.
- [12] Goyal, M. and S. Netessine. 2007. Strategic technology choice and capacity investment under demand uncertainty. *Management Science*, Vol. 53, No. 2, 192–207.
- [13] Roumiantsev, S. and S. Netessine. 2007. What can be learned from classical inventory models: a cross-industry empirical investigation. *Manufacturing & Service Operations Management*, Special Issue on Empirical Science, Vol. 9, No. 4, 409-429.
- [14] Kim S.-H., M.A. Cohen and S. Netessine. 2007. Performance contracting in after sales supply chains. *Management Science*, Vol. 53, No. 12, 1843-1858.
- [15] Swinney, R. and S. Netessine. 2009. Long-term contracts under the threat of supplier failure. *Manufacturing & Service Operations Management*, Vol. 11, No. 1, 109-127.
- [16] Jerath, K., S. Netessine and S. Veeraraghavan. 2009. Revenue Management with Strategic Customers: Last Minute Selling and Opaque Selling. Forthcoming in *Management Science*.
- [17] Baiman, S., S. Netessine and R. Saouma. 2010. Incentive Compensation and the Choice of Inventory Buffer. Conditionally accepted, *Accounting Review*.
- [18] Jiang, H., S. Netessine and S. Savin. 2010. Robust Newsvendor Competition under Asymmetric Information. Forthcoming, *Operations Research*.

OTHER PUBLISHED ARTICLES, BOOKS AND BOOK CHAPTERS

- [19] Netessine, S. and R. Shumsky. 2002. Introduction to the theory and practice of yield management. *INFORMS Transactions on Education*, Vol. 3, No. 1, 34-44.
- [20] Randall, T., S. Netessine and N. Rudi. 2002. Should you take the virtual fulfillment path? *Supply Chain Management Review*, November-December, 54-58.

- [21] Cachon, G. and S. Netessine. 2004. Game theory in supply chain analysis. In *Handbook of quantitative supply chain analysis: modeling in the e-business era*, D. Simchi-Levi, S. D. Wu and M. Shen, editors, Kluwer Academic Publishers, 13-66. Reprinted in *INFORMS Tutorials in Operations Research 2006*, P. Grey, Series Editor, p. 200-233.
- [22] Netessine, S. and N. Rudi. 2004. Supply chain structures on the Internet and the role of marketing-operations interaction. In *Handbook of quantitative supply chain analysis: modeling in the e-business era*, D. Simchi-Levi, S. D. Wu and M. Shen, editors, Kluwer Academic Publishers, 607-641.
- [23] Jerath, K., S. Netessine and S. Veeraraghavan. 2009. Selling to Strategic Consumers: Opaque Selling Strategies. In *Operations Management Models with Consumer-Driven Demand*, S. Netessine and C. Tang, Editors.
- [24] Netessine, S. 2009. Supply chain networks. In *Network-Based Strategies and Competencies*, Paul Kleindorfer and Yoram (Jerry) Wind, Editors.

ARTICLES UNDER REVIEW IN REFEREED JOURNALS

- [25] Kim, S.-H., M. Cohen, S. Netessine and S. Veeraraghavan. 2010. Contracting for Infrequent Restoration and Recovery of Mission-Critical Systems. Under the fourth round of review in *Management Science*.
- [26] Kim, S.-H., M. Cohen and S. Netessine. 2007. Reliability or Inventory? Contracting Strategies for After-Sales Product Support. Under the first round of review in *Naval Research Logistics*.
- [27] Goyal, M. and S. Netessine. 2010. Capacity investment and the interplay between volume flexibility and product flexibility. Under the third round of review in *Manufacturing & Services Operations Management*.
- [28] Cachon, G., S. Netessine and R. Swinney. 2010. The Timing of Capacity Investment by Start-ups and Established Firms in New Markets. Under the second round of review in *Management Science*.
- [29] Guajardo, J.A., M. Cohen, S. Netessine and S.-H. Kim. 2009. Impact of Performance-Based Contracting on Product Reliability: An Empirical Analysis. Under the second round of review in *Management Science*.
- [30] Fisher, M., J. Krishnan and S. Netessine. 2009. The impact of payroll planning and execution on retail store performance. Under the second round of review in *Manufacturing & Services Operations Management*.

WORKING PAPERS

- [31] Kim, S. and S. Netessine. 2009. Supply Chain Collaboration under Information Asymmetry.
- [32] Rummyantsev, S. and S. Netessine. 2008. Should inventory policy be lean or responsive? Evidence for U.S. public companies.

- [33] Goyal, M., S. Netessine and T. Randall. 2007. Deployment of manufacturing flexibility: an empirical analysis of the automotive industry.
- [34] Fisher, M., J. Krishnan and S. Netessine. 2006. Retail store execution: an empirical study.

PROJECTS IN PROCESS

- Jerath, K., S. Netessine and J. Zhang. Can We All Get Along? Incentive Contracts to Bridge the Marketing and Operations Divide.
- Baiman, S., S. Netessine and H. Kunreuther. Procurement in Supply Chains when the end-product exhibits the “Weakest Link” property.
- Baiman, S. and S. Netessine. An incentive effect of multi-sourcing.
- Rumyantsev, S. and S. Netessine. Inventory and its relationship with profitability: evidence for an international sample of companies.
- Tan, T. and S. Netessine. Is Tom Cruise Threatened? Using Netflix Prize Data to Examine the Long Tail of Electronic Commerce.
- Goyal, M., S. Netessine and M. Reindorp. The impact of new product introduction upon assembly productivity in the North American automotive industry.
- Yakubovich, V., S. Netessine. Confluence of operational and human resources factors in a call center.
- Agrawal, A., S. Netessine and S. Savin. Modularity, contracts and vendor choice in a supply chain.
- Li, J. and S. Netessine. The empirical analysis of the operational effects of airline alliances.

HONORS

- Second place in *Manufacturing and Service Operations Management* society student paper competition, 2000.
- Meritorious Service Awards from *Operations Research*, 2002, 2003, 2008.
- Miller-Sherrerd Teaching Awards, 2002-2003, 2004-2005, 2005-2006, 2008-2009 (top student evaluations among MBA core courses), The Wharton School.
- Finalist in the *Junior Faculty Interest Group* Best Paper competition, 2003.
- Meritorious Service Awards from *Manufacturing and Service Operations Management*, 2004, 2005, 2006, 2007, 2008.
- *Production and Operations Management* Society Wickham Skinner Early-Career Research Accomplishment Award, 2005.
- Supervised (with Morris Cohen) research of Sang-Hyun Kim, the recipient of 2006 SOLE (The International Society of Logistics) doctoral dissertation award, 2006 Bonder Scholarship for Applied Operations Research in Military Applications, finalist of 2006 *Manufacturing and Service Operations Management* society student paper competition,

finalist of 2008 *Production and Operations Management* society student paper competition, winner of 2008 Danzig Dissertation Award.

- Finalist in the *Junior Faculty Interest Group* Best Paper competition, 2006.
- MBA Core teaching award by student vote "Tough, but will thank you in 5 years", 2008.
- Meritorious Associate Editor Award from *Management Science*, 2009.
- Highest course ratings among all core classes at INSEAD in Fall 2008 and nominated for the Best Teaching Award for Core course in the Fontainebleau campus.

PROFESSIONAL ACTIVITIES

Ph.D. student advising: Justin Ren (2003, committee member, currently at Boston University), Yi Xu (2003, committee member, currently at the University of Miami), Fuqiang Zhang (2004, committee member, currently at the Washington University at St. Louis), Manu Goyal (2005, advisor, currently at the University of Maryland), Serguei Roumiantsev (2006, advisor, currently at CitiBank), Jayanth Krishnan (2007, committee member, currently at World Bank), Robert Swinney (2008, committee member, currently at Stanford Business School), Sang-Hyun Kim (2008, co-advisor, currently at Yale University), Kinshuk Jerath (2008, committee member, currently at Carnegie Mellon University), Nitin Bakshi (2008, committee member, currently at London Business School), Ramnath Vaydianathan (2009, committee member, currently at McGill University).

Editorial Responsibilities: Associate Editor for *Management Science* (starting 2007), Associate editor for *Operations Research* (starting 2007), Associate editor for *Manufacturing and Service Operations Management* (starting 2005), editorial review board member for *Manufacturing and Service Operations Management* (2003-2004), senior editor for *Production and Operations Management* (starting 2006), editorial review board member for *Production and Operations Management* (2003-2006).

Referee: *Management Science*, *Operations Research*, *Marketing Science*, *Games and Economic Behavior*, *Transportation Science*, *IIE Transactions*, *European Journal of Operational Research*, *Naval Research Logistics*, *International Journal of Production Planning and Control*, *MIT Sloan Management Review*, *IMA Journal of Management Mathematics*, *International Economic Review*, *NSF*.

2003. Judge, *M&SOM* society student paper competition.

2003-2004. OPIM Department seminar committee (chair), University of Pennsylvania.

2004-2005. OPIM Department recruiting committee, University of Pennsylvania.

2005. Chair, *M&SOM* society student paper competition.

2005-2006. OPIM Department Ph.D. admissions committee, University of Pennsylvania.

2006-2007. OPIM Department Ph.D. admissions committee, University of Pennsylvania.

2006. Co-chair (with Terry Taylor), *M&SOM* track at 2006 *INFORMS* conference (Pittsburgh).

2007-2008. Doctoral Program Coordinator, OPIM department, University of Pennsylvania.

2006, 2007, 2008, 2010. OPIM632 core course coordinator (12 sections), University of Pennsylvania.

2007-2008. OPIM Department recruiting committee.

2007-2008. Dean's special advisory committee.

2007-2008. Faculty experience survey committee.

FUNDED RESEARCH

Grant from Wharton e-Business Initiative for investigating supply chain choice by Internet retailers, 2002 (\$10,000).

Grant from Columbia Center for Excellence in E-Business to investigate dynamic product bundling in e-commerce retailing, 2003-2004 (co-investigator with Sergei Savin, \$4,000).

Grant from Mack Center for Technological Innovation for investigation of manufacturing flexibility in the automotive industry, 2004 (\$5,000).

Grant from Fishman-Davidson Center for Service and Operations Management for investigation of manufacturing flexibility in the automotive industry, 2004 (\$15,000).

Gift from Procter & Gamble and Gillette to study retail store execution strategies, 2005 (co-investigator with Marshall Fisher, \$100,000).

Grant from the Mack Center for Technological Innovation for study of competition and capacity investment for startup firms, 2005 (\$2,000).

Grant from the Mack Center for Technological Innovation for study of manufacturing flexibility adoption in the automotive industry, 2005 (\$13,000).

Grant from the Fishman-Davidson Center for Service and Operations Management to study the impact of new product launches on automotive assembly productivity, 2005 (\$12,500).

Grant from the Mack Center for Technological Innovation to study new product launches in the automotive industry, 2006 (\$12,000).

Gift from Procter & Gamble and Gillette to study retail store execution strategies 2006 (co-investigator with Marshall Fisher, \$100,000).

Grant from the Fishman-Davidson Center for Service and Operations Management to study retail store execution strategies, 2006 (\$12,000).

Grant from the Fishman-Davidson Center for Service and Operations Management to study performance-based logistics, 2006 (\$7,000).

Grant from the Mack Center for Technological Innovation to study to study revenue management through opaque selling, 2007 (\$12,000).

Grant from the Mack Center for Technological Innovation to study the long tail of electronic commerce, 2007 (\$7,000).

Grant from International Commerce Institute (ECR) to study retail store execution strategies, 2007 (co-investigator with Marshall Fisher and Nicole DeHoratius, \$100,000).

Grants from various suppliers to the Department of Defense to study performance contracting in repair and maintenance services, 2007-2008 (co-investigator with Morris Cohen, >\$100,000).

Grant from International Commerce Institute (ECR) to study retail store execution strategies, 2008 (co-investigator with Marshall Fisher and Nicole DeHoratius, \$70,000).

Grant from the Wharton-INSEAD Alliance, 2008 (co-investigator with Nils Rudi, \$22,000).

Grant from the Mack Center for Technological Innovation to study effects of airline codesharing agreements upon operational performance, 2008 (\$14,000).

INVITED PRESENTATIONS (BY YEAR)

2000. Dartmouth College, Emory University, INSEAD, Georgia Tech, Cornell University.

2001. Northwestern University, University of Chicago, New York University, Columbia University, Duke University, Carnegie Mellon University, Washington University in St. Louis, University of Pennsylvania.

2002. First Kellogg Operations Management Workshop (Northwestern University).

2004. Stanford University, New York University, MIT, University of North Carolina, University of Southern California, University of California at Irvine.

2005. University of Michigan, Purdue University, Cornell University, University of Texas—Dallas, University of Washington, CIBER Consortium meeting on International Operations Management (Purdue University).

2006. Stanford University, Berkeley University, Columbia University, University of Minnesota, UCLA.

2007. UBC, HBS, NYU, INSEAD.

2008. Zaragosa Logistics Center.

2009. ESMT, Eindhoven, LBS, Cambridge, Leuven.

2010. Boston College.

CONFERENCE PRESENTATIONS (BY YEAR)

1998. INFORMS conference (Philadelphia, PA).

1999. INFORMS conference (Salt Lake City, UT).

2000. INFORMS conference (San Antonio, TX), M&SOM conference (Ann Arbor, MI).

2001. ICG/Wharton Forum on Electronic Business (Philadelphia, PA), INFORMS conference (Miami, FL), First Revenue Management Conference (Columbia University).

2002. INFORMS conference (San Jose, CA), M&SOM conference (Ithaca, NY).

2003. INFORMS conference (Atlanta, GA), M&SOM conference (Los Angeles, CA).

2004. INFORMS conference (Denver, CO), M&SOM conference (Eindhoven, the Netherlands).

2005. INFORMS conference (San Francisco, CA), International Motor Vehicles Program meeting (The Wharton School), POMS conference (Chicago, IL).

2006. Wharton Service Supply Chain Thought Leaders Forum, Consortium for Operational Excellence in Retailing (COER) Conference, Wharton Risk Center Roundtable on Container Security, INFORMS conference (Pittsburgh, PA).

2007. Wharton Service Supply Chain Thought Leaders Forum, Consortium for Operational Excellence in Retailing (COER) Conference, POMS conference (Dallas, TX), Wharton Empirical Science Conference, Performance Based Logistics conference, Washington, DC.

2009. ECR Europe forum (Barcelona), Wharton Empirical Conference, INFORMS, M&SOM conference (Boston).

EXPERIENCE

TEACHING

OPIM632 – Core MBA Supply Chain Management course (Spring 2002, evaluations: 3.75/4.00; Spring 2003, evaluations: 3.56/4.00; Spring 2004, evaluations: 3.61/4.00; Spring 2005, evaluations: 3.63/4.00, Spring 2007, evaluations 3.52/4.00, Spring 2008, evaluations 3.74/4.00).

OPIM942 – Ph.D. course in Operations Management (Spring 2003, evaluations: 4.00/4.00).

OPIM941 – Ph.D. course in Operations Management (Fall 2003, evaluations: 3.33/4.00; Fall 2004, evaluations: 3.80/4.00, Fall 2006, evaluations 4.00/4.00, Spring 2008).

OPIM989 – Ph.D. course on Advanced Topics in OM (Spring 2006, evaluations: N/A).

OPIM632 – Core WEMBA Supply Chain Management course (Spring 2006, evaluations: 3.56/4.00 East, 3.41/4.00 West, Spring 2008).

OPIM585 – Supply Chain Elective for the EMTM program (Spring 2007, evaluations: 4.00/4.00, Winter 2008: 3.90/4.00).

ESMT (Berlin) Operations Management Core Executive MBA class (Winter 2009, evaluations 1.11/4.00, 1 is the highest).

INSEAD (France) Core MBA Operations Management (Fall 2008, evaluations 4.86/5.00).

Custom and open-enrollment Executive Educations classes on Internet Retailing, Retailing, Supply Chain Management, Operational Excellence (the Wharton School, INSEAD, ESMT, Russia).

Teaching cases:

Where in the World Is Timbuk2? Outsourcing, Offshoring, and Mass Customization (with Kyle Cattani and Gerard Cachon). 2007.

Online book retailing: Operational Strategies. 2007.

McDonald's Corporation: Launching McCafe. 2009 (with Marshall Fisher and Nicole DeHoratius).

CONSULTING/ADVISING/JOINT PROJECTS

Federal Aviation Administration, Fort Dearborn Lithographic Company, Gartner Research Group, Lockheed Martin, Rolls Royce, Bell Helicopters, Procter & Gamble, Gillette, XL Distribution, Linens 'n' Things, Safeway, Kohl's, Comcast, ObjectiveLogistics.

PROFESSIONAL

Moscow Institute of Electronic Technology. Russia. <i>Research assistant (part-time).</i>	1990-1994
Motorola Research Center. Moscow, Russia. <i>Technical consultant.</i>	1994-1995
Lucent Technologies, Operations Department. Moscow, Russia. <i>Project manager, department head.</i>	1995-1997

PERSONAL

Country of citizenship: Russia.

U.S. visa status: Permanent resident.

Married, two children (born 2002 and 2005).