SANJIV ERAT

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EMPLOYMENT

2013 Jul - Current   Associate Professor,

Innovation, Technology, and Operations Management

Rady School of Management, UCSD

2013 Jul - 2014 Jun   Visiting Associate Professor,

Operations Management

Indian School of Business

2006 Jul - 2013 Jun   Assistant Professor,

Innovation, Technology, and Operations Management

Rady School of Management, UCSD

EDUCATION

College of Management, Georgia Institute of Technology
PhD in Management, Major: Operations Management

IIT-Madras, INDIA
B. Tech in Computer Science

RESEARCH INTERESTS

- Innovation Contests
- Co-development processes; Strategic drivers for collaborative product development
- Collaboration processes
- Behavioral economics

PUBLISHED & FORTHCOMING RESEARCH PAPERS

[A.9] **Erat, S.**. (2017). "Making the Best Even Better: How Idea Pool Structure can make the Top Ideas Exceptional." *Production and Operations Management*

[A.8] **Erat, S.**. and U. Gneezy 2015. "Incentives for Creativity." *Experimental Economics*

[A.7] **Erat, S**. (2013). "Avoiding Lying: The Case of Delegated Deception." **93**(10). *Journal of Economic Behavior and Organization*, pp. 273-278.

[A.6] **Erat, S**. and S. Kavadias., and C. Gaimon (2013) "The Pitfalls of Subsystem Integration: When Less is More," **59**(3), *Management Science*, pp. 659-676.

[A.5] **Erat, S**, and S. Bhaskaran (2012) "Consumer Mental Accounting: Implications to Selling Base-products and Addons," **31**(5), Forthcoming *Marketing Science*, pp. 801-818.

[A.4] **Erat, S**, and U. Gneezy (2012) "White Lies," **58**(4), *Management Science*, pp. 723-733.

[A.3] **Erat, S**, and V. Krishnan (2012) "Managing Delegated Search over Design Spaces," **58**(3), *Management Science*, pp. 606-623.

[A.2] **Erat, S.**, and S. Kavadias (2008) "Sequential Testing of Product Designs: Implications for Learning," **54**(5), *Management Science*, pp. 956-968.

[A.1] **Erat, S.**, and S. Kavadias (2006) "Introduction of New Technologies to Competing Industrial Customers," **52**(11), *Management Science*, pp. 1675-1688.

PAPERS UNDER REVIEW & REVISION

[B.4] Nittala, L., **S. Erat** and V. Krishnan. 2021. "Designing Internal Innovation Contests"

[B.3] Nittala, L., **S. Erat**. 2021. "Learning and Doing in Knowledge-driven Innovation Contests"

[B.2] Bhaskaran, S., **S. Erat**., R. Mukherjee. 2021. "Getting your money's worth: Managing Congestion through Admission Control vs. Consumption Control"

[B.1] **Erat, S**., C. Lichtendahl., and K. Stouras. 2021. "An Equilibrium Analysis of Competing Contests"

WORKING PAPERS

[C.2] **Erat, S**, and C. McKenzie (2020) "Attribution of Individual Responsibility following Group-level Feedback."

[C.1] **Erat, S.** and C. R. McKenzie. 2020. "Creativity and the Role of Feedback"

WORK IN PROGRESS

[D.3] **Erat, S**., X. Liu. 2021. "Contests on Platforms: An Empirical and Theoretical Analysis"

[D.2] Bhaskaran, S., **S. Erat.** (2020). "Noisy Pandora's Box"

[D.1] **Erat, S** (2019) "Developing & Selling Products for the Poor: The Role of Financing"

INVITED PRESENTATIONS
- University of Virginia
- Singpore Management University
- University of Michigan.
- Southern Methodist University
- Indian School of Business, India
- Indian Institute of Technology, India
- Boston University
- Santa Clara University
- Cognitive Lunch, Department of Psychology, University of California, San Diego, CA
- George Mason University.
- University of Southern California.
- University of Maryland.
- Product-Service Innovation Conference, University of Utah.
- Sloan School of Managemement, MIT.
- University of North Carolina, Chapel Hill.
- Georgetown University.
- Ohio State University.

- University of Illinois at Urbana-Champaign.

- Rady School of Management, University of California, San Diego.

CONFERENCE PRESENTATIONS
- INFORMS 2014, San Francisco, "Incentives for Creativity"

- INFORMS 2013, Minneapolis, "Risk Behavior in Contests"

- POMS 2012, Chicago, "Contests with Evaluation Uncertainty"

- INFORMS 2011, Charlotte, "Contests with Evaluation Uncertainty"

- INFORMS 2011, Charlotte, "Managing Delegated Search over Design Spaces"

- POMS 2011, Reno, "Sorting in the Market for Collaborations: The Role of Sharing Rules"

- INFORMS 2010, Austin, "Mental Balancing of Tradeoffs"

- INFORMS 2009, San Diego, "Mental Balancing of Tradeoffs"

- INFORMS 2008, Washington D. C., "Deception in Delegated Work: The Case of Bill-padding"

- INFORMS 2008, Washington D. C., "Attribution of Responsibility in Group Tasks"

- POMS 2007, Dallas, "Group Decisions: The Case of Project Approval Committees," invited session

- INFORMS 2006, Pittsburgh, "Managing Co-development Processes," invited session

- INFORMS 2005, San Francisco, "Licensing of Component Technologies," invited session

- DSI 2005, San Francisco, "Decision-Making Under Ambiguity"

- POMS 2005, Chicago, "Dynamic Testing of Product Designs," invited session (presented by S. Kavadias)

- INFORMS 2004, Denver, "Technology Introduction to Competing Industrial Customers," invited deep-dive session

- INFORMS 2004, Denver, "Dynamic Testing of Product Designs," invited session

- INFORMS 2003, Atlanta, "Technology Introduction to Competing Industrial Customers," invited session.

- MSOM 2003, Eindhoven, "Dynamic Testing of Product Designs"

- POMS 2002, Savannah, "Technology Introduction to Competing Industrial Customers," invited session.

STUDENT ADVISING & OTHER SERVICE

a. **Student Advising & Mentoring**

  ▷ Faculty advisor for multiple undergraduate research papers at UCSD(AIP 197).

  ▷ Kanetaka Maki, member of dissertation committee (Rady)

  ▷ Lakshmi Nittala, member of dissertation committee (Rady)

  ▷ Naveen Basavanhally, member of dissertation committee (Economics)

  ▷ Ping-Chieh Huang, advisor for first year paper (Rady)

  ▷ Jinhyeon Han, member of dissertation committee (Economics)

b. **Rady School of Management, UCSD**

  ▷ Rady ITOM Seminar Coordinator, Spring & Fall 2012

  ▷ Reviewer of PhD applications; Review applications and interview faculty candidates.

  ▷ ITOM representative to Rady PhD Committee (2018-)

  ▷ ITOM representative to Rady Undergrad Curriculum Committee (2018-)

  ▷ Member of SC-SPOC at UCSD (2019-)

c. **Editorial**

  ▷ Senior Editor POM: 2011-present (New Product Development, R&D and Project Management)

  ▷ Member of editorial board (Associate Editor) for MISQ special issue on IT and Innovation

  ▷ Ad-hoc reviewer for *Management Science, Operations Research, Production and Operations Management (POM), MSOM, IEEE Transactions of Engg. Management, California Management Review (CMR), American Economic Review, Decision Support Systems, Experimental Economics, Journal of Economic Behavior & Organization*

d. **Professional Societies**

  ▷ Track co-chair at INFORMS 2009, chaired multiple sessions at INFORMS, and at Production & Operations Mgmt annual meetings

  ▷ Member of 2011 POM Fellow award committee (PITM).

TEACHING

- Rady School of Management, University of California at San Diego

  "Formal Models in Management" (*a.k.a Modelling for Fun and Profit*), PhD course. 2015, 2020

  Graduate "Operations Management" (MGT 413) Winter 2007 FlexMBA, and Regular MBA

  Graduate "Project Management" (MGT 270) Fall 2008, Spring 2010, 2011, 2012, 2014, 2015 FlexMBA, and Full time MBA

  Graduate "Project Management for Business Analytics"

  Graduate "Supply Chain Management" (MGT 270), Weekend MBA 2018-2020

  Undergraduate "Project Management" (MGT 172) Fall 2008-2012

- Indian School of Business

  Product and Service Design, 2012, 2013.

  Supply Chain Management Term 4 (October) 2013

  Behavioral Operations 2013 (Joint Course for ISB and UT-Austin PhD Students)

- College of Management, Georgia Institute of Technology

  Undergraduate Operations Management (MGT 3501) Fall 2002, Fall 2004, Fall 2006

TEACHING MATERIALS - PEDAGOGICAL CASES

- "Delta-3M: Co-developing the Flame-resistant Paper," Georgia Institute of Technology case study developed jointly with S. Kavadias

REFERENCES

Available upon request.

PROFESSIONAL MEMBERSHIPS

- INFORMS, POMS, AEA