

SWATHI R. BADDAM

sbaddam@illinois.edu

216.502.1040

Summary: >5 yrs. experience in teaching graduate and undergraduate courses including hybrid & online modes in Operations and Supply Chain Management, Business Analytics, and Project Management. Research interests include Sustainable Supply Chain Management, Supply Chain Management, Text Analytics, Business Analytics, and Pedagogy.

Education

Doctor of Business Administration, Operations and Supply Chain Management, 2014
Cleveland State University, OH

Master of Science, Industrial Engineering, 2007
Cleveland State University, OH

RESEARCH

Published

- Clemons, R., **Baddam**, S., & Henry, R. “Factors Influencing Swift and Effective Resolution of Supplier Problems”. International Journal of Productivity and Performance Management, <https://doi.org/10.1108/IJPPM-05-2019-0247>
- **Baddam**, S., Bingi, P., & Shuva, S. “Student Evaluation of Teaching in Business Education: Discovering Student Sentiments Using Text Mining Techniques”. e-Journal of Business Education & Scholarship of Teaching, 13(3), 2019, 1-13.
- Chen, J., & **Baddam**, S. “The Effect of Unethical Behavior and Learning on Strategic Supplier Selection”. International Journal of Production Economics, 167 (September 2015), 74-87.

Research-in-progress

- Clemons, R. & **Baddam**, S. “The Dilemma of Supplier Problems: Swift or Effective Solutions?”.
Status: Final Manuscript preparation
- **Baddam**, S., Leonard, B. “Investigating the Role of Eco-Labels in Consumer Perceptions of Company and Supply Chain Sustainability”. *Target–Journal of Business Ethics*
Status: Experimental Study 1 (out of 2) complete including analysis.
- **Baddam**, S., Grant, N. “Investigating the Job Market in Business Analytics using Text Analytics”. *Target–Journal of Education for Business in Summer 2020*.
Status: Literature Review & Data cleaning complete.

- **Baddam**, S., Choi, S. “Do Business Student Attitudes and Behavior towards the Course Affect Student Evaluations of Teaching”. *Target–Journal of Education for Business*
Status: Literature Review
- Leonard, B., **Baddam**, S., & “Investigating the Role of Eco-Labels in Consumer Perceptions of Green Brand Extensions”. *Target–Journal of Business Research*
Status: Literature Review

TEACHING

Teaching Assistant Professor (Aug 2020-present)

University of Illinois Urbana Champaign

Current Courses: BADM 337 Supply Chain Practicum, BADM 275 Operations Management, BADM 210 Business Analytics I, BADM 502 Communicating with Data

Assistant Professor (2014-2020)

Undergraduate Level at Purdue University Fort Wayne (2014-20)

Operations Management, Project Management, Management of Organization, Business Statistics, Business Analytics.

Graduate Level at Purdue University Fort Wayne (2014-20)

Business Analytics, Operations and Supply Chain Management

Adjunct Instructor, Cleveland State University, Cleveland, OH (2013-14)

Business Statistics, Project Management

Research and Teaching Skills: Tableau, DataMiner, SAS, SPSS, NVivo, R, MS-Project.

OTHER SCHOLARLY ACTIVITIES

Conference Presentations

- “Student Sentiment Analysis using Text Analytics: An Investigation of End-of-course Evaluations” -**Baddam**, Bingi, & Shuva, at MBAA conference, Chicago, March 2019.
- “Investigating the Job Market in Business Analytics using Text Analytics”
Baddam & Grant at DSI, Chicago, November 2018.
- “Investigating the Role of Sustainability Certifications on Consumer Product Perceptions”
Baddam & Leonard at DSI Annual Meeting, Austin, November, 2016.
- “Impact of Knowledge Transfer Processes on Buyer-Supplier Relationships” - **Baddam** & Bingi at MBAA International Conference, Chicago, May, 2016.
- “Managing Supplier Risks through Supplier Development Decisions” Chen & **Baddam** at

DSI Annual Meeting, Tampa, November, 2014.

- “The Effect of Unethical Behavior on Supplier Selection: A Social Responsibility Perspective” – Chen & **Baddam** at INFORMS and DSI Annual Meetings, 2013.

Ad-hoc Reviewer

- The Case Journal (2020)
- International Journal of Production Economics (2015-19), Recognized with “Certificate of Recognition” by the International Journal of Production Economics.
- Decision Sciences Journal (2016-18).

Student Engagement

OM Practicum Mentor (BADM 337 Fall 2021)

- Mentoring and guiding students to complete client projects successfully utilizing various project management methods and frameworks.

Graduate Student Research

- Mentored a graduate student to work on the research in business (text) analytics field which led to a publication. “Student Evaluation of Teaching in Business Education: Discovering Student Sentiments Using Text Mining Techniques”. e-Journal of Business Education & Scholarship of Teaching, 13(3), 2019, 1-13.
- Graduate student won the “Excellence in Research” at from the Operations Management and Entrepreneurship Association (OMEA), MBAA International Conference, Chicago, USA (2019).

Undergraduate Student Engagement

- Mentored students to compete in the Conexis Logistics Case Competition at Indianapolis, IN for three years (2016-2019).

Curriculum Development

University of Illinois Urbana Champaign

- Course Development: Worked with the BADM 210 team to pilot the Lab Discussion sections introduced in Fall 2020.

Purdue Fort Wayne

- Course Development: Developed graduate course “Discovery with Data Mining” for the department in the MBA Business analytics track.
- Member of the task force for Quantitative/Analytics curriculum: As a member, reviewed the current undergraduate and graduate courses in business analytics and quantitative fields.

SERVICE

Academic Director, Operations Management – University of Illinois Urbana Champaign

- Serving in this role from April 2021 to current

Committee Service – University of Illinois Urbana Champaign

- Department level – Served as Committee member in the ad-hoc IOSA search committee.
- Department level – Currently Member of the Undergraduate Studies Committee

Committee Service – Purdue Fort Wayne

- University level – Chair & member of the Curriculum Review Committee
 - Responsibilities included working with the Higher Learning Commission as the chair of the committee. Worked as a liaison between the committee, the departments and the Office of Academic affairs; communicated and coordinated activities to get the curriculum proposals passed at the faculty senate.
- College Level – Member of the Graduate Planning Committee
 - As a member, reviewed and revised the graduate program admission requirements. Currently, working with faculty to create a curriculum map for the graduate program with the goal of reviewing the course and program goals.
- College Level – Member of the Strategic Planning Committee
 - Worked with the Business School Dean and the faculty to align the school's goals with the university.
- Department Level – Grade Appeals Committee (Chair)
 - As the chair, worked on a student grievance by coordinating and communicating with both student and the faculty and collected evidence required according to the department guidelines.
- Department Level – Assessment Committee (current)
 - As a member, successfully reviewed and revised the student evaluation instrument. Conducted focus groups with students to get their input for the review process.
- Department Level – Search Committee
 - Served on three search committees in hiring the tenure-track faculty for the Assistant Professor of IS & Business Analytics, Assistant Professor of Operations Management, and Visiting Assistant Professor of Management.
 - Reviewed job applications and conducted interviews at academic conferences by working along with the department chair and the faculty.

Scholarship & Recognition

- Monte Ahuja Scholarship for International Students, Cleveland State University, April 2014.

Industry Experience

Industrial Engineer, IET Inc. Toledo, OH (2008)

Performed project work for clients as a consultant engineer on productivity analysis, project planning, methods development, labor utilization analysis, process and layout updates for clients.

Noble International (Client)

- Conducted operational studies on manpower utilization and shift times and recommendations resulted in reducing shifts with annual cost savings of 10%.
- Responsible for project documentation and sharing requirements with the client.
- Recommended changeover methods, standardized work methods, and assisted the plant manager in implementation.

Johnson Controls Inc. (Client)

Performed project work as Advanced Manufacturing Engineer for Ford Focus in a new product development team.

- Identifying potential ergonomic issues and suggested improvements for better processes.
- Recommended packaging methods for assembly parts and coordinated efforts across design teams and suppliers.
- Worked in a cross-functional team and meeting with engineers to understand customer requirements.