

Faculty info format for IIMB website

Name: Haritha Saranga

Title: Professor

Qualifications/Degrees: Ph.D

Research:

Dr. Haritha Saranga is Airbus Group Endowed Chair Professor of Sourcing and Supply Management at Indian Institute of Management Bangalore. Haritha's research interests include studying quality, productivity and sustainability aspects of firms operating in agricultural, automotive, pharmaceutical and healthcare supply chains in India and abroad. She uses both empirical and analytical methods in her research, including data envelopment analysis, multiple regression, Time series, panel data and optimization. Haritha Saranga is a Fellow of MIRCE Academy, Exeter, UK. She has published several articles in refereed international journals, such as *Production and Operations Management*, *Journal of International Business Studies*, *European Journal of Operational Research*, *MIT Sloan Management Review*, *Journal of Business Review* and *Journal of Operational Research Society*. She also co-authored a book, titled *Reliability and Six Sigma*, published by Springer and has written several cases and book chapters.

Significant Publications:

Publications in Refereed International Journals:

- To Adapt or to Design: The Emerging Market Dilemma for Automakers, ***Production and Operations Management***. (2019) Vol. 28, No. 3, pp 550-569.
<https://onlinelibrary.wiley.com/doi/full/10.1111/poms.12932> (with Sreelata Jonnalagedda)
- The Helix Effect: Catch-up and local-foreign co-evolution in the Indian and Chinese automotive industries, ***International Business Review***, (2018)
<https://doi.org/10.1016/j.ibusrev.2018.03.010> (with Andreas Schotter and Ram Mudambi)
- Resource configurations, product development capability, and competitive advantage: An empirical analysis of their evolution, ***Journal of Business Research***. (2018) Vol. 85. pp 32-50. <https://www.sciencedirect.com/science/article/pii/S0148296317304915> (with Rejie George., Biene Judith., and Ulli Arnold.)
- Uncertainty and supply chain risk: The moderating role of supply chain flexibility in risk mitigation". ***International Journal of Production Economics***. (2017) Vol.193, pp 332-342.
<http://www.sciencedirect.com/science/article/pii/S0925527317302414> (with Sreedevi, R)

- Mastering the Make-In-India Challenge, *MIT Sloan Management Review*. (Summer 2017), Vol. 58, No. 4 pp 58-66. (with Ram Mudambi and Andreas Schotter) <http://sloanreview.mit.edu/x/58410>
- Commonality Decisions when Designing for Multiple Markets, *European Journal of Operational Research*, (2017) Volume 258, Issue 3, pp. 902–911. (with Sreelata Jonnalagedda) <http://www.sciencedirect.com/science/article/pii/S0377221716306981>
- Drivers of Operational Efficiency and their Impact on Market Performance in the Indian Airline Industry”, *Journal of Air Transport Management*, (2016) Volume 53, pp. 165–176. <http://dx.doi.org/10.1016/j.jairtraman.2016.03.001> (with Rajiv Nagpal)
- Design for the environment: Impact of regulatory policies on product development, *European Journal of Operational Research*, (2015) Volume 248, Issue 2, pp. 558–570. <http://dx.doi.org/10.1016/j.ejor.2015.07.043> (with Sirish Kumar Gouda and Sreelata Jonnalagedda)
- Business Models in Healthcare: A Comparison between India and Ireland, *Strategic Change*, (2013). Vol.22, pp. 339-353 (with Malcolm Brady)
- Effect of QMS and TQM on Productivity Before and After: Empirical Evidence from the Indian Auto Component Industry, *Production and Operations Management*, (2013). Vol.22, No.2, pp. 283-301. (with Ananth Iyer and Sridhar Seshadri) . <http://onlinelibrary.wiley.com/doi/10.1111/poms.12000/abstract>
- Catchup Strategies in the Indian Auto Component Industry: Domestic Firms' Responses to Market Liberalization, *Journal of International Business Studies*, (2012). Vol.43, pp. 368-395. (with Arun Kumaraswamy, Ram Mudambi and Arindam Tripathy) <https://link.springer.com/article/10.1057/jibs.2012.4>
- Optimal Deployment of Parallel Teams in New Product Development, *International Journal of Operational Research*. (2011) Vol. 10, No. 2, pp.137-158.
- Performance Evaluation of Purchasing and Supply Management using Value Chain DEA Approach. *European Journal of Operational Research*. (2010) Vol.207, pp.197-205. (with Roger Moser)
- Analysis of Hedge Fund Strategies using Slackbased DEA Models. *Journal of Operational Research Society*. (2010) Vol.61, pp. 1746-1760. (with U D Kumar, A B Roy and K Singal)
- Productivity and Technical Changes in the Indian Pharmaceutical Industry. *Journal of Operational Research Society*. R. (2010) Vol.61, pp. 1777-1788. (with Rajiv Banker)
- Optimal Selection of Obsolescence Mitigation Strategies Using a Restless Bandit Model, *European Journal of Operational Research*. (2010) Vol. 200, pp. 170-180. (with Dinesh Kumar, U)
- The Indian Auto Component Industry Estimation of Operational Efficiency and its Determinants using DEA, *European Journal of Operational Research*, (2009) Vol. 196(2), 707-718.
- Determinants of Operational Efficiencies in the Indian Pharmaceutical Industry", *International Transactions in Operations Research*, (2009) Vol.16, pp.109-130. (with B.V. Phani)
- Multiple Objective DEA as Applied to the Indian Pharmaceutical Industry, *Journal of Operational Research Society*, (2007) Vol.58, 1480-1493.
- Six Sigma Project Selection using Data Envelopment Analysis, *The TQM Magazine*, (2007) Vol.19(5), 419-441. (with Dinesh Kumar, U., Nowicki, D., Jose, R., and Verma, D.)
- Optimisation of Aircraft Maintenance and Support Infrastructure using Genetic Algorithms Level of Repair Analysis, *Annals of Operations Research*, (2006) Vol. 143, 89-104. (with Dinesh Kumar, U.)
- Opportunistic Maintenance using Genetic Algorithms. *Journal of Quality in Maintenance Engineering*, MCB University Press. (2004) Vol. 10, No.1, pp. 66-74

- Relevant Condition Parameter Strategy as an effective Condition based Maintenance, *Journal of Quality in Maintenance Engineering*, MCB University Press, (2002) Vol.8, No.1, pp. 92-105.
- Reliability Prediction for Condition Based Maintained Systems. *Reliability Engineering & System Safety*, Elsevier Science, (2001) Vol.71, pp 219-224. (with Knezevic, J.)
- Reliability Analysis Using Multiple Relevant Condition Parameters, *Journal of Quality in Maintenance Engineering*, MCB University Press, (2000) Vol. 6, No. 3, pp. 165-176. (with Knezevic, J.)
- Finite Element Galerkin Method for the "Good" Boussinesq Equation. *Nonlinear Analysis, Methods & Applications*, (1997) Vol. 29, No. 8, pp.937-956. (with Pani, A.K.)

Books:

- *Reliability and Six Sigma*, Springer, February 2006 (with U Dinesh Kumar, J Crocker, and T Chitra)

Teaching Cases:

- Process Reengineering in Emerging Markets – An Automaker’s Experience (A). IIM Bangalore Case, IMB 615, published in *Harvard Business School* Case portal (2017).
- Process Reengineering in Emerging Markets – An Automaker’s Experience (B). IIM Bangalore Case, IMB 617, published in *Harvard Business School* Case portal. (2017)
- Haritha Saranga, (2016). Ace Designers – Competing through Process Improvement, IIM Bangalore Case, IMB 595, published in *Harvard Business School* Case portal. (2016) (with Rupali Kaul and Anand Krishnan)
- Bosch India: Value for Money Innovation - Innovation in Common Rail Diesel Systems, IIMC Case Study: IIMC-CRC-2014-09. (2015) (with Indranil Bose, Ravi Santhanam, Saikat Lahiri, Ashish K. Jha)
- RHCF: Reaching Primary Healthcare to the Base of the Pyramid, IIM Bangalore Case, IMB 435, published in *Harvard Business School* Case portal. (2013) (with Sourav Mukherji and Vidyanand Jha)
- Flow Line in a Job Shop the Story of Ace Designers, IIM Bangalore Case, IMB 329, published in *Harvard Business School* Case portal. (2011) (with Sulakshana S., and Mario Gonsalves.)