

Abhishek Deshmane

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Academic Appointments

- **Georgia Institute of Technology, Scheller College of Business, Atlanta, GA** Aug 2023 –
Assistant Professor, Operations Management

Education

- **IESE Business School, Barcelona, Spain** Aug 2018 – May 2023
PhD in Operations Management (*summa cum laude*)
- **INSEAD, Fontainebleau, France** Jan 2022 – June 2022
Visiting PhD Student
- **London Business School, London, UK** May 2021 – Aug 2021
Visiting PhD Student
- **Pennsylvania State University, University Park, PA** May 2018
Master of Science (Industrial Engineering)
- **University of Pune, Pune, India** June 2015
Bachelor of Engineering (Mechanical)

Research Interests

Methodologies: Empirical operations management; machine learning; dynamic programming

Applications: Innovation and diffusion of cultural products; product/service design; cultural operations; people-centric operations

Publications

- **Come Together, Right Now? An Empirical Study of Collaborations in the Music Industry**, with Martínez de Albéniz, V. *Management Science* (2023) 69(12):7217-7235.
- **Frame by Fame: Content Creation on Short Video Format Platforms**, with Barriola, X. *Manufacturing & Service Operations Management* (2024) 27(2):479-495.
 - *First Place*, INFORMS Social Media Analytics Section's 2021 Student Paper Competition
 - *First Place*, INFORMS 2020 RMP Data-Driven Research Challenge
- **Play it Again, Sam? Reference-Point Formation and Product Differentiation in the Music Industry**, with Martínez de Albéniz, V. *Management Science* (2025) 71(10):8304-8318.
 - *Winner*, YinzOR 2021 Video Talk Competition at Carnegie Mellon University
- **Designing Layouts for Sequential Experiences: Application to Cultural Institutions**, with Aouad, A. and Martínez de Albéniz, V. *Management Science*.
 - *Second Place*, 2025 INFORMS RMP Section's Practice Prize
 - *First Place*, 2024 POMS Applied Research Challenge
 - *Finalist*, 2023 POMS College of Service Operations Management Best Student Paper Award
 - *Finalist*, 2023 INFORMS Section on Location Analysis Best Student Paper Award
 - *Second Place*, INFORMS RMP Section's 2022 Jeff McGill Student Paper Award
 - *First Place*, INFORMS Service Science Section's 2022 IBM Best Student Paper Award

- **The Engineering of Consumer Experiences under Affect Assimilation and Quality Contrast**, with Martínez de Albéniz, V. and Roels, G. Forthcoming in *Management Science*
 - *Second Place*, INFORMS Social Media Analytics Section's 2023 Student Paper Competition

Working Papers

- **Service Singularization Drives Museum Retail.**
 - *Under review at M&SOM*
 - *Second Place*, 2025 INFORMS RMP Section's Practice Prize
- **Syncing Preferences: Dynamic Reference Formation in Digital Service Platforms**, with Askin, N. and Kim, K.
 - *Reject at M&SOM*

Work in Progress

- **Digital Nudges at the Van Gogh Museum Increase Engagement, Pace Visitors, and Reduce Congestion**, with Aouad A. and Martínez de Albéniz, V.
 - *Second Place*, 2025 INFORMS RMP Section's Practice Prize
- **From Paychecks to Well-Being: Unpacking Drivers of Employee Turnover at Scale**, with Park H. and Rahmani M.
- **Concurrent Auctions and Spillovers in the Art Market**, with Zhang H.
- **Dali or DALL-E? Consumer Perception of Human versus AI Creative Processes**, with Diwas KC.

Industry Collaborations

- **Deezer (Paris, France)** 2021 – Ongoing
Projects on sequential music consumption, recommendation algorithms, and human-algorithm interactions on music/content streaming platforms. Planned future projects that include experimentation with varied service levels.
- **Van Gogh Museum (Amsterdam, The Netherlands)** 2020 – Ongoing
Projects on sequential decision making, product assortment, and layout design in the museum sector (including experiments). Planned future projects centered around merchandizing (museum shop sales) and dynamic adaptive multimedia guide set-ups.
- **BMAT Music Innovators (Barcelona, Spain)** 2019 – Ongoing
Projects on New Product Development and product diffusion in the music industry.

Awards and Honors

- Second Place, 2025 INFORMS RMP Section's Practice Prize (2025)
- Winner, 2025 POMS Milind Dawande Best Dissertation Award (2025)
- First Place, 2024 POMS Applied Research Challenge (2024)
- First Place, 2023 INFORMS TIMES Doctoral Dissertation Award (2023)
- Finalist, 2023 INFORMS Section on Location Analysis Best Student Paper Award (2023)
- Second Place, INFORMS Social Media Analytics Section's 2023 Student Paper Competition (2023)
- Finalist, 2023 POMS College of Service Operations Management Best Student Paper Award (2023)
- Second Place, INFORMS RMP Section's 2022 Jeff McGill Student Paper Award (2022)

- First Place, INFORMS Service Science Section's 2022 IBM Best Student Paper Award (2022)
- First Place, INFORMS Social Media Analytics Section's 2021 Student Paper Competition (2021)
- Winner, YinzOR 2021 Video Talk Competition organized by Carnegie Mellon University (2021)
- First Place, INFORMS 2020 RMP Data-Driven Research Challenge (2021)
- Doctoral Fellowship, IESE Business School (2018 – 2023)
- Pune Municipal Corporation Scholarship (2009 and 2011)

Presentations

- Seoul National University, Business School & Graduate School of Data Science (Aug 2025)
- IESE Business School (June 2025)
- Emory University, Goizueta Business School (Apr 2025)
- ISB-POMS Workshop, Indian School of Business (July 2024)
- University of Toronto, Rotman School of Management (June 2024)
- ESADE (Feb 2024)
- Shanghai Jiao Tong University, Antai College of Economics and Management (July 2023)
- University of Toronto, Rotman School of Management (Feb 2023)
- University of Michigan, Stephen M. Ross School of Business (Jan 2023)
- Georgia Institute of Technology, Scheller College of Business (Jan 2023, Apr 2025)
- Johns Hopkins University, Carey Business School (Jan 2023)
- Massachusetts Institute of Technology, Sloan School of Management (Jan 2023)
- HEC Paris (Jan 2023)
- University of Illinois at Urbana-Champaign, Gies College of Business (Dec 2022)
- University of Southern California, Marshall School of Business (Dec 2022)
- University College London, UCL School of Management (Dec 2022)
- Southern Methodist University, Cox School of Business (Dec 2022)
- Indiana University Bloomington, Kelley School of Business (Dec 2022)
- Vanderbilt University, Owen Graduate School of Management (Nov 2022)
- Singapore Management University (Nov 2022)
- National University of Singapore, NUS Business School (Nov 2022)
- Hong Kong University, HKU Business School (Nov 2022)
- Indian School of Business (Nov 2022)
- University of Auckland, University of Auckland Business School (Nov 2022)
- Tilburg University (Nov 2022)
- Creative Industries Conference (Feb 2021, Oct 2022)
- Empirical Workshop in OM at Wharton – University of Pennsylvania (Oct 2022)
- 3rd European Technology and Operations Management Day (Sep 2022)
- Trans-Atlantic Doctoral Consortium 2022 - London Business School (June 2022)
- Marketplace Innovation Workshop - Poster Presentation (May 2022)
- Van Gogh Museum - Amsterdam, The Netherlands (Oct 2021, Mar 2022)
- Studying Museum Reputation Conference - St. Petersburg, Russia (Nov 2021)

- IE Business School Doctoral Consortium (Apr 2021, Nov 2021)
- UCL School of Management - London (June 2021)
- INFORMS International Conference (July 2025)
- INFORMS Revenue Management and Pricing Section Conference (June 2021, June 2022, July 2025)
- INFORMS Conference on Service Science (July 2025)
- Annual Behavioral Operations Conference (June 2025)
- POMS Conference 2022 (Apr 2022, Apr 2024, May 2025)
- M&SOM Conference (June 2021, June 2022, June 2025)
- INFORMS Annual Meeting (Oct 2021, Oct 2022, Oct 2023, Oct 2024)

Teaching Experience

- **Pricing and Revenue Analytics** 2024 –
Instructor for Pricing and Revenue Management - MBA (MGT-6400) and undergrad (MGT-4367) levels at Georgia Tech and Indian School of Business
- **Web Scraping Workshop** 2022 -
Developed and conducted workshops on web scraping for faculty/PhD students at Georgia Tech, INSEAD, and IESE
- **Grader for P&OM/Competitive Supply Chains classes** Feb 2022 – Apr 2022
INSEAD
- **TA for Advanced Methods for Operational Excellence** Sep 2020 – Dec 2020
IESE Business School
- **TA for SCM 301/405/Business Administration 302 classes** Aug 2017 – May 2018
Pennsylvania State University (Smeal College of Business)

Teaching Cases/Technical Notes

- **Spotify: Face the Music (SM-1709-E)**, with Vroom, G. and Sastre, I (2021).
- **The Music Industry in the 2020s (SMN-706-E)**, with Vroom, G. and Sastre, I (2021).

Service

- *Ad hoc* reviewer for **Management Science, Manufacturing & Service Operations Management, Production and Operations Management, Operations Research, and American Sociological Review.**
- Member of Georgia Institute of Technology - Arts + Tech Degree Design Board.

Media

- **New Research Shows Museum Design Quietly Determines What Visitors See and What They Miss**, appeared in *INFORMS News Room*.
- **Nell'hip hop conviene essere in due (In hip hop it is better to be two)**, appeared in *Il Post* (Nov 2025).
- **Who benefits from a shifting streaming landscape?** appeared on *Generating Buzz* podcast at Georgia Tech (Feb 2024).
- **Who Shakira should collaborate with next – what our AI research suggests**, appeared in *The Conversation* (Jan 2024).

- **Eros Ramazotti y Shakira, un dúo de éxito (para la inteligencia artificial)**, appeared in *The Conversation* (Nov 2023).
- **Why two are better than one: The power of music industry collaborations**, appeared in *IESE Insight* (Sep 2023).
- **How a museum trip can generate insights for online retail**, appeared in *Think at LBS* (Mar 2023).
- **For the best experience, let data be your guide**, appeared in *IESE Insight* (Jan 2023).

Professional Experience

- **Professional Consultant for UPS Supply Chain Solutions** Oct 2016 – Dec 2018
Pennsylvania State University (Smeal College of Business)
- **Supply Chain Engineer** Aug 2015 – July 2016
EMCO Ltd., Thane
- **Inventory and Maintenance Intern** June 2014 – Aug 2014
Mudra Dies & Patterns Pvt. Ltd

Creative Works

- Wrote and published a crime/comedy novel titled, '*The Runaround*' in June 2019 (ISBN: 9352018963).
- Founded and performed with two rock/pop bands in Pune and at Penn State.

Skills

- **Computer Skills:** R, STATA, LaTeX, AutoCAD, Master-CAM, MATLAB, Pro-E
- **Languages:** English, Spanish, German, Hindi, Marathi, Sanskrit

References

- **Prof. Victor Martínez de Albéniz** (valbeniz@iese.edu), Av. de Pearson, 21, Barcelona 08034.
- **Prof. Guillaume Roels** (guillaume.roels@insead.edu), Bd. de Constance, 77300 Fontainebleau, France.
- **Dr. Ali Aouad** (maouad@mit.edu), 100 Main Street Cambridge, MA 02142.