

# Karan Girotra

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## Academic Employment

### *Cornell Tech*

Charles H Dyson Family Professor of Management, Cornell Tech and The S.C. Johnson College of Business, Cornell University, 2019-

Professor of Operations, Technology and Information Management, Cornell Tech and The S.C. Johnson College of Business, Cornell University, 2017-

Faculty Fellow, Cornell Center for Data Science for Enterprise and Society, 2025-

Faculty Fellow, Cornell Atkinson Center for Sustainability, 2021-

Faculty Fellow, Cornell FinTech Initiative, 2021-

Clifford H. Whitcomb Faculty Fellow, 2021-22

### *INSEAD*

Paul Dubrue Chaired Professor of Sustainable Development, INSEAD, 2014-2019  
(On leave 2017-2019)

Associate Professor of Technology & Operations Management (with tenure), INSEAD, 2014-2019  
(On leave 2017-2019)

Assistant Professor of Technology & Operations Management, INSEAD, 2007-2014

## Education

PhD, Managerial Sciences and Applied Economics, Wharton, Univ. of Pennsylvania, 2007

A.M., Managerial Sciences and Applied Economics, Wharton, Univ. of Pennsylvania, 2007

B. Tech. in Mechanical Engineering, Indian Institute of Technology, Delhi, 2002

## Research and Teaching Interests

Artificial Intelligence, AI Transformation, Business Model Innovation, Digital Transformation.

Operations Strategy, Global Supply Chains, Online Retail, Logistics, e-Commerce, Grocery and Food Delivery.

Electric Vehicles, Bike-Share, Ride-share, Marketplace Design, Labor Marketplaces, Carbon Markets, Sustainability.

Product Development, Ideation, Innovation Processes, Business Experiments, Product Analytics, Business Analytics.

*Methods:* Machine Learning, Data Science, Causal Inference, Econometrics, Microeconomics, Industrial Organization, Game Theory, Operations Research

## Books

- [1] Girotra K. and S. Netessine, "The Risk Driven Business Model: Four Questions that will Define your Company," *Harvard Business Review Press, 2014.*  
Silver Medalist, Axiom Best Business Books of 2014.
- Russian Ed.: Оптимальная бизнес-модель. Четыре инструмента управления рисками, Alpina Publishing, 2014
- Portuguese: Gestão de Riscos Nos Modelos de Negócio: Quatro Perguntas Que Definem Seu Negócio, Elsevier, 2014
- Mandarin: 风险驱动型商业模式 / (法)吉洛特拉, (新加坡)奈特西 著;宁 钟译. —北京:电子工业出版社, 2016.4
- Korean Ed.: 비즈니스 모델의 절대강자 세계 최고의 경영대학원 인시아드 연구보고서 카란 지로트라, 세르게이 네티신 지음 | 김은지 옮김 | 전략시티 | 2016년 12월 01일 출간, 2017

## Articles in Refereed Journals

- [2] Arora K., F. Zheng and K. Girotra, "Estimating Customer Preferences for Pooled V/s On-Demand Transportation," accepted at *M&SOM*, 2023.  
Winner, INFORMS Service Science Student Paper Competition (K. Arora)
- [3] Jain, N., Girotra, K. and Netessine, S., Recovering global supply chains from sourcing interruptions: The role of sourcing strategy. *M&SOM*, 24(2), 2022, pp.846-863.
- [4] Zheng F., P. He, E. Belavina and K. Girotra, "Customer Preference and Station Network Design for the London Bike Share System," *Management Science*, 67(3), 2021, pp. 1329-1992.  
Results covered by the BBC and the Chicago Booth Review.  
Finalist, IBM Service Science Student Paper Competition (P. He)
- [5] Kabra A., E. Belavina and K. Girotra, "Bike Share Systems: Accessibility and Availability," *Management Science*, 66:9, September 2020, pp. 3803-3824.  
Selected as the lead article  
1<sup>st</sup> Prize, MSOM Student Paper Competition, 2015 (A. Kabra)  
3<sup>rd</sup> Prize, Service Science Student Paper Competition (A. Kabra)  
Finalist, Management Science Best Published Paper award, 2021  
Finalist, Management Science Best Published Paper award, 2023  
Runner-up POMS College of Sustainability Best Student Paper Award, (A. Kabra)  
Results covered by the BBC, Poets and Quants, Capital Ideas and in many high-traffic urbanism related blogs
- [6] Cachon G. P., K. Girotra and S. Netessine, "Interesting, Important and Impactful Operations Management," *M&SOM*, 22:1, 2020, pp.214-222
- [7] Momot, R., Belavina, E., & Girotra, K. The use and value of social information in selective selling of exclusive products. *Management Science*, 66(6), June 2020, pp. 2610-2627.
- [8] Pennetier C., K. Girotra and J. Mihm, "R&D Spending: Dynamic or Persistent?" *M&SOM*, 21(3), Summer 2019, pp. 636-657.
- [9] Marinesi S., K. Girotra and S. Netessine, "Operational Advantages and Optimal Design of Threshold Discounting Offers," *Management Science*, 64:6, June 2018, pp. 2690-2708.  
1<sup>st</sup> Prize, POMS student Paper Competition (Marinesi S.)  
Results covered by INSEAD knowledge and prominent e-commerce blogs
- [10] Tang W. and K. Girotra, "Using Advance Purchase Discounts," *POMS*, 26(8), 2017, 1553–1567.  
1<sup>st</sup> Prize, POMS Student Paper Competition, 2010 (Tang W.)

- [11] Belavina E., K. Girotra and A. Kabra, "Online Grocery Retail: Revenue Models and Environmental Impact," *Management Science*, 63:6, June 2017, pp. 1781-1799.  
Results covered by Capital Ideas, INSEAD Knowledge, On Earth Magazine and sustainability related blogs.
- [12] Avçi B., K. Girotra and S. Netessine, "Electric Vehicles with a Switching Station: Adoption and Environmental Impact," *Management Science*, 61:4, April 2015, pp. 772-794.  
Runner up, INFORMS TIMES Best Paper Award, 2020.  
Finalist, MSOM Student Paper Competition (Avçi B.)  
2<sup>nd</sup> Prize, POMS Student Paper Competition (Avçi B.)  
Results covered by many sustainability related blogs.
- [13] Jain N., K. Girotra and S. Netessine, "Managing Global Sourcing: Inventory Performance," *Management Science*, 60:5, May 2014, pp.1202-1222.  
Finalist, MSOM Student Paper Competition (Jain N.)  
1<sup>st</sup> Prize, POMS Student Paper Competition (Jain N.)
- [14] Girotra K. and S. Netessine, "Business Model Innovation for Sustainability," *M&SOM*, 15:4, 2013, pp.537-544.  
2<sup>nd</sup> Prize, "Highest Impact paper published in last 5 years" conferred by the Technology, Innovation Management and Entrepreneurship Section of INFORMS
- [15] Belavina E. and K. Girotra, "The Relational Advantages of Intermediation," *Management Science*, 58:9, September 2012, pp. 1614-1631.  
3<sup>rd</sup> Prize, JFIG, Best Paper Competition
- [16] Girotra K., C. Terwiesch and K. T. Ulrich, "Idea Generation and the Quality of the Best Idea," *Management Science*, 56:4, April 2010, pp. 591-605.  
Selected as the lead article  
Related Article in MIT Sloan Management Review, Summer, 2008  
Results discussed in the Financial Times, BusinessWeek and over 25 other mentions in the popular press and on high-traffic blogs
- [17] Girotra K., C. Terwiesch and K. T. Ulrich, "Valuing R&D Projects in a Portfolio: Evidence from the Pharmaceutical Industry," *Management Science*, 53:9, September 2007, pp. 1452-1466.  
Finalist, Student paper competition, Annual meeting of the Eastern Finance Association, 2006
- [18] Anand K. S. and K. Girotra, "The Strategic Perils of Delayed Differentiation," *Management Science*, 53:5, May 2007, pp. 697-712.  
Selected as the lead article

## Articles in Practitioner-Oriented Journals

- [19] Girotra K. and S. Netessine, "Four Paths to Business Model Innovation," July-August 2014, *Harvard Business Review*.  
Article reprinted in Harvard Business Review China, Harvard Business Review France, Harvard Business Review Korean, Harvard Business Review Brazil, and Harvard Business Review Russia.
- [20] Girotra K. and S. Netessine, "How to build Risk into your Business Model," May 2011, *Harvard Business Review*.  
Article reprinted in Harvard Business Review Russia  
Excerpts in INSEAD Knowledge, most widely read article in the issue, reprinted in many leading newspapers incl. Economic Times (India), Business Times (Singapore), etc.

## Articles under Revision/Review

- [21] Belavina E., Girotra K., Moon K., and Zhang J., "Observed Choices and Unobserved Talents in Online Labor Markets", Under second round of review at *Operations Research*, 2024.  
Finalist, MSOM Student Paper Competition (J. Zhang), Finalist, Revenue Management and Pricing Student Paper Competition and IBM Service Science Award (J. Zhang)
- [22] Nu Y., E. Belavina, K. Girotra, "Using Computer Vision to Measure Commercial Food Waste," Major Revision Invited at *Management Science*, 2024.
- [23] Girotra K., L. Meincke, C. Terwiesch, and KT. Ulrich, "Ideas are Dimes a Dozen: Large Language Models for Idea Generation in Innovation," under review at *Management Science*.
- [24] Marinesi S. and K. Girotra, "Information Acquisition through Customer Voting Systems," Revision invited at *M&SOM*, 2014. [Dormant]

## Working Papers

- [25] Yuan X., E. Belavina, K. Girotra, "Data-Driven Algorithms in the Supply Chain: Collusion, Anarchy and Efficiency," 2024.
- [26] Weekiat L., Y. Cui, and K. Girotra, "Do Predictive Scheduling Laws Work?" 2024.
- [27] Jain N., K. Girotra, and A. Musalem, "The Impact of Fast and Reliable Delivery in Online Apparel Retail," 2020. [Dormant]
- [28] Marinesi S. and K. Girotra, "Kick-start through Kickstarter or Go for Indiegogo? Design of Crowdfunding Systems," 2020. [Dormant]
- [29] Yao D., K. Girotra, and N. Jain, "Purchase Uncertainty and Product Return Behavior," 2019. [Dormant]
- [30] Roy D., E. Belavina, N. Kallus and K. Girotra, "Reducing Food Waste in Akshaya Patra's Food for Education Program.", 2019. [Dormant]
- [31] Pennetier C., K. Girotra, and S. Netessine, "Startups as a Process: Increase Your Chances of Success via a Just-In-Time Approach," 2017. [Dormant]
- [32] Stouras K., K. Girotra and S. Netessine, "First Ranked First to Serve: A Tournament Approach to Call Centers," 2015. [Dormant]
- [33] Girotra K. and K. T. Ulrich, "Empirical Evidence for the Role of the Domain Name Itself in Website Performance", 2011. [Dormant]
- [34] Girotra K. and C. Lee, "Optimal Choice of Drug Development Projects," 2009. [Dormant]

## Other Articles

- [35] Kabra, Ashish, Elena Belavina, and Karan Girotra. "Bike-Share Systems." In *Environmentally Responsible Supply Chains*, pp. 127-142. Springer, Cham, 2016.
- [36] Girotra, Karan, and Wenjie Tang. "Strategic behavior in supply chains: Information acquisition." In *Consumer-Driven Demand and Operations Management Models*, pp. 459-477. Springer, Boston, MA, 2009.
- [37] Kumar A., G. Batra, K. Girotra and S. Juneja, "Demand Estimation for Delhi Transport Corporation," *Proceedings of National Conference on Transportation Systems*. pp 733-744, 2002, Phoenix Publishing House, New Delhi.

## Industry Engagement and Consulting

MetLife, 2024

Moody's Analytics, 2023-2024

mPower Finance, 2022-2023

Winnow Solutions (AI based food waste management), 2016-

Upwork (World's largest labor marketplace), 2016-2020

OlaCabs (Transportation Network Company), 2016-2018

Transport for London (Public agency for transportation in the city of London), 2015-2019

Velib' (Bike-share provider in Paris), 2011-2016

Akshaya Patra's food for education program (NGO), 2018-

BetterPlace Inc. (Switching Station based EV Startup), 2009-2011

Li and Fung Ltd. (Global Sourcing Firm), 2009-2012

Costume Gallery (Retailer of Dance Costumes), 2004-2006

Lundbeck Pharmaceuticals, 2007-2009

Merck Pharmaceuticals, 2003-2007

## Pedagogical Material Developed

### *Courses*

- [38] Online Open Enrollment Certificate on Generative AI and Business Transformation, (marketed by Cornell Executive Education)
- [39] Live Open Enrollment Certificate on Generative AI and Business Transformation, (marketed by Cornell Executive Education)
- [40] Online Open Enrollment Certificate on Data, AI and Digital Transformation, (5 weeks, marketed by Cornell Executive Education)
- [41] Online Sprint on Product Experimentation (2 weeks, developed and marketed by Section 4)
- [42] MBA, EMBA and executive course on AI and Business Transformation, 2024.
- [43] Online Open Enrollment Certificate on "Building New Businesses: Digital Transformation, Business Models and more" (14 weeks, developed and marketed by eCornell)  
eCornell Trailblazer Award, 2019
- [44] Interactive Online Course on Business Model Innovation (8 weeks) (joint with Serguei Netessine, Online Executive Education)  
Course based on our book, *The Risk Driven Business Model*, HBP, 2014.  
Double Gold Medal, Brandon Hall Excellence in Learning Awards, 2015; Double Gold, Sales Enablement. 2016  
Finalist, Chief Learning Officer Award for excellence in content, 2015  
Customized for Microsoft and Accenture
- [45] Week-long boot-camp on the Science and Practice of Startups (EMBA/Company Specific Programs), 2014.  
Twice Runner-up, Best Key Management Challenge (Elective) in the INSEAD EMBA program.
- [46] 16 Session Workshop-course on Identifying New Business Opportunities (MBA/EMBA), 2011.  
All teaching materials available at [www.ideatournaments.com](http://www.ideatournaments.com), Also available as a 3 to 5-day executive education program.

Five times Runner-up, Best Key Management Challenge (Elective) in the INSEAD EMBA program.  
Course adopted by other faculty at INSEAD and the MBA and EMBA programs at London Business School, Georgetown, Georgia Tech.

- [47] 12 Session MBA class on Business Model Analytics and Innovation, 2008 (jointly with S. Netessine)  
Course based on our book, *The Risk Driven Business Model*, HBP, 2014. Substitute for a traditional operations management core. Twice voted as best course in MBA program at INSEAD, five times runner up.  
Course adopted by other faculty teaching the class at INSEAD. Adopted (in part or full) at Columbia Business School, Booth School @ Chicago, Kenan-Flagler @ UNC, Olin @ Wash U St. Louis, McDonough @ Georgetown, David Eccles @ Univ. of Utah, and HEC, France.

#### *Tools for Experiential Learning, Exercises*

- [48] “Automation Exposure Assessment Toolkit”, A framework for evaluating optimal uses of generative artificial intelligence and other automation technologies for designing jobs and the future of work, 2023.
- [49] “The Future of Work Idea Book”, A framework for designing technology-enabled work, 2023.
- [50] “Digitization Audit Toolkit”, A framework for evaluating levels of process digitization and identifying transformation opportunities, 2020.
- [51] “The Digital Transformation Idea book”, A visual workbook of ideation stimuli, eCornell, 2019.
- [52] “The Amazing Race: Silicon Valley”, A Scavenger-hunt style game/simulation to expose participants to business opportunities in new regions, 2014
- [53] Darwinator.com, A free online tool to run Tournaments (joint with K. T. Ulrich and C. Terwiesch).  
Used in executive programs, MBA and undergraduate classes, and corporate events at Microsoft, Accenture, Harvard Business School, MIT, LBS, Georgetown, Georgia Tech, UNC, SDSU, U Maryland, PayPal, Reebok, etc.  
Premium version licensed by multiple large corporations
- [54] Girotra, K., C. Terwiesch, K. T. Ulrich, “Pharmanopoly,” A board game to illustrate basic principles of managing the drug development pipeline, 2005.  
Used in executive education programs at Wharton and INSEAD  
Licensed by Merck & Co. for extensive internal use

#### *Cases*

- [55] “LiveOps: The Contact Centre Reinvented.”, INSEAD Case (joint with Serguei Netessine), 2016.
- [56] “Performance based Logistics at Rolls Royce”, INSEAD Case (joint with Serguei Netessine), 2015.
- [57] “Diapers.com”, INSEAD Case (joint with Serguei Netessine), In Progress, 2014.
- [58] “The Electric Vehicle Renaissance: Better Place Inc.”, INSEAD Case (joint with Serguei Netessine), 2011
- [59] “Hypios, Inc.” INSEAD-Wharton Teaching Case, 2010 (joint with C. Terwiesch)
- [60] “From Blockbuster to Video on Demand: The Video Rental Industry”, INSEAD Case (joint with Serguei Netessine), 2010
- [61] “New Drug Development at Merck & Co.,” Girotra, K., C. Terwiesch, K. T. Ulrich, Wharton Case Study, The Wharton School, November 2004.

## Student Advising

- PhD: Elena Belavina, 2012 (Committee Chair, Assistant Professor, Booth School, U. of Chicago)  
Simoné Marinesi, 2014 (Committee Chair, Assistant Professor, Wharton School, U of Penn.)  
Nitish Jain, 2014 (Committee Co-chair, Assistant Professor, London Business School)

Buket Avçi, 2014 (Committee Co-Chair, Assistant Professor, Singapore Management Univ.)  
Konstantinos Stouras, 2016 (Committee Member, Post-Doc, Darden, University of Virginia)  
Ashish Kabra, 2017 (Committee Co-Chair, Assistant Professor, University of Maryland)  
Ruslan Momot, 2018 (Committee Co-Chair, Assistant Professor, Ross School, University of Michigan)  
Ekaterina Astashkina, 2019 (Co-author and Committee Member, Assistant Professor, Ross School, Univ. of Michigan)  
Pu He, 2019 (Co-author and Member, Two-Sigma Investments)  
Jiding Zhang, 2020 (Co-author and Committee Member, Assistant Professor, NYU Shanghai)  
Xiaoyue Yuan, 2024 (Committee Member, Assistant Professor, University of Oregon)  
Yu Nu, 2025 (Co-chair, Assistant Professor, Darla Moore School, University of South Carolina)  
Lorraine Yuan, 2026 (Co-chair)  
Zhijun Hua, 2027 (Co-chair)

MBA: 100+ independent study, directed reading projects supervised for MBAs, EMBA's  
MS: Specialization projects for Cornell Tech MS students.

## Awards

### *Career*

Wickham Skinner Early Career Research Award, 2014.  
Poets and Quants, 40 under 40 Outstanding MBA professors, 2016.

### *Research*

Finalist, INFORMS Service Science Best Working Paper Competition - Socially Responsible Research, 2025  
Finalist, INFORMS TIMES Best Working Paper Competition, 2024  
Finalist, Management Science Best Published Paper award, 2023 (For work on Bike-share systems)  
Finalist, Management Science Best Published Paper award, 2021 (For work on Bike-share systems)  
Johnson Faculty Research Award, Cornell University, (awarded to one faculty every AY), 2019-20  
Advisor to Finalists, MSOM Student Paper award, 2012, 2013, 2015, 2019.  
Advisor to 1<sup>st</sup> Prize Winner, MSOM Student Paper award, 2015 (joint with E. Belavina)  
Advisor to Prize Winners and Finalists IBM Service Science Paper Award, 2016, 2018, 2019.  
Advisor to Finalist, Revenue Management & Pricing Society Student Paper Award, 2019.  
Poets and Quants, Professor of the Week, 2019.  
2nd Prize, "Highest Impact paper published in last 5 years" conferred by the Technology, Innovation Management and Entrepreneurship Section of INFORMS, 2017.  
Advisor to Prize Winners and Finalists POMS Student Paper Award, 2010, 2011, 2013, 2014, 2016.  
Silver Medal, Axiom Best Business Book Award, 2014

Junior Faculty Interest Group, Best Paper Award, 3<sup>rd</sup> Place, 2011 (joint with E. Belavina)

#### *Classroom Teaching*

Johnson Teaching Honor Roll, 2022, 2023, 2025

Poets and Quants, Favorite MBA Professors of 2019

Best Professor in the MBA Program, INSEAD; Winner: 2014, 2013; Runner-up: 2015

Best Professor in the Executive MBA Program, INSEAD; Runner-up: 2015(SPS), 2015 (INBO), 2014, 2013, 2012

Dean's Award for excellence in Teaching, INSEAD 2016, 2015, 2014, 2013, 2012, 2011, 2010, 2009

#### *Online Teaching*

eCornell "Trailblazer Award" for commitment to innovation and quality in online learning, 2019

Gold Medal for Sales Enablement, Brandon Hall Excellence in Learning Awards, 2016 (Microsoft MOOC)

Gold Medal, Brandon Hall Excellence in Learning Awards, 2015 (Microsoft MOOC)

Finalist, Chief Learning Officers Award for excellence in content, 2015 (Microsoft MOOC)

#### *Service*

Distinguished Service Award, Management Science, 2013, 2010

Meritorious Service Award, Management Science, 2012, 2011

Meritorious Service Award, M&SOM, 2013, 2012, 2011, 2010

#### *Student*

OPIM Outstanding Scholar Award, 2005, 2003 (The award recognizes excellence in research and teaching, among PhD students at the OPIM Department, Wharton School)

Wharton Doctoral Fellowship, 2002-2006

Students Undergraduate Research Award, Indian Institute of Technology, 2000

Finalist, Indian National Math Olympiad, 1997-98

National Talent Scholarship, Government of India, 1996-2002



# Teaching

## *Open Enrollment Executive*

AI Strategy (eCornell)

Generative and Agentic AI (eCornell)

Generative AI and Productivity (eCornell)

Generative AI and Business Transformation (Online synchronous and asynchronous, eCornell)

Chief AI Officer Program (Online synchronous, eCornell)

Omnichannel Retail Leadership (In-person, Cornell Tech)

Omnichannel Retail Leadership (In-person, Cornell Tech)

Senior Executive Leadership Program (In-person, Cornell Tech)

Product Experimentation (Online asynchronous, Section School)

AI, Data and Digital Transformation (Online asynchronous, eCornell)

Identifying New Business Opportunities (Online asynchronous, eCornell)

Advanced Management Program (In-person, INSEAD)

Flagship INSEAD open enrollment program for C-level Executives

Evaluations: 2012/13: 4.6, 4.4, 4.0

## *Custom Executive*

### Artificial Intelligence, Digital Technology, Business Model Innovation and Leadership

Recent Clients: Amazon (US), Ascension Health (US), Baker Hughes (Global), Comcast (US), IBM (Global), Coca-Cola (Global), MetLife (Global), MasterCard (Global), Accor Hotels (Global), LHW(Global), AON Insurance (Global), EXL (Global), RSM (US), Kellanova (US), W.H. Kellogg (US), Trinet (US), CUES (US), BDO (US), Convergent(US), Kaiser Permanente (US), Samsung (Global), M&T Bank, Cherry Baekert (US), KPMG (India), UAI (Chile), NexxWorks (Belgium), Leaf Commercial (US), WNS Healthcare (India), Motilal Oswal (India), Edwards Life Science (Global), Govt. of Maharashtra (India), PVH (US), CUES (US), Mars-Wrigley (Global), Bahrain Telecom, BUPA (KSA), CUES (US), Moody's (Global), Northern Trust (Global), Bahrain Telecom (MENA), Jindal Steel (India), Castrol (India), Cipla (US), GE (US), Arkema (US), Oliver Wyman (Global), ABB (US, EMEA, Asia), Johnson and Johnson (EMEA), Sonepar (France, US), International Flavors & Fragrances (US), Maersk (Global/Denmark), Business Kolding (Denmark), DNV (Norway), Alfa Telecom (Lebanon), Yapi-Kredi (Turkey), Wargaming (Belarus), Bayer Pharma (EMEA), Gazprom Trading (Russia/UK), Univ. Adolfo Ibanez (Chile), Govt. of UAE (Abu Dhabi), Lundbeck Pharmaceuticals (Denmark)

### Management Under Uncertainty

Recent Clients: Keystone Strategy (US), GE (US), M&T, TD Ameritrade (US), KPMG (US), Macy's (US)

### Identifying New Business Opportunities (1-3 days)

Recent Clients: Moody's (Global), Amazon (US), Northern Trust (Global), Leaf Commercial (US), Jindal Steel (India), Samsung (Global), TD Ameritrade (US), KPMG (US), Macy's (US), Lincoln Financial Group (US), Ping An Bank (China), Johnson and Johnson (EMEA), Alfa Telecom (Lebanon), ABB (US, EMEA, Asia), Yapi-Kredi (Turkey), Wargaming (Belarus), Bayer Pharma (EMEA), Gazprom Trading (Russia/UK), Metinvest (Ukraine), Univ. Adolfo Ibanez (Chile), Govt. of UAE (Abu Dhabi), Lundbeck Pharmaceuticals (Denmark)

### Business Model Innovation Online (8 weeks)

Recent Clients: Microsoft Corporation (global sales force, 5K participants), Accenture (Mid-career Consultants, ~3K participants).

### *Degree Programs (Cornell)*

Academic Director for the Studio Curriculum, 2018-

Head of Product Studio (Cornell Tech's flagship Interdisciplinary curriculum to train entrepreneurs, innovators, and builders), 2018-

MBA elective on Designing Disruptive Strategies (9 sessions)

Evaluations: 2018: 4.9  
(1-5 Scale, N=~50 for each evaluation)

EMBA core course on Operations, Technology, and Innovation (15 sessions)

Evaluations: 2019: 4.5  
2018: 4.4 (1-5 Scale, N=~60 for each evaluation)

EMBA elective on AI and Business Transformation

Evaluations: 2024: 4.3  
2023: 4.42  
2022: 4.5, 4.0 (1-5 Scale, N=~40 for each evaluation)

MBA core course on Operations, Technology, and Innovation (20 sessions)

Evaluations: 2023: 4.50  
2022: 4.57, 4.43 (1-5 Scale, N=~40 for each evaluation)

### *INSEAD*

EMBA elective on Science and Practice of Startups (1 week)

Evaluations: 2016: 4.8  
2015: 4.8 (1-5 Scale, N=~50 for each evaluation)

EMBA elective on Identifying New Business Opportunities (3.5 days)

Evaluations: 2016: 4.8  
2015: 4.8  
2014: 4.7  
2013: 4.9, 4.9  
2012: 4.7  
2011: 4.5 (1-5 Scale, N=~50 for each evaluation)

MBA elective on Identifying New Business Opportunities (16/8 sessions)

Evaluations: 2016: 4.7, 4.6, 4.6, 4.5  
2015: 4.5, 4.4, 4.6, 4.6, 4.7  
2014: 4.6, 4.7, 4.8, 4.6, 4.6, 4.6  
2013: 4.7, 4.7, 4.8, 4.6  
2012: 4.5, 4.4  
2011: 4.6, 4.4  
2009: 4.6 (1-5 Scale, N=~50 for each evaluation)

MBA Core Course on Operations (12 sessions)

Evaluations: 2014: 4.8, 4.6, 4.6, 4.6, 4.5, 4.7, 4.4, 4.7  
2012: 4.9, 4.9, 4.8, 4.7  
2011: 4.6, 4.5, 4.4, 4.3  
2010: 4.5, 4.5, 4.1, 4.3, 4.1, 3.7  
2009: 4.7, 4.6, 4.5, 4.4, 4.6, 4.5  
2008: 4.6, 4.7, 2.7, 3.0 (1-5 Scale, N=~75 for each evaluation)

PHD course on Supply Chain Management

## Service to the Academic Community

Department Editor, Operations Management department, *Management Science*, 2021-

External Reviewer, St Francis College, PhD Programs, 2026

INFORMS Prize Committee, 2023-25

Department Editor, Urban Services and Mobility department, *Service Science*, 2019-2023

Associate Editor, *M&SOM*, 2016-2023

Associate Editor, Operations Management department, *Management Science*, 2014-21

Associate Editor, Revenue Management and Market Analytics department, *Management Science*, 2018-21

Associate Editor, Innovation and Entrepreneurship department, *Management Science*, 2019-21

Senior Editor, *Production and Operations Management*, 2013-20.

Promotion and Tenure Letters (17+), 2017-

Wickham Skinner Award Committee (2022)

Judge, *Inform* TIMES, student paper competition, 2023.

Judge, Public Sector Operations Research Paper Competition, 2017

Judge, Best Published Paper Award, INFORMS TIMS Section, 2017

MSOM, Student Paper Competition, Co-Chair, 2015

Guest Associate Editor for *Management Science*, 2011-14

Ad-hoc Referee for Journals: *Management Science*, *Operations Research*, *Production and Operations Management*, *Manufacturing and Service Operations Management*, *IIE Transactions*, *Naval Research Logistics*

Ad-hoc reviewer for Grant Agencies: The Netherlands Organization for Scientific Research (NWO), Social Sciences and Humanities Research Council of Canada (SSHRC).

Conference Chair, Production Innovation and Technology Management College Mini-conference, 2013

Conference Co-Chair, Supply Chain Special Interest Group Conference of M&SOM Society, 2013

Conference Organizer, LBS conference on Innovations in Operations, 2009, 2010, 2011, 2013, 2014  
Program Committee, POMS annual conference 2010 (Track chair for Empirical Operations Management)  
Member, POMS Education Committee 2008-2009

## Service to the School/University

### *Johnson Cornell Tech*

Cornell External Education Showcase, 2025  
Faculty Host, Speaker and Organizer, Cornell Convenes, The Race to Keep Pace with AI, 2025  
EMBA Alumni Showcase event, 2025  
JCB Alumni Lifelong Learning Talk, 2024  
JCT MBA Curriculum Review Committee, 2024.  
eCornell Keynote Series on AI and Business Transformation, 2024  
Chair, Internal ad-hoc committees for reappointment and tenure, 2018, 2019 (2), 2022 (2), 2023, 2024 (3).  
Keynote, Institute for Compensation Studies, 2023.  
Chair, Johnson Cornell Tech Faculty Search Committee, 2023.  
Keynote, Bloomberg LP. Event, 2023  
Keynote, Cornell External Education Showcase, 2022  
Keynote, Cornell Fintech Initiative, 2022.  
Chair, Johnson Faculty Search Committee, 2021.  
Mentor for Tommaso Bondi and Omid Rafieian, 2020-2024  
Academic Director, Cornell Tech Studio, 2018-  
Moderator, eCornell Panel on the “Power of Intelligent Data Stitching”, 2021.  
Keynote speaker, eCornell Keynote on Digital Transformation, 2020.  
Program Committee, Festival of Ideas, Cornell Tech and Cornell University, 2019  
Johnson Cornell Tech MBA Program Committee, 2018-  
Co-Chair, Johnson Cornell Tech Faculty Search Committee, 2019-20  
Cornell Tech Faculty Search Coordination Committee, 2019-20  
Cornell Tech Executive Education and Professional Programs Committee, 2019-2020  
Johnson Cornell Tech MBA Program Committee, 2017-18

### *INSEAD*

Teaching Mentor for Ville Satopää, 2016-17  
Keynote Speaker, INSEAD Dutch Alumni Association, 2015  
Director, Silicon Valley Module of the EMBA Program, San Francisco 2016, 2015, 2014.  
Organized school-wide Risk Assessment, Business Model Audit, and Innovation Exercise, 2015

Keynote Speaker, INSEAD Global Business Leaders Conference, Abu Dhabi, 2014  
Teaching Mentor for Florin Dragos Ciocan and Andre du Pin Calmon, 2014-17  
Keynote Speaker, INSEAD German Alumni Association Annual Meeting, Stuttgart, 2013  
Keynote Speaker, INSEAD Best of Management at World Knowledge Forum, Seoul, Korea, 2012  
Lunch Speaker, INSEAD Washington DC Alumni Association, Washington DC, 2012  
Committee member, School Committee on Quality of Life Issues, 2011  
Master Classes for the INSEAD MBA Program, 2009, 2010  
Department Seminar Coordinator, INSEAD, 2010-2013  
Mentor for Sameer Hasija, 2008-2010

## Research Grants

Climate Solutions Fund Grant on AI and Food waste (\$111,312) (Co-PI, PI: E. Belavina) (2024-2026)  
INSEAD Research Grant on Bike-Share Systems (€ 15,000) (joint with E. Belavina)  
INSEAD Research Grant on Business Model Innovation (SGD 21,000) (joint with S. Netessine)  
INSEAD Development Grant on Business Model Innovation (SGD 55,000) (joint with S. Netessine)  
INSEAD Research Grant on Global Supply Chains (€26,000) (joint with S. Netessine)  
INSEAD Research Grant on Global Sourcing (€4,000)  
Merck & Co., New Drug Development 2004-2005 (\$60,000) (joint with Christian Terwiesch and Karl T. Ulrich)  
Wharton-NSF, Grant on Supply Chain Collaboration, 2004 (\$9,000)  
Costume Gallery Inc., Demand forecasting 2004-2005 (\$15,000)

## Professional Affiliations

American Economic Association, Econometric Society, INFORMS, Production and Operations Management Society

## Non-Academic Positions

Board Member: Beauty Bureau, (2013-15); eYamakan (2012-14).  
Co-Founder, OpinionStar Inc. (a revolutionary approach to online recommendations, venture formed with students from MBA elective class on problem solving), 5/05-5/06  
Co-Founder, TerraPass Inc., (provider of environmental impact remediation services with over US\$100 MM in annual sales, venture formed with students from MBA elective class on problem solving), 8/04-7/05  
Researcher, Mechatronic Systems, ABB Corporate Research Center, Heidelberg, Germany, 4/01-9/01  
Research Associate, E-commerce and Auctions, IBM India Research Labs, Delhi, India, 4/00-7/02

## Selected Academic Talks

2025 NYC Operations Day, NYU Stern.

2023: Cornell Tech Research Leaders Presentation

2018: The Wharton School, University of Pennsylvania  
Stern School, New York University

2017: NSF-IMA Industrial Mathematics Workshop (University of Minnesota)

2016: Cornell Tech, New York  
Johnson School, Cornell, Ithaca

2015: Scheller School, Georgia Tech  
Marketplace Innovation Workshop, Columbia Business School  
Multiple talks at annual professional meetings (Informs and MSOM)

2014: Tepper School, Carnegie Mellon University  
Wharton Empirical OM Workshop  
Multiple talks at annual professional meetings (Informs and MSOM)

2013: Johnson School, Cornell University  
Carlson School of Management, University of Minnesota  
Harvard Business School, Harvard University  
Multiple talks at annual professional meetings (7 at Informs, 5 at MSOM)

2012: Multiple talks at annual professional meetings (9 at Informs, 5 at MSOM)

2011: Wharton Empirical OM Workshop  
Supply Chain SIG, Ann Arbor, University of Michigan  
Judge School of Business, Cambridge University  
London Business School, OM group  
Kenan-Flagler School, University of North Carolina (Global Supply Chain workshop)  
Fuqua School of Business, Duke University  
Multiple talks at Annual Professional meetings (9 at Informs, 4 at MSOM)

2010: Kellogg School of Business, Northwestern University (OM Workshop)  
Wharton School of Business, University of PA (Empirical OM workshop)  
Haas School of Business, University of California, Berkeley  
Multiple talks at Annual Professional meetings (7 at Informs, 3 at MSOM)

<2010: Harvard Business School, Harvard University  
TOM Seminar Series, INSEAD, France  
Sloan School of Management, MIT  
Graduate School of Business, Stanford University  
Wharton-Lehigh-NSF Consortium, Philadelphia, PA  
Wharton Applied Economics Workshop, Philadelphia, PA.  
TOM Seminar Series, INSEAD, France

Multiple talks every year at Annual Professional Meetings (Informs, MSOM, POMS)

## Selected Industry Keynote Speeches

- 2025 BAM Media Conference, Executive Committee National Bank of Greece, Mastercard Leadership Council.
- 2024 eCornell Advisory Board, Cornell Veterinary School, Turner Construction, EXL
- 2023 Bloomberg LP, Turner Construction Corporation, Institute for Compensation Studies- Annual Showcase. eCornell Advisory board
- 2022 Leaf Commercial, Nexxworks, Cornell Convenes @ FinTech Initiative
- 2020: eCornell Live Keynote, Horasis World Leaders Forum.
- 2019: AB InBev Digital Disruption Event
- 2018: Tata Consultancy Services Annual Showcase Event
- 2016: Zurich Insurance
- 2015: Flipkart, Abbott Pharmaceuticals, Biocon Pharmaceuticals, Landmark Retail, Jabong, Genpact, Conexsys, Government of India.
- 2014: German Cardiac Surgeons Association, Italian Cardiac Surgeons Association, Medtronic, INSEAD Global Business Leaders Conference 2014
- <2014: Executive Roundtable at Business Kolding, World Knowledge Forum, 2012

## In the Media

### *Selected TV*

- CNBC Squawk Box, 5 May 2020
- CNBC Explains, Grocery Supply Chains, 30 Mar 2020
- CNBC, Primetime Special on Coronavirus Market Meltdown, 13 Mar 2020
- The Now, Scripps News Network, Syndicated news show 10 Mar 2020
- The Now, Scripps News Network, 4 Mar 2020: Syndicated news show
- Cornell Tech @ Bloomberg, 29 Jan 2019: Interview with Anjali Sud, Vimeo CEO and Scarlett Fu, Bloomberg Anchor
- Squawk Alley @ CNBC, 14 August 2014: Comments on New Business Models and News of the day
- First Business (Syndicated, NBC, CBS, ABC affiliates) 11 July 2014, New Business Models and Disruption, Business News
- First Business (Syndicated, NBC, CBS, ABC affiliates) 5 May 2014, Alibaba IPO, Business News

### *By-lined Editorials, Features and Interviews*

- Management Science Review, October 2020, "Designing bike-share systems"
- Poets & Quants, 2 Dec 2019, "Cornell Johnson's Girotra: Users Won't Walk Too Far for a Bike Share"
- INSEAD Knowledge, 8 Aug 2017, "Designing Deals to Improve Demand Forecasts", Article
- INSEAD Knowledge, 7 July 2017, "Unpacking the Amazon-Whole Foods Deal", Opinion Article
- INSEAD Knowledge, 24 March 2017, "Rethinking Resilience in Global Supply Chains", Opinion Article
- Forbes Magazine, 26 December 2016, "Geolocation is changing the Retail Business Model Again", Opinion Article

Al Eqtisadiyah, 3 January 2017, "E-commerce and the Future of Brands", Opinion Article

INSEAD Knowledge, 2 August 2016, "Welcome to the Social Media Shopping Mall", Opinion Article

INSEAD Knowledge, 14 January 2016, "How Bike Sharing Could Become Mainstream", Opinion Article

Economic Times (India), 20 March 2015, "Organizations Need to do a Business Model Audit Every Year" Interview

American Management Association, 3 December 2014, Webcast and Online Discussion

Risk Management, November 2014, "Reinventing Business Models through Risk Management", Column

Business Standard (India), November 2014, "Placing the Right Bets", Book Excerpt

The Business Times (Singapore), 16 October 2014, Invention and Innovation, Editorial

Biz Daily, 26 September 2014, "Interview with Karan Girotra and Serguei Netessine"

Harvard Business Review, 16 September 2014, "A Simple Framework for Business Model Innovation", Video Interview

EBSCO Webcast, 15 September 2014, Video Interview.

Lianhe Zaobao (China) 20 August 2014, 商业模式创新推动世界发展, Editorial on Business Models

Mint India, 11 August 2014, "Four Ws to Outsmart Risk", Q&A with Karan Girotra

Harvard Business Review, 7 August 2014, "Is Apple Looing its Creative Mojo?" Digital Article

Big Think, 29 July 2014, "How Uber Disrupted an Industry", Interview with Karan Girotra

Chicago Tribune, 23 July 2014, "The simple questions behind business-model innovation" Interview

South China Morning Post, 5 July 2014, "Innovation Must extend to Business Models" Editorial

Business Mirror, 29 June 2014, "How Xiaomi beats Apple at Product launches"

Harvard Business Review, 17 June 2014, "Tesla Goes Big not Home" Digital Article

Harvard Business Review, 10 June 2014, "What Uber should do with the Money" Digital Article

Harvard Business Review, 2 June 2014, "How Xiaomi Beats Apple at Product Launches" Digital Article

Bloomberg, 10 June 2014, "What Uber should do with the Money"

Bloomberg, 21 May 2014, "A Business Model for Bangladesh"

Harvard Business Review, 21 March 2014, "The Fight Over Tesla Shows How Little Value Dealerships Add" Digital Article

The Hindu, 5 March 2014, "What's Facebook up to"

Harvard Business Review, 20 February 2014, "Is Facebook Paying Too Much for WhatsApp?" Digital Article

Harvard Business Review, 26 December 2013, "Can Groupon Save Its Business Model?" Digital Article

Harvard Business Review, 15 November 2013, "Amazon Constantly Audits its Business Model" Digital Article

Today Business, 3 Nov 2013, "Busting Innovation Myths" Column

Jakarta Post, 9 Nov 2013, "Busting Innovation Myths". Column

Harvard Business Review, 27 September 2013, "Why Large Companies Struggle with Business Model Innovation" Digital Article

Fortune, 4 September 2013, "Four biggest Innovation Myths Debunked" Column

Bloomberg, 2 Jul 2013, "At last a new business model for Tesla", Column

Harvard Business Review, 2 Jul 2013, "At last a new business model for Tesla" Digital Article

Harvard Business Review, 21 May 2013, "A Business Model for Bangladesh" Digital Article

Harvard Business Review, 27 March 2013, "Liberate Your Employees and Recharge your Business Model" Digital Article

Harvard Business Review, 25 February 2013, "Tesla's Model S: Technology Outruns the Business Model" Digital Article



Harvard Business Review, 12 February 2013, "Extreme Focus and the Success of Germany's Mittelstand" Digital Article  
Harvard Business Review, 5 December 2012, "Business Model Innovation is the Gift that Keeps on Giving" Digital Article  
Harvard Business Review, 5 December 2012, "Business Model Innovation is the Gift that Keeps on Giving" Digital Article  
Harvard Business Review, 19 November 2012, "When Business Models Trump Technology" Digital Article  
Harvard Business Review, 2 October 2012, "Why Apple Has to Manufacture in China" Digital Article  
MIT Sloan Management Review, Summer 2008 "Where the Best and Worst Ideas Come from", Interview

### *Selected Radio*

NPR, Aug 2, 2023.

NPR, All Things considered (17 Dec, 2021), NPR Marketplace (24 Apr 2020), Global News Radio, CKNW, BC (4 Mar 2020)

Money Matters Radio, Secrets of Success w/ Bill Horan, Total Picture Radio, Business for Breakfast, A Closer Look, Innovation Navigation, Breakthrough Business Radio, When Things Go wrong, Profit Express, Smart People, Stu Taylor on Business, A Closer Look with Pam Atherton, The Profit Express, Money Radio / "Financial Review", Financial Spectrum, The Business of Wisdom, Enterprising People, Local Job Network Radio, Mountain Money, "Capitol City Recap", Secrets of Success Radio, Marilu Henner Show (All in Jun-Aug 2014)

### *Selected Media Mentions*

*International/US:* The Economist (29 Nov 2023), Wall Street Journal (9 Sep 2023), San Francisco Chronicle (9 Dec 2020), SF Chronicle (5 Dec 2020), SF Chronicle (23 Apr 2020), New York Times (13 Apr 2020), Miami Herald (10 Apr 2020), SF Chronicle (16 Mar 2020), SF Chronicle (4 Mar 2020), CNBC (3 Mar 2020), Seattle Times (3 Mar 2020), USA Today (3 Mar 2020), CNN (31 Jan 2020), Wired Magazine (14 Nov 2018), BBC (14 May 2018), Business Insider (20 Feb 2018).

Financial Times (9 Oct 2017), Business Insider (5 Jul 2015), Financial Times (29 Sep 2013), Financial Times (14 May 2010), Fortune (13 Nov 2014), Wall Street Journal (1 Aug 2014), Wired (20 Jun 2014), San Francisco Chronicle (4 Jun 2014), Globe and Mail (14 Oct 2014), Seattle Times (23 Aug 2014), New York Times (17 Jun 2011), Philadelphia Inquirer (23 Mar 2005).

*Asia:* Economic Times (5 Aug 2017), China Daily Asia Weekly (Sep 16-22, 2016), Middle East News (22 Aug 2016), Economic Times (22 May 2016), Economic Times (9 May 2016), Economic Times (24 Sep 2015), The Hindu (7 Jun 2015), Economic Times, (8 Jan 2015), Economic Times, (5 Jan 2015), Mint (31 Jul 2014), Gulf News (10 Jul 2014), Forbes India (14 Mar 2014)

*Academic/Specialist:* Foreign Policy (Apr 22 2020), HowStuffWorks (Apr 16 2020), Cornell Chronicle (Apr 3 2020), Eater (6 Mar 2020), Cornell Chronicle (Jan 31, 2020), Business Because (26 Jan 2020), Poets & Quants (Jan 8 2020), Cornell Research (2018), Chicago Booth Review (Apr 12, 2018), Chicago Booth Review (Mar 4, 2018), Chicago Booth Review (Sep 12, 2017), Chicago Booth Review (Feb 20, 2015), MIT Sloan Management Review (Dec 2013).

*Europe:* News24 (3 Mar 2020)