About the Contributors

**Narasimha Kamath** is the product director at JDA Software. He earned his fellowship (PhD) in SCM from IIM Calcutta and was honoured with the outstanding doctoral research award from European Foundation. He has worked extensively with customers across all industry verticals and is recognized for his thought leadership. He has many international publications to his credit, including US patents. He leads the new product introduction and innovation activities at the Centre of Excellence in India. He also fosters the industry - academic collaboration creating a win-win environment.

**Swapnil Saurav** has more than 11 years of work experience in IT industry with focus on Supply Chain in Retail and Manufacturing industries. He is an ambitious, creative and highly motivated individual, who has a passion for the Supply Chain with focus on Retail and Manufacturing industries and an uncompromising commitment to quality and outstanding customer service. He has been invited to be the key note speaker at various industry forums and has a passion for teaching & developing leaders for tomorrow. His expertise lies in figuring out ways to do what others say can’t be done. He holds MBA from S.P. Jain Institute of Management & Research, M.S. (BITS, Pilani) and B.E. (Visvesvaraya Technological University). Currently he is pursuing PhD in Supply Chain Management from University of Petroleum and Energy Studies (Dehradun).

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**Safa Albadri** has more than 6 years of experience in the IT Industry and is currently working as a Sr. Software Engineer at IBM India Pvt. Ltd. She is very talented, creative and ambitious in terms of the goals and tasks that have been assigned to her. She holds a BE degree from Visvesvaraya Technological University, Belgaum.
Neeraj Anand has been working as a Professor and HOD – LSCM and Operations at University of Petroleum and Energy Studies, Dehradun. His area of specialization is Quantitative Techniques, Research Methodology and Supply chain management. He has 19 years’ experience in teaching and awarded a PhD in Management, a MBA in Marketing and a Bachelors in Civil Engineering. He has undertaken two consulting projects with UHHDC and UREDA, Management Representative for ISO 9001:2008. He has published 20 research papers, an edited book on “Contemporary Issues in Energy Sector” and a book on “Supply Chain Management.” He coordinated an Executive Program for executives of Applied University of Science, Frankfurt on “Supply Chain Management”, and a MDP on “Project Management” and “Supply Chain Management” and has delivered sessions for Petro Bangla and THDC. He is a life member of SOM and a member of the Energy Institute, London and has received the award for distinguished services.

Balram Avittathur is currently a professor of operations management area at the Indian Institute of Management, Calcutta. He has completed his under graduate courses in Mechanical engineering at NIT Rourkela, India and a Fellow Program in Management at IIM Bangalore. He teaches Supply Chain Management and Operations Strategy courses. His research interests focus on the application of just-in-time inventory theory, quick response, analytical modelling of supply chain coordination, etc. He has extensively published in peer reviewed journals of repute. He has also been involved with operation management projects for Indian government as well as various private sector enterprises.

Arnab Banerjee is a Principal supply chain consultant at Infosys. Prior to that, he was a Supply Chain Program Manager at a leading global optical communication component and sub-component manufacturer. He has more than 14 years of consulting experience in manufacturing and supply chain process re-engineering and ERP deployment in US, Europe and Asia. He focuses on advisory consulting on IT and Digital Strategy for Manufacturing organizations. His research interests include operations research and information technology applications in supply chain management, green/reverse supply chains, lean initiatives, theory of constraints, IT architecture, business operations, transformations and HR aspects in supply chains and humanitarian logistics. He has to his credit more than 16 research articles and cases published in International Journals and Conferences. He holds a PhD in Supply Chain Management, a Master’s in Industrial Engineering and a Graduate degree in Mechanical Engineering. He is a certified Six Sigma black belt champion. He is listed in the Marquis Who’s Who of the World in 2015.

Anju Bharti Worked for Glaxosmithkline Beecham Pharmaceutical Ltd. for 9 yrs. and is presently working as an assistant professor for last 9 yrs. subjects - marketing management, CSR and human values and ethics and environmental science, and has presented papers at international and national seminars and conferences.

Indranil Biswas is currently an assistant professor of operations management area at the Indian Institute of Management Lucknow. He completed his degree in Electrical engineering from Bengal Engineering and Science University, West Bengal, India. He has recently completed his thesis on contract theory and supply chain coordination. Apart from this, his research interests focus on the application of optimization techniques in healthcare value chains, the voluntary sector, transportation, etc. He has published one award winning case and several articles.
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**Saurabh Brajesh** has nearly seven years of experience in IT implementation and SCM consulting. Brajesh holds a Masters degree in Business Administration from S P Jain School of Global Management (Singapore, Dubai) where he specialized in Information Technology Management. He is currently working with JDA Software as a Senior Business Consultant.

**Ashis K. Chatterjee** has been with the operations management group at IIM Calcutta since 1985. Prior to that, he was teaching at XLRI, Jamshedpur. He has a Bachelor’s degree in Mechanical Engineering from Jadavpur University and completed a fellowship in Management from IIM Ahmedabad. He has publications in many national and international journals.

**Aravind D** has around 3 years of work experience in Retail industry with focus on Strategy Planning, Supply Chain and E-Commerce. As part of current assignment, he studies the sector trends for industries across globe and helping out retailers in suggesting best practices. His expertise lies in number driven business cases. He holds an MBA degree (Operations Management) from Alliance University - Bengaluru.

**Rupali Das** is a practicing Periodontist from Hyderabad (India). She has done her Master of Dental Science (MDS) with a specialization in periodontics. She has over 5 years of experience and specializes in bone augmentation procedures, periodontal surgery, laser surgery and implantology.

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**Ramesh Jayal** received his MBA in e-commerce from Annamalai University, India, in 2006. He has been creating supply chain solutions since 2000 and has designed and implemented end-to-end supply chain solutions for fortune 100 companies. He has the role of Chief Supply Chain Architect for iTab Technologies and is helping clients in business transformation, system integration, warehouse automation and supply chain analytics related projects. His technical, functional and supply chain experience has led various projects to great successes.

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Arqum Mateen is with the Quantitative Methods and Operations Management Area at the Indian Institute of Management Kozhikode. He has worked in energy, information technology and pharmaceutical industries. His research interests include supply chain coordination and marketing–operations interfaces.

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SaiKiran Pollamarasetty has more than 5 years of work experience across Supply chains and the Telecom domain in the IT sector. His current assignment is to develop Business cases and analyze different industry sectors and companies to enable the sales team to close the sales cycle successfully.

Ravi Potti has more than 6 years’ experience in the IT, ITES, Automobile and Logistics Industries. He has completed his MBA from the Indian Institute of Management, Indore and his B.E from the Vasavi College of Engineering, Hyderabad. In his free time he likes to spend time with family and is passionate about cricket.

Sandeep Subhashrao Pratapwar has 7 years’ experience in Retail and the Supply chain domain in different verticals such as Industry Research, Market Research, Business Research, Strategic Analysis, Consumer Insights, Pricing and Promotion Management, and Supply chain analysis, etc. He has worked in different industries – Retailing, Manufacturing, software Consulting and software Product development.

Kumari Smriti is a MBA graduate from IIM Lucknow, Smriti loves to write on subjects related to Marketing areas, Technologies in Business and Supply Chain Management.
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Kumar Subramani is passionate about strategy, analytics, and supply chains. He is a serial entrepreneur, management consultant, and adviser. He is an alumnus of two prestigious Indian Institutions, namely the Indian Institute of Technology, Madras (IIT-M) and the Indian Institute of Management, Calcutta (IIM-C). He has worked in supply chain analytics as a consultant in Deloitte, Hyderabad. He was a Co-founder & CEO at AAUM Research and Analytics, Chennai. In his role as a Manager, Operations Development at Tesco, he worked extensively in the areas of supply chains, distribution, commercial and Tesco dotcom in the U.K and Thailand. Currently, he is on the Boards of Eataly foods Private Limited and Harikrishnan Power and Technology Private Limited. He is also an avid pursuer of MOOCs. He has achieved Supply chain certificates through Coursera from the Wharton School, University of Pennsylvania, and the Korean Advanced Institute of Science and Technology.