

Samayita Guha

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EDUCATION

- 2022 **PhD in Supply Chain and Operations Management**
Department of Marketing and Supply Chain Management
Temple University, Fox School of Business, Philadelphia, Pennsylvania, USA
- 2016 **MS in Management Information Systems**
Department of Information and Operations Management
Texas A&M University, Mays Business School, College Station, Texas, USA

PUBLICATIONS

- (1) Guha, Samayita, and Subodha Kumar. (2018). "Emergence of big data research in operations management, information systems, and healthcare: Past contributions and future roadmap". *Production and Operations Management*.

WORKING PAPERS

- (1) Guha, Samayita, Emre Demirezen, and Subodha Kumar. "Surge Pricing and Brand Perception in Ride Hailing: A Differential Games Approach".

RESEARCH IN PROGRESS

- (1) Guha, Samayita, Subodha Kumar, Naveen Kumar and Joydeep Srivastava. "Impact of the Interplay between Review Number and Rating in Digital Platforms on Sales: An Empirical Study."
Presented at INFORMS 2018, DSI 2018, POMS 2019, and INFORMS 2019.
- (2) Guha, Samayita, Rakesh Mallipeddi, and Subodha Kumar. "Impact of Online Retail on Movement of Long Tail Products."
Presented at POMS 2018 and INFORMS 2018,

REFEREED EXTENDED ABSTRACTS

- 2019 CIST Conference. Seattle, WA, USA. "Dynamics of Competition in On-Demand Economy: A Differential Games Approach."
- 2018 WITS Conference. Santa Clara, CA, USA. "The Impact of Price Perception in the Dynamics of Competition in an On-Demand Economy Environment: A Differential Games Approach."

RESEARCH COMPETITION

- 2019 18th Young Scholars Interdisciplinary Forum, Fox School of Business, Temple University.
“Impact of the Interplay between Review Number and Rating in Digital Platforms on Sales: An Empirical Study.” Awarded \$500.
- 2018 17th Young Scholars Interdisciplinary Forum, Fox School of Business, Temple University.
“Dynamics of Competition on Ride Hailing Platforms: A Differential Games Approach.” Awarded \$4000.
- 2018 8th Annual PhD Student Research Competition, Temple University.
“Dynamics of Competition on Ride Hailing Platforms: A Differential Games Approach.” Won 1st position for 1st year category.
- 2017 15th Young Scholars Interdisciplinary Forum, Fox School of Business, Temple University.
“Impact of Online Retail on Movement of Long Tail Products: An Empirical Study.” Awarded \$1500.

ACADEMIC HONORS

Mays Business School MS Excellence scholarship for academic and leadership achievements.

PROFESSIONAL CERTIFICATIONS

- 2015 SAS Certified Base Programmer for SAS 9 Certification.
- 2012 Six Sigma-Green Belt Certification (Tata Consultancy Services).

SERVICE

Professional

- 2019 Session Chair and Organizer, Analytical Modelling in Information Systems, at the INFORMS Annual Meeting, Seattle, WA, USA.
- 2019 Session Chair and Organizer, Word of Mouth in Digital Marketing, at the 30th POMS Annual Conference, Washington, DC, USA
- 2019 Track Chair, Information Systems and Technology, at the 50th DSI Annual Meeting, New Orleans, LA, USA

AFFILIATIONS

- 2016 – DSI, the Decision Sciences Institute.
- 2016 – POMS, the Production and Operations Management Society.
- 2017 – INFORMS, The Institute for Operations Research and the Management Sciences.