SINA GOLARA

College of Business, 35 Broad St NW, Atlanta, GA 30303
(404)413-7525 ◊ sgolara@gsu.edu

EMPLOYMENT

Robinson College of Business, Georgia State University, Atlanta, GA — Aug 2023 –
Assistant Professor of Supply Chain Management

Coles College of Business, Kennesaw State University, Kennesaw, GA — Aug 2019 – Aug 2023
Assistant Professor of Operations Management

Center for Transportation and Logistics, MIT, Cambridge, MA — Mar 2018 – Jul 2019
Postdoctoral Associate

EDUCATION

W. P. Carey School of Business, Arizona State University, Tempe, AZ — May 2018
Ph.D. in Business Administration Concentration: Supply Chain Management
Dissertation: "Product-Service Bundles in Manufacturing Firms"
Advisor: Dr. Kevin Dooley

KNT University of Technology, Tehran, Iran — May 2012
M.Sc. in E-Commerce

KNT University of Technology, Tehran, Iran — May 2010
B.Sc. in Industrial Engineering

RESEARCH INTERESTS

Service Operations Management - Online Service Platforms and Strategies

Retail Operations Management - Online Retail and Omnichannel Strategies

PUBLICATIONS

Golara, S., Jeong, S., and Rogers, Z. (2026). When the Disruptor is Disrupted: The Role of Transactional Friction on Incumbents During the Exit and Re-Entry of Innovative Firms. **Journal of Business Logistics**, 47(2), e70059.

Mousavi, N., Golara, S., Bockstedt, J., (2024). The Impact of Situational Achievement Goals on Online Learning Behavior: Results from Field Experiments. **Information Systems Research**, 36(2), 983-1010. Financial Times Top 50 Journal List.

Rajavi, K., Golara, S., Modarresi, S., (2024). The Effect of Inventory Shortage on Consumer Brand Perception. **Production and Operations Management**, 33(9), 1855-1874. Financial Times Top 50 Journal List.

Golara, S., Dooley, K. J., (2024). Service Activity and Patented Innovation in Manufacturing Firms. **Production and Operations Management**, 33(3), 663-681. Financial Times Top 50 Journal List.

- Best Student Paper Award Winner, OSCM Division, AOM, 2016.

Rogers, Z. S., Golara, S., Abdulsalam, Y., Rogers, D., (2024). Protect Me Not: The Effect of Tariffs on Domestic Supply Networks. **Journal of Purchasing and Supply Management**, 30(1), 100897.

- Best Paper Award, Journal of Purchasing and Supply Management, 2024.

Rogers, Z. S., Golara, S., and Carter, C. R., (2023). Moving Beyond the Four Walls: The Evolving Impact of Supplier Sustainability on Firm Value. **Journal of Purchasing and Supply Management**, 29(3), 100858.

Maloni, M. J., Golara, S., and Lowman, G. H., (2023). Supply Chain Management Research Productivity and Topics: 20202022. **Transportation Journal**, 63(2), 20-37.

Swaim, J. A., Maloni, M. J., Golara, S., and Veliyath, R., (2022). It's Not You, It's Me: Can Others Learn from the Challenges of Teaching Operations and Supply Chain Management? **The International Journal of Management Education**, 20(2), 100656.

Golara, S., Dooley, K. J., and Mousavi, N., (2021). Are Dealers Still Relevant? How Dealer Service Quality Impacts Manufacturer Success. **Production and Operations Management**, 30(10), 3560-3578. Financial Times Top 50 Journal List.

- FT50 Publication Award Winner, Coles College of Business, Kennesaw State University, 2021.
- IBM Best Student Paper Award Finalist, Service Science Division, INFORMS, 2018.

Maloni, M. J., Golara, S., and Lowman, G. H., (2021). Supply Chain Management Research Productivity and Growth: 20172019. **Transportation Journal**, 60(2), 208-237.

Rogers, Z. S., Golara, S., Abdulsalam, Y., and Rogers, D., (2020). A Sharing-Enabled Portfolio Approach to Distribution. **Transportation Journal**, 59(2), 99-128.

Azadegan, A., Golara, S., Kach, A., and Mousavi, N., (2018). Corporate Environmental Investments: A Cross-National Study on Managerial Decision Making. **International Journal of Production Economics**, 199, 47-64.

Tavana, M., Mousavi, N., and Golara, S. (2013). A Fuzzy-QFD Approach to Balanced Scorecard Using an Analytic Network Process. **International Journal of Information and Decision Sciences**, 5(4), 331-363.

Golara, S., Mousavi, N., Tarokh, M. J., and Hosseinzadeh, M. (2012). Closed-Loop Supply Chain Network Design with Recovery of Containers. **International Journal of Strategic Decision Sciences**, 3(4), 1-26.

- Masters thesis essay.

Mohammadi, S., Golara, S., and Mousavi, N. (2011). Selecting Adequate Security Mechanisms in E-Business Processes Using Fuzzy TOPSIS. **International Journal of Fuzzy System Application**, 2(1), 35-53.

Tarokh, M. J., and Golara, S. (2011). Analyzing the Lead Time and Shipping Lot-Size in a Chaotic Supply Network. **International Journal of Applied Logistics**, 2(4), 15-28.

- Bachelors thesis essay.

MANUSCRIPTS UNDER REVIEW

Golara, S., Mousavi, N., Kumar, S., and Bockstedt, J. Do Virtual Showrooms Drive Offline Brick-and-Mortar Sales? Evidence from a Quasi-Experiment in the Automobile Industry. Submitted, **Information Systems Research**.

- Nominated for the best paper award at WITS, 2022.
- Nominated for the best student paper award at WITS, 2022.

Rajavi, K., Lu, S., Golara, S., and Wu, DJ. The Effect of Portability Regulation on Piracy: Evidence from a Natural Experiment. Under Minor Revision, **Management Science**.

Golara, S., Park, S., Sousa, R., and Rabinovich, E. A Value Analysis of Last-Mile Accessibility to Omnichannel Grocery Retailing. Under 3rd Round Review, **Production and Operations Management**.

WORKING PAPERS

"The Effect of AI Datacenters on Local Communities" with Mousavi, N. and Rai, A. Targeted for MIS Quarterly Data Analysis.

- RCB Societal Impact Award Winner, Georgia State University, 2026.

"Reputation, Competition, and Product Uncertainty: When Reputation Differentiates—and When It Disciplines—Dealership Pricing" with Choi, H. and Kim, J. Targeted for Journal of Operations Management Draft Written.

"The Power of An Image: A Generative AI Approach" with Xia, Y., & Zhang, P., Targeted for Management Science (data analysis).

"The Impact of Carvana's Ban and Re-Entry on Competing Dealerships" with Rogers, Z., Jeong, S.K., Targeted for Manufacturing and Service Operations Management (Ready for submission).

"Understanding the Value of Feature Information Sharing" with Colak, A., Choi, H. & Basamboo, A. Targeted for Manufacturing and Service Operations Management (draft written).

"Understanding Product Mispricing: Evidence from U.S. Automotive Industry" with Colak, A., Choi, H. & Basamboo, A. Targeted for Manufacturing and Service Operations Management (data analysis).

"Product Variety During Disruptions" with Colak, A., Choi, H. & Basamboo, A. Targeted for Manufacturing and Service Operations Management (data analysis).

"Material as a Service: A New Business Model" with Dooley, K. J. Targeted for Journal of Operations Management (draft written).

CONFERENCE PRESENTATIONS

"Enhancing User Performance and Engagement in Service Platforms: A Field Experiment on Massive Open Online Courses" with Mousavi, N., Bockstedt, J.

- **POMS**, 2022.
- **INFORMS**, 2022.

"Do Virtual Showrooms Drive Offline Brick-and-Mortar Sales? Evidence from a Quasi-Experiment in the Automobile Industry" with Mousavi, N., Kumar, S., Bockstedt, J.

- **POMS**, 2024.
- **INFORMS**, 2023.
- **POMS**, 2022.
- **CIST**[1], 2022.
- **ICIS**[2], 2022.
- **WITS**[3], 2022.

"Click-and-Collect or Home Delivery? The Impact of Monetary Incentives on Consumer Choice and Operational Efficiency in Online Retailing" with Park, S., Sousa, R., Rabinovich, E.

- **AOM**, 2021.

"Moving Beyond the Four Walls: The Impact of Supply Chain Sustainability on Firm Value" with Rogers, Z., Carter, C.

- **AOM**, 2021.

"The Role of Dealership Network in the Success of Automakers" with Dooley, K.

- **AOM**, 2018.

"Servitization and Manufacturer Innovation" with Dooley, K.

- **DSI**, 2017.
- **AOM**, 2016.

[1] Conference on Information Systems and Technology
[2] International Conference on Information Systems
[3] Workshop on Information Technologies and Systems

"Diversification of Manufacturing Firms into Services: Analysis of Antecedents" with Dooley, K.

- **DSI**, 2017.
- **AOM**, 2017.

HONORS AND AWARDS

Societal Impact Award Winner, Robinson College of Business, Georgia State University, 2026.

- Awarded $17,720 in research funding to investigate the impact of AI data centers on local communities.

2025 Best Reviewer Award, Journal of Supply Chain Management (presented at the 2026 Academy of Management Annual Meeting).

Early Career Research Impact Award in Social & Behavioral Sciences Nominee, Georgia State University, 2026.

The 2024 JPSM Best Paper Award, Journal of Purchasing and Supply Management, 2025.

Best Paper Award Nominee, WITS, 2022.

FT-50 Publication Award, Coles College of Business, Kennesaw State University, 2021.

- Featured Publication in Coles Research Magazine, 2021-2022 Edition

IBM Best Student Paper Award Finalist, Service Science Division, INFORMS, 2018.

Best Student Paper Award, Operations and Supply Chain Division, Academy of Management Annual Meeting, 2016.

Joint recipient of $10,000 funding from Flexe.com for research on warehouse sharing 2015.

Recipient of $1,000 grant from Iran Small Industries and Industrial Parks Organization. (http://isipo.ir) for masters thesis, 2012.

Ranked 1st in the MS Program, class of 2012.

Ranked 3rd in the BS program, class of 2010.

Exceptional Talent Award, KNT University of Tech., 2010

Scored in the 99th percentile among 300,000+ candidates on Nationwide College Entrance Test, 2006.

Best Undergraduate Thesis Award, KNT University of Tech, Industrial Engineering Dept., 2010.

TEACHING & ADVISING EXPERIENCE

Robinson College of Business, Georgia State University Aug 2023 –

Instructor

- MGT 4700 - Operations Management
- MGT 4740 - Operations Strategy
- MGT 8740 - Supply Chain Strategy
- MBA 8155 - Operations Management

Coles College of Business, Kennesaw State University Aug 2019 – Aug 2023

Instructor

- MGT 3200 - Operations Management
- MGT 7040 - Managing the Value Chain

Center for Transportation and Logistics, MIT Apr 2018 - May 2019

Research Advisor

- "Incentivizing No-Rush Delivery in Omnichannel Retail" (Graduate Capstone Project)

– Co-advisor

- "Online Grocery & Omnichannel Strategy: Predicting Home Delivery Adoption" (Graduate Capstone Project)

– Trained students on empirical research methods

Center for Transportation and Logistics, MIT Apr 2018 - May 2019

- SC1x - Supply Chain Fundamentals
- SC2x - Supply Chain Design

W. P. Carey School of Business, Arizona State University Jan 2017 - Apr 2018

Instructor

- SCM 432 - Planning & Control Systems for Supply Chain Management

Teaching Assistant

- SCM 300 - Introduction to Supply Chain Management

Dissertation Committee Service

Dissertation Committee Member, Madhavi Latha Nandi, DBA, Georgia State University. 'Navigating Supply Chain Disruptions: A Two-Essay Dissertation.' 2026

Dissertation Reader, Obie Paul Byrum, PhD in Business Administration, Kennesaw State University. 'Buyer-Supplier Relationships: A Case Investigation in the Rug and Textile Industry.' Nov 8, 2023

OTHER PRESENTATIONS

Product Management, Keynote Speaker, Envision by WorldStrides National Youth Leadership Forum: Business Academy, Georgia Institute of Technology. Jul 29, 2026

Auto Industry Intelligence - Turning Data into Products, The College of Business, Colorado State University, Invited Presentation, Jul 2022

Web scraping in Business Research, Center for Transportation and Logistics, MIT, Invited Workshop, Sep 2018

Analysis of Complex Systems, W. P. Carey School of Business, Arizona State University, Invited Presentation, May 2017

Warehousing Management in the Sharing Economy, The Internet-Edge Supply Chain Management Lab, Arizona State University, Invited Presentation, Nov 2015

SERVICE

Faculty Director, M.S. in Supply Chain Management (MS-SCM), Robinson College of Business, Georgia State University. Aug 2025 –

Research Seminar Committee Member, Department of Management, Robinson College of Business, Georgia State University. Aug 2025 –

NTT Faculty Hiring Committee Member, Management Department, Robinson College of Business, Georgia State University. Sep 2025 –

Editorial Review Board Member, Production and Operation Management. Beginning Jun 2026

Editorial Review Board Member, Journal of Supply Chain Management. Jun 2020 –

Co-Track Chair, Service Operations Track, POMS Annual Meeting 2026. Jun 2025 – May 2026

Discussant, DBA Research Impact Summit. Spring 2026

MS-SCM Faculty Representative, Admitted Student Reception. Jun 2025

Program Committee Member, CIST Aug 2024

Junior Editorial Review Board Member, Journal of Supply Chain Management. Feb 2019 – Jun 2020

Judge, Journal of Supply Chain Management 2018 Best Paper Award. May 2019

Adhoc Reviewer, Journal of Business Logistics, Production and Operations Management Society Annual Meeting, International Journal of Production Economics, Academy of Management Annual Meeting, Decision Sciences Annual Meeting, Sage Open. Aug 2015 –

Founder and President, Industrial Engineers Association, KNT University of Technology Aug 2007 – May 2010

Founder and Chief Editor, Behine scientific magazine (Published by the Industrial Engineering department, KNT University of Technology) Aug 2007

INDUSTRY & CONSULTING EXPERIENCE

Chemonics Connexi, Washington, DC Jan 2022 - Jan 2023

Consultant

- Providing consultation on supply chain data analytics and analytics-based business model innovations
- Advising on how to integrate, process, and analyze vast amounts supply chain transactional data to develop data products and services

Walmart Global eCommerce, San Bruno, CA Jun 2016 - Dec 2016

Last-Mile Delivery Analyst

- Supported modeling and analysis of market expansion decisions for grocery delivery
- Developed machine learning models for predicting household demand for online grocery
- Developed feasibility studies, mathematical models and computer algorithms for innovative last-mile grocery delivery initiatives such as Crowdsourced Delivery and Delivery by Associates. News Coverage: Tech Crunch (2016), Tech Crunch (2017), Tech Crunch (2018),

Flexe, Inc., Seattle, WA Jan 2015 - Dec 2015

Consultant

- Developed conceptual and mathematical models for managing warehousing in the sharing-economy, evaluating feasibility, costs, opportunities and challenges

Kara Project Management Co., Tehran, Iran Sep 2012 - Jun 2013

Quality Management Consultant

Noritazeh Glass Co., Tehran, Iran Sep 2012 - Jun 2013

Quality Assurance Manager

Quality Assurance Engineer

KNT University of Technology, Tehran, Iran Oct 2008 - Jan 2009

Project Planning Engineer

MEDIA APPEARANCES TEST

Frequently quoted and interviewed on supply chain and economic issues by leading national, international, and regional media outlets, including The New York Times, Reuters, Bloomberg, NPR, Al Jazeera, AJC[4], 11Alive, and WSB-TV:

Business and Economy

AJC: *Here's how Georgia leaders recruited Audi's $4B plant, its first in the U.S.* Oct 2026

[4] Atlanta Journal-Constitution

11 Alive: *Why the Strait of Hormuz Matters to Global Markets* Apr 2026

11 Alive: *Fed Rate Cut: What's Next?* Sep 2025

NPR (WABE): *Georgia's Economists Weigh in on Data Center Growth and Tariff Impacts* Aug 2025

Inc. Magazine: *The Debt Ceiling Debate Strikes Again as the Country Inches Closer to Default* Apr 2025

NPR (All Things Considered): *Waffle House Isn't Immune from Inflation Either. There's a New Surcharge on Eggs* Feb 2025

11Alive: *Customers shocked by extra egg costs at Waffle House* Feb 2025

Digital Commerce 360: *DHL Supply Chain Reaches Deal to Acquire Inmar Supply Chain Solutions* Jan 2025

NPR (WABE): *Georgia families to benefit from lower grocery prices on most Thanksgiving staples this year* Nov 2024

The Effect of Tariffs

Atlanta Business Chronicle: *Who Is in Charge of Your IEEPA Refund? It Might Be UPS* Apr 2026

AJC: *How do Georgia businesses and consumers get tariff refunds? It's complicated.* Apr 2026

WSB TV: *Bittersweet: Candymakers Navigate Tariff, Supply Chain Challenges During Holiday Season* Dec 2025

11 Alive: *Consumer Impact of Tariffs* Oct 2025

Reuters: *Trump's Tariffs Are Leaving Black Beauty Businesses in Peril* Aug 2025

Al Jazeera: *US Car Sales Slow After Tariff-Driven Buying Surge Ends* Aug 2025

AJC: *Stability Remains Elusive for Georgia Businesses as Tariff Deadlines Pass* Aug 2025

AJC: *Looming Tariff Deadline Could Bring Clarity and More Costs for Georgians* Jul 2025

AJC: *Two of Georgia's Top Trade Partners, South Korea and Japan, Hit with Tariff Threats* Jul 2025

AlterNet: *'The Turmoil Restarts': Swing State Set to Suffer Under Trump Agenda* Jul 2025

NPR (WABE): *Steel and Aluminum Tariffs Doubled as Georgia Businesses Face Price Increases* Jun 2025

NPR (WABE): *Tariff Flip-Flops Leave Georgia Small Businesses in Economic Uncertainty* May 2025

The New York Times: *China Truce Eases Tariffs but Does Little to Resolve Future Uncertainty* May 2025

CBS: *U.S.-China Tariff Truce Offers Temporary Relief* May 2025

Newsweek: *China Move Could Send US Mortgages Climbing* Apr 2025

Investopedia: *How the US-China Trade War Could Change the Economy* Apr 2025

Bloomberg: *Tariff Turbulence Has CFOs Staring Down a Recession* Apr 2025

AJC: *Trump Plays Chicken with China: What It Means for Georgia's Poultry Industry* Apr 2025

WSB-Radio: *Will Donald Trump's Tariffs Work?* Apr 2025

11Alive News: *The Take: 11Alive News: The Take* Apr 2025

AJC: *'Pretty Insane.' Experts, Atlanta Businesses, Consumers Brace for Tariffs* Apr 2025

The Mirror: *Tariffs Will Be 'Economically Detrimental' to US* Apr 2025

New York Post: *Trump Poised to Unveil More Tariffs on 'Liberation Day' — Here's What to Expect* Apr 2025

Scripps News: *Farmers Prepare for Potential Fallout from Trump's Wednesday Tariffs* Apr 2025

WSB-TV: *Georgia Produce Companies Already Seeing Price Increases as Tariffs Go into Effect* Mar 2025

GPB Radio: *Georgia Today* Mar 2025

Merit Street: *The News on Merit Street* Mar 2025

NPR (WABE): *Georgia Economists Expect Inflation from Tariffs and Slow Job Growth* Mar 2025

Financial Times: *The tomato tariff? US consumers set to pay price of Donald Trump's trade war* Feb 2025

ISM Inside Supply Management: *TARIFFS: No Longer a What-If* Jan 2025

The Latin Times: *Here's Where Americans Will Feel Trump's Tariffs the Most* Jan 2025

AJC: *Georgia Voters Expect Strong Economy Under Trump but Are Anxious About Tariffs* Jan 2025

Vox: *Trump's tariff plan is an inflation plan* Nov 2024

NPR (GPB): *Analysis: President-Elect Trump's Tariffs Risk Raising Consumer Prices, Layoffs* Nov 2024

NPR (GPB): *President-Elect Trump's Tariffs Plan Explained* Nov 2024

Georgia State News Hub: *Are Tariffs Good or Bad for the Economy?* Oct 2024

The Effect of Dock Worker Strike on East Coast Supply Chain & Economy

Fox 5: *Georgia Dockworkers Now on Strike; What It Could Mean for Consumers* Oct 2024

NPR (WABE-FM): *Georgia Ports Remain Closed as Dockworkers Strike Looms Across Coasts* Oct 2024

11 Alive (NBC): *Here's How the Dockworker Strike May Impact People in Georgia* Oct 2024

Brunswick News: *Strike Ends with a Tentative Deal* Oct 2024

The Effect of Baltimore Bridge Collapse on the Auto Industry

New York Times: *'A Lot of Chaos': Bridge Collapse Creates Upheaval at Largest U.S. Port for Car Trade* Mar 2024

Politico: *Auto Industry Braces for 'Weeks of Disruption' After Bridge Collapse* Mar 2024

NPR (WABE): *Vehicle Cargo Could Be Heading to Georgia Ports Following the Collapse of Baltimore's Bridge* Mar 2024

SKILLS AND SOFTWARE

Data Analysis Software: Stata, R, SAS, SPSS, Minitab, WEKA

Data Science and Machine Learning Methods: Web Scraping, Text Mining, Bayesian Networks, Neural Networks, Support Vector Machine, Decision Trees, Random Forest, Clustering, Bootstrapping, Ensemble Modeling

Visualization: Tableau Desktop/Server

Cloud Computing: Amazon Web Services

Programming: Python, R, Visual Basic 6, VBA, C, C++, Matlab. Operations Research and Optimization: Linear and Integer Programming, Dynamic Programming with AMPL, GAMS, Lingo, Google OR Tools, Gurobi, Meta-heuristic Algorithms (Simulated Annealing and Genetic Algorithm)

Simulation and System Dynamics: Vensim DSS

Database Management: Google Big Query, My SQL, MS SQL Server, Oracle

Project Planning: Microsoft Project, Oracle EPPM

Last Updated: November 2026