IRITA MISHRA

Department of Marketing and Management
College of Education, Business, and Allied Health, University of Wisconsin–River Falls
410 S 3rd St, River Falls, WI 54022
iritamishra@gmail.com | www.iritamishra.com

EDUCATION

Georgia Southern University Statesboro, GA, USA
Ph.D., Logistics & Supply Chain Management, 2023
Committee Chair: Scott C. Ellis
Dissertation: Intra- and Inter-Firm Coordination: Transactive Memory and Relational Governance Perspectives

ABV – Indian Institute of Information Technology & Management Gwalior, MP, India
Master of Business Administration, Operations & Marketing, 2018
Bachelor of Technology, Information Technology, 2016

EMPLOYMENT

Assistant Professor (Tenure-track), UW–River Falls	August 2023 – present
Adjunct Lecturer, Georgia Southern University	August 2022 – May 2023
Graduate Assistant, Georgia Southern University	August 2018 – May 2022

TEACHING

Assistant Professor, UW–River Falls
MNGT 744 Fundamentals of Data for Business (MSBA)
MNGT 745 Artificial Intelligence for Business (MSBA)
MNGT 705 Operations Management (MBA)
MNGT 706 Project Management (MBA)
MNGT 361 Operations Management
MNGT 389 Supply Chain & Logistics Management
MNGT 300 Management & Organizational Behavior

Instructor/Adjunct Lecturer, Georgia Southern University
OSCM 3430 Operations & Supply Management
OSCM 4438 Negotiation
LOGT 2232 Introduction to Supply Chain

Teaching Assistant, Georgia Southern University
BUSA 9333 Advanced Multivariate Methods for Business
OSCM 4436 Supply Chain Analytics
OSCM 4431 Supply Management
OSCM 3430 Operations & Supply Management

PUBLICATIONS

- Farooq, O., **Mishra, I.** "Lessons from the North Dakota State Mill: Insights for supply chain leaders from a century-old institution." Published at *Supply Chain Management Review*, October 2026.
- Shah, P., **Mishra, I.**, Amarasuriya, S. "FLEX your MBA: Empowering Learning Efficiency in the Digital Classroom Using an AI-based Application." Published at *Decision Sciences Journal of Innovative Education*. DOI: 10.1111/dsji.70024 ***(Nominated for Best Paper Award at upcoming 2026 Annual DSI Conference)***

- **Mishra, I.**, Amarasuriya, S., Samani, M. N. "Chips and Challenges: An Integrative Review on Sustainability and Risk Management in Semiconductor Supply Chains." Published at *Corporate Social Responsibility and Environmental Management*. DOI: 10.1002/csr.70435
- **Mishra, I.**, Farooq, O. "Give your Procurement AI a Credit Limit." Accepted at *Supply Chain Management Review*, November 2026 (forthcoming).

RESEARCH IN PROGRESS / UNDER REVIEW

- Shah, P., Amarasuriya, S., **Mishra, I.**, Eckerd, S. "The Bonds that Bind and the Strains that Break: Continuance Commitment in Negotiations with Human and Algorithmic Buyers." Status: Under 2nd round review at *Journal of Supply Chain Management*.
- Shah, P., **Mishra, I.**, Amarasuriya, S. "Framing AI in Higher Education: The Affective Structuring of Academic Discourse." Status: Submission ready. Target: *Journal of University Teaching and Learning Practice*.
- Shah, P., **Mishra, I.**, Amarasuriya, S. "Trust Me, I'm a Chatbot: The Limits of Algorithmic Buyers in Procurement Negotiations." Status: Finalizing draft. Target: *Journal of Purchasing and Supply Management*.
- **Mishra, I.**, Ellis, S.C. "Developing a Nomological Network of Transactive Memory Systems: A Systematic Review and Future Directions." Status: Finalizing draft. Target: *Journal of Management Studies*.
- Shah, P., Amarasuriya, S., **Mishra, I.** "Beyond Case Studies: Reinventing Procurement Education through Podcast Pedagogy at Unilever." Status: Data collection. Target: *Decision Sciences Journal of Innovative Education*.
- **Mishra, I.**, Bharti, K. "Mapping Corporate Supply Chains Using Machine Learning Models" (working title). Status: Data analysis. Target: *Production and Operations Management Journal*.
- Shah, P., **Mishra, I.**, Amarasuriya, S. "Operational Literacy and Civic Praxis: A Pedagogical Model for MBA Classrooms." Status: Data Collection. Target: *Management Learning*.
- Bhattacharyya, J., **Mishra, I.**, Kumar, D. "Dehumanizing Expertise? Generative AI in Higher Education and the Provenance of Pedagogical Artifacts." Status: Data collection. Target: *Studies in Higher Education*.
- Modiri, S., **Mishra, I.** "When Visibility Creates Volatility: Demand Transparency and Operational Amplification" (working title). Status: Model generation. Target: *Manufacturing & Service Operations Management*.

AWARDS AND GRANTS

- Faculty Professional Development Grant, 2027 (UWRF) – $1,600
- Department of Management and Marketing travel stipends, 2025–2026 (UWRF) – $4,500
- Faculty Professional Development Grant, 2026 (UWRF) – $1,800
- Faculty Professional Development Grant, 2024 (UWRF) – $800
- Startup Research Funds, 2023–2025 (UWRF) – $5,000
- Best Student Paper Award, *Annual Southeast Decision Sciences Institute Conference*, Jacksonville, 2022
- Department of SCM & Logistics travel stipends, 2019–2021 (GSU) – $3,500

CONFERENCE PRESENTATIONS / INVITED TALKS

- **Mishra, I.** "Rethinking Sustainability and Resilience in Semiconductor Supply Chains." *IEEE Women in Sustainability Series*, ***Invited Talk***, November 2026 (upcoming)
- **Mishra, I.** "The Visibility Paradox in Digital Logistics: Experimental Evidence on Managerial Decision-Making." *DSI Conference*, ***Invited Session***, San Francisco, 2026 (upcoming)
- Shah, P., **Mishra, I.**, Amarasuriya, S. "Professor, Are You Teaching AI Slop? Vibe Coding and the MVP Illusion in Business Education." *DSI Conference*, San Francisco, 2026 (upcoming)
- Shah, P., **Mishra, I.**, Amarasuriya, S. "When Digitalization Manufactures Distance: Rethinking Supply Chain Governance." *AOM Conference*, Philadelphia, 2026
- Shah, P., **Mishra, I.**, Amarasuriya, S. "Teaching Algorithms the Art of the Deal: Lessons from Reverse Auction Blunders." *POMS Conference*, ***Invited Session***, Reno, 2026

- **Mishra, I.**, Amarasuriya, A., Samani, M. N. "Beyond the Silicon Crunch: A Sustainability Playbook for the Next Generation of Semiconductor Supply Chains." *International SLTBS Conference*, Bangalore, India, 2026
- Shah, P., Amarasuriya, S., **Mishra, I.** "Beyond Case Studies: Reinventing Procurement Education through Podcast Pedagogy at Unilever." *DSI Conference*, Orlando, 2025
- Shah, P., **Mishra, I.**, Amarasuriya, S. "Teaching Algorithms the Art of the Deal: Lessons from Reverse Auction Blunders." *AI in Business Conference, Ohio State University*, Columbus, 2025
- **Mishra, I.**, Ellis, S. C. "Navigating Supplier Relationships in the Virtual Work Environment: Lessons from the COVID-19 Pandemic." *DSI Conference*, ***Invited Session***, Phoenix, 2024
- **Mishra, I.** "Integrating Experiential Entrepreneurship Classroom Activities in Supply Chain Management Curriculum." *POMS Conference*, Minneapolis, 2024
- **Mishra, I.**, Ellis, S. C. "Supplier Management in the Virtual Work Era: Insights from COVID-19." *POMS Conference*, Minneapolis, 2024
- **Mishra, I.**, Ellis, S. C. "Relational Governance in the Virtual Work Environment." *DSI Conference*, Atlanta, 2023
- **Mishra, I.** "The Dilemma of Virtual Learning: A Comparison of Teaching Approaches in the COVID-19 Era." *DSI Conference*, Houston, 2022
- **Mishra, I.** "An Integrative Framework of the Tenets of Transactive Memory Systems." *Southeast DSI Conference*, Jacksonville, 2022 (recipient of best student paper award)
- **Mishra, I.** "An Active Learning Approach for Teaching in the COVID-19 Era." *DSI Conference*, 2021
- **Mishra, I.** "Supply Chain Integration of Online Meal-Kit Delivery Services and Omnichannel Grocery Retail." *DSI Conference*, 2020
- **Mishra, I.** "The Role of Tangible and Intangible Capital in Determining Future Firm Performance." *Southeast DSI Conference*, Charleston, 2020
- **Mishra, I.**, Ellis, S. C. "An Integrative Framework of Components and Antecedents of Transactive Memory Systems." *DSI Conference*, New Orleans, 2019
- **Mishra, I.** "The Influence of Learning Types on Human Error Propensity." *Southeast DSI Conference*, Savannah, 2019

PROFESSIONAL CERTIFICATIONS

- Certified in Production & Inventory Management (CPIM), Parts 1 & 2, *Association for Supply Chain Management*, August 2020
- Six Sigma Green Belt Certification, *Indian Statistical Institute*, December 2016
- Human Subjects – Social & Behavioral Research, *CITI Program*, November 2024
- Level Up Online Teaching Certification Series, Parts 1–3, *Universities of Wisconsin*, November 2025
- Online Teaching Foundations, *UW–River Falls*, October 2023
- Expertise: Evidence-Based Teaching, *Georgia Southern University*, January 2021
- Teaching Online Courses, *Georgia Southern University*, December 2019
- Proficiency: Folio Foundations & Integrations, *Georgia Southern University*, December 2019

SERVICE

Internal Service (UW–River Falls)

School Curriculum Development Committee (new supply chain courses/track)
School Faculty Development Committee
AI Tools Subcommittee
College Curriculum Development Committee
University Technology Committee
Hiring Committee Member, Tenure-track Strategy Position

Hiring Committee Member, Tenure-track Operations Management Position
Assessment for Learning (AoL) for MBA Courses
Peer Faculty Observation
Student Advising
Student Professional Development – Major Exploration
Chancellor's Awards for Students Committee

Journal Editorial Board
Decision Sciences Journal of Innovative Education

Journal Reviewer
International Journal of Physical Distribution and Logistics Management
International Journal of Production Research
Decision Sciences Journal of Innovative Education
Management Teaching Review

Professional Memberships
Decision Sciences Institute (DSI)
Academy of Management (AOM)
Production and Operations Management Society (POMS)

Conference Service
DSI Conference: Paper Reviewer and Session Chair
AOM Conference: Paper Reviewer
Southeast DSI Conference: Paper Reviewer
SLBTS Conference: Reviewer
POMS Conference: Session Organizer and Chair