

# Reeju Guha

Assistant Professor (Tenure-track)  
Operations Management, CUNEF University  
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## EDUCATION

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**IE Business School** Madrid, Spain  
Ph.D. in Business Administration 2019-2024  
*Specialization:* Operations Management  
*Dissertation Title:* Examining the Performance of On-Demand Platforms through Three Lenses: Worker, Store, and Customer (Advisor: Prof. Daniel Corsten)

Masters in Research Methodology in Management Science 2019-2021  
*Major:* Operations Management; *Minor:* Strategy (Grade: Honors)  
*Thesis:* Antecedents to worker productivity and service quality: An empirical investigation of online order fulfillment

**Indian Institute of Technology Bombay (IITB)** Mumbai, India  
Master of Management (General Management) 2014-2016

**West Bengal University of Technology (WBUT)** Kolkata, India  
Bachelor of Technology (Food Technology) 2008-2012

## RESEARCH INTERESTS

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**Topics:** Empirical operations; Retail operations; Platforms and the sharing economy; Gig worker behaviors and performance; Task scheduling and allocations

**Methodologies:** Applied econometrics; Causal inference; Simulations; Machine learning algorithms

## PUBLICATIONS, UNDER REVIEW AND WORKING PAPERS

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### Publications (Teaching case)

- Pandey, A., Guha, R., Malkar, N., and Pandey, N (2019). "Marching Towards Creating Shared Value: The Case of YES Bank." *Asian Case Research Journal*, 23(2), 289-312.

### Papers under Revision/Review

- Guha, R., Corsten, D., and Dada, M. (2023). Learning and Forgetting in Gig Work: Behavior-Based Task Allocation in an On-Demand Grocery Platform. **In preparation to be submitted to *Manufacturing & Service Operations Management*.**
  - Winner, Graduate Student Paper Competition at the 6th European Industrial Engineering & Operations Management (IEOM) Conference, Lisbon 2023, Portugal.
- Guha, R., and Corsten, D. (2023). Improving Picking Efficiency of Online Grocery Retailers When Order Pickers and Customers Co-exist. **In preparation to be submitted to *Manufacturing & Service Operations Management*.**
  - 3rd Prize, Graduate Student Paper Competition at the 14th International Industrial Engineering & Operations Management (IEOM) Conference, Dubai 2024, UAE.
- Guha, R., Slabbers, T., Fragkos, I., Avgerinos, E., and Zuidwijk, R. (2023). The effect of a third-party facilitator on supply chain collaboration: Evidence from the Dutch supply chain network. **Major Revision at *Business Strategy and the Environment* (JCR-Q1).** In preparation for 2<sup>nd</sup> round of review.
  - SSRN Top 10 Most Downloaded for Microeconomics: Production, Market Structure & Pricing.

## Working Papers

- Guha, R., and Corsten, D. (2024). The Impact of Service Quality and Customer Experience in Online Store Choice and Platform-Exit Behavior. **In preparation to be submitted to *Management Science*.**

## SEMINARS, CONFERENCES, AWARDS, AND SERVICES

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### Invited Seminars

- NEOMA Business School; Department of Information Systems, Supply Chain Management & Decision Support
- CUNEF Universidad; Department of Business Management (Operations division)
- Toulouse Business School (TBS Education); Department of Information, Operations & Management Sciences
- KEDGE Business School; Department of Operations Management & Information Systems

### Internal Seminars

- IE Business School; Department of Operations & Business Analytics (PhD Seminar)

### Conference Presentations

- INFORMS Conference, Seattle, Washington, USA, Oct. 2024. *Paper Presentation, Upcoming.*
- POMS Conference, Minneapolis, Minnesota, USA, Apr. 2024. *Paper Presentation.*
- 14th International Industrial Engineering & Operations Management (IEOM) 2024 Conference, Dubai, UAE, Feb. 2024. *Paper Presentation.*
- INFORMS Conference, Phoenix, Arizona, USA, Oct. 2023. *Paper Presentation.*
- 6th European Industrial Engineering & Operations Management (IEOM) 2023 Conference, Lisbon, Portugal, Jul. 2023. *Paper Presentation.*
- COER 2023 Conference, The Wharton School, U.Penn., USA, Jun. 2023. *Participation.*
- MSOM 2023 Conference, Montreal, Québec, Canada, Jun. 2023. *Paper Presentation.*
- IE Business School Doctoral Consortium, Madrid, Spain, May 2023. *Paper Presentation.*
- INFORMS Conference, Indianapolis, Indiana, USA, Oct. 2022. *Paper Presentation.*
- EurOMA Conference, Berlin, Germany, Jul. 2022. *Paper Presentation* (2 papers).
- MSOM Conference, Munich, Germany, Jun. 2022. *Paper Presentation* (2 papers).
- Consortium for Operational Excellence in Retailing (COER), Harvard Business School & The Wharton School (Virtual), Jun. 2022. *Invited Presentation.*
- POMS Conference, Virtual, Apr. 2022. *Paper Presentation* (2 papers).
- Aim2Flourish 2017, Case Western Reserve University, Cleveland, Ohio, June 2017. *Presentation.*

### Awards

- **3rd Place** Graduate Student Paper Competition at the 14th International IEOM Conference, Dubai 2024, UAE for the paper: *Improving Picking Efficiency of On-demand Grocers When Customers and Order Pickers Co-exist*
- **Winner** (1st Place) Graduate Student Paper Competition at the 6th European IEOM Conference, Lisbon 2023, Portugal for the paper: *First-Come, First-Serve? Gig Worker Performance and Task Allocation in an On-demand Platform.* (Now renamed as: Learning and Forgetting in Gig Work: Behavior-Based Task Allocation in an On-Demand Grocery Platform.)
- **Awarded full scholarship** and tuition waiver for IE Business School's Ph.D. Program 2019 - 2024

- **Flourish Prize Winner**, Goal 13: Climate Action, at Aim2Flourish, CWRU, Cleveland 2017, USA for the article: Serving Energy to Customers with Power Distribution at the Bottom of the Pyramid.

### Other Services

- *Session Chair* for the session: “Retail Strategies in Diverse Markets”, within the “Retail Operations” track, at the POMS 2024 Conference, Minneapolis, Minnesota
- *Session Chair* for the session: “Warehouse Operations” at the MSOM 2022 Conference, Munich
- *Reviewer* for EurOMA 2022 Conference, Berlin
- *Organizing Committee*, Doctoral Consortium 2023, IE Business School, Madrid

### TEACHING EXPERIENCE

*Assistant Professor: Operations Management* (CUNEF University) 2024

- Will teach three sections of BBA (Bachelor in Business Administration) students a (compulsory) course in Operations and Logistics Management from September 2024

*Adjunct Professor: Research Methods* (Undergraduate level; IE University) 2024

- Taught two sections of BBA (Bachelor in Business Administration) and BBA-BIR (Dual degree in Business and International Relations) students a course in research methods and paper crafting
- Discussed the basics of framing research questions, developing interesting hypotheses, conducting a thorough literature review, determining which research methods (Qualitative, Quantitative, or Mixed) to use, testing the proposed hypotheses, and drawing valuable implications for theory and practice
- Course Evaluation (BBA): **4.5/5.0**; 52 students
- Course Evaluation (BBA-BIR): **4.66/5.0**; 53 students

*Teaching Assistant: Quantitative Methods - II* (PhD 1st Year; IE University) 2021-2022

- Teaching Evaluations: **4.73/5.0** (2021); **4.9/5.0** (2022)
- Designed and taught the course in “Econometrics with Stata”
- Topics covered: Inference, Causality, Addressing endogeneity concerns (using random and fixed effects, DiD, regression discontinuity design, instrumental variables, and control functions)
- Served as a teaching assistant to Prof. Pedro Gete in the Quantitative Methods-II course

*Teaching Assistant: Operations Management* (IMBA, MiM; IE University) 2021-2023

- Teaching assistant to Prof. Daniel Corsten: Responsible for preparing teaching materials, setting up mid-term and end-term exam questions, and grading assignments and exams
- Conducted the session on “Beer Game” in three consecutive years, and explained concepts on inventory management
- Invited as guest speaker in the session for “Omnichannel Retail Operations and Quick Commerce”

*Private tutoring for course in Operations Management* (IMBA; IE University) 2023

- Tutored IMBA students (2023-24 batch) for the operations and supply chain management course

*Tutoring for course in Supply Chain Essentials* (MBA; IIT Bombay) 2015

- Taught operations and supply chain essentials to the Master of Management Batch of 2015-17

## PROFESSIONAL EXPERIENCE

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- CUNEF Universidad**, Assistant Professor (Madrid, Spain) 2024-Present
- Professor of Operations Management (tenure-tracked) in the department of Business Administration
- IE Business School**, Adjunct Professor & Teaching Assistant (Madrid, Spain) 2019-2024
- Served as a research and teaching assistant in the department of Operations Management
- PwC US Advisory** (SDC India), Experienced Associate (Bengaluru, India) 2016-2018
- Executed multiple projects on demand and supply planning, sourcing, manufacturing efficiency, distribution and logistics, and ERP implementation, as part of the operations global delivery team
  - Received ‘Instant Recognition’, ‘Project Recognition’, and ‘Spot Recognition’ awards amongst 100+ candidates in the Operations team for project performance, and firm reinvestment activities
- ITC**, Manufacturing Executive (Bengaluru, India) 2012-2013
- Analyzed production requirement and prepared the daily production plan. Supervised the in-house end-to-end supply chain to ensure product quality
  - Coordinated with manufacturing executives to reduce 300 man-hours in packing lines via automation. Implemented in-process checks and Kaizen to reduce customer complaints by 80% in 6 months

## INTERNSHIPS

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- Kraft Heinz**, Management Trainee (Mumbai, India) 2015
- Asian Paints**, Management Trainee (Mumbai, India) 2015
- Adani Wilmar**, Intern (Haldia, India) 2015

## CERTIFICATIONS & EDUCATIONAL PROGRAMS

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- Lean Six Sigma Green Belt – KPMG 2015
- Winter School at Institut Mines-Télécom Business School, Evry, France 2014

## TECHNICAL SKILLS

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Stata, Python, SPSS, L<sup>A</sup>T<sub>E</sub>X, Tableau, Qualtrics, NVivo

## REFERENCES

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Professor at IE Business School  
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