Application to NBER AI PhD Workshop 2020

1. Personal Details

Name: Shreekanth Mahendiran

Address: 1b, Rue du Centre, Saint Sulpice, 1025, Vaud, Switzerland.

Mobile Phone: +41-763583897

Mail: shreekanth.mahendiran@unil.ch

Affiliation: PhD Student (finishing 1st year), Department of Strategy, Globalization and Society (SGS), University of Lausanne.

Supervised by: Prof. Xavier Castaner, SGS, University of Lausanne.

2. Resume

EDUCATION

2019 to present – PhD student (finishing 1st year), HEC, University of Lausanne

2007 to 2009 - M.Sc. Economics (with Advanced Econometrics), Madras School of Economics, Anna University, Chennai, Tamil Nadu, India. [CGPA – 7.35/10]

WORK EXPERIENCE

November 2011 to June 2019 - Research Advisor, Centre for Budget and Policy Studies, Bangalore

May 2011 to October 2011 - Business Analyst, Hewlett Packard, Bangalore

March 2010 to May 2011 - Research Associate, Indian Institute of Management, Bangalore

Publications

Chirantan Chatterjee & **Shreekanth Mahendiran**, (2017), From a Pharmacy to a Laboratory: The Global Biologics Revolution & the Indian Bio-Pharmaceutical Industry. University of Pennsylvania & Oxford University Press Book on India & Innovation.

Jyotsna Jha, Neha Ghatak, Niveditha Menon, Priyanka Dutta & **Shreekanth Mahendiran**, (2020), Women's Education and Empowerment in Rural India, Social Science Press.

Jyotsna Jha, Neha Ghatak, Puja Mini, Shobhita Rajagopal & **Shreekanth Mahendiran**, (2020). Open and Distance Learning in Secondary School Education in India: Potentials and Limitations, Routledge.

Paper Presentations at Conferences / Workshops:

Presented paper on Can Open Schooling enable inclusion at secondary level education: Evidence from India - UKFIET 2017, University of Oxford, Oxford, UK (5-7 September, 2017).

Impact of MS over Three Decades: Quantitative assessment of economic and political empowerment of women in three districts in Bihar - XI International Conference on Public Policy and Management (2016)

Strategic Behavior of Authentic Producers and Counterfeiters: Evidence from the Indian Pharmaceutical Sector, (Presented by Matej Drev) - Atlanta Conference on Science and Innovation Policy (2015).

References

Prof. Xavier Castaner, Department of Strategy, Globalization and Society (SGS), University of Lausanne.

Mail: xavier.castaner@uni.ch

Prof. Chirantan Chatterjee

Associate Professor, Business Policy, Economics | ICICI Bank Chair in Strategic Management, Indian Institute of Management, Ahemdabad, India

Mail: chirantanc@iima.ac.in

3. Statement of Interest

Dear Selection Committee Members,

I want to express my strong interest in participating in the NBER PhD Workshop in economics of AI.

I am interested in understanding the adoption of AI-applications for customer service rather than the more studied applications of AI for internal operations only. This is particularly interesting and relevant given the different potential of these AI applications to create customer value and hence economic for the adopting firm. This would allow to bridge and integrate research at the intersection of technology (innovation) adoption and customer-based strategy, where consumers are seen as *value co-creators* (e.g. Chen, Schutz, Kazman & Matthes, 2017).

While the burgeoning research on AI adoption for internal operations already offers some indications about the specificities of the adoption of this particular technology, compared to other 'operational' technologies studied in the past (e.g Anderson and Tushman, 1990; Henderson & Clark, 1990), there is still the need to examine whether these determinants of AI applications for internal operations fully explain the adoption of AI applications for customer service.

This could be interesting not for service organizations in B2C industries but also for manufacturing industries which are B2B such as glass, cement and minicomputers.

As I am ending my first-year as a PhD student, the NBER workshop would greatly help me I develop my understanding of this particular topic as well a broader set of questions related to the adoption of AI in organizations, namely its effects on employees, in addition to appropriate organization design, in the context of service-based organizations.

I believe that the NBER PhD Workshop in economics of AI is a fertile space as it provides exposure to different theoretical lenses and methodological tools that can be used to examine the phenomenon of AI in the context of organizational activity. This will be of great value to me as it would ground my focus to the relevant theoretical literature to make progress in my current research. Consequently, the workshop will facilitate in understanding the boundaries of current research and in generation of new ideas / perspective, thereby providing direction to my future research pursuits. It will also provide the opportunity to get to know and learn from other fellow researchers interested in this field.

I thank you for considering my application and look forward to hearing from you.

Best regards,

Shreekanth Mahendiran

References

Anderson, P., & Tushman, M. L. (1990). Technological discontinuities and dominant designs: A cyclical model of technological change. Administrative Science Quarterly, 604-633.

Chen, H. M., Schütz, R., Kazman, R., & Matthes, F. (2017). How Lufthansa capitalized on Big Data for business model renovation. MIS Quarterly Executive, 16(1).

Henderson, R. M., & Clark, K. B. (1990). Architectural innovation: The reconfiguration of existing product technologies and the failure of established firms. Administrative science quarterly, 9-30.