

# SANJIV ERAT

## Contact Address

Rady School of Management  
University of California at San Diego  
Otterson Hall, Room 4S152,  
9500 Gilman Drive, MC 0553  
La Jolla, CA 92093-0553

Tel: (858) 822 0314

Fax: (858) 534 0745

Email: [serat@ucsd.edu](mailto:serat@ucsd.edu)

URL: <http://rady.ucsd.edu/faculty/directory/erat>

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## **EMPLOYMENT**

2013 July - current

Associate Professor

2006 Jul - 2013 Jun

Assistant Professor,

Innovation, Technology, and Operations Management

Rady School of Management, UCSD

## **EDUCATION**

College of Management, Georgia Institute of Technology

PhD in Management, Major: Operations Management

IIT-Madras, INDIA

B. Tech in Computer Science

## RESEARCH INTERESTS

- Innovation Contests
- Co-development processes; Strategic drivers for collaborative product development
- Collaboration processes
- Behavioral economics

## PUBLISHED & FORTHCOMING RESEARCH PAPERS

- **Erat, S.** (2012). “Avoiding Lying: The Case of Delegated Deception.” Forthcoming *Journal of Economic Behavior and Organization*
- **Erat, S.** and S. Kavadias., and C. Gaimon (2012) “The Pitfalls of Subsystem Integration: When Less is More,” Forthcoming *Management Science*
- **Erat, S.** and S. Bhaskaran (2011) “Consumer Mental Accounting: Implications to Selling Base-products and Addons” Forthcoming *Marketing Science*
- **Erat, S.** and U. Gneezy (2012) “White Lies,” **58**(4), *Management Science*, pp. 723-733.
- **Erat, S.** and V. Krishnan (2012) “Managing Delegated Search over Design Spaces,” **58**(3), *Management Science*, pp. 606-623.
- **Erat, S.**, and S. Kavadias (2008) “Sequential Testing of Product Designs: Implications for Learning,” **54**(5), *Management Science*, pp. 956-968.
- **Erat, S.**, and S. Kavadias (2006) “Introduction of New Technologies to Competing Industrial Customers,” **52**(11), *Management Science*, pp. 1675-1688.

## PAPERS UNDER REVIEW & REVISION

- **Erat, S.** (2012). “Sorting in the Market for Collaboration: The Role of Sharing Rules.”
- Chao, R., and S. **Erat.** (2012). “Competition and Effort in Contests with Evaluation Uncertainty.”

## WORKING PAPERS

- **Erat, S.** and C. McKenzie (2012) “Attribution of Individual Responsibility following Group-level Feedback”

- **Erat, S.** (2012). “Making the Best Even Better: How Idea Pool Structure can make the Top Ideas Exceptional”
- **Erat, S.** and U. Gneezy 2013. “Incentives for Creativity”

## **WORK IN PROGRESS**

- Bhasakaran, S. and **S. Erat**. 2012. “Strategic Procrastination”
- **Erat, S.** 2011. “Feedback in Contests with Heterogeneous Agents”
- **Erat, S.** 2011. “A Theory of Effort Provisioning in Contests”

## **INVITED PRESENTATIONS**

- Southern Methodist University
- University of Michigan.
- Indian School of Business, India
- Boston University
- Santa Clara University
- Cognitive Lunch, Department of Psychology, University of California, San Diego, CA (2 times)
- George Mason University.
- University of Southern California.
- University of Maryland.
- Product-Service Innovation Conference, University of Utah.
- Sloan School of Management, MIT.
- University of North Carolina, Chapel Hill.
- Georgetown University.
- Ohio State University.
- University of Illinois at Urbana-Champaign.
- Rady School of Management, University of California, San Diego.

## CONFERENCE PRESENTATIONS

- POMS 2012, Chicago, “Contests with Evaluation Uncertainty”
- INFORMS 2011, Charlotte, “Contests with Evaluation Uncertainty”
- INFORMS 2011, Charlotte, “Managing Delegated Search over Design Spaces”
- POMS 2011, Reno, “Sorting in the Market for Collaborations: The Role of Sharing Rules”
- INFORMS 2010, Austin, “Mental Balancing of Tradeoffs”
- INFORMS 2009, San Diego, “Mental Balancing of Tradeoffs”
- INFORMS 2008, Washington D. C., “Deception in Delegated Work: The Case of Bill-padding”
- INFORMS 2008, Washington D. C., “Attribution of Responsibility in Group Tasks”
- POMS 2007, Dallas, “Group Decisions: The Case of Project Approval Committees,” invited session
- INFORMS 2006, Pittsburgh, “Managing Co-development Processes,” invited session
- INFORMS 2005, San Francisco, “Licensing of Component Technologies,” invited session
- DSI 2005, San Francisco, “Decision-Making Under Ambiguity”
- POMS 2005, Chicago, “Dynamic Testing of Product Designs,” invited session (presented by S. Kavadias)
- INFORMS 2004, Denver, “Technology Introduction to Competing Industrial Customers,” invited deep-dive session
- INFORMS 2004, Denver, “Dynamic Testing of Product Designs,” invited session
- INFORMS 2003, Atlanta, “Technology Introduction to Competing Industrial Customers,” invited session.
- MSOM 2003, Eindhoven, “Dynamic Testing of Product Designs”
- POMS 2002, Savannah, “Technology Introduction to Competing Industrial Customers,” invited session.

## STUDENT ADVISING & OTHER SERVICE

### a. Student Advising & Mentoring

- ▷ Kanetaka Maki, member of dissertation committee
- ▷ Faculty advisor for more than 4 undergraduate research papers at UCSD(AIP 197).

### b. Rady School of Management, UCSD

- ▷ Rady ITOM Seminar Coordinator, Spring & Fall 2012

- ▷ Reviewer of PhD applications; Review applications and interview faculty candidates.

**c. Editorial**

- ▷ Senior Editor POM: 2011-present (New Product Development, R&D and Project Management)
- ▷ Ad-hoc reviewer for *Management Science*, *Operations Research*, *Production and Operations Management (POM)*, *MSOM*, *IEEE Transactions of Engg. Management*, *California Management Review (CMR)*, *American Economic Review*, *Decision Support Systems*

**d. Professional Societies**

- ▷ Track co-chair at INFORMS 2009, chaired more than 6 sessions at INFORMS, and 4 at Production & Operations Mgmt annual meetings
- ▷ Member of 2011 POM Fellow award committee (PITM).

## **TEACHING EXPERIENCE**

- College of Management, Georgia Institute of Technology  
Undergraduate Operations Management (MGT 3501) Fall 2002, Fall 2004, Fall 2006
- Rady School of Management, University of California at San Diego  
Graduate Operations Management (MGT 413) Winter 2007 FlexMBA, and Regular MBA  
Graduate Project Management (MGT 270) Fall 2008, Spring 2010, 2011, 2012 FlexMBA, and Full time MBA  
(4.3/5 Full time MBA, 4.4/5 FlexMBA: most recent rating of instructor performance)  
  
Undergraduate Project Management (MGT 172) Fall 2008-2012
- Indian School of Business  
Architecting the Product and Service Development Process, Term 6 (December) 2012.

## **TEACHING MATERIALS - PEDAGOGICAL CASES**

- “Delta-3M: Co-developing the Flame-resistant Paper,” Georgia Institute of Technology case study developed jointly with S. Kavadias

## **REFERENCES**

Available upon request.

## **PROFESSIONAL MEMBERSHIPS**

- INFORMS, POMS, AEA