

BHARADWAJ KADIYALA

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🌐 [personal website](#)

ACADEMIC EXPERIENCE

- 07/'19 – present Assistant Professor, *Operations & Information Systems*
 The University of Utah, Salt Lake City, UT
- 09/'17 – 06/'19 Assistant Professor, *Information Systems, Business Statistics & Operations Management*
 Hong Kong University of Science and Technology, Hong Kong

EDUCATION

- 08/'12 – 09/'17 Ph. D., Operations Management, **The University of Texas at Dallas**, TX
- 08/'10 – 07/'12 M. S., Industrial Engineering, **Bilkent University**, Turkey
- 08/'08 – 05/'10 M. S., Applied Mathematics, **Purdue University**, IN
- 08/'04 – 06/'08 B. Tech., Information & Communication Technology,
 Dhirubhai Ambani Institute of Information and Communication Technology,
 India

RESEARCH

Interests

Information-incentive issues in retail operations, content market, pricing and sales promotions, delayed incentives, empirics

Publications

- Kadiyala, B., Özer, Ö. and Bensoussan, A. (2020). A mechanism design approach to vendor managed inventory. *Management Science*, 66(6):2628–2652. [DOI](#)
- Kadiyala, B., Özer, Ö. and Şimşek, S. (2021). Data-driven approaches for targeting promotion e-mails: The case of delayed incentives. *Prod Oper Manag.*, 30(3):766–782. [DOI](#)
- Kadiyala, B., Phillips, R., Şimşek, S. and van Ryzin, G. (2022). Predicting transaction outcomes under customized pricing with discretion: A structural estimation approach. *Prod Oper Manag.*, 32(6):1654–1673. [DOI](#)
- Kadiyala, B., Lee, H. and Özer, Ö. (2023). Information and incentives in inventory management models. In J.-S. Song (Ed.), *Research Handbook on Inventory Management*. Edward Elgar Publishing. [DOI](#)

Under Review/Revision

- “Dual value of delayed incentives: An empirical investigation of gift card promotions.” (with Ö. Özer and S. Şimşek)
 - Under 3rd round review at *Manufacturing & Service Operations Management*.
- “Social learning and content quality under polarization.” (with D. Shin)
 - Under 2nd round review at *Manufacturing & Service Operations Management*.
 - **First place**, Service Science Best Cluster Paper Competition (2023)

- “Learning from consideration sets.” (with D. Honhon and C. Ulu)
 - **Under review** at *Operations Research*.
 - **Finalist**, POMS College of SCM Student Paper Competition (2017)
- “Poisson disorder problem with continuous control of costly observations.” (with S. Dayanık).

Work in Progress

- “Content Moderation and Liability.” (with W. Hwang and D. Shin).
- “Signaling quality with delayed incentives.” (with A. Aflaki and D. Shin).

Other Publications

- Kadiyala, B. and Sunitha, V. (2008). Estimation of Broadcast Probability in Wireless Adhoc Networks. *International Journal of Electronics and Communication Engineering*, 2(7):1319–1324.
[DOI](#)

INDUSTRY EXPERIENCE

01/’16 – 12/’16

Neiman Marcus, Advanced Analytics and Data Science

Dallas, TX

05/ ’15 – 08/’15

Sabre Corporation, Enterprise and Data Analytics
Data Science Intern

Southlake, TX

TEACHING EXPERIENCE

At University of Utah as an *Instructor*

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|-----------------------|---|
| Spring ’24(2x) | OSC 6610 Analytical Decision Models I |
| Spring ’24(2x) | OSC 6611 Analytical Decision Models II |
| Spring ’24 | IS 6489 Statistics and Predictive Analytics |
| Spring ’23(2x) | OSC 6610 Analytical Decision Models I |
| Spring ’23(1x) | OSC 6611 Analytical Decision Models II |
| Spring ’22(2x) | OSC 6610 Analytical Decision Models I |
| Spring ’22(2x) | OSC 6611 Analytical Decision Models II |
| Spring ’22 | IS 6489 Statistics and Predictive Analytics |
| Spring ’21(2x) | OIS 6610 Analytical Decision Models I |
| Spring ’21 | OIS 6611 Analytical Decision Models II |
| Spring ’21 | IS 6489 Statistics and Predictive Analytics |
| Spring ’20 | OIS 6610 Analytical Decision Models I |
| Spring ’20 | OIS 6611 Analytical Decision Models II |
| Spring ’20 | IS 6489 Statistics and Predictive Analytics |

At Hong Kong University of Science and Technology as an *Instructor*

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| Fall ’18 (3x) | ISOM 2700 Operations Management |
| Spring ’18 (2x) | ISOM 2700 Operations Management |

At The University of Texas at Dallas as an *Instructor*

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| Fall ’15 | OPRE 3310 Operations Management |
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SERVICE AND PROFESSIONAL AFFILIATIONS

- Reviewer for *Management Science* journal – Impact Factor: 4.219
- Reviewer for *Operations Research* journal – Impact Factor: 2.604,
- Reviewer for *Manufacturing & Service Operations Management* journal – Impact Factor: 2.667
- Reviewer for *Production and Operations Management* journal – Impact Factor: 1.772
- Reviewer for *Naval Research Logistics* journal – Impact Factor: 0.692
- Judge, 2018 Manufacturing and Service Operations Management Student Paper Competition
- Judge, 2018 POMS-HK Best Student Paper Competition
- Judge, 2023 INFORMS BOM Best Working Paper Competition
- Organizing committee–Academic, 2018 MSOM Conference, Dallas
- Session chair, 2018 INFORMS International Conference, Taipei, Taiwan
- Session chair, 2019 POMS Annual Conference, Washington, D.C.
- Judge, 2018 MSOM Student Paper Competition
- Organizing committee–Academic, 2018 MSOM Conference, Dallas
- Session chair, 2018 INFORMS International Conference, Taipei, Taiwan
- Session chair, 2019 POMS Annual Conference, Washington, D.C.
- Session chair, 2021 INFORMS Annual Meeting, Anaheim , CA.
- Session chair, 2022 INFORMS Annual Meeting, Indianapolis, IN.
- Session chair, 2022 Utah Winter Operations Conference, Snowbird, UT.
- Session chair, 2023 INFORMS Annual Meeting, Phoenix, AZ.
- Member of
 - Institute of operations research and management science (INFORMS)
 - Manufacturing and service operations management society (MSOM)
 - Production and operations management society (POMS)

CONFERENCE PRESENTATIONS

- “Blackwell Sufficiency of Assortments”
 - POMS Annual Conference, Orlando, FL (2023)
- “Social Learning with Polarized Preferences on Content Platforms”
 - INFORMS Annual Meeting, Phoenix, AZ (2023) - scheduled
 - MSOM Conference, Montreal, Canada (2023)
 - Utah Winter Operations Conference, Snowbird, UT (2022)
 - INFORMS Annual Meeting, Indianapolis, IN (2022)
 - POMS Annual Conference, Orlando, FL (2023)
- “Dual Value of Delayed Incentive: An Empirical Investigation of Gift Card Promotion”
 - INFORMS Annual Meeting, Phoenix, AZ (2023) - scheduled
 - INFORMS Annual Meeting, Seattle, WA (2019)
 - INFORMS Annual Meeting, Phoenix, AZ (2018)
 - INFORMS Annual Meeting, Houston, TX (2017)
 - INFORMS Annual Meeting, Nashville, TN (2016)
 - MSOM Conference, Dallas, TX (2018)
 - POMS Annual Conference, Seattle, WA (2017)
 - POMS Annual Conference, Washington, D.C. (2019)
- “A Mechanism Design Approach to Vendor Managed Inventory”
 - INFORMS International Conference, Taipei, Taiwan (2018)
 - INFORMS Annual Meeting, Philadelphia, PA (2015)
 - MSOM Conference, Toronto, Canada (2015)

- POMS Annual Conference, Washington, D. C., (2015)
- *“Learning from Clickstream Data in Online Retail”*
 - INFORMS Annual Meeting, San Francisco, CA (2014)
 - INFORMS Annual Meetings, Nashville, TN (2016)
 - POMS Conference, Orlando, FL (2016)
 - POMS Conference, Seattle, WA (2017)
- *“Poisson Disorder Problem with Continuous Control of Costly Observations”*
 - 8th World Congress in Probability & Statistics, Istanbul, Turkey (2012)

INVITED PRESENTATIONS

- BYU Marriott School of Business, Provo, UT (2024) - scheduled
- Nanyang Business School, Singapore (2018)
- Neiman Marcus, Advanced Analytics and Data Science Group, Dallas, TX (2016)
- Sabre Corporation, Enterprise Data Analytics Group, Southlake, TX (2015)

HONORS AND AWARDS

- First place, INFORMS Service Science Best Cluster Paper Competition (2023)
- Finalist, POMS College of Supply Chain Management Student Paper Competition (2017)
- First place (among 80 interns) in Intern Case Competition at Sabre Holdings (2015)
- Elected to the annual college festival ([*Synapse*](#)) committee, DA-IICT (2006)
- All India Rank 113 in the 5th National Science Olympiad (2003)