Abhishek Deshmane

Atlanta, GA, 30332 | abhishek.deshmane@scheller.gatech.edu | 🌐 www.adeshmane.com

Academic Appointments

- **Georgia Institute of Technology, Scheller College of Business, Atlanta, GA**   Aug 2023 –
  Assistant Professor, Operations Management

Education

- **IESE Business School, Barcelona, Spain**   Aug 2018 – May 2023
  PhD in Operations Management (*summa cum laude*)
  - **INSEAD, Fontainebleau, France**   Jan 2022 – June 2022
    Visiting PhD Student
  - **London Business School, London, UK**   May 2021 – Aug 2021
    Visiting PhD Student
- **Pennsylvania State University, University Park, PA**   May 2018
  Master of Science (Industrial Engineering)
- **University of Pune, Pune, India**   June 2015
  Bachelor of Engineering (Mechanical)

Research Interests

Methodologies: Empirical operations management; machine learning; dynamic programming

Applications: Innovation and diffusion of cultural products; product/service design; cultural operations; people-centric operations

Publications

- **Come Together, Right Now? An Empirical Study of Collaborations in the Music Industry,** with Martínez de Albéniz, V. *Forthcoming in **Management Science**.*

Working Papers

- **Play it Again, Sam? Product Differentiation and Success in the Music Industry,** with Martínez de Albéniz, V.
  - *Major revision at **Management Science***
  - *Winner*, YinzOR 2021 Video Talk Competition at Carnegie Mellon University
- **Frame by Fame: Content Creation on Short Video-Format Platforms,** with Barriola, X.
  - *Under 2nd round review at **Manufacturing & Service Operations Management***
  - *First Place*, INFORMS 2020 RMP Data-Driven Research Challenge
  - *First Place*, INFORMS Social Media Analytics Section's 2021 Student Paper Competition
- **Designing Layouts for Sequential Experiences: Application to Cultural Institutions,** with Aouad, A. and Martínez de Albéniz, V.
  - *Major revision at **Management Science***
  - *Second Place,* INFORMS RMP Section's 2022 Jeff McGill Student Paper Award
  - *First Place,* INFORMS Service Science Section's 2022 IBM Best Student Paper Award
  - *Finalist,* 2023 POMS College of Service Operations Management Best Student Paper Award

- *Finalist,* 2023 INFORMS SOLA Best Student Paper Award (TBD)
- Selected for 2022 Empirical Workshop in Operations Management at Wharton
- **Keep It or Skip It? Sequential Consumption of Music with Reference Effects,** with Askin, N. and Kim, K.
  - *Reject and resubmit at **Management Science***
- **Intertemporal Spillovers in Consumer Experiences: Empirical Evidence and Service Design Implications,** with Martínez de Albéniz, V. and Roels, G.
  - *Under review at **Management Science***
  - *Finalist,* INFORMS Social Media Analytics Section's 2023 Best Student Paper Award (TBD)

Work in Progress

- **Cultural Institutions: The Effect of Physical and Digital Layouts on Visitor Experience,** with Aouad A. and Martínez de Albéniz, V.
  - *In preparation for submission to **Management Science***

Industry Collaborations

- **Deezer (Paris, France)**   2021 – Ongoing
  Projects on sequential music consumption, recommendation algorithms, and human-algorithm interactions on music/content streaming platforms. Planned future projects that include experimentation with varied service levels.
- **Van Gogh Museum (Amsterdam, The Netherlands)**   2020 – Ongoing
  Projects on sequential decision making, product assortment, and layout design in the museum sector (including experiments). Planned future projects centered around merchandizing (museum shop sales) and dynamic adaptive multimedia guide set-ups.
- **BMAT Music Innovators (Barcelona, Spain)**   2019 – Ongoing
  Projects on New Product Development and product diffusion in the music industry.

Awards and Honors

- Finalist, 2023 POMS College of Service Operations Management Best Student Paper Award (2023)
- Second Place*,* INFORMS RMP Section's 2022 Jeff McGill Student Paper Award (2022)
- First Place, INFORMS Service Science Section's 2022 IBM Best Student Paper Award (2022)
- First Place, INFORMS Social Media Analytics Section's Student Paper Competition (2021)
- Winner, YinzOR 2021 Video Talk Competition organized by Carnegie Mellon University (2021)
- First Place, INFORMS 2020 RMP Data-Driven Research Challenge (2021)
- Doctoral Fellowship, IESE Business School (2018 – 2023)
- Pune Municipal Corporation Scholarship (2009 and 2011)

Presentations

- Shanghai Jiao Tong University, Antai College of Economics and Management (July 2023)
- University of Toronto, Rotman School of Management (Feb 2023)
- University of Michigan, Stephen M. Ross School of Business (Jan 2023)
- Georgia Institute of Technology, Scheller College of Business (Jan 2023)

- Johns Hopkins University, Carey Business School (Jan 2023)
- Massachusetts Institute of Technology, Sloan School of Management (Jan 2023)
- HEC Paris (Jan 2023)
- University of Illinois at Urbana-Champaign, Gies College of Business (Dec 2022)
- University of Southern California, Marshall School of Business (Dec 2022)
- University College London, UCL School of Management (Dec 2022)
- Southern Methodist University, Cox School of Business (Dec 2022)
- Indiana University Bloomington, Kelley School of Business (Dec 2022)
- Vanderbilt University, Owen Graduate School of Management (Nov 2022)
- Singapore Management University (Nov 2022)
- National University of Singapore, NUS Business School (Nov 2022)
- Honk Kong University, HKU Business School (Nov 2022)
- Indian School of Business (Nov 2022)
- University of Auckland, University of Auckland Business School (Nov 2022)
- Tilburg University (Nov 2022)
- Creative Industries Conference (Feb 2021, Oct 2022)
- INFORMS Annual Meeting (Oct 2021, Oct 2022)
- Empirical Workshop in OM at Wharton – University of Pennsylvania (Oct 2022)
- 3rd European Technology and Operations Management Day (Sep 2022)
- M&SOM Conference (June 2021, June 2022)
- INFORMS RMP Section Conference (June 2021, June 2022)
- Trans-Atlantic Doctoral Consortium 2022 - London Business School (June 2022)
- Marketplace Innovation Workshop - Poster Presentation (May 2022)
- POMS Conference 2022 (Apr 2022)
- Van Gogh Museum - Amsterdam, The Netherlands (Oct 2021, Mar 2022)
- Studying Museum Reputation Conference - St. Petersburg, Russia (Nov 2021)
- IE Business School Doctoral Consortium (Apr 2021, Nov 2021)
- UCL School of Management - London (June 2021)
- IESE Business School Brownbag Seminar - Barcelona, Spain (Nov 2020, Dec 2020, Jun 2021, Sep 2021, Oct 2021, Feb 2022, June 2022, Apr 2023)

Teaching Experience

- **Web Scraping Workshop**   Feb, Apr & June 2022
  Developed and conducted workshops on web scraping for the faculty/PhD students at INSEAD and IESE.
- **Grader for P&OM/Competitive Supply Chains classes**   Feb 2022 – Apr 2022
  INSEAD
- **TA for Advanced Methods for Operational Excellence**   Sep 2020 – Dec 2020
  IESE Business School
- **TA for SCM 301/405/Business Administration 302 classes**   Aug 2017 – May 2018
  Pennsylvania State University (Smeal College of Business)

Teaching Cases/Technical Notes

- **Spotify: Face the Music (SM-1709-E),** with Vroom, G. and Sastre, I (2021).
- **The Music Industry in the 2020s (SMN-706-E),** with Vroom, G. and Sastre, I (2021).

Media

- **How a museum trip can generate insights for online retail,** appeared in *Think at LBS* (Mar 2023).
- **For the best experience, let data be your guide,** appeared in *IESE Insight* (Jan 2023).

Professional Experience

- **Professional Consultant for UPS Supply Chain Solutions**   Oct 2016 – Dec 2018
  Pennsylvania State University (Smeal College of Business)
- **Supply Chain Engineer**   Aug 2015 – July 2016
  EMCO Ltd., Thane
- **Inventory and Maintenance Intern**   June 2014 – Aug 2014
  Mudra Dies & Patterns Pvt. Ltd

Creative Works

- Wrote and published a crime/comedy novel titled, '*The Runaround*' in June 2019 (ISBN: 9352018963).
- Founded and performed with two rock/pop bands in Pune and at Penn State.

Skills

- **Computer Skills:** R, STATA, LaTeX, AutoCAD, Master-CAM, MATLAB, Pro-E, LINDO, Weka
- **Languages:** English, Spanish, German, Hindi, Marathi, Sanskrit

References

- **Prof. Victor Martínez de Albéniz (**valbeniz@iese.edu**),** Av. de Pearson, 21, Barcelona 08034.
- **Prof. Guillaume Roels (**guillaume.roels@insead.edu**),** Bd. de Constance, 77300 Fontainebleau, France.
- **Dr. Ali Aouad (**aaouad@london.edu**),** Regent's Park, London NW 14SA.