

Publication List Professor dr Venu Venugopal

Journal articles

Blomme, R.J., Veen, J.A.A. van der, & Venugopal, V. (2015). The Silver lining of a dark cloud : Using social innovation to make the supply chain a crisis-buster. *Challenging Organisations and Society*, 3(2), 544-560.

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Venugopal, V., & Baets, W.R.J. (1995). Intelligent support systems for organizational learning. *The Learning Organization*, 2(3), 22-34.

Venugopal, V., & Narendran, T.T. (1994). Machine-cell formation through neural network models. *International Journal of Production Research*, 32(9), 2105-2116.

Venugopal, V., & Baets, W.R.J. (1994). Neural networks and statistical techniques in marketing research : A conceptual comparison. *Marketing Intelligence & Planning*, 12(7), 30-38.

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Venugopal, V., & Narendran, T.T. (1992). Cell formation in manufacturing systems through simulated annealing : An experimental evaluation. *European Journal of Operational Research*, 63, 409-422.

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Venugopal, V. (1991). Asymptotic forms of a Boolean matrix : An application to a machine grouping in manufacturing systems. *Modelling Simulation and Control*, 28(3), 19-30.

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Books

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Venugopal, V. (1990). Machine cell formation through Boolean matrix theory, simulated annealing, genetic algorithm and neural networks. Madras.

Chapter in book

Veen, J.A.A. van der, & Venugopal, V. (2014). Economic and Environmental Performance of the Firm: Synergy or Trade-off? : Insights from the EOQ model. In J. Choi (Ed.). *International series in operations research & management science. Handbook of EOQ inventory problems : Stochastic and deterministic models and applications.* (pp. 121-137). Berlin: Springer. ISBN 9781461476382. doi: 10.1007/978-1-4614-7639-9

Blomme, R.J., Veen, J.A.A. van der, & Venugopal, V. (2013). The silver lining of a dark cloud : Using social innovation to make the supply chain a crisis buster. In A.B. (Bob) Hoogenboom, M. Pheijffer & E.D. Karssing (Eds.). *Gorillas, markets and the search for economic values : Rethinking Lehman Brothers and the global financial crises.* (pp. 299-307). Assen: Van Gorcum. ISBN 9789023251118.

Veen, J.A.A. van der, & Venugopal, V. (2004). Agile supply chain. In *Vraagbaak voor inkoop en logistiek*. Kluwer.

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Baets, W.R.J., & Venugopal, V. (1998). An IT architecture to support organizational transformation. In John Wiley information systems series. Information technology and organizational transformation : Innovation for the 21st century organization. (pp. 195-224). Chichester: Wiley. ISBN 0471970735.

Research papers

Veen, J.A.A. van der, & Venugopal, V. (2011). Economic and environmental performance of the firm : Synergy or - trade-off?. (Nyenrode Research Papers 11-02) Breukelen: Nyenrode Business Universiteit.

Nalla, V.R., Veen, J.A.A. van der, & Venugopal, V. (2009). Contract mechanisms for coordinating a supply chain with price and sales-effort dependent demand. (NRI research paper series 09-17) Breukelen: Nyenrode Business Universiteit. <http://repository.nyenrode.nl/search?identifier=8083>

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Nalla, V.R., Venugopal, V., & Veen, J.A.A. van der. (2005). On the equivalence of selected supply chain contract mechanism. (NRG working paper series 05-08) Breukelen: Nyenrode Business Universiteit. <http://repository.nyenrode.nl/search?identifier=3544>

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Venugopal, V., & Baets, W.R.J. (1994). Some potential applications of neural networks in marketing management. (Faculty research paper series 11) Breukelen: Nyenrode University Press. ISBN 9073314259.

White papers

Venugopal, V., & Nalla, V.R. (2004). Mechanisms for coordinating business entities : Models and analysis.

Venugopal, V., & Nalla, V.R. (2004). Realizing the benefits of optimal transfer pricing mechanism : Barbarian ball bearings.

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Conference proceedings

Venugopal, V., Veen, J.A.A. van der, Gülyaz, E., & Solaimani, H. (Sam). (2016). Unravelling the value creation and appropriation tangle within Lean : an analytical approach. In Proceedings of the 23th EurOMA conference, Trondheim, Norway, June 2016.

Solaimani, H. (Sam), Gülyaz, E., Veen, J.A.A. van der, & Venugopal, V. (2015). Enablers and inhibitors of collaborative Supply chains : An integrative framework. In Proceedings of the 26th Annual POMS conference, Washington DC, 8-11 May 2015.

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Venugopal, V. (1996). Advances in operations management : Role of neural networks. In International conference on computer integrated manufacturing in the process industries [2nd] : Proceedings. (pp. 533-544). Eindhoven.

Venugopal, V. (1996). Application of neural networks to supply-chain management decision problems : An investigation. In INFORMS Conference : Proceedings.

Venugopal, V. (1996). Performance measurement systems for organisational learning. In INFORMS Conference : Proceedings.

Venugopal, V. (1995). Intelligent support systems for organisational learning. In INFORMS Conference : Proceedings.

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Venugopal, V. (1991). Design retrieval in group technology using Hopfield neural networks. In International conference on signals, data & systems : Proceedings. New Delhi.

Venugopal, V. (1991). A neural network approach for designing cellular manufacturing systems. In International conference on neural networks : Methodologies and applications in systems, control, vision & genetics; proceedings. San Diego.

Venugopal, V. (1990). Group technology problem : A genetic algorithm approach. In ORSI conference : Proceedings. New Delhi.

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Venugopal, V. (1986). An interactive algorithm for multi-objective decision making problem. In ORSI conference : Proceedings. New Delhi.

Case & teaching note

Venugopal, V. (2004). Borstlap, masters in fasteners (A) : Supply chain transformation. Breukelen: Nyenrode University Press.

Venugopal, V. (2004). Borstlap, masters in fasteners (B) : IT/IS transformation. Breukelen: Nyenrode University Press.

Journal board membership

Venugopal, V.(-). Journal board membership: IIMB Management Review. IIMB Management Review.

Venugopal, V.(-). Journal board membership: International Journal of Green Computing. International Journal of Green Computing.

Venugopal, V.(-). Journal board membership: International Journal of Mathematics in Operational Research. International Journal of Mathematics in Operational Research.

Venugopal, V.(-). Journal board membership: International Journal of Procurement Management. International Journal of Procurement Management.

Journal referee

Venugopal, V.(-). Reviewer: Journal of Manufacturing Technology Management. Journal of Manufacturing Technology Management.

Venugopal, V.(-). Reviewer: Computers & Industrial Engineering. Computers & Industrial Engineering.

Venugopal, V.(-). Reviewer: European Journal of Operational Research. European Journal of Operational Research.

Venugopal, V.(-). Reviewer: International Journal of Production Economics. International Journal of Production Economics.

Venugopal, V.(-). Reviewer: International Journal of Production Research. International Journal of Production Research.

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Venugopal, V.(-). Reviewer: Supply Chain Management. Supply Chain Management.

PhD supervisor

Nalla, V.R. (2008). Contract mechanism for coordinating operational and marketing decisions in a supply chain : Models & analysis. (PhD dissertation Nyenrode Business Universiteit) Breukelen: Nyenrode Business Universiteit. ISBN 9789089800084. [PhD supervisor: V. Venugopal & J.A.A. van der Veen; Academic/Ph.D committee member: C Rajendran & J. Wijngaard; Academic/Ph.D committee member: K. Koelemeijer & K. van Montfort]

Academic/Ph.D committee member

Laar, M. (2011). Getting into the mindset of professionals : Psychological contracts of professionals in modern organizations. ISBN 9789089800428. [PhD supervisor: Henry S.J. Robben; Academic/Ph.D committee member: Venu Venugopal & R.K. Moenaert]

Groen, M. (2005). Realising goals through dialogue : Larger purposes and their markets. (PhD dissertation Nyenrode Business Universiteit) S.L.: S.N.. [PhD supervisor: W.R.J. Baets; Academic/Ph.D committee member: F. Verstraten & S.G. Garrod; Academic/Ph.D committee member: J.J. Meyer & V. Venugopal]

Geenen, E. (2004). Knowledge structures and the usability of knowledge systems : A study in health insurance underwriting. (PhD dissertation Nyenrode Business Universiteit) Delft: Eburon. ISBN 905972044X. [PhD supervisor: W.R.J. Baets & C. Witteman; Academic/Ph.D committee member: J.J. Meyer & E. Peelen; Academic/Ph.D committee member: B.J. Wielinga & V. Venugopal]