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.
  - **Sergio Azzolari Montoldi (2025) Commentary on "Play It Again, Sam? Reference-Point Formation and Product Differentiation in the Music Industry". *Management Science*** 71(11):9866-9867.
  - *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. ***Management Science.***
  - *Second Place*, INFORMS Social Media Analytics Section's 2023 Student Paper Competition
- **On UN SDG 11.4: Protection of the World's Cultural and Natural Heritage,** with Fransoo, J. Forthcoming in ***Manufacturing & Service Operations Management.***

Working Papers

- **Service Singularization Drives Museum Retail**.
  - *Under review*
  - *Second Place,* 2025 INFORMS RMP Section's Practice Prize
- **Dali or Dall-E? The Value of Human Authorship in the Age of Artificial Intelligence,** with KC, Diwas.
  - *Under review*
- **From Paychecks to Well-Being: Unpacking Drivers of Knowledge Worker Turnover at Scale,** with Park, H. and Rahmani, M.
  - *Under review*
- **Digital Guidance in Public Cultural Spaces Improves Engagement: Evidence from the Van Gogh Museum,** with Aouad A, Martínez de Albéniz, V, and van Dam, R.
  - *Under review*
  - *Second Place,* 2025 INFORMS RMP Section's Practice Prize
- **When Art Auctions Overlap: Impact of Creator-Linked Concurrency in Singular Goods Online Auction Markets,** with Zhang, H.
  - *Under review*
- **Syncing Preferences: Dynamic Reference Formation in Digital Service Platforms,** with Askin, N. and Kim, K.
  - *Under review*

Work in Progress

- **Concert Scheduling: The When, The Where, and The How?** with Chen, L and Zhang, Y.
- **From Screen to Cinema: Cultivating Omnichannel Cultural Loyalty in Arthouse Movie Consumption,** with Fransoo, J.
- **Human Narration or AI Voice? Evidence from Digital Guides in Museums,** with Ding, J.
- **When Tenure Becomes a Promise: Employment Status and the Accumulation of Organizational Obligations,** with Yan, L.
- **Homer to Nolan: Impact of Cross-Media Adaptation Fidelity on New Product Performance,** with Yayla, O.

Practitioner Publications

- **The Science of Managing Creative Talent,** with Martínez de Albéniz, V. ***Harvard Business Review***.

Industry Collaborations

- **PICL (Amsterdam, The Netherlands)** 2026 – Ongoing
  Projects on managing movie streaming and in-theater services.
- **Deezer (Paris, France)** 2021 – Ongoing
  Projects on sequential music consumption and recommendation algorithms on music streaming platforms.
- **Van Gogh Museum (Amsterdam, The Netherlands)** 2020 – Ongoing
  Projects on sequential decision making, product assortment, layout design in the museum sector (including experiments), and merchandizing (museum shop sales).
- **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

- University of North Carolina, Kenan-Flagler Business School (Oct 2026)
- 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 (May 2022, May 2026)
- 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, July 2026)
- 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, July 2026)
- INFORMS Annual Meeting (Oct 2021, Oct 2022, Oct 2023, Oct 2024)

Teaching Experience

- **Empirical Research in Revenue Management –** PhD 2026 -
- **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, American Sociological Review, MIS Quarterly,** and **European Research Council.**
- Member of Georgia Institute of Technology - Arts + Tech Degree Design Board.
- Member of Georgia Institute of Technology - Arts Council.

Media

- **Scheller Business Insights: How Data Can Transform Museum Experiences,** by Scheller College of Business (Jan 2026).
- **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.
- **Prof. Jan Fransoo (**jan.fransoo@tilburguniversity.edu**),** Warandelaan 2, 5037 AB Tilburg, Netherlands.
- **Dr. Ali Aouad (**maouad@mit.edu**),** 100 Main Street Cambridge, MA 02142.