

CURRICULUM VITAE

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EDUCATION

Indian Institute of Management, Indore

Doctor of Philosophy (Ph.D.) | Operations Management & Quantitative Techniques
July 2018 – March 2023

Thesis: Demystifying online food delivery marketplace operations in sharing economy

Thesis Advisory Committee (TAC): Prof. Bhavin J. Shah (Chair), Prof. Hasmukh Gajjar (Member) and Prof. Vinaysingh J. Chawan (Member)

Received Best Doctoral Student Award 2023

National Institute of Technology, Rourkela

Bachelor of Technology (B.Tech) | Industrial Design

August 2013 – April 2017

INDUSTRY EXPERIENCE

Senior Analyst, S S Supply Chain Solutions Pvt. Ltd., June 2017 to June 2018

- Assisted a Fortune 500 client in demand forecasting of an FMCG product across two European markets – Eastern Europe and UKI, performing root-cause analysis and improving forecast accuracy.
- Accountable for inventory optimization for a Fortune 500 client through safety stock suggestions for approximately 1800 SKUs covering the LED and Lamp electronics vertical in the US market.

RESEARCH INTERESTS

Applications: E-retailing operations, sharing economy, online platforms, online food delivery, inventory management, service operations, supply chain modelling, healthcare operations.

Methods: Analytical modelling, game theory, optimization and case-based research

PEER-REVIEWED JOURNAL PUBLICATIONS

Shroff, A., Kumar, S., Martinez, L. M., & Pandey, N. (2023). From clicks to consequences: a multi-method review of online grocery shopping. *Electronic Commerce Research*, 0123456789. <https://doi.org/10.1007/s10660-023-09761-x> (ABDC: A)

Shah, B. J., & **Shroff, A. (2022).** Inventory model for sustainable operations of fixed-life

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products : Role of trapezoidal demand and two-level trade credit financing. *Journal of Cleaner Production*, 380(P2), 135093. <https://doi.org/10.1016/j.jclepro.2022.135093> (ABDC: A)

Shroff, A., Shah, B. J., & Gajjar, H. (2022). Online food delivery research: a systematic literature review. *International Journal of Contemporary Hospitality Management*, 34(8), 2852–2883. <https://doi.org/10.1108/IJCHM-10-2021-1273> (ABDC: A)

Shroff, A., Shah, B. J., & Gajjar, H. (2021). Shelf space allocation game with private brands: a profit-sharing perspective. *Journal of Revenue and Pricing Management*, 20(2), 116–133. <https://doi.org/10.1057/s41272-021-00295-1> (ABDC: B)

PEER-REVIEWED CASE PUBLICATIONS

Shroff, A., & Shah, B. J. (2023). Chef Junction: serving food from home to home. *Emerald Emerging Markets Case Studies*, 13(3), 1–19. <https://doi.org/10.1108/EEMCS-06-2023-0206>

Shroff, A., Karthik, B. S. S., & Rai, H. (2023). IMSI Indore: coping with COVID-19 VUCA in higher education. *Emerald Emerging Markets Case Studies*, 13(1), 1–25. <https://doi.org/10.1108/EEMCS-10-2022-0356>

Shah, B.J., & **Shroff, A.** (2022). GD Labs: Scaling Swab Testing During COVID-19. *Ivey Publishing*, product no. W28361.

Shroff, A., & Shah, B. J. (2022). Healthcare Service Delivery Models for Emerging Economies: Insights from India. *Asian Journal of Management Cases*, 1–17. <https://doi.org/10.1177/09728201221099343>

Shroff, A., & Shah, B. J. (2022). Reaching the unreached : Sri Sathya Sai Sanjeevani Centres for child heart care. *Emerald Emerging Markets Case Studies*, 12(1), 1–9. <https://doi.org/10.1108/EEMCS-05-2021-0143>

INTERNATIONAL CONFERENCE PRESENTATIONS

Shroff, A., & Shah, B. J., “Empowering Consumers: The Impact of Consumer-Determined Delivery Fees on Online Food Delivery Platforms,” paper presented at the 23rd Conference of the International Federation of Operational Research Societies (IFORS 2023) held in Santiago, Chile in July, 2023.

Shroff, A., Shah, B. J., & Gajjar, H., “A game theoretic model for effort competition in online food delivery,” paper presented at the 32nd European Conference on Operational Research (EURO 2022) in Espoo, Finland, in July 2022.

NATIONAL CONFERENCE PRESENTATIONS

Shroff, A., Shah, B. J., & Gajjar, H., “A willingness-based rational delivery pricing mechanism for online food delivery platforms” paper presented at the POMS India International Conference to be organized by IIM Kozhikode in December, 2022.

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Shroff, A., Shah, B. J., & Gajjar, H., “Cloud kitchen and restaurant in online food delivery: Friend or Foe?” paper presented at the 25th Annual International Conference of the Society of Operations Management to be organized by IIM Indore in December, 2022.

Shroff, A. & Shah, B. J., “Optimum replenishment policy for fixed-life items with trapezoidal demand and trade-credit financing,” paper presented at the virtual 2nd Doctoral Colloquium on Management and Development, DOCMAD 2021, organized by the Institute of Rural Management, Anand, India, in November 2021.

AWARDS

- Best Doctoral Student Award 2023 at the 24th Annual Convocation of IIM Indore in April, 2023
- Best Paper Award (overall first position) for the research paper presented at the POMS India International Conference 2022 held at IIM Kozhikode in December, 2022.
- Best Paper Award (second position) for the research paper presented at the 25th Annual Society of Operations Management Conference 2022 held at IIM Indore in December, 2022.
- Best Paper Award (third position) for a research paper presented at the Institute of Rural Management (IRMA) Doctoral Colloquium, DOCMAD 2021.

WORKSHOPS

- Doctoral Consortium on Teaching 2023 organized by Centre for Teaching and learning (CTL), IIM Bangalore from January 30 – February 02, 2023.
- ICODO Doctoral Workshop organized by Centre for Digital Transformation (CDT), IIM Ahmedabad on November 11, 2022.
- EUROMA Summer School organized by the European Operations Management Association at the University of Bergamo, Italy, from June 26-30, 2022.

OTHER ROLES

- Mentor, Career Development Cell, IIM Indore – July 2022 to March 2023.
- Organizing committee member, Society for Operations Management SOM 2022 conference, IIM Indore – December 2022
- Student Convener, Conference on Excellence in Research and Education (CERE), IIM Indore - May 2019

PROFESSIONAL MEMBERSHIP

- Institute for Operations Research and the Management Sciences (INFORMS)
- Production & Operations Management Society (POMS)
- European Operations Management Association (EUROMA)