

Kushal Saha

Indian Institute of Management Amritsar,
Inside Government Polytechnic Campus,
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ACADEMIC BACKGROUND

PhD	2020	Management Information Systems Area, Indian Institute of Management Calcutta <ul style="list-style-type: none">▪ Doctoral Thesis Titled “<i>Essays on Omnichannel Retailing</i>”
PGDM	2007	Indian Institute of Management Bangalore
BE	2005	Instrumentation & Electronics Engineering, Jadavpur University

WORK EXPERIENCE

Aug '2020 – Present	Assistant Professor, IT and Computational Systems, Indian Institute of Management Amritsar
May '2007 – Jan '2011	Associate Consultant, Cognizant Business Consulting – Insurance

RESEARCH INTERESTS

- Multichannel and Omnichannel Retailing
- Technology-Induced Disruptions
- Machine Learning Applications
- Sharing Economy

TEACHING INTERESTS

- Spreadsheet Modelling
- Business Analytics
- Machine Learning
- Blockchain and its Applications
- Visual Analytics

PEER-REVIEWED PUBLICATIONS

Saha, K., & Bhattacharya, S. (2021). ‘Buy Online and Pick Up In-Store’: Implications for the Store Inventory. *European Journal of Operational Research*. 294(3), 906-921. <https://doi.org/10.1016/j.ejor.2020.10.006>

Mandal, P., Basu, P., & Saha, K. (2021). Forays into Omnichannel: An Online Retailer’s Strategies for Managing Product Returns. *European Journal of Operational Research*. 292(2), 633-651. <https://doi.org/10.1016/j.ejor.2020.10.042>

Saha, K., & Bhattacharya, S. (2020). Look Before You Leap: Economics of Being an Omnichannel Retailer. *Operations and Supply Chain Management: An International Journal*, 13(3), 256-268. <http://doi.org/10.31387/oscm0420267>

MANUSCRIPTS UNDER PREPARATION

Saha, K., & Bhattacharya, S. Designing a Capability Framework for Implementation and Management of Omnichannel Initiatives.

Basak, S., & Saha, K. Designing Procurement and Pricing Policies for Perishable Goods: Implications for a Retailer Offering Multiple Quality-Buckets.

Saha, K., Parthiban, R., & Ghosh, A. Enacting a Socio-Technical Transformation to Address the Vulnerabilities of Adolescent Girls: Theorizing from GPower, a CINI-Accenture Initiative.

RESEARCH IN PROGRESS

Saha, K., Mandal, P., & Chatterjee, S. Optimal Refund Policies in Presence of Dual Channel Customer Returns.

Saha, K., & Bhattacharya, S. Modelling Channel Choice in a Multichannel Scenario: A Value-Based Approach.

Saha, K., & Mishra, S. Integration of Crowd-Sourced Deliveries – Opportunities for ‘Greening’ the Retail Logistics.

BOOK CHAPTERS

Basak, S., Shekhar, S., & Saha, K. (2019). Sustainable Supply Chain Development: An Energy Management Approach. In M. Kumar, G. Putnik, K. Jayakrishna, V. Pillai, & L. Varela (Eds.), *Emerging Applications in Supply Chains for Sustainable Business Development* (pp. 81–102). <https://doi.org/10.4018/978-1-5225-5424-0.ch005>.

Basak, S., Saha, K., & Shekhar, S. (2018). Energy Management and Auditing in Indian MSMEs: A Business Ecosystem Perspective. In L. Carvalho & E. Truant (Eds.), *Maintaining Sustainable Accounting Systems in Small Business* (pp. 152–178). <https://doi.org/10.4018/978-1-5225-5267-3.ch008>.

PUBLISHED CASES

Basak, S., Shekhar, S., & Saha, K. (2017). Energy Management in MSMEs: Operational Challenges & Opportunities. In V. Sahay & P. R. S. Sharma (Eds.), *ET Cases: Select Cases in Management*. Mumbai: Times of India.

Bagchi, S., Bhadra, S., Saha, K., & Ghosh, A. (2017). Commonality in Diversity: Findings from Multiple Indian Start-Ups. In V. Sahay & P. R. S. Sharma (Eds.), *ET Cases: Cases in Management*. Mumbai: Times of India.

Saha, K., Dhyani, P., Sen, K., & Ghosh, A. (2016). Analytics for All – How Analytics Can Solve Organizational and Individual Problems Simultaneously: A Case from the Global Learning Industry. In V. Sahay & P. R. S. Sharma (Eds.), *ET Cases: Handbook of Management Cases*. Mumbai: Times of India.

Saha, K., & Ghosh, A. (2015). Challenges of managing knowledge at SUAN and CINI: Same or Different? In A. Garg, K. K. Ray, & S. K. Mitra (Eds.), *ET Cases: Cases in Management (Strategy and General Management)*. Mumbai: Times of India.

CONFERENCES

Saha, K., & Mishra, S. (2020, April 23-27). Integration of Crowd-Sourced Deliveries – Opportunities for ‘Greening’ the Retail Logistics. Accepted for Presentation at the *2021 POMS 31st Annual Conference*.

Mandal, P., Basu, P., & Saha, K. (2019, December 27-29). Managing Product Returns in Omnichannel Retailing: Product Categories and Return Channel Choices. Presented at the *13th edition of Conference on the Digital Economy (CODE)*, Kolkata, India.

Saha, K., & Bhattacharya, S. (2019, June 15-19). Decisions on Third-Party Managed Showrooms: An Economic Analysis. Accepted for Presentation at the *26th EurOMA Conference*, Helsinki, Finland.

Saha, K., Ghosh, A., & Parthiban, R. (2018, December 13-15). New Theoretical Elements of Design Thinking Impacting ICT4D Performance: Theorizing from GPower, a CINI-Accenture Initiative in India. Accepted for Presentation at the *6th PAN-IIM World Management Conference*, IIM Bangalore, India.

Ghosh, A., Saha, K., & Parthiban, R. (2017, December 18-20). Theorizing Design Thinking for ICT4D: Insights from Accenture-CINI Initiative towards Development and Empowerment of Adolescent Girls in India. Presented at the *5th Biennial Indian Academy of Management Conference*, IIM Indore, India.

Saha, K., & Bhattacharya, S. (2017, September 4-5). Economic Perspective of Omnichannel: A Preliminary Analysis. Presented at the *11th Mediterranean Conference on Information Systems (MCIS)*. Genova, Italy: Association of Information Systems (AIS).

Basak, S., & Saha, K. (2016, December 22-24). Designing Procurement and Pricing Policies for Perishable Goods: Implications for a Retailer Offering Multiple Quality-Buckets. Accepted for Presentation at the *XX Annual International Conference of Society of Operations Management*, ABV- Indian Institute of Information Technology and Management, Gwalior.

Basak, S., Saha, K., & Ghosh, A. (2015, December 16-18). *Towards a Theory of Pricing and Procurement Decision for Diminishing Quality of Perishable Goods for Maximizing Profits*. Accepted for Presentation at the *3rd PAN-IIM World Management Conference*, IIM Indore, India.

Bhattacharya, S., & Saha, K. (2015, August 13-15). Perceptions about Agility Enablers and their Relative Importance: A Collation. Presented at the *21st Americas Conference on Information Systems (AMCIS)*. San Juan, Puerto Rico: Association of Information Systems (AIS).

TEACHING EXPERIENCE

Indian Institute of Management Amritsar

- Fundamentals of Blockchain Technology, MBA 2nd Year Elective, 2021-22 (Ongoing)
- Business Computing, MBA 1st Year Core Course, 2020-21, 2021-22 (Ongoing)
- Management Information System, MBA 1st Year Core Course, 2020-21
- AI Application for Managers, MBA 1st Year Core-Elective Course, 2020-21

Indian Institute of Management Calcutta

- 'Excel Modelling' workshop for MBA students (Batch of 2019-2021, IIM Calcutta)
- 'Excel Modelling' for the participants of 'Post-Graduate Certificate in Healthcare Management (PGCHM)' programme (September, 2018)
- Teaching Assistant (TA) for the following courses:
 - Information Technology and Systems (MBA)
 - Business Dynamics (MBA and Executive MBA)
 - Management Information Systems: The Strategic Dimension (Executive MBA)
 - Strategic Management of IT (Executive MBA)
 - Information Technology and Organizational innovation (Executive MBA)
 - Blockchain and its Implications (MBA and Executive MBA)

ACADEMIC ADMINISTRATAION AT IIM AMRITSAR

- Chairperson, Library and Research Committee [2020 – Present]
- Member, Doctoral Committee [2020 – Present]
- Member, International Relations Committee [2020 – Present]

AWARDS, WORKSHOPS AND MEMBERSHIPS OF PROFESSIONAL BODIES

- 2017 ‘IIM Raipur - ET Cases Connect’ Award for having global implications for the case “Energy Management in MSMEs: Operational Challenges & Opportunities,” (co-authored with Shounak Basak and Sudhanshu Shekhar)
- Attended the ‘Case Method Workshop (2016)’ organised by the Case Research Center (IIMCCRC), IIM Calcutta
- Memberships:
 - Association for Information Systems (AIS)
 - International Society on Multiple Criteria Decision Making
 - Telemedicine Society of India (TSI)
 - Production and Operations Management Society (POMS)
 - The Institute for Operations Research and the Management Sciences (INFORMS)