

## SNEHAMAY BANERJEE

Tel: (856) 225 – 6587, E-mail: snehamy@camden.rutgers.edu

### EDUCATION

- 1985 - 89 *University of Maryland at College Park:* *Ph. D.* from the College of Business with double major in Information Systems and Operations Research.
- 1984 - 85 *University of Maryland at College Park:* *M. S.* in Information Systems.
- 1982 - 83 *Case Western Reserve University, Cleveland:* *M. S.* in Operations Research.
- 1974 - 76 *Indian Institute of Technology, India:* *M. Tech.* in Industrial Engineering.
- 1969 - 74 *Indian Institute of Technology, India:* *B. Tech.* in Mechanical Engineering.

### WORK EXPERIENCE

- Jan 2020 - *Rutgers University, Camden, NJ 08102*  
Present *Professor of Management and Area Head of Management, Strategy & International Business.*
- July 2019 - *Rutgers University, Camden, NJ 08102*  
Dec 2019 *On Sabbatical Leave*
- July 2017 - *Rutgers University, Camden, NJ 08102*  
June 2019 *Professor of Management and Associate Dean of Undergraduate Programs for Business School*
- Sept. 2014 - *Rutgers University, Camden, NJ 08102*  
June 2017 *Associate Dean of Undergraduate Programs for Business School*
- Sept. 2001 - *Rutgers University, Camden, NJ 08102*  
June 2014 *Associate Professor & Management Area Head (Sept. 2003 – June 2011)*  
*(Tenured at Rutgers in July 2002)*
- July. 2000 - *Hong Kong University of Science & Technology, Kowloon, H. K.*  
Aug. 2001 *Visiting Scholar, ISMT*
- Sept. 1998 - *Rutgers University, Camden, NJ 08102*  
July 2000 *Associate Professor of MIS & Assoc. Prof. of Computer Science*
- Sept. 1995 - *College of Business, Clark Atlanta University, Atlanta*  
Aug 1998 *Associate Professor of Decision Sciences*
- Sept. 1988 - *College of Business, Drexel University, Philadelphia*  
Aug. 1995 *Assistant Professor of Decision Sciences (Promoted to Associate Professor and Tenured in 1995).*
- Sept. 1985 - *School of Business, Loyola College, Baltimore*

*Aug. 1988*      *Assistant Professor of Decision Sciences*  
*Jan. 1984 -*      *College of Business, University of Maryland, College Park*  
*Dec. 1985*      *Assistant Instructor*  
*Aug. 1982 -*      *Case Western Reserve University, Cleveland*  
*Dec. 1984*      *Research Assistant*  
*Mar. 1981 -*      *Larsen & Toubro Group of Companies, India*  
*Jul. 1982*      *Project Engineer.*  
*Jul. 1980 -*      *Hitachi Limited, Japan*  
*Feb. 1981*      *Visiting Scholar* on engineering fellowship sponsored by MITI (Japan).  
*Jun. 1977 -*      *Larsen and Toubro Group of Companies, India*  
*Jul. 1980*      *Executive Assistant to General Manager.*  
*Aug. 1976 -*      *Indian Institute of Management, Calcutta*  
*Jun. 1977*      *Lecturer (Research Fellow)*

#### **JOURNAL PUBLICATIONS (PEER REVIEWED):**

1. Banerjee, S., Golhar, D. Y., and Gopalan, R., “A Production Capacity Optimization Model for a Global Supply Chain Coordinator”, *International Journal of Applied Decision Sciences*, Vol. 11, Issue 4, 2018, pp. 317-333.
2. Banerjee, S., Golhar, D. Y., “Economic Analysis of Demand Uncertainty and Delayed Information Sharing in a Third-Party Managed Supply Chain”, *Production Planning and Control*. Vol. 28, Issue 14, 2017, pp. 1107-1115.
3. Golhar, D. Y. and Banerjee, S., “An Optimal Ordering Strategy for a Third-Party Managed Supply Chain”, *International Journal of Production Research*. Vol. 51, Issue 10, 2013, pp. 2969 - 2980.
4. Banerjee, S., Golhar, D. Y., “A Decision Support System for A Third Party Coordinator Managing Supply Chain with Demand Uncertainty”, *Production Planning and Control*. Vol. 24, Issue 6, 2013, pp. 521-531.
5. Hikmet, N., Banerjee, S. and Burns, M. “State of Content: Healthcare Executive’s Role in Information Technology Adoption”, *Journal of Service Science and Management*, Vol. 5, No. 2, 2012, pp. 124-131.
6. Sambharya, R., Kumaraswamy, A., Banerjee, S., “Information Technologies and the Future of the Multinational Enterprise”, *Journal of International management*, Vol. 11, 2005, pp. 143 – 161.
7. Subrahmanyam, V., Pandit, G., Banerjee, S., Saxena, A., “Investment in Technology in Minority And Women Owned Businesses,” *The Southern Business and Economic Journal*, Dec. 2004

8. Kumar, R, Smith, M., and Banerjee, S., "User Interface Features Influencing Overall Ease of Use and Personalization," *Information and Management*, Vol. 41, No. 3, 2004, pp. 289-302.
9. Banerjee, A. Burton, J. and Banerjee, S., "A simulation study of lateral shipments in single supplier, multiple buyers supply chain networks," *International Journal of Production Economics*, Vol. 81-82, No. 11, 2003, pp. 103-114.
10. Banerjee, S., and Kumar, R., "Managing Electronic Interchange of Business Documents," *Communications of the ACM*, Vol. 45, No. 7, 2002, pp. 96-102.
11. Mallya, S., Banerjee, S., and Bistline, W., "A Decision Support System for Production/Distribution Planning in Continuous Manufacturing," *Decision Sciences*, Vol. 32, No. 3, 2001, pp. 545 – 556.
12. Banerjee, S., Banerjee, A., Burton, J., and Bistline, W., "Controlled Partial Shipments in Two Echelon Supply Chain Network: A Simulation Study," *International Journal of Production Economics*, Vol. 71, 2001, pp. 91 – 100.
13. Bistline, W., Banerjee, S. and Banerjee, A., "RTSS: An Interactive Decision Support System for Solving Real Time Scheduling Problems Considering Customer and Job Priorities with Schedule Interruptions," *Computers & Operations Research*, Vol. 25, No. 11, 1998, pp. 981 - 995.
14. Sriram, V., Stump, R. and Banerjee, S., "Information Technology Investments in Purchasing: An Empirical Study of Dimensions and Antecedents," *Information and Management*, Vol.33, No. 2, 1997, pp. 59 - 72.
15. Banerjee, A. Burton, J. and Banerjee, S., "Heuristic Production Triggering Mechanisms Under Discrete Unequal Inventory Withdrawals," *International Journal of Production Economics*, Vol. 45, 1996, pp. 83-90.
16. Tavana, M. and Banerjee, S., "Strategic Assessment Model (SAM): A Multiple Criteria Decision Support System for Evaluation of Strategic Alternatives," *Decision Sciences*, Vol. 26, No. 1, 1995, pp. 119-143.
17. Tavana, M., and Banerjee, S. "Evaluating Strategic Alternatives: An Analytical Model," *Computers and Operations Research*, Vol. 25, No. 7, 1995, pp. 731- 743.
18. Banerjee, S., and Sriram, V., "The Impact of Electronic Data Interchange on Purchasing: An Empirical Investigation," *International Journal of Operations and Production Management*, Vol. 15, No. 3, 1995, pp. 29-38.
19. Joglekar, P.; Tavana, M. and Banerjee, S., "A Clustering Algorithm to Identify Information Subsystems," *Journal of International Information Management*, Vol. 3, Fall 1994, pp. 129-141.
20. Tavana, M. and Banerjee, S., "A Case Study in Multiple Criteria Decision Support System," *Journal of International Information Management*, Vol. 3, Fall 1994, pp. 41-70.

21. Banerjee, A., and Banerjee, S., "A Coordinated Order-Up-To Inventory Control Policy for a Single Supplier and Multiple Buyers Using Electronic Data Interchange," *International Journal of Production Economics*, Vol. 35, 1994, pp. 85-91.
22. Igarria, M., and Banerjee, S., "Computer Capacity Planning Management: Definitions and Methodology," *Journal of Information Technology*, Vol. 9, 1994, pp. 213-221.
23. Sriram, V., and Banerjee, S., "Electronic Data Interchange: Does Its Adoption Change Purchasing Policies and Procedures?," *International Journal of Purchasing and Materials Management*, Vol. 30, No. 4, 1994, pp. 30-40.
24. Banerjee, S. and Golhar, D. Y., "Electronic Data Interchange: Characteristics of Users and Nonusers," *Information and Management*, Vol. 26, No.2, 1994, pp. 65-74.
25. Banerjee, S., and Golhar, D. Y., "Security Issues in the EDI Environment," *International Journal of Operations and Production Management*, Vol. 14, No. 4, 1994, pp. 97-106 (Also reprinted in *Information Management and Computer Security*, Vol. 3 , No. 2 , 1995, pp. 27-33.).
26. Banerjee, S., Igarria, M. and Mizia, R., "Request for Proposal: An Empirical Study About its Practicality and Usefulness," *The Journal of Computer Information Systems*, Vol. 34, No. 3, Spring 1994, pp. 55-60.
27. Golhar, D. Y., Stamm, C. L., and Banerjee, S., "Just-In-Time Purchasing: An Empirical Investigation," *Production Planning & Control*, Vol. 4, No. 4, 1993, pp. 392-398.
28. Banerjee, S., and Golhar, D. Y., "EDI Implementation in JIT and Non-JIT Manufacturing Firms: A Comparative Study," *International Journal of Operations and Production Management*, Vol.13, No. 3, 1993, pp. 25-37. (Also reprinted in *International Journal of Physical Distribution and Logistics Management*, Vol. 23, No. 7, 1993, pp. 22-31.)
29. Banerjee, S., and Igarria, M., "An Empirical Study of Computer Capacity Planning at US Universities," *Information and Management*, Vol. 24, 1993, pp. 171-182.
30. Banerjee, S and Basu, A., "Model Type Selection in an Integrated DSS Environment" *Decision Support Systems*, Vol. 9, No. 1, 1993, pp. 75-89.
31. Banerjee, A., and Banerjee, S. "Coordinated, Orderless Inventory Replenishment for a Single Supplier and Multiple Buyers Through Electronic data Interchange", *International Journal of Technology Management*, Vol. 7, Nos. 4/5, 1992, pp. 328-336.
32. Arinze, B. and Banerjee, S., "A Framework for Effective Data Collection, Usage, and Maintenance of DSS", *Information and Management*, Vol. 22, No. 5, 1992, pp. 257-268.
33. Arinze, B., Banerjee, S. and, Sylla, C. "A Methodology for Knowledge Based Decision Support for Facilities Layout Planning", *Computers and Industrial Engineering*, Vol. 17, 1989, pp. 31-36.

## **BOOK CHAPTER:**

1. Banerjee, A. and Banerjee, S., “Models for Integrated Inventory Control by EDI for a Single Supplier Multiple Buyers,” *Operations Research in Production Planning and Control*, Editors: Fandel G., Gullledge, T., and Jones, A., Springer Berlin Heidelberg, 1993, pp. 389 – 404.

#### **REFEREED CONFERENCE PROCEEDINGS:**

1. Banerjee, S., Golhar, D. Y., “When Timely Information Sharing is Undesirable in Supply Chain: Justification and Financial Impact, Proceedings of the 9<sup>th</sup> International Conference on Logistics and Transport, Bangkok, Thailand, November 1-4, 2017.
2. Goh, C. H., and Banerjee, S., *E-Learning via Internet of Things – Theory and Practice*, Presented at the 6th International Congress on Interdisciplinary Research (INRIT 2016), Bangkok, Thailand, July 5-6, 2016.
3. Banerjee, S., and Golhar, D. Y., *Opportunities and Challenges for Independent Third Party Managers of Global Supply Chain*, Proceedings of the 5th Business, Economics and Communications International conference (BECIC2015), Phitsanulok, Thailand, August 17-18, 2015.
4. Banerjee, S., and Golhar, D. Y., *Third Party Managed Supply Chains – Moving From Agile To Efficient Supply Chain*, Proceedings of the 53rd Annual IACIS International Conference, San Juan, Puerto Rico, October 2-5, 2013.
5. Banerjee, S., and Golhar, D. Y., “Economic impact of delaying production decision in a global supply chain,” *Proceedings of the 3rd International Forum & Conference on Logistics and Supply Chain Management (LSCM 2013)*, Bali, Indonesia, June 27 – 29, 2013.
6. Golhar, D. Y. and Banerjee, S., “Order-splitting vs. the postponement strategy for a third-party managed global supply chain,” *Proceedings of the Business Analytics Conference*, Chennai, India, December 22-23, 2012.
7. Banerjee, S., and Golhar, D. Y., “Third party managed supply chain: A risk mitigation strategy for consumer products industry,” *Proceedings of the International Conference on Logistics and Supply Chain*, Seoul, South Korea, June 2012.
8. Banerjee, S., “Employee Use of Social Networking for Marketing and Customer Outreach in Professional Services Industry: Some Policy Issues for HR”, *Proceedings of the Fourth International HR Conference*, Bangkok, Nov. 2011 – postponed to Jan. 2012.
9. Banerjee, S., and Golhar, D. Y., “The Effect of Demand Uncertainty on Postponement Strategy In a Third Party Managed Supply Chain”, *Proceedings of the International Conference on Advance in Supply Chain and Manufacturing Management*, IIT Kharagpur, India, December 2011.
10. Royer-Scheible, C, Banerjee, S. and Chhaya, C., “Knowledge Process Outsourcing (KPO): Defining Characteristics, Ambiguous Flaws, and Future Trends”, *Proceedings of the North East D.S.I. Conference*, Montreal, April, 2011.

11. Du, R., Banerjee, A., Kim, S., and Banerjee, S., "Supply Chain Coordination Through Quantity Discount and Credit Options", *Proceedings of the 16th International Symposium on Inventories*, Budapest, August 2010.
12. Hikmet, N. and Banerjee, S., "A Comparative Analysis of Perception of the State of Healthcare System: Views of Patients Vs Providers", *Proceedings of the 40th D.S.I. Conference* New Orleans, November 2009.
13. Banerjee, S and Hikmet, N., "Role of Information Technology in Enhancing Health Services Delivery to the Less Affluent Before, During and After an Emergency", *Proceedings of the International Conference ISDSI 2009* held in IIT Mumbai, India, January 3 – 5, 2009
14. Banerjee, S. and Golhar, D. Y., "A Role of B2B in the Supply Chain", *Proceedings of the International Conference in Information Technology (CIT 2003)* held in Bhubaneswar, India in December 2003.
15. Banerjee, S., Bistline, W., and Mallya, S., "A Purchasing Decision Support System for Jointly Constrained Items with All-Units Discount in Sole Sourcing Environment", *Proceedings of the 32nd National D.S.I. Conference*, San Francisco, November 2001.
16. Banerjee, A., Burton, J. and Banerjee, S., "Supply Chain Retail Inventory Redistribution: A Simulation Study," *Proceedings of the 32nd National D.S.I. Conference*, San Francisco, November 2001.
17. Bistline, W., Banerjee, S., Banerjee, A. and Burton, J., "A Web-Based Multidisciplinary Decision Support Student Experience," *Proceedings of the 29th National D.S.I. Conference*, New Orleans, November 1999, pp. 206-208.
18. Kumar, R., Banerjee, S., "A Framework for Managing VAN and Internet EDI Portfolios," *Proceedings of the 29th National D.S.I. Conference*, New Orleans, November 1999, pp. 575-577 .
19. Banerjee, A., Banerjee, S., Burton, J., and Bistline, W., "A Simulation Study of Controlled Partial Shipments in Two-Echelon Arborescent Supply Chain Networks" *Proceedings of the International D.S.I. Conference*, Athens, Greece, July 1999, pp. 964-966.
20. Banerjee, S., Bistline, W., and Banerjee, A., "A Decision Support System for Job Shop Scheduling With Risk Weighted Job Priorities," *Proceedings of the 28th National D.S.I. Conference*, Las Vegas, November 1998, pp. 789-791
21. Banerjee, S., and Bistline, W., "Acceptance of Value Added Networks for Electronic Data Interchange," *Proceedings of the North East D.S.I. Conference*, Boston, April, 1998, pp. 151 - 153.
22. Pyreddy, V., Banerjee, A., Bistline, W., Banerjee, S., and Mallya, S., "Multi Product Lot Streaming in Multiple Machine Flow Shops," *Proceedings of the 27th National D.S.I. Conference*, San Diego, November 1997.
23. Banerjee, S., Subramaniam, V. and Bose, U., "Computerization in Small Businesses: An Analysis of the State-of-the-Art," *Proceedings of the 27th National D.S.I. Conference*, San Diego, November 1997, pp. 565 - 567.

24. Banerjee, S. "Information Technology in Manufacturing Industry: Its Use and Impact" , *Proceedings of the 26th National D.S.I. Conference*, Orlando, November 1996, pp. 880-882.
25. Bistline, William G., Banerjee, S. and Banerjee, A., "Risk Weighting in Real Time Dynamic Job Shop Scheduling," *Proceedings of the North East D.S.I. Conference*, Virgin Islands, April, 1996, pp. 450 - 452.
26. Bistline, William G., Banerjee, S. and Banerjee, A., "Real Time Scheduling System (RTSS): An OR/ES Approach to Dynamic Job Shop Scheduling," *Proceedings of the 25th National D.S.I. Conference*, Boston, November 1995, pp. 1265-1267.
27. Bistline, William G., Banerjee, S. and Banerjee, A., "A Real Time Dynamic Job Shop Scheduling System," *Proceedings of the North East D.S.I. Conference*, Providence, March, 1995, pp. 438 - 440.
28. Banerjee, A., and Banerjee, S., "Common Delivery Cycle Inventory Replenishment for a Vendor and Multiple Buyers Through Electronic Data Interchange," *Proceedings of the 24th National D.S.I. Conference*, Hawaii, November 1994.
29. Banerjee, A., and Banerjee, S., "An EDI Based Multi product Inventory Model for a Single Vendor and Multiple Customers," *Proceedings of the Ninth International Conference on CAD/CAM, Robotics, and Factories of the Future*, New Delhi, India, December 1993, pp. 541-546.
30. Banerjee, S., and Sriram, V., "Impact of Information Technology on Purchasing" Forthcoming in the *Proceedings of the International Conference on CAD/CAM, Robotics, and Factories of the Future*, New Delhi, India, December 1993.
31. Bose, R. and Banerjee, S., "A Knowledge Based Framework for Selecting Forecasting models," *Proceedings of the 24th National D.S.I. Conference*, Washington D. C., November 1993, pp. 711-713.
32. Banerjee, S., Burton, J., and Arinze, B., "A Decision Support System for Multiple-Instrument Marketing Decisions," *Proceedings of the 24th National D.S.I. Conference*, Washington D. C., November 1993, pp. 657-659.
33. Sriram, V. and Banerjee, S., "Marketing Strategies in Developing Countries: A Study of U.S. Exporters," *Proceedings of Fourth International Conference on Marketing and Development*, San Jose, Costa Rica, January 1993, pp. 44-51.
34. Tavana, M., Joglekar, P. and Banerjee, S., "A Clustering Algorithm to Identify Information Subsystems," *Proceedings of the Third Annual Conference of the International Information Management Association*, San Bernardino, CA, October 7 - 9, 1992.
35. Banerjee, S. and Golhar, D. Y., "Impact of Electronic Data Interchange on JIT Environment," *Proceedings of the 23rd National D.S.I. Conference*, San Francisco, CA, November 1992, pp. 943-945.

36. Banerjee, A., and Banerjee, S., "Orderless Inventory Control via Electronic Data Interchange for a Manufacturer and Multiple Customers," *Proceedings of the International Conference on Inventory Policies*, Budapest, August 1992.
37. Banerjee, S. and Golhar, D. Y., "Security Issues in Electronic Data Interchange," *Proceedings of the IFIP 12th World Computer Congress*, Madrid, Spain, Sept. 1992, pp. 457-463.
38. Kim, S. L., Arinze, B., and Banerjee, S. "An Experts Systems Approach to Setup Reduction," *Proceedings of the Sixth International Conference on CAD/CAM, Robotics, and Factories of the Future*, London, August 1991, pp.453-457.
39. Banerjee, S and Banerjee, A. "Role of Electronic Data Interchange on Inventory Management", *Proceedings of the Sixth International Conference on CAD/CAM, Robotics, and Factories of the Future*, London, August 1991, pp. 594-599.
40. Tavana, M. and Banerjee, S. "Strategic Assessment Model", *Proceedings of the First International Conference of the Decision sciences Institute*, Brussels, June 1991, pp. 281-284.
41. Banerjee, A. and Banerjee, S. "The Impact of Electronic Data Interchange on Inventory Replenishment for a Single Item, Single Supplier, Multiple Buyer System", *Proceedings of the Sixth International Conference of Operations Management Association - UK*, Birmingham, June 1991, pp. 43-47.
42. Banerjee, S. and Basu, A. "A Knowledge Based Framework for Selecting Management Science Models", *Proceedings of the 23rd Hawaii International Conference on Systems Sciences*, Jan 1990, pp. 484-493.
43. Banerjee, S. and Arinze, B. "An Expert Systems Approach for Selecting Facilities Layout Planning Model", *Proceedings of the 20th National D.S.I. Conference*, November 1989, pp. 227-229.
44. Banerjee, S. "A Framework for Information Systems Development to Support Corporate Strategy", *Proceedings of the 20th National D.S.I. Conference*, November 1989.
45. Arinze, B., Banerjee, S. and, Sylla, C. "A Methodology for Knowledge Based decision Support for Facilities Layout Planning", *Proceedings of the 11th Computers and Industrial Engineering Conference*, March 1989, pp. 31-36.
46. Bandyopadhyay, S. and Hevner, A. R., "A Box Structured Methodology for Solving Business Problems," *Proceedings of the 21st Hawaii International Conference on Systems Sciences*, Jan 1988, pp. 387-395.



## **SERVICE**

- \* Current member of (starting 2014 and continuing)
  - Rutgers – Camden Study Abroad Committee,
  - Rutgers – Camden Instructional Technology Committee
  - Rutgers – Camden UG Gen Ed Curriculum Revision Committee
  - Rutgers – Camden Veterans Academic Affairs Committee,
  - Rutgers – Camden Global Research and Education Committee
  - School of Business - Chair of the Undergraduate Curriculum Innovation Committee
  - Member of Camden County College Advisory Board Information System Program
  
- \* President, North-East Decision Sciences Institute, 2009 – 10.
  
- \* Program Chair, North-East Decision Sciences Institute 2008 conference held at New York
  
- \* Treasurer, North-East Decision Sciences Institute 2005 – 07
  
- \* Member of the Board of Directors, North-East Decision Sciences Institute 2003 - 05
  
- \* Member of Rutgers University Senate 2003 – 05.
  
- \* Invited to give seminar on Global Supply Chain at the International Business Seminar, ICN Business School, Nancy, France, March 8 – 10, 2010.
  
- \* Research grant from IBM-Turkey for studying the adoption of IT by small businesses in Turkey in 2000 - 2001
  
- \* One of the four Individuals in India selected for an engineering fellowship jointly sponsored by Japan (MITI) and India.
  
- \* Awarded First prize in All India Design Competition for Engineering Students in Mechanical Engineering Group by Institute of Engineers (India). This is a national competition among engineering students.
  
- \* Awarded National Science Talent Search Scholarship by Govt. of India. This is awarded to top 250 high school graduates in the nation for the year.