

## CHERRY SINGHAL

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### RESEARCH AND TEACHING INTERESTS

Innovation in Operations Management  
Data Analytics  
Online Education  
Case Based Teaching Methods  
Applied Empirical Methods

Challenges to Innovation in Practice  
Global Supply Chains  
Cross-Disciplinary Research  
Institution Based View  
Information Systems

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### EDUCATION

MOORE SCHOOL OF BUSINESS, University of South Carolina  
**Ph.D. Candidate**  
Major: Management Science, Committee Chair: Dr. Manoj Malhotra

Columbia, SC USA  
December 2017

MOORE SCHOOL OF BUSINESS, University of South Carolina  
**Master of Business Administration (IMBA)**  
Major: Global Supply Chain and Operations Management

Columbia, SC USA  
May 2010

GLA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, UPTU  
**Bachelors in Computer Science and Engineering**  
Minor: Management Information Systems

Uttar Pradesh, INDIA  
May 2006

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### RESEARCH PUBLICATION

Malhotra, M. K., **Singhal, C.**, Shang, G., & Ployhart, R. E. (2014). A Critical Evaluation of Alternative Methods and Paradigms for Conducting Mediation Analysis in Operations Management Research. *Journal of Operations Management*, 32(4), 127-137.

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### RESEARCH IN PROGRESS

**Singhal, C.** (2017). Relationship Between Technological Innovation and Firm Performance: A Meta-Analytic Investigation. *Journal of Manufacturing Technology Management*, submitted. [Dissertation Essay #1]

**Singhal, C.**, Mackelprang, A., & Malhotra, M. K. Assessing the Implications of Inventory, Sourcing Lead Time, and Volume Flexibility Spillovers on the Financial Performance of Manufacturing Firms. [Dissertation Essay #2; Target: Production and Operations Management Journal]

**Singhal, C.**, Mackelprang, A., & Malhotra, M. K. Examining Contextual Factors of the Relationship between Operational Spillovers, and Financial Performance of Manufacturing Firms. [Dissertation Essay #3; Target: Decision Sciences Journal]

**Singhal, C.**, Mackelprang, A., & Malhotra, M. K. Impact of product innovation vs. process innovation on firm competences. [Status: Data collection underway]

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## CONFERENCE PRESENTATIONS

*A Critical Evaluation of Alternative Methods and Paradigms for Conducting Mediation Analysis in Operations Management Research.* Presented at the POMS 2013 annual meeting, May 3-6, Denver, Colorado.

*Relationship between Technological Innovation and Firm Performance: A Meta Analytic Investigation.* Presented at the POMS 2013 annual meeting, May 3-6, Denver, Colorado.

*Relationship between Technological Innovation and Firm Performance: A Meta Analytic Investigation.* Presented at the DSI 2013 annual meeting, Nov 16-19, Baltimore, Maryland.

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## CONFERENCE PARTICIPATION AND SERVICE

- Awarded by POMS Society for volunteering work during POMS Annual Conference, 2013
- Session Chair, POMS Annual Conference, 2013
- Participant in Decision Sciences Institute (DSI) Doctoral Student Consortium, 2013
- Reviewer, DSI Annual Conference, 2013 and 2014
- Affiliated with DSI, POMS, and INFORMS since 2011

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## TEACHING AND TRAINING EXPERIENCE

### Instructor

Moore School of Business, USC

MGSC 395 Introduction to Operations Management, core undergraduate course      Fall 2013 and Summer 2014

- Imparted face-to-face lectures and review sessions; developed course curriculum including lectures and exam material; administered and graded quizzes and exams; held office hours.
- Student enrollment in Fall 2013: 46 students and in Summer 2014: 25 students
- Evaluation of instructor performance: 4.2/5.0 (Department Mean is 4.1)

### Teaching Assistant

Moore School of Business, USC

DMSB 718 Operations Management, core IMBA course

- For professor: Dr. Manoj Malhotra      Fall 2010, Fall 2011, Fall 2012, Fall 2013, & Fall 2014
- Prepared online quizzes and MYOMLAB homework questions; Assisted student teams with the online Littlefield simulation game (part of curriculum); Held office hours and assisted students with course material and using MYOMLAB; Proctored exams and graded student work.
- Trained another doctoral student in using MYOMLAB and the aforementioned duties.

### Teaching Assistant

Moore School of Business, USC

MGSC 395 Introduction to Operations Management, core undergraduate course

- For professor: Dr. Sanjay Ahire      Fall 2010
- Held office hours and assisted students with course material; Proctored exams and graded student work; Covered lectures when requested by instructor.

### Teaching Assistant

Moore School of Business, USC

MGSC 291 Statistics for Business and Economics, undergraduate course

- For professor: Dr. Joan Donohue      Fall 2011
- For professor: Dr. Kathleen Whitcomb      Spring 2011
- For professor: Dr. Dennis Oberhelman      Spring 2010
- Held office hours and assisted students with course material; Proctored exams and graded student work; Covered lectures when requested by instructor.

**Guest Lecturer**

BMEN 427 Biomedical Engineering Senior Design, undergraduate course

- Lectured on the basics of project management including benefits and approaches to planning and scheduling.

College of Engineering, USC

Fall 2014 and Fall 2015

**One on One Tutor**

Undergraduate Statistics

- Helped student athletes with preparing for exams and doing homework.

Academic Enrichment Center for Athletes, USC

Fall 2009 and Spring 2010

**Online Trainer**

Knowledge Transfer in Industry

- Created web presentations and documentation on using IBM Content Manager to be distributed to other employees.
- Taught short online sessions to participating employees on content management and product life cycle management.

TCS LTD., India and Daimler AG, Germany

2008 and 2009

**Student Volunteer**

Mathematics and Dance

- Worked with underprivileged children (who could not attend regular day school) during after-school hours.

Delhi Public School, India

1999-2001

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**PROFESSIONAL DEVELOPMENT**

- Preparing Future Faculty (PFF) Program Participant, University of South Carolina, Ongoing
- IPSS Web/Online Seminar on Innovation taught by Dr. Gerard Tellis, University of Southern California, 2017
- Programming in R Online Course via Coursera.org, John Hopkins University, 2017
- CIBER (Center for International Business Education and Research) workshop on the Globalization of Innovation, Duke University, 2014
- Data Mining (using SAS Enterprise Miner) Workshop, University of South Carolina, Fall 2014
- Introduction to Operations Management Online Course by Dr. C. Terwiesch, Wharton School of Business, 2014
- Professional Development Workshop for Graduate Students, University of South Carolina, 2013-2016
- 'Achieving Vocal Presence' Course, Center for Teaching Excellence, University of South Carolina, 2014
- Faculty Development in International Business workshop in Global Supply Chain and Operations Management, University of South Carolina, 2012
- Member of CARMA (Consortium for the Advancement of Research Methods and Analysis) since 2011
- Lean-Six-Sigma Green Belt Certification by Sonoco, University of South Carolina, 2010

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**DOCTORAL COURSEWORK****Research Seminars**

Closed Loop Supply Chains, Empirical Research in Operations Management, Organization Theory, Research Philosophy in Marketing, Management Research Methods, Organization Theory, Research Topics in Management of MNCs, Survey Scale Development and Measurement Theory

**Research Methodology**

Advanced Linear Regression Models, Applied Multivariate Regression Models, Multilevel Modeling, Generalized Linear Mixed Models, Instrumental Variables Regression, Bootstrapping, Longitudinal Data Analysis, Forecasting and Time Series, Structural Equation Modeling (SEM), Fuzzy Set/Qualitative Comparative Analysis (fs/QCA), Experimental Design, Primary Data Psychometrics, Latent Variable Estimation Techniques, Multivariate Meta-Analysis, Web Scraping Techniques, Network Analysis, Econometrics I and II

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## INDUSTRIAL EXPERIENCE

**STOCK EQUIPMENT COMPANY**

Chagrin Falls, OH USA

**Intern – Purchasing Department (Full-time)**

May 2010 – Aug 2010

- Managed internal monthly management reports, procurement plans and Vendor Managed Inventory (VMI).
- Performed ABC inventory analysis and provided supplier score cards.
- Created RFQs and provided Estimated Annual Usage (EAU).

**LEAN-SIX-SIGMA GREEN BELT PROJECT**

Client: CUMMINS TURBO TECHNOLOGIES, SC

Charleston, SC USA

**Process Improvement Consultant (Industrial Project)**

Aug 2009 – Nov 2009

- Developed new materials handling process to combine materials flow of two existing manufacturing plants.
- Using DMADV optimized available floor space ensuring on-time delivery and reduced costs per person per day.

**MERCEDES (DAIMLER) FINANCIAL SERVICES AG**

Berlin, GERMANY

**Intern - Project Management & Process Improvement (Full-time)**

April 2009 – July 2009

Responsible for the risk review process at the project and the global program level. Identified eight major sources of inefficiencies impacting the quality of processes by applying lean process drivers in modeling processes.

- Reduced the development effort to 5% of the original value by minimizing gaps through gap analysis.
- Conducted gap-analysis with regards to business requirements by working closely with global wholesale team.
- Created an integrated assessment template to define the activity and identify potential savings in the process.
- Performed statistical data analysis (MS Excel) to reduce cost spent on operational processes by approx. 15%.
- Researched and developed an online customer satisfaction survey for my department.
- Designed a new structure for an internal ARIS training project, namely; “ARIS Next Generation”.

**TATA CONSULTANCY SERVICES LTD. (TCS)**

New Delhi, INDIA

**Systems Engineer - Content Management & Information Systems (Full-time)**

June 2006 – June 2008

As a Team Coordinator, initiated procedures for process standardization. Worked independently in configuration and performance monitoring, normally handled by three to four associates.

- Implemented IBM Content Management to enhance performance. This increased customer satisfaction by 23%.
- Improved performance by 14% after conducting Root Cause analysis to determine process variations and then devising a strategy to align with CMMI Level 5 standards.
- Led a team to develop an end-to-end solution and business contingency plan for disaster management.
- Reengineered existing workflow to identify and correct errors and enhance data retrieval speed.
- Trained employees for over 240 hours in SDLC, product life cycle management to increase workforce competency.

**APPLIED ELECTRO-MAGNETICS PVT. LTD.**

New Delhi, INDIA

**Software Developer (Industrial Project)**

Aug 2005 – May 2006

- Developed a real time GPS vehicle tracking system to monitor vehicles using a computer aided system and track defaulters. The new system eliminated human factor and ensured access from all office locations.

**SQL STAR INTERNATIONAL PTE. LTD.**

Tanjong Pagar, SINGAPORE

**Intern – Quality Assurance (E-learning migration software) (Full-time)**

June 2005 – July 2005

- Facilitated design of quality improvement tests and plans, user level documentation and design documentation.
- Managed a cross-cultural team through change control process as per user requirements and black box testing.

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## COMPUTER SKILLS

Stata, R, SPSS, LISREL (beginner level), MS Project & PMBOK, web scraping programs, ARIS, Process Modeling, Visio, MS Office, Java, J2EE, SQL, IBM Content Manager, Databases (DB2, Oracle, MS Access)

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## GRANTS AND FELLOWSHIPS

- Ph.D. Program Fellowship, University of South Carolina, 2010 to 2015
- CIBER Travel Grant, Duke University, 2014
- Graduate School Travel Grant, University of South Carolina, 2012 and 2013
- Graduate Assistantship Grant (\$4000), University of South Carolina, 2008
- SCANA/SONAT Fellowship Grant (\$4000), Columbia, SC, 2008

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## REFERENCES

### **Dr. Manoj Malhotra (Dissertation Chair)**

Dean and Albert J. Weatherhead III Professor of Management  
Weatherhead School of Management  
Case Western Reserve University  
11119 Bellflower Rd, Cleveland, OH 44106-7235  
Email: [mkm138@case.edu](mailto:mkm138@case.edu)  
Office: (216) 368-2046

### **Dr. Alan Mackelprang (Dissertation Co-advisor)**

Director, Logistics and Supply Chain Management  
Department of Logistics and Supply Chain Management  
College of Business Administration  
Georgia Southern University  
621 C.O.B.A. Drive, Statesboro, GA 30460  
Email: [amackelprang@georgiasouthern.edu](mailto:amackelprang@georgiasouthern.edu)  
Office: (912) 478-0379

### **Dr. Sanjay Ahire (Professor in both MBA and Ph.D. Programs)**

Associate Director, Center for Global Supply Chain and Process Management  
Department of Management Science  
Darla Moore School of Business  
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