

VISHAL AGRAWAL

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Education

Georgia Institute of Technology
Ph.D. in Operations Management (exp. May 2010)
Minor in Economics
Dissertation Committee: Mark E. Ferguson (co-chair), L. Beril Toktay (co-chair), Stylianos Kavadias, Atalay Atasu, Valerie Thomas.

Georgia Institute of Technology
M.Sc. in Industrial & Systems Engineering, 2006

University of Mumbai, Mumbai, India
Bachelor of Mechanical Engineering, 2005

Research Interests

Sustainable Operations, New Product Development, Effect of Consumer Behavior on Operations, Supply Chain Management, Interdisciplinary Research.

Refereed Journal Publications

1. Agrawal, V. and M. Ferguson (2007), "Bid-Response Models for Customized Pricing," *Journal of Revenue & Pricing Management* 6(3), 212-228.

Papers submitted to Refereed Journals and Working Papers

2. Agrawal, V., M. Ferguson, L. B. Toktay and V. Thomas, "Is Leasing Greener than Selling?" invited for second-round review in *Management Science*.
3. Agrawal, V., M. Ferguson, and G. Souza, "Trade-in Rebates for Price Discrimination and Product Recovery," invited for second-round review in *Production and Operations Management*.
4. Agrawal, V., A. Atasu and K. van Ittersum. "The Effect of Remanufacturing on the Perceived Value of New Products," under first-round review in *Management Science*.
5. Agrawal, V., S. Kavadias and L.B. Toktay, "Design and Introduction of Conspicuous Durable Products," to be submitted to *Marketing Science*.

Research in Progress

6. "Collaborating with the Competition: OEM Certification Programs for Remanufactured Products," with M. Ferguson and L. B. Toktay.
7. "Leasing and Selling: Incentives for Green Product Design," with M. Ferguson and L. B. Toktay.
8. "Designing Conspicuous Product Lines," with L. B. Toktay and S. Kavadias.
9. "Consumer Perceptions and the Availability of Remanufactured Products," with A. Atasu and K. van Ittersum.

Book Chapters

Agrawal, V. and L.B. Toktay (2009), "Interdisciplinarity in Closed-Loop Supply Chain Management Research," forthcoming in Closed Loop Supply Chains: New Directions to Improve the Sustainability of Business Practices, Ferguson, M. and G. Souza (Eds.), Taylor and Francis Publishing.

Teaching Experience

Instructor, Operations Management (MGT 3501), fully responsible for class preparation and teaching, Fall 2008, Enrollment 49, Evaluation 4.6/5.0.

Graduate Coursework (GPA 3.9/4.0)

Operations Management (PhD):

- Dynamic Programming via Applications
- Technology Management
- Optimal Control Theory
- Scheduling
- Supply Chain Modeling
- Environmental Considerations
 - in Managerial Decision-Making
- Empirical Methods in Operations Management
- Multivariate Statistics
- Best Practices in Teaching

Industrial Engineering and Operations Research:

- Optimization I (Linear)
- Optimization II (Integer and Combinatorial)
- Optimization III (Non-linear)
- Stochastic Processes I
- Probabilistic Models
- Simulation
- Economic Decision Analysis
- Deterministic Optimization
- Transportation and Supply Chain Systems
- Special Topics in OR: Industrial Ecology

Operations Management (MBA):

- Business and Environment
- Collaborative Product Development
- Management of Technology
- Supply Chain Modeling and Revenue Management

Economics:

- Microeconomic Analysis
- Industrial Organization
- Econometric Analysis
- Environmental Economics

Service and Professional Affiliations

Referee

Operations Research, Production and Operations Management, IIE Transactions, Interfaces.

Session Chair

The After-Market Supply Chain, INFORMS Annual Meeting, Washington, DC, October 2008.

Servicizing/Market Issues, POMS Annual Meeting, Orlando, FL, May 2008.

Memberships

- Institute for Operations Research and Management Science (INFORMS)
- Manufacturing and Service Operations Management (MSOM)
- Production and Operations Management (POMS).

Conference Presentations

INFORMS Conference, San Diego, CA, October 2009.

The Effect of Consumer Perceptions on Competitive Remanufacturing Strategies (Session SA62)

Is Leasing Greener than Selling? (Session MB39)

Design and Introduction of Conspicuous Durable Products (Session TB45)

MSOM Conference, Annual Meeting, Boston, MA, June 2009.

Is Leasing Green? Environmental Impact of Product Recovery, Remarketing and Disposal under Leasing and Selling.

Designing Products for Physical Obsolescence: The Effect of Snobs.

POMS Conference, Orlando, FL, May 2009.

Is Leasing Green? The Environmental Impact of Product Recovery, Remarketing and Disposal under Leasing and Selling.

Designing Products for Physical Obsolescence: The Effect of Snobs.

INFORMS Conference, Washington D. C., October 2008.

Leasing and Selling: The Environmental Implications of Product Recovery and Remarketing Strategies.

Trade-in Rebates for Price Discrimination or Product Recovery.

INFORMS Conference, Seattle, WA, November 2007.

Evaluating the Environmental Performance of Product Leasing.

Awards and Honors

NSF Travel Award for CMMI Research and Innovation Conference, Honolulu, HI, 2009.

POMS Doctoral Consortium, 2009.

INFORMS Doctoral Colloquium, 2009.

Employment

Graduate Research Assistant to Mark Ferguson and L. Beril Toktay, NSF DMI 0522557 and 0620763, College of Management, Georgia Institute of Technology, 2007- present.

Supply Chain Analyst Intern, Lafarge North America, Summer 2006.

References

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