

Nikhil Sharma

Phone: +1860-987-2910
Columbus, Ohio, USA
Email: sharma.1106@osu.edu



RESEARCH INTERESTS

- **Topic:** Supply Chain Intermediaries, Third-Party Payment Contracts, Pro-environmental Operations through AI, Behavioral Operations
- **Context:** Retail Pharmaceutical Supply Chain; Payer/Insurance Contracts, Household Recycling
- **Methodology:** Primary & Secondary Data Collection, Field Experiments, Lab Experiments.
- **Empirical Toolkit:** Applied Econometrics, Causal Inference, Synthetic Controls, Matching, Decomposition, Causal Machine Learning

EDUCATION

- **The Ohio State University** (2022–present)
Fisher College of Business
Ph.D. in Operations Management & Business Analytics
- **Maharshi Dayanand University, Rohtak** (2005–2009)
Institute of Technology & Management, Gurgaon
Bachelor of Engineering in Electronics and Communications

WORKING PAPERS

- **Sharma, N.**, J. Gray, and J. De Jong. “Regulating Powerful Intermediaries: An Empirical Assessment in the Retail Pharmacy Supply Chain.” *Manuscript ready for submission, M&SOM*: Focusing on the retail pharmaceutical supply chain, this study examines how regulating such powerful intermediary practices affects supply chain outcomes.
 - Presented at POMS 2025, DSI 2025, POMS 2026, and ISA 2026.
- McKie, E., **Sharma, N.**, A. Chandrasekaran, and S. Cho. “Improving Recycling Quality through AI and Green Nudges: Evidence from a Field Experiment.” *Reject and Resubmit, M&SOM – Preparing for Resubmission*: This study explores the use of AI-enabled curbside feedback—a novel approach that delivers personalized, non-punitive nudges to households. Through a 48-week field experiment in a Midwest community, we deployed AI technology to administer two types of green nudges (“moral suasion” and “pure”) to 7,600 households.
 - Presented at UIUC SCM Conference 2025.
- **Sharma, N.**, M. Hughes, J. Gray, and J. De Jong. “Emergence, Coexistence, and Dominance of Supply Chain Intermediaries: A Literature Review and Future Research Directions.” *Major Revision, Journal of Business Logistics – Preparing for Resubmission*: This integrative review develops a conceptual framework on SCIs by synthesizing prior literature and incorporating emerging industry trends. This framework addresses key questions about their role and motivates future research that can generate actionable insights for managers and policymakers.
- Gray, J. V., R. Handfield, S. Divey, A. Sahebi-Fakhrabad, A. Sadeghi, **N. Sharma**, D. Light, P. Butler, B. Teasdale, and K. A. Schulman. “Generic Drug Supply Chain Quality and Market Dynamics: A Cross-Sectional Observational Study of Metformin.” *Major revision, Health Affairs Scholar – Preparing for*

Resubmission. Focusing on evidence from the Metformin drug quality, this study explores whether meaningful quality differences exist among generic drugs and whether the market reacts to differences in manufacturing or product quality.

Research in Progress

- **Sharma, N.,** J. Hill, and R. Mallipeddi. “Multiproduct Retail Decisions under Aggregate Contracts.” [Dissertation Chapter 2]: We design a 2x2 lab experiment to examine retailers’ ordering decisions in a Newsvendor setting under individual and aggregate reimbursement contract structures. We plan to conduct a second experiment based on the findings of the first. *Lab Study 1 is complete, and Lab Study 2 is in the planning stage.*
 - Presented at POMS 2026.
- **Sharma, N.,** J. Gray, and J. De Jong. “The Impact of Curbing Intermediary Practices on Retailers’ Performance.” [Dissertation Chapter 3]: Using the richer five-state Medicaid prescription claims data, I examine how curbing intermediary practices affected retailers’ product mix, the quality of dispensed drugs, and the extent to which payer-side cost changes were ultimately passed through to retailers. *Data collection complete.*
- **Sharma, N.,** J. Gray, and J. De Jong. “The Waterbed Effect in Intermediated Supply Chains: Exploring the spillover effects of regulating intermediaries.” *Research in Progress: Data collection complete.*
- **Sharma, N.,** J. Hill, and R. Mallipeddi. “Multi-contract Retail Decisions under Third-Party Payments.” *Research in Progress: Experiment design complete.*

ACADEMIC SERVICE

Emerging-Scholar Ambassadorial Core (ESAC)

(2025 – Present)

Journal of Operations Management (JOM)

Involved in the creation of “The Doctorate in Operations Management Embassy (D.O.M.E.)” whose mission is to make transparent the opportunities available to emerging scholars interested in careers as Operations Management faculty and researchers.

Conference Contributions

- Session Chair: DSI Annual Conference (2025, 2026), POMS (2026), INFORMS Annual Meeting (2026)
- Panel Co-Moderator: DSI Panel on AI in Healthcare

Conference Presentations

- POMS (2025, 2026); DSI Annual Conference (2025), ISA (2026), UIUC SCM Conference (2025), Hayes Graduate Research Forum, The Ohio State University (2025), ISB – POMS Workshop 2025

Ad-Hoc Reviewer

- Decision Sciences Journal (2026)

Professional Memberships

- Institute for Operations Research and the Management Sciences (INFORMS)
- Production and Operations Management (POMS)
- Decision Sciences Institute (DSI)

TEACHING EXPERIENCE

The Ohio State University

(2022–present)

Fisher College of Business

Ph.D. in Operations Management & Business Analytics

Instructor

- BUSMGT 3230 Intro to Operations Management. Average Score on Student Evaluation of Instructor (SSLE): **4.8** out of 5.

Graduate Teaching Assistant

- BUSMGT 3230 Intro to Operations Management (x2)
- BUSMGT 7223 Project Management
- BUSMGT 2320 Decision Sciences: Statistical Techniques
- BUSOBA 2321 Business Analytics
- BUSOBA 4234 Service Operations
- BUSOBA 4254 Sustainable Projects
- MBA 6273 Data Analysis Management
- BUSOBA 7201 Service Operations

Ad Hoc Instructor

- **Learning & Knowledge Management, Accenture (2013):** Coached classrooms on Mainframe Technology as part of the Accenture Learning & Knowledge Management team, earning an average feedback score of **4.2** out of 5.
- **Starbase CT (2016-2017):** Mentored batches of students in public speaking and robotics at Betances STEM School and Jumoke Academy in Hartford, CT.

SKILLS & TRAINING

- **Programming Languages & Software:** R, STATA, LaTeX, Python, MS Office.
- **Technology & Platform Training:** Ab Initio, Databricks, AWS.
- **IT Roles:** Application Development, Quality Assurance & Testing, Business Analysis, Production Support & Operations, Data Engineering & Analytics.
- **Industry Exposure:** Healthcare & Insurance, Pharmaceutical Technology, Communications, Media & Technology (CMT), General Insurance (P&C).

INDUSTRY EXPERIENCE

Accenture, India & USA

(2009 - 2022)

- **Overview:** 12 years of experience across IT Operations and Business Analytics with exposure to multiple industries such as Financial Services, Life Sciences, Communication, Media & Technology, and Health & Public Services.

Business Analytics Consulting, Hartford, US

(2014 - 2022)

Business Insurance, Travelers

- Transformed the claim management system that helps in business operations to solve day-to-day SLA challenges due to variability in claims volume and complexity.
- Developed 100% automation for minor IT batch operations, saving 1,400 hours of manual effort annually.

Business Analyst, Bangalore, India

(2013 - 2014)

Biopharmaceutical Research, Covance (LabCorp.)

- Implemented a process-based approach for 10 applications in the center of excellence that supported pharmacy services.

Product Development, Bangalore, India

(2012 - 2013)

Communication, Media, & Technology, KPN

- Guided a 3-member team to build a complex business requirement with six use case modules – delivered with 0 defects.
- Developed a critical functionality to add new internet product offerings on the client website,

containing 28 functionality changes within a stringent timeline of 2 weeks.

• **Production Operations & Quality Analyst, Bangalore, India** (2009 – 2012)

Healthcare Insurance, United Health Group

- Developed eight solutions to optimize old processes, saving \$204,720 annually – the most savings by a team in that year.
- Coordinated 20 product lifecycles, resolving 35 critical application disruptions.
- Built advanced analytics tools that measured 15+ financial KPIs, saving \$65,000 annually.

AWARDS

- **First Place in Hayes Graduate Research Forum (2025) at The Ohio State University:** Achieved first place in the business category for presenting my dissertation paper “Regulation of supply chain intermediaries within pharmaceutical supply chains”.
- **Top 5 finalist team, Accenture Global Tech Innovation Contest (North America, 2019):** Secured a top 5 finalist position (Co-contributors: Prakash Trivedi, Saurabh Gaikwad, Surendra) in the Accenture Global Tech Innovation Contest held in Chicago, IL, which invited more than 350 entries. Two Ideas were pitched under the “Innovate for Society” category: a) Enhancing transparency in CSR donations and b) Providing a digital identity for street vendors using Blockchain platforms.
- **Top 5 finalist team, Accenture Global Tech Innovation Contest (North America, 2018):** Secured a Top 5 finalist team (Co-contributors: Prakash Trivedi, Saurabh Gaikwad, Ravindra Pratap Singh) in the Accenture Global Tech Innovation Contest (North America, 2018), which invited more than 350 entries. The idea was pitched under the “Innovate for Society” category: transforming the Public Distribution System in developing countries using Blockchain to fight corruption.

OTHER LEADERSHIP AND COMMUNITY INVOLVEMENTS

Accenture (2009 – 2022)

- **Hartford, CT (2015-2019):** Organized five annual sports events, attracting more than 60 participants (2015-2019).
- **Hartford, CT (2016):** Arranged six networking events with C-Level executives and one annual festival involving more than 200 people.
- **Bangalore, India (2010-2012):** Led an event management team of 5 people and conducted 40 weekly events and three outings involving 50 people.