

NEHA SHARMA

The Wharton School, University of Pennsylvania, Philadelphia, PA, 19104

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ACADEMIC POSITION

The Wharton School, University of Pennsylvania

Assistant Professor of Operations, Information, and Decisions

Lecturer of Operations, Information and Decisions

July 2024 - present

July 2023 - June 2024

EDUCATION

Kellogg School of Management, Northwestern University

Ph.D, Operations Management, Kellogg School of Management

M.S. Statistics, Department of Statistics

- June 2024

- June 2024

Delhi College of Engineering, Delhi

Bachelor of Technology, Electrical and Electronics Engineering.

- June 2013

RESEARCH INTERESTS

My work focuses on design and evaluation of policies for marketplaces and platforms using data-driven methods.

PUBLICATIONS AND PRE-PRINTS

- [“The Empty Promise: When Do P2P Platforms Fail to Serve Advance-Booking Customers?”](#) - N. Sharma, S. Sinha, M. Sohoni, and A. Bassamboo. *Major Revision at M&SOM*.
 - Media Coverage [Kellogg Insight](#), [ISB Research Bytes](#).
- Rethinking Algorithmic Fairness for Human-AI Collaboration - H. Ge, N.Sharma, H.Bastani, O.Bastani *Major Revision at Management Science*
- [When Collateral Is a Livelihood: Sustaining Access to Productive Assets](#) - V. Deep, N.Sharma, L.Thayaparan. *Major Revision at M&SOM*.
- [“Structuring Online communities”](#) - N. Sharma, G. Allon, A. Bassamboo. *Under Review*
 - Media coverage - [Kellogg Insight](#).
- [“What remains after LLMs: technical knowledge moves from hubs to niches”](#)-N.Sharma, S.Li
 - Media Coverage - [Knowledge@Wharton](#).
- [“Information Design and Coordination in Cloud Kitchens -How Human-Tech Overrides affect Order Fulfillment time?”](#) - N.Sharma, M.Ganesh, D.Roy.
- “Scaling sharing platforms with supply constraints with lease-to-earn contracts” - N. Sharma, M. Sohoni, and A. Bassamboo. [Slides \(previous version\)](#), [Talk \(previous version\)](#).
- [“Payment for Results: Funding Non-Profit Operations”](#) - N. Sharma, S. Devalkar, and M. Sohoni. *Production & Operations Management 2020*.

WORKING PAPERS

- The Winner's Curse: Why Optimizing Structural Models Overpromises and Underdelivers - N.Sharma and H.Bastani. *Draft under Preparation.*
- Selective Labels and Counterfactuals: Why Diagnostics Are Not Enough - N.Sharma and H.Bastani. *Draft under Preparation.*
- Dynamic Scheduling of Nursing Home Inspections Under Strategic Incentives - J.Lim, K.Moon and N.Sharma. *Draft under Preparation.*

INVITED TALKS AND PRESENTATIONS

- The Winner's Curse: Why Optimizing Structural Models Overpromises and Underdelivers - N.Sharma and H.Bastani.
 - Invited for presentation @OM in the Wild, Poconos, @INFORMS Healthcare, @INFORMS Revenue Management and Pricing, @MSOM SIG *2026*
- [When Collateral Is a Livelihood: Sustaining Access to Productive Assets](#) - V. Deep, N.Sharma, L.Thayaparan.
 - Invited for presentation @INFORMS ADA, @INFORMS Revenue Management and Pricing, @MSOM, @EEAMO Munich, @INFORMS Annual Meeting *2026*
- [“What remains after LLMs: technical knowledge moves from hubs to niches”](#) - N. Sharma, S. Li
 - Invited for presentation @OM in the Wild, Poconos, @SWIMS, @AI Workshop, Temple University, @INFORMS Annual Meeting, @Philadelphia Operations Day. *2025*
 - Invited for presentation @Lally School of Management, AI and the Future of Work @Wharton, @Marketplace Innovation Workshop, MSOM SIG, Open and User Innovation Conference *2026*.
- [“Information Design and Coordination in Cloud Kitchens -How Human-Tech Overrides affect Order Fulfillment time?”](#) - Sharma, Ganesh, Roy.
 - Invited for presentation @ Social Impact, Sustainability, and the Environment at Warrington School of Business, BAAICB Conference at JHU Carey School of Business. *2025*
- [“Structuring Online communities”](#) - Sharma, Allon, Bassamboo.
 - Sloan School of Management @ MIT, Fuqua School of Business @ Duke University. *2024*
 - Young Seminar Series @ Rotman School of Management, University of Toronto, Lyft Rideshare Labs (NYC), Scheller (Georgia Institute of Technology), Zicklin (Baruch College, CUNY), University of Wisconsin-Madison, Said Business School (University of Oxford), College of Management of Technology (EPFL, Switzerland) *2023*
 - Krannert (Purdue University), Simon Business School (University of Rochester), Graduate School of Business (UC Davis), School of Business (UIC, Chicago), Tuck (Dartmouth), University of Texas Dallas, School of Business (George Washington University), London Business School, Indian School of Business, The Wharton School (University of Pennsylvania), University of New Hampshire, MOILS Seminar Stern School of Business @ NYU *2022*

- INFORMS Annual Meeting, Young Researchers Workshop @ Cornell, Ithaca, NY (poster), CMU Informs YinzOR Poster Competition, M&SOM SIG @ Munich, Marketplace Innovation Workshop, NYC OPS Day @ Cornell Tech, POMS Conference, RMP Conference 2022
- INFORMS Annual Meeting, M&SOM Conference 2021
- INFORMS Annual Meeting 2020
- [“The Empty Promise: When Do P2P Platforms Fail to Serve Advance-Booking Customers?”](#) - Sharma, Singha, Sohoni, and Bassamboo.
 - INFORMS RMP 2026
 - M&SOM, INFORMS Annual Meeting 2024
 - INFORMS Annual Meeting 2023
 - Graduate School of Business, UC Irvine, INFORMS Annual Meeting, CMU Informs YinzOR Flash Talk Competition, M&SOM Conference, RMP Conference, Marketplace Innovation Workshop, NYC OPS Day @ Cornell Tech, POMS Conference 2022
 - Transportation, Supply and Logistics, Indian Institute of Management-Ahmedabad, 2021
- “Scaling sharing platforms with supply constraints with lease-to-earn contracts” - Sharma, Sohoni, and Bassamboo.
 - POMS Conference 2022
 - INFORMS Annual Meeting, M&SOM Conference, POMS Conference, RMP Conference, Marketplace Innovation Workshop Conference 2021
- [“Should the Platform Manage Driver Decisions under Traffic Congestion?”](#) - Sharma, Bandi, and Sohoni.
 - INFORMS Annual Meeting, ICSS, M&SOM Conference 2020
 - INFORMS Annual Meeting 2019

WORK EXPERIENCE

Indian School of Business, Hyderabad

July 2015-July 2017

Research Associate, Operations Management

Worked with Professors M. Sohoni & S. Devalkar on the paper, Payment for Results: Funding Non-Profit Operations

Maruti Suzuki India Limited, Gurgaon

July 2013-July 2015

Assistant Manager, New Product Development, Research and Development

Worked on developing prototypes, design and validation of new processes, and managing design changes

AWARDS AND HONORS

Research

- Finalist, IBM Service Science Best Student Paper, 2022.
- Finalist, IBM Service Science Best Cluster Paper, 2022.

- Second Prize, CMU YinZOR Best Student Poster, 2022.
- Second Prize, CMU YinZOR Best Student Paper Presentation, 2022.

GRANTS

- Wharton Environmental, Social and Governance Analytics Lab (\$3,000) *2023*
- Wharton AI & Analytics (\$6,000) *2024*
- Mack Institute Predoctoral Fellowship 2025-2027 (joint with Alp Sungu) *2025*
- Wharton Environmental, Social and Governance Analytics Lab (\$10,000) *2025*
- Wharton Zell and Lurie Real Estate Center (\$9,000) *2026*

TEACHING

- **Instructor** OIDD 2200 - Introduction to Operations Management (UG Elective), Spring.
- **Guest Lecturer** PhD Seminar, OIDD 9010.

SERVICE

Reviewer

- Management Science, M&SOM, Operations Research, Production and Operations Management.
- Track Co-chair for the Digital Platforms, Innovations and Transformations, POMS *2026.*
- Book Chapter, Non-profit operations: Theory and Practice. *2024.*
- MSOM Conference - Service SIG *2023, 2024, 2025.*
- MSOM Conference - Technology and Innovation SIG *2025.*
- MSOM Student Paper Competition *2023, 2024, 2025.*

Professional Service

- Organizer, OM in the Wild Workshop *2025, 2026.*
- Co-Organizer, Philadelphia Operations Day *2024, 2025.*
- Session Chair, INFORMS M&SOM Cluster Session (Invited) *2025.*
- Panelist, POMS Doctoral Colloquium *2024.*
- Session Chair, INFORMS RMP Cluster Session (Invited) *2023, 2024.*
- Session Chair, INFORMS Service Science Special Session *2023.*
- Panelist, Electric Vehicles and Smart Mobility Workshop, Center for Transportation and Logistics, IIM Ahmedabad *2023.*

ACADEMIC SERVICE

- OM Seminar Committee

July 2023 - present.

Doctoral Students

- Christopher Dragomir

June 2024 - present.