

# SANJIV ERAT

## Contact Address

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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.1] Sohoni, M. and **S. Erat.**(2016). “Can Time Buffers Lead to Delays? The Role of Reactive Capacity”

## **WORKING PAPERS**

- [C.4] **Erat, S** (2015) “Developing & Selling Products for the Poor: The Role of Financing”
- [C.3] **Erat, S**, and C. McKenzie (2015) “Attribution of Individual Responsibility following Group-level Feedback.”
- [C.2] Chao, R., and S. **Erat**. (2012). “Competition and Effort in Contests with Evaluation Uncertainty.”
- [C.1] **Erat, S**. (2013). “Sorting in the Market for Collaboration: The Role of Sharing Rules.”

## **WORK IN PROGRESS**

- **Erat, S**. and C. R. McKenzie. 2016. “Creativity and the Role of Feedback”
- **Erat, S.** and Lichtendahl Jr., K. C. 2015. “A Theory of Effort Provisioning in Contests”

## **INVITED PRESENTATIONS**

- University of Virginia
- Singapore 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 Management, 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**

- ▷ Kanetaka Maki, member of dissertation committee
- ▷ Lakshmi Nittala, member of dissertation committee
- ▷ Faculty advisor for multiple undergraduate research papers at UCSD(AIP 197).

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

- ▷ Rady ITOM Seminar Coordinator, Spring & Fall 2012
- ▷ Reviewer of PhD applications; Review applications and interview faculty candidates.

**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 EXPERIENCE**

- 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
  - 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
  - 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