

GANESH CHEMBAI BALASUBRAMANIAN

Assistant Professor, Operations & Decision Sciences
Dubai Business School, University of Dubai, Dubai, United Arab Emirates

RESEARCH INTERESTS

Game-theoretic models of inventory, pricing and distribution in supply chains; logistics; international trade.

ACADEMIC APPOINTMENTS

Assistant Professor Dubai Business School, University of Dubai, UAE	Sep 2025 – Present
Assistant Professor T A Pai Management Institute (TAPMI), Manipal Academy of Higher Education, India	Jul 2022 – Aug 2025
Visiting Research Fellow (2022); Visiting Ph.D. Student (2019, 2021) Luxembourg Centre for Logistics & Supply Chain Management (LCL), University of Luxembourg <i>Host: Prof. Benny Martin, Director, LCL</i>	2019 – 2022

EDUCATION

Ph.D. in Management (Operations & Decision Sciences) Indian Institute of Management Ahmedabad (IIM A), India <i>Dissertation:</i> Essays on strategic interactions in vertical supply chains: On the role of inventory and technology. Graduated: April 2023.	2017 – 2023
M.B.A. (Operations & Marketing) Indian Institute of Technology Madras (IIT M), India CGPA: 8.17/10	2011 – 2013
B.Tech. in Mechanical Engineering NSS College of Engineering, University of Calicut, India 80.9%; University 3rd Rank Holder	2005 – 2009

PUBLICATIONS

Refereed Journal Articles

- Balasubramanian, G.,** Martin, B., & Jayaswal, S. (2026). Cost learning and strategic inventory: Who should carry inventory in vertical supply chains? *Manufacturing & Service Operations Management*, [FT50; ABDC A*]
- Maruthasalam, A. P. P., & **Balasubramanian, G.** (2025). When to fly solo? Manufacturer's direct-to-consumer channel strategy in the face of store brand competition. *Electronic Commerce Research*. [ABDC A; ABS 2]
- Balasubramanian, G.,** & Maruthasalam, A. P. P. (2024). Impact of store brand competition on retailer's strategic inventory in decentralized supply chains. *Naval Research Logistics*, 71(2), 161–173. [ABDC B; ABS 3]
- Maruthasalam, A. P. P., & **Balasubramanian, G.** (2023). Supplier encroachment in the presence of asymmetric retail competition. *International Journal of Production Economics*, 264, 108961. [ABDC A; ABS 3]
- Balasubramanian, G.,** & Maruthasalam, A. P. P. (2021). Substitution effect of retailer store brand and manufacturer encroachment. *International Journal of Production Economics*, 108208. [ABDC A; ABS 3]

Book Chapter

Ramachandran, S., & **Balasubramanian, G.** (2022). Toward a resilient supply chain. In *Supply Chain Risk Mitigation: Strategies, Methods and Applications* (pp. 191–204). Springer International Publishing, Cham.

PAPERS UNDER REVIEW

“Behavioural Lock-In under Algorithmic Customs: How Artificial Intelligence Driven Risk Scoring Distorts Firm Supply Chain Decisions and Impacts Operational Flexibility.” Under review at *European Journal of Operational Research*. [ABDC A*; ABS 4]

WORKING PAPERS

“3D Printing for Mass Customization: Direct Selling or Reselling?”

Target journal: Management Science (FT50; UTD 24)

Presented at: DEM Lunch Seminar, University of Luxembourg, November 2023

Recognition: POMS Emerging Economies Doctoral Student Award, Asia Pacific Region, 2022

“Collaborative New Product Development: The Implications of Contract Choice on Cost-Sharing in Vertical Channels.”

Target journal: Manufacturing & Service Operations Management (FT50; UTD 24)

Presented at: M&SOM Conference, London Business School, UK, June 2025; North East Decision Sciences Institute (NEDSI) Conference, 2025; POMS Annual Conference, 2023; DSI Annual Conference, 2023

Recognition: Bryant University Best Paper Award in Supply Chain Management and Logistics, NEDSI, USA, 2025

CONFERENCES AND SEMINARS

Conference Participation

- Jun 2025 **Manufacturing & Service Operations Management (M&SOM) Conference**, London Business School, London, UK
- 2025 **North East Decision Sciences Institute (NEDSI) Conference**, Pennsylvania, USA (*Bryant University Best Paper Award*)
- Dec 2024 **POMS India International Conference**, IIM Ranchi, India
- Dec 2023 **8th Biennial Supply Chain Management Conference**, IIM Bangalore, India
- 2023 **13th POMS-HK International Conference**, The Hong Kong Polytechnic University, Hong Kong (hybrid)
- 2023 **POMS Annual Conference**, USA
- 2023 **Decision Sciences Institute (DSI) Annual Conference**, USA
- Apr 2022 **32nd POMS Annual Conference**, USA (virtual) (*Emerging Economies Doctoral Student Award*)
- Feb 2022 **22nd International Working Seminar on Production Economics**, Innsbruck, Austria (virtual)
- Dec 2021 **POMS India International Conference**, SPJIMR, Mumbai, India (virtual) (*Best Paper Award, Doctoral Colloquium*)
- Dec 2021 **7th Biennial Supply Chain Management Conference**, IIM Bangalore, India (virtual)
- Dec 2021 **ISDSI Global Conference**, IIM Nagpur, India (virtual) (*Best Paper Award, 1st place*)
- Apr 2021 **31st POMS Annual Conference**, USA (virtual)
- Dec 2019 **ORSI Annual Conference**, IIM Ahmedabad, India
- July 2019 **Air Transport Research Society (ATRS) World Conference**, Vrije Universiteit Amsterdam, Netherlands

Research Seminars

- Jun 2026 **Research Seminar**, Dubai Business School, University of Dubai, UAE
- Nov 2023 **DEM Lunch Seminar**, Department of Economics and Management, University of Luxembourg
- Feb 2022 **P&QM Research Seminar Series**, IIM Ahmedabad, India
- Jan 2021 **LCL Research Talk Series**, University of Luxembourg

HONORS AND AWARDS

- 2025 **Best Faculty Award 2024–25** for exceptional teaching performance, selected by the graduating batch of 2025, TAPMI, Manipal, India
- 2025 **Bryant University Best Paper Award** in Supply Chain Management and Logistics, NEDSI 2025, Pennsylvania, USA
- 2022 **Emerging Economies Doctoral Student Award (EEDSA)**, Asia Pacific Region, Production and Operations Management Society (POMS), USA
- 2021 **Best Paper Award**, Doctoral Colloquium, POMS India International Conference, SPJIMR, Mumbai, India
- 2021 **Best Paper Award (1st place)**, ISDSI Global Conference, Indian Institute of Management Nagpur, India

TEACHING AND SUPERVISION

Dubai Business School, University of Dubai

2025 – Present

- Logistics, supply chain management, game theory and related courses for BBA and MBA students
- Guiding students on industry projects, independent studies and academic planning

T A Pai Management Institute, Manipal Academy of Higher Education, India

2022 – 2025

- Game theory, Research Methods, Business Statistics, to MBA and PhD students
- Guiding students on industry projects and independent studies

EXECUTIVE EDUCATION

Delivered **Operational Leadership Workshop** to Dubai Electricity & Water Authority (DEWA)

Jul 2026

PROFESSIONAL SERVICE

Conference Service

Track Chair, Net-Zero and Corporate Climate Action sub-track, FORE International Management Conference (FIMC), FORE School of Management, New Delhi, India, November 2026 (co-chaired with Nandan Kumar Singh)

Ad Hoc Reviewer

Manufacturing & Service Operations Management [FT50]; *Transportation Research Part E* [ABDC A*]; *International Journal of Production Economics* [ABDC A; ABS 3]; *Journal of Retailing and Consumer Services* [ABDC A; ABS 2]; *Electronic Commerce Research* [ABDC A; ABS 2]; *Review of Industrial Organization* [ABDC A; ABS 2]; *RAIRO – Operations Research*.

Institutional Service

Dubai Business School, University of Dubai

2025 – Present

- Member, Strategic Management Committee; Curriculum Committee; International Partnerships Committee
- Event Coordinator, Hackathon 2026, conducted in partnership with Dubai Customs
- Coordinator, CILT accreditation of the BBA Logistics and Operations Management program

T A Pai Management Institute (TAPMI), Manipal

2022 – 2025

- Member, Research Committee

PROFESSIONAL MEMBERSHIPS

Production and Operations Management Society (POMS), USA

Institute for Operations Research and the Management Sciences (INFORMS), USA

PROFESSIONAL DEVELOPMENT

2021 **Game Theory in Supply Chains**, DSEF Ph.D. Course, University of Luxembourg. Instructor: Prof. Benny Mantin. Grade: 91%

2021 **Global Online Certification in Supply Chain Digitization and Management** (January 2021). Instructors: Prof. David Simchi-Levi (MIT, USA) and Prof. Manoj K. Tiwari (NITIE, Mumbai)

LinkedIn Learning: Digital Transformations in Supply Chains; Learning Supply Chain Cybersecurity; Introduction to Quantum Computing; Machine Learning and AI Foundations: Prediction, Causation, and Statistical Inference; Mathematica 11: Machine Learning

INDUSTRY EXPERIENCE

Sales Specialist, Amazon India

Nov 2015 – Sep 2016

Senior Business Analyst, Cognizant Technology Solutions

May 2014 – Oct 2015

Account Manager, Wipro Infotech

Jun 2013 – May 2014