

# CURRICULUM VITAE

**Full Name and position**

**PROFESSOR USHA RAMANATHAN**

**Research output:**

<https://scholar.google.co.uk/citations?user=vPF2Ov8AAAAJ&hl=en>

**Work experience** (*Teaching and supervision*)

**Aug 2021 – Ajman University, UAE**

Professor of Management, College of Business Administration

Teaching Research courses for UG and DBA programs

**March 2016 – till date, Nottingham Trent University, UK**

August 2018 – till now, Professor of Sustainability and Supply Chains

Mar 2016 – July 2018, Reader in Supply Chain Management, Nottingham Trent University, UK

Module leader for Data Analysis for Managerial Decision making

**Role:** Supervisor for PhD & DBA students; Academic mentor for Early Career Researchers; Individual Pathway Review team member; External Examiner for Northumbria University.

**Sep 2011- Mar 2016 Senior Lecturer in University of Bedfordshire, UK**

1. I was the **Course-leader** for Exec MBA programme (Oman, UK and European centres). I was the **Unit-leader** of Operations Management units for **MBA and MSc, Exec-MBA and MBA - Kaplan, Singapore** in collaboration with the University of Bedfordshire, UK.
2. I supervised UG and PG students for dissertation. I also supervised PhD & DBA students. I have six PhD and one MPhil students' completions.

**July 2010- Sep. 2011: Senior Lecturer in Northumbria University, UK**

1. I taught Global Supply Chain Management module for UG students and Supply Chain Risk Management and Operations Management modules for PG students in Newcastle Business School, Northumbria University. I taught benchmarking techniques for PG students from **NHS**.

**Sep. 2006 – June 2010: PhD researcher and Teaching Assistant, UK**

I supported seminar sessions on MSc Programme of 'Supply Chain Planning and Control' in Nottingham University Business School when I was a full-time PhD student.

**Sep. 2001- Dec. 2005: Lecturer and Senior Lecturer, Muscat, Oman**

1. Senior Lecturer (Part time) in College of Banking and Financial Studies, Muscat, Sultanate of Oman. (Sep.2005-Dec.05) I taught Business Statistics for Bachelor students.
2. Senior Lecturer, Department of Mathematics and Applied Sciences, Middle East College of Information Technology, Muscat, Sultanate of Oman, (Sep.2003 -Sep. 2005).

Courses taught at Bachelor's level: Operations Management, Project Management and Introduction to Information Technology. Mathematics – Analytical Geometry, Mathematics II – Calculus, Statistics I – Basic concepts, probability and distributions, Statistics II – Advanced topics including statistical inference. Involved in curriculum designing and production of course materials.

3. Lecturer, Accounting Diploma Programme, College of Commerce and Economics, Sultan Qaboos University, Muscat, Sultanate of Oman, Aug. 2002 – Aug. 2003.

Courses taught at Diploma level: Business Statistics and Mathematics.

4. Visiting Consultant, Accounting Diploma Programme, College of Commerce and Economics, Sultan Qaboos University, Muscat, Sultanate of Oman, during Sep. 2001.

### **June 1996- August 2001 Teaching Faculty in India**

Faculty member in Vivek Junior College, Mumbai, India, during June 1996 – August 2001. (Medium of instruction: English.)

Courses taught at Pre-University level: Business Mathematics and statistics for Commerce Stream, Mathematics for Science Stream

### **Students' supervision**

I am associated with Nottingham Trent University and currently, I am supervising six DBA and PhD students. Four of them are receiving NTU scholarship based on their choice of topic, through competition. My research students are working in the areas of supply chain sustainability, risk and resilience in various industry sectors such as Oil company in South Africa, Chocolate company in the UK and food supply chains in Ghana. I also held the role of external supervisor for PhD students from University of Delhi. I have experience in supervising PhD students through to successful completion. I have a completion record of PhD students (about 10) and examination for many PhD students. I have supervised more than 50 UG and PG dissertations. I encourage and support students to submit their high-quality research work to reputed journals. Some of them have been published in ABS 4\* and 3\* journals. I also act as an internal and external examiner for PhD students.

### **Organizational Activities**

1. Member of the EPSRC Associate Peer Review College.
2. Reviewer for EPSRC, GCRF-ESRC and Newton fund applications
3. Reviewer for United Kingdom National Commission for UNESCO funding applications
4. Scientific committee member for EUROMA (ongoing).
5. Member of Academic Progression Panel of Research Graduate School, University of Bedfordshire. Main role was assisting PhD students with academic difficulties to make good research progress.
6. Editorial Review Board member of International Journal of Operations and Productions Management
7. Reviewer for many leading international journals such as IJPE, JCP, IJCHM etc.
8. Session chair in international conferences on Operations and Supply chain Management.
9. Reviewer for MBA course and module revalidation in UK Universities, and India.
10. External PhD examiner for UK universities and Indian Universities
11. External examiner for PG courses in Northumbria University from Oct. 2017

12. External PhD supervisor for a student in University of Delhi

### **Consultancy and Funding**

1. Secured funding from GCRF-QR funding 2020 and 2021. Value £31,000 + £10000 **Role: Principal Investigator (PI)**
2. Secured funding from GCRF-QR funding. Value £7000 **Role: PI**
3. Secured funding from Interreg NWE, Improving Resource Efficiency of Agribusiness supply chains by Minimising waste using Big Data and Internet of Things sensors (REAMIT). Total value: Euro 4,875,171 and NTU value: Euro 454,042 (Jan 2019 – July 2022). **Role: Project Partner.** Extended until 2023.
4. Secured funding from Continuation, Growth and Development Fund, Sustainable Futures Steering Group, Nottingham Trent University. Value (£10,500) **Role: PI**
5. Secured funding from British council - Newton Fund travel grant to conduct workshop on “A pathway to global sustainability - Role of local food supply logistics in global sustainability” in Brazil with Dr Lilian Borges (June 2016), (Value: £46K). Grant Application ID: RLWK6 260371879 **Role: PI.**
6. Secured European project - Entrepreneurial Universities for Industry Alliances (EUFORIA) project co-funded by Erasmus + programme of European Union (Project No. 561695-EPP-1-2015-1-UK-EPPKA2-CBHE-JP). EUFORIA develop links between universities and enterprises to enhance teaching & learning and upgrading the curriculum in Higher Education Institutions in Kosovo (Value £722,000). **Role: EU partner**
7. Secured funding from British Academy. “Big Data in Logistics: An exploratory investigation”, The project funded by British Academy/Leverhulme Small Research Grants, (Value £10,000), started on 01 April 2014 (12 months). **Role: Co-Investigator (Co-I)**
8. Secured funding for a project on ‘Challenges and success factors for scaling up upcycling-based businesses in the UK’: Funded by School of Architecture, Design and the Built Environment, Nottingham Trent University (value £24,000). **Role: Co-I**
9. Secured funding from Newcastle Business School in 2011 to carry out a research survey on supermarket customer behaviour and loyalty in the UK for promotional sales (value £5,000). **Role: PI**
13. Obtained funding for a project on ‘Business process reengineering of Nottingham City Council’s Rent Review’ in collaboration with Nottingham University Graduate School. Report on Rent Review process was submitted to the council, 2008. Value max. £1000 **Role: Principal Investigator**

### **Non-Academic Experience**

1. Clerical Assistant, Bharat Overseas Bank Ltd, Trichy, India (Nov. 1991 – Jan. 1992)
2. Computer Assistant, ApTech Tanmay Computers, Chennai, India (Jul. 1992 – Jan. 1993)

### **Research Publications**

#### **Published journal articles**

1. Ramanathan U., Olu, A., Ramanathan, R (2021), Supply chain resilience and business responses to disruptions of the Covid-19 pandemic. *Benchmarking: An International Journal*. (accepted for Publication on 28 Sep 2021– Scopus Q1 84%).
2. Ramanathan, U., Mathirajan, M and Balakrishnan, A.S (2021), Role of e-tailing: A new way of business during COVID situation in India – A critical view. *Benchmarking: An International Journal*. (accepted for Publication on 06 Sep 2021– Scopus Q1 84%).
3. Balakrishnan, AS, Ramanathan, U (2021), The role of digital technologies in supply chain resilience for emerging markets' automotive sector. *Supply Chain Management: An International Journal*. (ABS 3\*)
4. Jain, A., Darbari, J.D., Kaul, A., Ramanathan, U. and Jha, P. C. (2020). Facility Selection Model for BOPS Service for an Omni-Channel Retail Chain. *IEEE Transactions on Engineering Management*. DOI: 10.1109/TEM.2020.3018912 (ABS 3\*)
5. Ramanathan, U., Mazzola, E., Mohan, U., Bruccoleri, M., Awasthi, A. and Garza-Reyes, J A. (2020). How selection of collaborating partners impact on the green performance of global businesses? An empirical study of green sustainability. *Production Planning & Control*. (ABS 3\*).
6. Aikins, E., and Ramanathan, U., (2020). Key factors of Carbon footprint in the UK food supply chains: A new perspective of life cycle assessment. *International Journal of Operations and Production Management*. DOI: 10.1108/IJOPM-06-2019-0478. (ABS 4\*)
7. U. Ramanathan, N. L. Williams, M. Zhang, P. Sa-nguanjin, J. A. Garza-Reyes and L. A. Borges, (2020) "A New Perspective of E-Trust in the Era of Social Media: Insights From Customer Satisfaction Data," *IEEE Transactions on Engineering Management*, DOI: 10.1109/TEM.2020.2985379. (ABS 3\*)
8. Arshi, T., Burns, P., Ramanathan, U. and Zhang, M. (2020). Bringing Back the Discourse on Entrepreneurial Orientation Construct: Further Clarifications on its Dimensions. *Journal for International Business and Entrepreneurship Development*. 12 (4), 235-257.
9. Sibanda, N. and Ramanathan, U., (2020). A holistic approach of process variation reduction: a case of UK chocolate manufacturing. *International Journal of Quality & Reliability Management*. 37 (5), 711-731. (ABS 2\*)
10. M Dabic, E Vlacic', U Ramanathan, CP Egri (2019), Evolving Absorptive Capacity: The Mediating Role of Systematic Knowledge Management, *IEEE Transactions on Engineering Management*. (ABS 3\*)
11. Garza-Reyes, A. J., Romero, T.J., Govindan, K., Cherrafi, A. and Ramanathan, U. (2018). A PDCA-based approach to Environmental Value Stream Mapping (E-VSM), *Journal of Cleaner Production*, 180, 335-348. (Impact factor 6.2)
12. Ramanathan, U., Win, S and Wien, A. (2018). 'A SERVQUAL Approach to Identifying the Influences of Service Quality on Leasing Market Segment in the German Financial Sector'. *Benchmarking: An International Journal*. 25(6), 1935-1955.
13. Ramanathan, U., Subramanian, N. and Parrott, G., (2017). Role of social media in retail network operations and marketing to enhance customer satisfaction, *International Journal of Operations and Production Management*. 37 (1), 105-123. (ABS 4\*). Received: Emerald Literati 2018 award for Highly Commended paper. Most downloaded paper, recognized by Emerald in EUROMA, 2018.

14. Ramanathan, R., Ramanathan, U and Bentley, Y., (2017). The debate on flexibility of environmental regulations, innovation capabilities and financial performance – A novel use of DEA. *Omega - The International Journal of Management Science*. (ABS 3\*)
15. Ramanathan, U., Subramanian, N., Wantao, Y. and Vijaygopal, R. (2017). Impact of customer loyalty and service operations on customer behaviour and firm performance: empirical evidence from UK retail sector, *Production Planning & Control*, 28 (6-8), 478-488, DOI: 10.1080/09537287.2017.1309707. (ABS 3\*).
16. Alletto, A., Bruccoleri, M., Mazzola, E. and Ramanathan, U. (2017). Collaboration experience in the supply chain of knowledge and patent development, *Production Planning & Control*, 28 (6-8), 574-586, DOI: 10.1080/09537287.2017.1309712. (ABS 3\*).
17. Ramanathan, R. and Ramanathan, U. (2016). A new rational IPA and application to cruise tourism. *Annals of Tourism Research: A Social Sciences Journal*. ISSN 0160-7383. (ABS 4\*).
18. Ramanathan, R., Ramanathan, U. and Zhang, Y. (2016). Linking operations, marketing and environmental capabilities and diversification to hotel performance: A data envelopment analysis approach. *International Journal of Production Economics*, 176, 111-122 (ABS 3\*).
19. Ramanathan, R, Di, Y and Ramanathan, U. (2016). Moderating roles of customer characteristics on the link between service factors and satisfaction in a buffet restaurant. *Benchmarking: An International Journal*, 23(2).
20. Ramanathan, U., Bentley, Y., and Pang, G (2014). The role of collaboration in the UK green supply chains: An exploratory study of the perspectives of suppliers, logistics and retailers, *Journal of Cleaner Production*. 70, .231-241(5 -Year Impact Factor 6.2).
21. Ramanathan, R, Ramanathan, U and Ko, L. (2014). Adoption of RFID technologies in UK logistics: Moderating roles of size, barcode experience and government support, *Expert Systems with Applications*. 41 (1), 230-236. (ABS 3\*)
22. Ramanathan, U (2014). Performance of supply chain collaboration: A simulation study. *Expert Systems with Applications*. 41(1), 210-220. (ABS 3\*)
23. Ramanathan, U and Angappa Gunasekaran, (2014). Supply chain collaboration: Impact of success in long-term partnerships. *International Journal of Production Economics*. 147, 252-257. (ABS 3\*)
24. Ramanathan, U and Ramanathan,R (2013), “Investigating the impact of resource capabilities on customer loyalty: A structural equation approach for the UK hotels using online ratings”, *Journal of Services Marketing*, 27 (5). (ABS 2\*)
25. Ramanathan, U (2013), “Aligning supply chain collaboration using Analytic Hierarchy Process”, *Omega - The International Journal of Management Science* 41 (2), 431-440. (ABS 3\*)
26. Ramanathan, R., Ramanathan, U and Hsiao, H-L. (2012), “The impact of e-commerce in Taiwanese SMEs: marketing and operations effect”. *International Journal of Production Economics* 140 (2), 934-943. (ABS 3\*)
27. Ramanathan, U (2012), “Supply chain collaboration for improved forecast accuracy of promotional sales”, *International Journal of Operations and Production Management*, 32 (6), 676-695. (ABS 4\*)

28. Ramanathan, U., and Muyldermans, L (2011), “Identifying the underlying structure of demand during promotions: A structural equation modelling approach”, *Expert Systems with Applications* 38(5), 5544-5552. (ABS 3\*)
29. Ramanathan, U., Gunasekaran, A. and Subramanian, N. (2011), “Performance metrics for collaborative supply chain: A conceptual framework from case studies”, *Benchmarking: An International Journal*, 18 (6), 856-872.
30. Ramanathan, U and Ramanathan, R (2011), “Guests’ perceptions of factors influencing customer loyalty: An analysis for UK hotels”, *International Journal of Contemporary Hospitality Management*, 23 (1), 7-25. (This paper has been chosen as a **Highly Commended Award Winner** at the **Emerald Literati Network Awards for Excellence 2012** and awarded in EurOMA 2012 in Amsterdam). (ABS 3\*)
31. Ramanathan, R and Ramanathan, U. (2011), “A performance measurement framework combining DEA and Balanced Scorecard for the UK health sector”, *International Journal of Operational Research*, 12 (3), 257-278.
32. Zhu, J.C., Ramanathan, R and Ramanathan, U (2011), “Measuring Service Quality using SERVQUAL and AHP: An Application to a Chinese IT Company and Comparison”, *International Journal of Services and Operations Management*, 8 (4), 418-432.
33. Ramanathan, U and Ramanathan, R (2011), “An Investigation into Rank Reversal Properties of the Multiplicative AHP”, *International Journal of Operational Research*, 11 (1), 54-77.
34. Ramanathan, U and Muyldermans, L (2010), “Identifying demand factors for promotional planning and forecasting: A case of a soft drink company in the UK”, *International Journal of Production Economics* 128 (2), 538-545. (ABS 3\*)
35. Ramanathan, R and Ramanathan, U (2010), “A Qualitative Perspective to Deriving Weights from Pairwise Comparison Matrices”, *Omega – The International Journal of Management Science*, 38 (3-4), 228–232. (ABS 3\*).

#### **Published articles (non-academic)**

36. Usha Ramanathan and Ramakrishnan Ramanathan (2008), “Oman: Oil and Gas Industry”, A Global Market Briefings Online Publication published at the website of GMB Publishing Ltd., London, UK ([www.gmbresearch.com](http://www.gmbresearch.com)).
37. Usha Ramanathan and Ramakrishnan Ramanathan (2008), “Oman: Manufacturing Industry Sector”, A Global Market Briefings Online Publication published at the website of GMB Publishing Ltd., London, UK ([www.gmbresearch.com](http://www.gmbresearch.com)).
38. Usha Ramanathan and Ramakrishnan Ramanathan (2008), “Oman: Tourism Sector”, A Global Market Briefings Online Publication published at the website of GMB Publishing Ltd., London, UK ([www.gmbresearch.com](http://www.gmbresearch.com)).

#### **Case studies**

39. Mohan, U., Ramanathan, U, Govindasamy, A., Manisha, S and Vignesh Kumar, M. (2020). Mission not accomplished: how to realise the full potential from the fresh produce supply chain? - A case from India, Teaching case and teaching notes, The Case Centre. Reference no. 620-0039-1 and Reference no. 620-0039-8

40. Ramanathan, U., Thompson, P, and Pandiaraja, D. (2021). Waste management in dairy production: a case of co-operative milk produces in South India, Background note and teaching notes, The Case Centre. Reference no. 620-0045-5 and Reference no. 620-0045-8

### Books

41. Role of information exchange in collaborative supply chains. LAP Lambert Academic Publishing, ISBN 978-3-8465-4419-8, 276 Pages
42. Edited book on ‘Supply Chain: Strategies, Issues and Models’ (2013) Springer, UK ISBN 978-1-4471-5351-1(Print) 978-1-4471-5352-8 (Online). **This book was among the top 50% most downloaded eBooks in its respective eBook Collection in 2019.**
43. Edited book on ‘Sustainable Supply Chain: Strategies, Issues and Models’ (2020), Springer, UK ISBN 978-3-030-48876-5.

### Chapters in Books

44. Ramanathan, U and Ramanathan, R. (2021) Information Sharing and Business Analytics in Global Supply Chains. In: Vickerman, Roger (eds.) International Encyclopedia of Transportation vol 3. pp.71 - 75. United Kingdom: Elsevier Ltd.
45. Cao, G., Shah, P. and Ramanathan, U (2020), Reducing Edible Food Waste in the UK Food Manufacturing Supply Chain Through Collaboration, in Sustainable Supply Chain: Strategies, Issues and Models’ (2020), Springer, UK ISBN 978-3-030-48876-5.
46. Godhania, S., Ramanathan, U and Ramanathan, R., (2020), “Dynamic Project Management Strategies for UK Fashion SMES”, in Awasthi, A (Ed.), Sustainable City Logistics Planning: Methods and Applications. Nova: Volume 2., ISBN: 978-1-53616-561-6.
47. Ramanathan, R, Philpott E, Ramanathan, U, and Duan, Y., (2020). “A Framework for the Application of Industry 4.0 in Logistics and Supply Chains”, in Sustainable Supply Chain: Strategies, Issues and Models’ (2020), Springer, UK ISBN 978-3-030-48876-5.
48. Ramanathan, U., (2017). How smart operations help better planning and replenishment? Empirical study – supply chain collaboration for smart operations. In: H.K. CHAN, N. SUBRAMANIAN and M.D.A. ABDULRAHMAN, eds., Supply chain management in the big data era. Advances in logistics, operations, and management science (ALOMS). Hershey, PA: IGI Global, pp. 25-49. ISBN 9781522509561.
49. Ramanathan, R., Karpuzcu, T. and Ramanathan, U (2016), “Impact of e-commerce in B2B physical distribution: Diffusion of innovations perspective”, In: In Lee (Ed.), Encyclopedia of E-Commerce Development, Implementation, and Management, IGI Global, Hershey, PA 17033, USA, Chapter 162, pp: 2256-2270.
50. Ramanathan, R., Ramanathan, U., and Ko, LWL. (2016). “Some lessons for promoting RFID by applying TAM theory”, In Lee (Ed.), Encyclopedia of E-Commerce Development, Implementation, and Management, pp.1900-1912.
51. Ramanathan, R., George, J. and Ramanathan, U. (2014). The role of logistics in e-commerce transactions: An exploratory study of customer feedback and risk, Springer, UK.
52. Ramanathan, U. (2014). A systematic approach to analyse the information in supply chain collaboration: A conceptual framework, Springer, UK.

53. Ramanathan, R, Ko, L., Chen, H. and Ramanathan, U (2014), “Green characteristics of RFID technologies: An exploration in the UK logistics sector from innovation diffusion perspective”, In: RFID Technology Integration for Business Performance Improvement, I. Lee (Ed), IGI Global.
54. Ramanathan, R, Ramanathan, U and Ko, L., (2014), “An analysis of the diffusion of RFID in the UK logistics sector using technology acceptance perspective”, In: RFID Technology Integration for Business Performance Improvement, I. Lee (Ed), IGI Global.

### **Conferences and blogs**

55. Nyahoda, M., Ramanathan, U and Aluko, O (2021). Oil and gas industry supply chain SME contractual issues: select insights from South Africa, Euroma 2021 (online presentation). A full paper was accepted and published.
56. Govindasamy, A., Kougiannou, N., Ramanathan, U., (2021). The (in)sensible role from the leaders - Lean Leadership: A case study from India EURAM (2021) online presentation. A full paper was accepted and published.
57. Borges, L., and Ramanathan, U., “Sustainability challenges in the food supply chains related to the COVID-19 pandemic: an extended systematic literature review”, International Workshop on Advances in Cleaner Production, Melbourne Australia, 26 May, 2020.
58. Aikins, E., Ramanathan, U and Stratton, R., (2020). “UK food sustainability and Global food supply chains: Sustainability impact study of Ghana’s fresh vegetables export industry to the UK”, presented in Euroma Sustainable Operations and Supply Chain Forum. Feb. 10-11, 2020 in Nottingham.
59. Invited speaker Chair for IEOM conference, Toronto, Oct. 2019. Ramanathan, U and MathiRajan, M. (2019). Improving infrastructure of E-tailing in India for environmental sustainability. ISSN:2169-8767
60. Shantanu, B., Ramanathan, U and Ramanathan, R, (2019). “What is the future of IT offshoring operations?”, full paper accepted and presented in European Operations Management Association (EUROMA 2019) conference in Helsinki, Finland in June 2019.
61. Jun Ma, Usha Ramanathan and Ramakrishnan Ramanathan, “A framework for Supply Chain Collaborative Relationship and Risk Management”, Abstract submitted for presentation at the 10th European Decision Sciences Conference, JUNE 2- 5, 2019, Nottingham, UK (Accepted for presentation)
62. Production and Operations Management, USA, 2019, Paper accepted for presentation
63. Ramanathan, U, He, Q, Subramanian, N, Gunasekaran, A., (2018). ‘Closed-loop supply chain collaboration: A study of the packaging industry’ has been accepted for presentation at the 2018 British Academy of Management Conference, September 2018, Bristol, UK (full paper submitted).
64. Ramanathan, R., Philpott, E., Ramanathan, U and Duan, Y., (2018). “Antecedents and outcomes of Big Data utilisation in Logistics: A value adding process framework", has been accepted for presentation at the 2018 POMS Annual Conference. Houston, Texas, U.S.A.
65. Aikins, E.F., Ramanathan, U. (2018), ‘Reducing UK’s carbon footprint in food supply chains’, 25<sup>th</sup> EUROMA conference in Budapest, 24-27 June 2018 (full paper submitted).
66. Invited to write a blog in London School of Economics Business Review:



<http://blogs.lse.ac.uk/businessreview/2017/07/27/social-media-and-successful-retail-operations-in-the-hyper-customisation-era/>

67. Ramanathan, U and Cao, G. (2017), "Role of data analytics in supply chain collaborations", POMS conference, Sydney, 12-14 Dec. 2017.
68. Ghodhania, S. and Ramanathan, U. (2017), "Dynamic Capabilities in the UK Fashion Industry: A Case Study of SMEs", 24th EUROMA conference in Edinburgh, 1-5 July 2017 (full paper submitted).
69. Zhang, B., Bentley, Y and Ramanathan, U (2017), "A Conceptual Framework for Sustainable "Last-Mile" Delivery in Major Chinese Cities", 24th EurOMA conference in Edinburgh, 1-5 July 2017 (full paper submitted).
70. Sung, K., Cooper, T., Ramanathan, U. and Singh, J. (2017). Challenges and support for scaling up upcycling businesses in the UK: Insights from small-business entrepreneurs. Product Lifetimes And The Environment (PLATE) 2017 Conference, Delft, 8-10 November (full paper submitted).
71. Sung, K., Cooper, T., Painter-Morland, M., Oxborrow, L., Ramanathan, U. and Singh, J. (2017). Multi-stakeholder perspectives on the challenges and success factors for scaling up upcycling businesses in fashion industry in the UK. 18th European Roundtable for Sustainable Consumption and Production, Skiathos Island, 1-5 October
72. Ramanathan, U and Ramanathan, R. (2016). "BIG DATA IN THE THIRD SECTOR: PRESENT STATUS AND FUTURE TRENDS", peer reviewed paper accepted for conference presentation at the 5th World P&OM Conference at the Havana International Conference Center in Cuba, September 6-10, 2016. The theme of P&OM Havana 2016 is: "Joining P&OM Forces Worldwide: Present and Future of Operations Management".
73. Bentley, Y., and Ramanathan, U. (2016). 'UK companies' initiatives to reduce CO2 emissions in logistics operations'. peer reviewed paper accepted for conference presentation in EurOMA 2016, Trondheim, Norway, June 2016. (full paper submitted).
74. Banerjee, S., Ramanathan, R. and Ramanathan, U. (2015): "Development and validation of a conceptual framework for success in offshore IT outsourcing relationship management". BAM Annual conference, 8- 10 September 2015, United Kingdom (full paper submitted).
75. Ramanathan, U., Bruccoleri, M., Awasthi, A., and Erica Mazzola, E. (2015). Will collaborative partners' selection enhance sustainability performance of firms? An empirical study, peer reviewed paper accepted for conference presentation in EurOMA 2015 Neuchatel, Switzerland. (full paper submitted)
76. Ramanathan, R., Duan, Y., Philpot, E., and Ramanathan, U. (2015), Big data in Logistics: The UK experience, will be presented in POMS 2015, Washington DC.
77. Ramanathan, U., Subramanian, N and Parrott, G (2014), "Moderating effect of promotions in retail services: A critical view on role of operations". presented in POMS 2014 in NITIE, Mumbai, India.
78. Ramanathan, R., Philpot, E., Duan, Y and Ramanathan, U., (2014), "Big Data and analytics in Logistics: Some Preliminary Findings with UK firms". Paper presented in POMS 2014 Singapore in July 2014.
79. Godhania, S and Ramanathan, U. (2014), "Dynamic capability in UK Fashion SME". Paper presented in POMS 2014 Singapore in June 2014.
80. Ramanathan, U. (2014), "Will smart operations help better planning and replenishment? – Empirical Study", Paper presented in POMS 2014 Singapore in July 2014.

81. Bentley, Y., Ramanathan, U. and Boluarte, J. (2014), "SUSTAINABLE LOGISTICS MANAGEMENT IN UK COMPANIES", ISL 2014, paper presented in Ho Chi Minh City, Vietnam in July 2014. (full paper submitted)
82. Usha Ramanathan and Yongmei Bentley, (2014), "Will Supply chain collaboration help achieve green sustainability? An empirical study" EurOMA 2014, paper presented in Palermo, Italy. (full paper submitted)
83. Alletto, A., Bruccoleri, M., Mazzola, E. and Ramanathan, U. (2014), "Role of Collaborative Supply Chain of Innovation in firm's performance", EurOMA 2014, paper presented in Palermo, Italy. (full paper submitted).
84. Godhania, S, Ramanathan, U and Williams, N. (2013)," Dynamic capabilities of UK fashion SMEs: Case study approach", paper accepted and presented in Logistics Research Network Conference, 2013 in Birmingham, UK in Sep. 2013. (full paper submitted)
85. Ramanathan, R, Ramanathan, U and Ko, L. (2013). "Adoption of RFID technologies in UK logistics: Moderating roles of size, barcode experience and government support", paper was presented in EuroMA 2013 in Dublin in June 2013. (full paper submitted)
86. Usha Ramanathan, (2013), "Role of price sensitivity in customer choices in the UK retail sales", paper presented in POMS 2013 in Denver USA in May 2013.
87. Usha Ramanathan, (2012), "An exploration on the role of supply chain collaboration in improving environmental sustainability in the UK retail sector", paper presented in LRN 2012 Conference in Cranfield in Sep. 2012. (full paper submitted)
88. Usha Ramanathan, (2012),"Examining supply chain collaboration: An empirical study", paper presented in 4th P&OM World Conference and 9th International Annual EurOMA Conference, in Amsterdam in July, 2012. (full paper submitted)
89. Usha Ramanathan, (2011), "A systematic approach to analyse the information in supply chain collaboration: A conceptual framework", presented in Northumbria University Research Conference, May 2011.
90. Usha Ramanathan (2011) attended Tyne and Wear European Freight Conference, Feb. 2011.
91. Usha Ramanathan (2010) Invited to deliver a guest lecture at the 43rd Annual Convention of the Operational Research Society of India and the International Conference on Operational Research for Urban and Rural Development, Thiagarajar College of Engineering, Madurai (South India), December 15-17, 2010.
92. Usha Ramanathan and Luc Muyldermans (2010), "Role of demand information in collaborative planning and forecasting: A case of a soft drink company in the UK", presented in the conference OR 52, in Sep. 2010 (Royal Holloway, University of London, UK).
93. Usha Ramanathan and Nachiappan Subramanian (2009), "Supply chain collaboration Performance metrics: A conceptual framework", Hamburg International Conference on Logistics 2009, Germany (Peer reviewed full paper - accepted).
94. Usha Ramanathan, Luc Muyldermans and Bart MacCarthy (2009), "Improving forecasting accuracy of sales promotions through Reference Demand Model and Multiple Linear Regression analysis", presented in the POMS conference 2009 in Orlando, USA.
95. Usha Ramanathan, Luc Muyldermans and Bart MacCarthy (2008), "Forecasting promotional sales using linear regression models" presented in the INFORMS Annual Meeting 2008 in Washington DC, USA.
96. Usha Ramanathan (2008), "Will supply chain collaboration improve forecast accuracy? – A case study approach using Analytic Hierarchy Process" presented in the conference OR Fifty, in Sep. 2008 (University of York, UK).

97. Usha Ramanathan and Luc Muyldermans (2007), “Supply chain collaboration: A review and scope for future research” presented in the conference LRN 2007 – “Global Supply Chains: Developing Skills, Capabilities and Networks” in Sep. 2007 (University of Hull, UK). (Full paper submitted).
98. Usha Ramanathan and Ramakrishnan Ramanathan (2005). “Analysis of performance of computing industry in Oman”, IFORS triennial 2005 conference (accepted).

#### **Awards and honours**

1. PhD study (2006-2009) was partly funded by the University of Nottingham.
2. R Ramanathan and U Ramanathan (2010), conducted a pre-conference workshop on Analytic Hierarchy Process in the International Conference on Operational Research for Urban and Rural Development, Thiagarajar College of Engineering, Madurai (South India), December 15-17, 2010.
3. Usha Ramanathan (2013) guest speaker in Vickram Engineering College, Madurai, India, July 2013
4. Usha Ramanathan (2014) invited to conduct a workshop for 7th international conference for Royal Medical Services (RMS) in Jordan.
5. Awarded fund to participate in the Indo-UK workshop conducted in Chennai, India in August, 2016 , on ‘Clean water through advanced and affordable materials’
6. Awarded UK-Thailand Newton Fund Researcher Link Grant (2016) to participate in the workshop on ‘Short Food Supply Chains: A pathway to sustainable development and employment creation’.
7. Awarded UK-Mexico Newton Fund Researcher Link Grant (2016) to participate workshop on “Sustainable Development - Exploring Energy Efficiency Opportunities through Supply Chain and Operations Innovation”
8. Invited keynote speaker and chair at the International Conference on Contemporary Design and Analysis of Manufacturing and Industrial Engineering systems (CDAMIES 2018), National Institute of Technology, Tiruchirappalli, India during 18-20 January 2018.
9. Invited keynote speaker in International Conference in Statistics, Rohtak, India, Dec. 2018 – topic ‘Statistics for present and future’.
10. Key note speaker in PSGR Krishnammal College for Women, Coimbatore in March 2019. Topic: Role of Business Analytics in the era of Industry 4.0
11. Invited speaker in Women in Data Science conference, IIM, Bangalore, India March 2019.
12. Invited speaker in Henan University, China, funded by STFC network fund from Roehampton University, UK.
13. Mentor for UK-China British Council Newton networking workshop fund award application, to be held in Beijing in July 2020.
14. Invited speaker NKT National College of Education for women, webinar ‘Establishing Research Beyond the Horizon’, May 2020.

#### **Memberships in professional bodies**

1. Member of the EPSRC Associate Peer Review College (since Sep. 2016).  
Reviewed Future Manufacturing Research Hubs 2018 funding application value: over 1.2 million
2. Scientific committee member of European Operations Management conference (EurOMA) (on going)

3. Fellow of Higher Education Academy (FHEA) from Feb. 2014
4. Chartered member of Chartered Institute of Logistics and Transport (CMILT) from Feb 2011 (on going-Life member).
5. Chartered institute of Logistics and Transport (CMILT) membership during Sep. 2007-Sep.2008
6. Institute for Operations Research and the Management Sciences during Oct. 2008-Oct.2009
7. Operations Research Society, UK membership during Sep. 2008 – Sep. 2009 and from Sep.2010 – Sep. 2011.
8. Editorial Review Board (ERB) member of the Journal – International Journal Operations Production Management (ABS 4\*)
9. Reviewer of Newton fund applications for Institutional links and Newton Prize.

### **Research interests**

Supply chain management and logistics, Collaborative Planning Forecasting and Replenishment (CPFR), supply chain collaboration-frameworks, performance measurement, role of information exchange and forecasting in supply chain collaboration and logistics, Inter-organization and intra-organization collaboration, retail supply chain, promotional forecasting, Analytic Hierarchy Process, Simulation, Structural Equation Modelling, customer behaviour and satisfaction in service sectors, service operations and role of e-advertising in service sector.

Education (English was the medium of Instruction for all the qualifications below)

### **Doctor of Philosophy (Ph.D) (July, 2010)-Partly funded by the University of Nottingham**

Institution : University of Nottingham, Nottingham University Business School,  
United Kingdom  
Operations Management Division

### **Master of Business Administration (MBA) (April, 2005)**

Institution : The ICFAI University, Hyderabad, India  
Class : First class  
Papers : Stage 1: Introduction to Management, Business Communication, Financial Accounting, Economics, Quantitative Methods, Management Accounting.  
Stage 2: **Financial Management**, Marketing Management, Information Technology & Systems, Operations Management, **Organizational Behavior and HRM**, Business Law, **Project Management, Management Control & Information Systems**.  
Stage 3: **Business Policy & Strategy**, Business Ethics & Corporate Governance, and four electives in Finance Specialization (Security Analysis, **Portfolio Management, Treasury & Forex Management, and Strategic Financial Management**).  
Distinction : I have secured the highest marks in many papers. Those are marked in **bold**.

### **Bachelor of Education (June 1992 - June 1993)**

Institution : Madurai Kamaraj University, Madurai, Tamil Nadu, India

Majors : Mathematics and English

Class : First class

**Master of Science (Mathematics with statistics) (June 1990 - June 1992)**

Institution : Thiagarajar College, Madurai Kamaraj University, Madurai, India

Marks : 81.3 %

Class : First class

**Post B.Sc. Diploma in Computer Science and Applications (June 1989 – June 1990)**

Institution : Madurai Kamaraj University, Madurai, Tamil Nadu, India

Marks : 81 %

Class : First class

**Bachelor of Science (June 1986 - June 1989)**

Institution : Sourashtra College, Madurai Kamaraj University, Madurai, Tamil Nadu, India

Major : Mathematics

Ancillaries : Physics, Statistics, Computer Programming, Operations Research, Mathematical methods in Business Management (Book keeping and Accountancy).

Languages studied : Sanskrit, English

Marks : 81.3 %

Class : First class

**Courses attended in Universities in the UK**

Graduate School courses : Workshop on Case study, Interview, Questionnaire, Presentation skills, Quantitative skills, Poster presentation, Nvivo, SPSS.

Methods and Data Institute : Workshop on Impact, Inference, Measurement, Regression, Scaling

Business School Courses : Qualitative research methods, Quantitative research methods, Philosophy and Epistemology of research, Research methods

Business School Workshops : SEM using LISREL (Jan.2010), Mass Customisation (Sep. 2008) Workshop on UK Environmental Regulations (ERIPS) (Apr. 2010), Smart PLS (June 2013), Qualtrics (Sep.2013) PAT training (every year)

Work related trainings : Using blackboard for e-learning; New Programme development; Turnitin