

# Vishal V. Agrawal

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## ACADEMIC APPOINTMENT

McDonough School of Business, Georgetown University  
Associate Professor of Operations and Information Management (with tenure), 2016-present  
Beit Family Fellow, 2016  
Dean's Fellow, 2017-2018  
Assistant Professor of Operations and Information Management, 2010-2016

## EDUCATION

Ph.D. in Operations Management, Georgia Institute of Technology, 2010  
M.Sc. in Industrial and Systems Engineering, Georgia Institute of Technology, 2006  
B. Eng. in Mechanical Engineering, University of Mumbai, 2005

## RESEARCH INTERESTS

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

## REFEREED PUBLICATIONS

1. Agrawal, V. and M. Ferguson, 2007, "Bid-Response Models for Customized Pricing," *Journal of Revenue and Pricing Management*, 6(3), 212-228.
2. Agrawal, V., M. Ferguson, L.B. Toktay and V. Thomas, 2012, "Is Leasing Greener than Selling?" *Management Science*, 58(3), 523-533.  
– Winner of 2015 *Management Science* Best Paper in Operations Management Award (for papers published in 2012-2014).
3. Agrawal, V. and S. Ülkü, 2013, "The Role of Modular Upgradability as a Green Design Strategy," *Manufacturing and Service Operations Management*, 15(4), 640-648.
4. Agrawal, V., A. Atasu, and K. van Ittersum, 2015, "Remanufacturing, Third-Party Competition and Consumers' Perceived Value of New Products," *Management Science*, 61(1), 60-72.  
– Honorable Mention, 2014 INFORMS Behavioral Operations Management Best Working Paper Award
5. Agrawal, V., S. Kavadias, and L.B. Toktay, 2016, "The Limits of Planned Obsolescence for Conspicuous Durable Products," *Manufacturing and Service Operations Management*, 18(2), 216-226.
6. Agrawal, V., M. Ferguson, and G. Souza, 2016, "Trade-in Rebates for Price Discrimination and Product Recovery," *IEEE Transactions on Engineering Management*, 63(3), 326-339.

7. Agrawal, V., A. Atasu, and S. Ülkü, 2016, “Modular Upgradability in Consumer Electronics: Economic and Environmental Implications,” *Journal of Industrial Ecology*, 20(5), 1018-1024.
8. Agrawal, V. and I. Bellos, 2017, “The Potential of Servicizing as a Green Business Model,” *Management Science*, 63(5), 1545-1562.  
– Second place, 2014 INFORMS ENRE Young Researcher Award
9. Agrawal, V., A. Atasu, and L.N. Wassenhove, “New Opportunities for Operations Management Research in Sustainability,” forthcoming in *Manufacturing and Service Operations Management*.
10. Alev, I., V. Agrawal, and A. Atasu, “Extended Producer Responsibility for Durable Products,” forthcoming in *Manufacturing and Service Operations Management*.
11. Agrawal, V. and D. Lee, “The Effect of Sourcing Policies on a Supplier’s Sustainable Practices,” forthcoming in *Production and Operations Management*.
12. Agrawal, V. and N. Oraopoulos, “The Role of Decision Rights in Co-Development Initiatives,” forthcoming in *Manufacturing and Service Operations Management*.

#### PAPERS UNDER REVIEW AND WORKING PAPERS

13. Agrawal, V., A. Atasu, and S. Ülkü, “Leasing, Modularity and the Circular Economy,” invited for second-round review at *Management Science*.
14. Gao, F., S. Cui, and V. Agrawal, “The Effect of Multi-Channel and Omni-Channel Retailing on Physical Stores,” under revision for resubmission to *Management Science*.
15. Agrawal, V., L.B. Toktay, and S. Yücel, “Non-Ownership Business Models for Solar Energy,” working paper in preparation.
16. Agrawal, V. and S. Yücel, “Electricity Demand-Response Programs: What is the Right Baseline?,” working paper in preparation.

#### BOOK CHAPTERS

13. Agrawal, V., D. Lee, 2016, “Responsible Sourcing,” *Environmentally Responsible Supply Chains: Opportunities and Challenges*, Atasu, A. (Ed.), Springer Publishing, 71-87.
14. Agrawal, V., I. Bellos, 2016, “Servicizing in Supply Chains and Environmental Implications,” *Environmentally Responsible Supply Chains: Opportunities and Challenges*, Atasu, A. (Ed.), Springer Publishing, 109-127.
15. Agrawal, V., and L.B. Toktay, 2010, “Interdisciplinarity in Closed-Loop Supply Chain Management Research,” *Closed Loop Supply Chains: New Developments to Improve the Sustainability of Business Practices*, Ferguson, M. and G. Souza (Eds.), Taylor and Francis Publishing, 197-214.

#### OTHER ARTICLES/IN THE MEDIA

16. Atasu, A., V. Agrawal, M. Rinaldi, R. Herb, S. Ülkü. 2018. [Rethinking Sustainability in the Light of the EU’s New Circular Economy Policy](#),” *Harvard Business Review*, (7/3/2018).

17. Agrawal, A., A. Atasu, L. N. Van Wassenhove. “4 Obstacles on the Way to a Circular Economy”, Appeared as: [ARCS Blog](#) (7/12/2016), [Huffington Post](#) Article, (7/15/2016), and [MSOM Blog](#), (7/19/2016).

## TEACHING EXPERIENCE

McDonough School of Business, Georgetown University

OPIM 230 (formerly 294) Operations Management, Undergraduate core course  
Spring 2011 (4.5/5.0), Spring 2012 (4.8/5.0), Fall 2012 (4.5/5.0), Fall 2013 (4.7/5.0), Fall 2014 (4.5/5.0), Spring 2016 (4.5/5.0), Spring 2017 (4.7/5.0), Spring 2018 (4.6/5.0) (ratings are from “overall evaluation of the instructor”)

OPIM 571 Environmentally Sustainable Operations and Business Models, MBA elective  
Spring 2016 (4.7/5.0), Spring 2017 (4.9/5.0), Spring 2018 (4.7/5.0)

OPIM 271 Environmentally Sustainable Operations and Business Strategies, Undergraduate elective  
Spring 2017 (4.9/5.0), Spring 2018 (4.9/5.0)

Scheller College of Business, Georgia Institute of Technology

MGT 3501 Operations Management, Undergraduate core course  
Fall 2008 (4.6/5.0)

## AWARDS AND HONORS

- Runner up, Wickham Skinner Early-Career Research Accomplishments Award, Production and Operations Management Society, 2017
- Paul Kleindorfer Award in Sustainability, Production and Operations Management Society, 2016
- *Management Science* Best Paper in Operations Management Award for “Is Leasing Greener than Selling?” 2015
- Honorable Mention, Best Working Paper Award, INFORMS Behavioral Operations Management Section for “Remanufacturing, Third-Party Competition and Consumers’ Perceived Value of New Products,” 2014
- Runner-up (second place), Young Researcher Award, INFORMS Section for Energy, Natural Resources, and the Environment for “The Potential of Servicizing as a Green Business Model,” 2014
- *Management Science* Distinguished Service Award, 2015, 2017
- *Management Science* Meritorious Service Award, 2012, 2013, 2016, 2018
- *Manufacturing and Service Operations Management* Meritorious Service Award, 2013, 2016
- Aspen Institute Dissertation Proposal Award, 2010
- NSF Travel Award for CMMI Research and Innovation Conference, 2009

## INVITED SEMINAR AND WORKSHOP PRESENTATIONS

1. Panel on Servicizing, Closed-Loop Supply Chains Workshop, Kelley School of Business, Indiana University, October 2017
2. David Eccles School of Business, University of Utah, October 2017
3. School of Business Administration, University of San Diego, September 2017

4. Aircraft Noise and Emissions Reduction Symposium, April 2017
5. Haas School of Business, University of California at Berkeley, October 2016
6. College of Business, University of Illinois at Urbana-Champaign, October 2016
7. Foster School of Business, University of Washington, January 2016
8. Fuqua School of Business, Duke University, October 2015
9. The Paul Merage College of Business, University of California at Irvine, June 2015
10. Judge School of Business, Cambridge University, March 2015
11. London Business School, March 2015
12. Environmentally Responsible Supply Chains Workshop, Georgia Institute of Technology, February 2015
13. George Mason School of Business, February 2015
14. George Washington University School of Business, February 2015
15. Darden School of Business, University of Virginia, January 2015
16. Carroll School of Management, Boston College, March 2014
17. Integrating Product Service Systems in Sustainable Public Procurement Meeting (organized by U.N. Environment Program and U.S. Environmental Protection Agency), October 2013
18. Sustainable Business Roundtable 2013, ESMT, Berlin, April 2013
19. ESMT European School of Management and Technology, Berlin, April 2013
20. Wharton Service Supply Chain Thought Leaders Forum, San Francisco, March 2011
21. McDonough School of Business, Georgetown University, February 2010
22. Haas School of Business, University of California at Berkeley, February 2010
23. Harvard Business School, Harvard University, February 2010
24. Carlson School of Management, University of Minnesota, January 2010
25. London Business School, January 2010
26. The Paul Merage College of Business, University of California at Irvine, January 2010
27. Smeal College of Business, The Pennsylvania State University, January 2010
28. Broad College of Business, Michigan State University, December 2009
29. Lundquist College of Business, University of Oregon, December 2009

## PROFESSIONAL ACTIVITIES AND SERVICE

### Editorial and Reviewer Service

- Associate Editor, *Manufacturing and Service Operations Management*, January 2018-present
- Senior Editor, *Production and Operations Management*, August 2017-present
- Referee for *Management Science*, *Manufacturing and Service Operations Management*, *Production and Operations Management*, *Marketing Science*, *California Management Review*, *Journal of Operations Management*, *IIE Transactions*, *Naval Research Logistics*, *Interfaces*, *European Journal of Operational Research*, *Journal of Industrial Ecology* and *ASME Journal of Mechanical Design*
- Referee for MSOM Sustainable Operations SIG Conference (2013-2016, 2018), MSOM Annual Conferences (2010, 2011), ARCS Annual Conference (2015-2017), Elwood S. Buffa Doctoral Dissertation Award (2018)
- Panelist, SSHRC Partnership Grant Expert Panel, 2016.

## Service in Professional Organizations

- Chair, MSOM Sustainable Operations Special Interest Group (SIG), 2016-2018
- Chair, 2015 POMS College of Sustainable Operations Student Paper Competition
- VP Outreach & Awards, POMS College of Sustainable Operations, 2014-2016
- Member, POMS Paul Kleindorfer Award in Sustainability Committee, 2017, 2019
- Judge, MSOM Student Paper Competition, 2013, 2014, 2015, 2016, 2017, 2018
- Judge, POMS College of Sustainable Operations Student Paper Competition, 2016, 2017, 2018
- Member, MSOM SIG Conference Working Group, 2017

## Conference Organizing

- Co-organizer, 2017 Early-career Sustainable Operations Workshop
- Program committee member, 2018 Early-career Sustainable Operations Workshop
- Co-chair, 2017 MSOM Sustainable Operations SIG Conference
- Conference Track Co-Chair: POMS 2014 Sustainable Operations Track, POMS 2013 Supply Chain Contracting Track
- Conference Session Chair: INFORMS 2017 (Responsible Supply Chains and Sustainable Products), POMS 2017 (Recycling and Pollution Reduction Strategies), INFORMS 2016 (Sustainable Supply Chains, Topics in Sustainable Operations), POMS 2016 (Sustainable Supply Chains and Organizations), INFORMS 2015 (Green Business Models), POMS 2015 (Novel Sustainable Business Models, Sustainable Supply Chains), INFORMS 2013 (Sustainable Operations, Environmentally Sustainable Product Design), POMS 2013 (Strategies to Improve Environmental Performance), INFORMS 2012 (Green Business Models and Initiatives), INFORMS 2011 (Green Innovation and Product Development), INFORMS 2008 (After-Market Supply Chain), POMS 2008 (Servicizing/Market Issues)

## Student Advising

- Ximin (Natalie) Huang, (committee member), Scheller College of Business, Georgia Institute of Technology, Thesis: *Primary and Secondary Market Strategies for Regulatory Compliance and Profit*, 2016
- Isil Alev, (committee member, co-author of job market paper), School of Industrial and Systems Engineering, Georgia Institute of Technology, Thesis: *Operational Perspectives on Extended Producer Responsibility for Durable and Consumable Goods*, 2015
- Ioannis Bellos, (committee member), Scheller College of Business, Georgia Institute of Technology, Thesis: *Designing Service Operations: Value (Economic and Environmental) Implications*, 2012

## School/University Committees and Activities

- Member, Global Social Enterprise Initiative Advisory Committee, McDonough School of Business, Georgetown University, 2012-2019
- Member, Georgetown Environment Initiative (GEI) Steering Committee, 2018-2019
- Member, Environmental Studies (ENST) Advisory Board Steering Committee, 2018-present
- Organizer, OPIM Seminar Series, McDonough School of Business, Georgetown University, 2012-2013, 2014-2015 (co-organizer)
- Member, Undergraduate Curriculum and Standards Committee, McDonough School of Business, Georgetown University, 2016-2017

- Member, Fourth-year review committee, 2017-2018
- Member, OPIM Recruiting Committee, McDonough School of Business, Georgetown University, 2013-2014
- Faculty Advisor, Undergraduate Research Program (Advisee: Clara Cecil, Patterns in Global Food Waste), Summer 2017

#### INVITED OR REFEREED CONFERENCE PRESENTATIONS

MSOM Conference, Chapel Hill, NC, June 2017

- The Effect of Sourcing Policies on a Supplier's Sustainable Practices

INFORMS International Conference, Hawaii, June 2016

- The Effect of Sourcing Policies on a Supplier's Sustainable Practices

POMS Conference, Orlando, FL, May 2016

- The Effect of Sourcing Policies on a Supplier's Sustainable Practices

INFORMS Conference, Philadelphia, PA, November 2015

- Extended Producer Responsibility and Secondary Markets

POMS Conference, Washington, DC, May 2015

- The Effect of Sourcing Policies on a Supplier's Sustainable Practices
- The Role of Decision Rights in Collaborative Development Initiatives
- The Potential of Servicizing as a Green Business Model

INFORMS Conference, San Francisco, CA, November 2014

- The Potential of Servicizing as a Green Business Model
- Leasing vs. Selling and Product Modularity
- Remanufacturing, Third-Party Competition, and Consumers' Perceived Value of New Products

MSOM Sustainable Operations SIG Conference, Seattle, WA, June 2014

- The Potential of Servicizing as a Green Business Model

POMS Conference, Atlanta, GA, May 2014

- Process-based Contractual Mechanisms for Collaborative Development Initiatives
- Converting a Supply Chain to Sustainable Practices

INFORMS Conference, Minneapolis, MN, October 2013

- The Potential of Servicizing as a Green Business Model

MSOM Conference, Fontainebleau, France, July 2013

- The Potential of Servicizing as a Green Business Model

POMS Conference, Denver, CO, May 2013

- The Potential of Servicizing as a Green Business Model

INFORMS Conference, Phoenix AZ, October 2012

- The Potential of Servicizing as a Green Business Model

MSOM Sustainable Operations SIG Conference, New York, NY, June 2012

- Remanufacturing, Third-Party Competition, and Consumers Perceived Value of New Products

POMS Conference, Chicago IL, April 2012

- Green Servicizing and Product Design

INFORMS Conference, Charlotte, NC, November 2011

- Contract Design for Collaborative Product Development
- The Effect of Remanufacturing on the Perceived Value of New Products
- New Product Introduction Strategies for Conspicuous Durable Goods

POMS Conference, Reno, NV, May 2011

- The Effect of Remanufacturing on the Perceived Value of New Products

Annual Product and Service Innovation Conference, Utah, February 2011

- Design and Introduction of Conspicuous Durable Products

INFORMS Conference, Texas, Austin, November 2010

- The Effect of Remanufacturing on the Perceived Value of New Products
- Design and Introduction of Conspicuous Durable Products

POMS Conference, Vancouver, CA, May 2010

- The Effect of Remanufacturing on the Perceived Value of New Products
- Design and Introduction of Conspicuous Durable Products

INFORMS Conference, San Diego, CA, October 2009

- The Effect of Consumer Perceptions on Competitive Remanufacturing Strategies
- Is Leasing Greener than Selling?
- Design and Introduction of Conspicuous Durable Products

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

- Is Leasing Green? Environmental Impact of Product Recovery, Remarketing and Disposal
- Designing Products for Physical Obsolescence: The Effect of Snobs

POMS Conference, Orlando, FL, May 2009

- Is Leasing Green? Environmental Impact of Product Recovery, Remarketing and Disposal
- Designing Products for Physical Obsolescence: The Effect of Snobs

INFORMS Conference, Washington D. C., October 2008

- Leasing & Selling: 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

## MEMBERSHIPS

Institute for Operations Research and Management Science (INFORMS)

Manufacturing and Service Operations Management Society (MSOM)

Production and Operations Management Society (POMS)

Alliance for Research on Corporate Sustainability (ARCS)