



IIMK RESEARCH SEMINAR

Research Office invites you to attend a research seminar on

“Neuro-Operations Management: A Research Agenda”



Prof. Tarikere T. Niranja

Associate Professor of Supply Chain Management,
School of Business and Economics,
Maastricht University, The Netherlands.
Regional Editor South Asia,
Journal of Supply Chain Management.

Date: July 09, 2026

Time: 10:00 AM - 11:00 AM

Venue: MDC Classroom C1

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SEMINAR 2026-27**

Brief Bio

Dr. T. T. Niranja is Associate Professor of Supply Chain Management at the School of Business and Economics, Maastricht University, on long leave from IIT Bombay. He is one of the pioneers and key contributors to the emerging research domain of neuro-operations-management. He serves on the editorial review boards of IJOPM, Journal of Business Logistics and Journal of Operations Management, is Regional Editor (South Asia) for the Journal of Supply Chain Management, and an empaneled reviewer for the Decision, Risk, and Management Sciences Program at the US NSF. He is co-founder of MSgames, a platform to democratize the development and use of management simulation games.

Abstract of the Paper

Educated people fail to correctly interpret time-series data in a stock-flow task that requires less than elementary-school math skills. This occurs due to a cognitive limitation called the stock-flow failure. In preregistered randomized experiments (Study 1), we test the efficacy of three interventions to alleviate this: 1) learning-by-doing, 2) learning via complexity decomposition, and 3) learning via binary feedback. The latter two yield considerably better performance improvements than the first, while the absolute performance and improvement rates were heterogeneous across different question types and stock-level dynamics involved in the stock-flow task. In a follow-up experiment (Study 2), using eye-tracking data, we generate insights into the underlying cognitive decision-making processes. Using this research study I will set a research agenda in neuro-operations management.

