Gihan S. Edirisinghe, Ph.D.
Curriculum Vitae

Department of Management
Gordon Ford College of Business
Western Kentucky University
1906 College Heights Blvd #11058
Bowling Green, KY 42101-1058

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Updated: September 24, 2026

EDUCATION

Washington State University Pullman, Washington
Ph.D. in Operations and Management Science, May 2020
Dissertation: Data-Driven Decision Making in Online and Brick-and-Mortar Retailing
Dissertation Chair: Charles L. (Chuck) Munson

Chartered Institute of Management Accountants London, United Kingdom
CIMA Passed Finalist, May 2014

University of Peradeniya Peradeniya, Sri Lanka
BSc.Eng (Hons) in Civil Engineering, July 2013

PROFESSIONAL ACADEMIC EXPERIENCE

Western Kentucky University Bowling Green, Kentucky
Assistant Professor, August 2020 – Present
• Courses taught: Operations Management, Decision Modeling, Supply Chain Management (MBA)
• Primary research areas: Retail operations, E-commerce, Innovative Pedagogy

University of Peradeniya Peradeniya, Sri Lanka
Honorary Visiting Professor, June 2024 – Present
• Member, B.Sc. in Business Analytics Development Committee
• Courses developed: Supply Chain Modeling and Analytics

Washington State University Pullman, Washington
Instructor/Teaching Assistant, August 2015 – May 2020
• Courses taught: Operations Management, Business Statistics
• Courses assisted: Business Modeling with Spreadsheets, Business Statistics

Nanaska (www.LearnCIMA.com) Colombo, Sri Lanka
Assistant Lecturer, May 2014 – July 2015
• Courses assisted: T4 - Part B (TOPCIMA), Financial Strategy (F3), Advanced Management Accounting (P2), Fundamentals of Business Mathematics (C03)

INDUSTRY EXPERIENCE

Central Engineering Consultancy Bureau Colombo, Sri Lanka
Civil Engineer (Consultancy – Project Management), August 2013 – June 2015
Trainee Engineer (Turnkey Construction), 2012

• Responsibilities: Project management services for multiple concurrent federally funded development projects, contract negotiation, preparation and review of contractual documents, architectural, structural, and services' design coordination, public procurement procedures, construction supervision of building and landscaping projects, compliance documentation for ISO 9001:2008 (Quality Management Systems.)

Road Development Authority Kandy, Sri Lanka
Trainee Engineer (Consultancy), 2011

REFEREED JOURNAL PUBLICATIONS

Luo, Lan, **Gihan S. Edirisinghe**, Yong J. Wang, Narmada M. Balasooriya, and Xiangyu Wang, "A PGSA Approach to Interactive Pricing Optimization: Converting Consumer Costs into Marketing Value," *Journal of Research in Interactive Marketing* (2026). https://doi.org/10.1108/JRIM-06-2025-0299

Edirisinghe, Gihan S. and Charles L. Munson, "MATLAB–AMPL Integration with Heuristics and Association Mining: An Optimization-Driven Framework for Retail Shelf Space Allocation," *Software Impacts*, 26 (2025), 100797. https://doi.org/10.1016/j.simpa.2025.100797

Trindade, Maria A. M., **Gihan S. Edirisinghe**, and Lan Luo, "Teaching Mathematical Concepts in Management with Generative AI: The Power of Human Oversight in AI-Driven Learning," *The International Journal of Management Education*, 23(2) (2025), 101104. https://doi.org/10.1016/j.ijme.2024.101104

Edirisinghe, Gihan S. and Charles L. Munson, "Strategies for LinkedIn-Based Guest Speaker Recruitment and Establishment of Engaging and Comfortable Classroom Discussions: A Case Study from an Operations Management Course," *INFORMS Transactions on Education*, 25(3) (2024), 232–249. https://doi.org/10.1287/ited.2022.0044

Edirisinghe, Gihan S., Maria A. M. Trindade, and Lan Luo, "Game changer: Cloud-based classroom interactions powered by Google Sheets," *Decision Sciences Journal of Innovative Education*, 22(3) (2024), 197–211. https://doi.org/10.1111/dsji.12316
• The novel classroom gaming format presented in this article has since been played in multiple classes at Universidade Católica Portuguesa – the #1 university in Portugal.

Edirisinghe, Gihan S. and Thamer N. Almutairi, "Multi-Echelon Inventory Optimization for Practitioners: A Predictive Global Sensitivity Analysis Approach," *Operations Research Forum*, 4(2) (2023), 1-20. https://doi.org/10.1007/s43069-023-00222-7

Edirisinghe, Gihan S. and Charles L. Munson, "Strategic rearrangement of retail shelf space allocations: Using data insights to encourage impulse buying," *Expert Systems with Applications*, 216 (2023), 119442. https://doi.org/10.1016/j.eswa.2022.119442
• Featured in SSRN's Top Ten download list in 'Channel Management & Retailing.'
• Featured in the popular press: KOMO News (Seattle), KGW8 (Portland), KGMI 790, WSU Insider, KIRO7 (Seattle), ANI News (India), Technology Networks, and Phys.org.

REFEREED CONFERENCE PROCEEDINGS

Edirisinghe, Gihan S. and Thamer N. Almutairi, "Robust Structural Equations for Safety Stock Optimization in Multi-Echelon Supply Chain Networks," *Proceedings of the 49th Annual Meeting of the Western Decision Sciences Institute*, April 7-10, 2020, Portland, OR.

WORKING PAPERS

Edirisinghe, Gihan S., Charles L. Munson, and Narmada M. Balasooriya, "Is Prime the Prime Strategy?: Data-Driven Analysis of Competitive Free Shipping Policies by Online Retailers."

Kazemi, Mahdi, Sadegh Kazemi, and **Gihan S. Edirisinghe**, "Neural Embeddings for Tethering Customer Reviews and Product Descriptions on E-Commerce Platforms."

Mariadoss, Babu J., **Gihan S. Edirisinghe**, Nadia Pomirleanu, and Muzi Liu, "Survey Research in Operations Management: A Systematic Review."

TEACHING CASES

Edirisinghe, Gihan S., "BON-ROUGE: The Newsvendor Model for Decision Making in the Luxury Fashion Industry," available in the MyLab assignment manager for Heizer, Render, and Munson, *Operations Management,* 14th Ed. and Krajewski and Malhotra*, Operations Management,* 13th Ed., Pearson, 2022.

CONFERENCE PRESENTATIONS (* Presentation made by Co-Author)

"Reconciling User Reviews and Product Descriptions on E-Commerce Platforms for Novel Seller Insights," with Mahdi Kazemi and Sadegh Kazemi, DSI Annual Meeting 2024, Phoenix, AZ.

"Reconciling User reviews and Product Descriptions on E-Commerce Platforms for Seller Insights," with Mahdi Kazemi and Sadegh Kazemi, DSI Annual Meeting 2023, Atlanta, GA.

"Get in the Game: Learning Inventory Management Through AI tools," with Maria A. M. Trindade*****, Lan Luo, and Micah Logan, 23rd Conference of the International Federation of Operational Research Societies (IFORS 2023), Santiago, Chile.

"Game Changer: Cloud-based Classroom Interactions Powered by Google Sheets," with Maria A. M. Trindade and Lan Luo*****, POMS Conference 2023, Orlando, FL.

"The Cloud-based Virtual Assembly Line: A New Post-Pandemic Paradigm for Classroom Interaction," with Maria A. M. Trindade***** and Lan Luo, EurOMA Journal Publishing Workshop 2022, Barcelona, Spain.

"Neural Embeddings for Tethering Customer Reviews and Product Descriptions on E-Commerce Platforms," with Mahdi Kazemi and Sadegh Kazemi, POMS Conference 2022, Virtual Event.

"Interaction in the Socially-distanced Classroom: The Virtual Assembly Line," POMS Conference 2022, Virtual Event.

"Robust Structural Equations for Safety Stock Optimization in Multi-Echelon Supply Chain Networks," with Thamer Almutairi, WDSI Annual Conference 2020, Portland, OR (Event canceled due to COVID-19).

"Strategic Rearrangement of Retail Shelf Space Allocations: Using Data Insights to Encourage Impulse Buying," with Charles L. Munson, DSI Annual Meeting 2019, New Orleans, LA.

"A Data-Driven Analysis of Competitive Free Shipping Policies by Online Retailers," with Charles L. Munson and Narmada Balasooriya, INFORMS Annual Meeting 2019, Seattle, WA (Poster).

"Data-Driven Analysis of Competitive Free Shipping Policies by Online Retailers," with Charles L. Munson and Narmada Balasooriya, POMS Conference 2019, Washington, D.C.

"Engaging Classroom Discussions with High-Quality Guest Speakers: Strategies for Rural Colleges," with Sachinthani T. Pathirana and Charles L. Munson, POMS Conference 2019, Washington, D.C.

"Analysis of Online Customer Shipping Programs and Policies," with Charles L. Munson and Narmada Balasooriya, DSI Annual Meeting 2018, Chicago, IL (Invited Session on Analytical Tools in Business Practice).

RESEARCH GRANTS

- Principal Investigator, Gordon Ford College of Business QTAG for *Is Prime the Prime Strategy?: Data-Driven Analysis of Competitive Free Shipping Policies by Online Retailers*. $1,800. (2021)

TEACHING EXPERIENCE

Gordon Ford College of Business, Western Kentucky University

- MGT 313: Decision Modeling (*17 sections as of Spring 2026)*
- MGT 314: Operations Management (*12 sections as of Spring 2026)*
- BA 579: Supply Chain Management (*6 sections as of Spring 2026)*

Carson College of Business, Washington State University

- MgtOp 215: Business Statistics (*1 section*)
- MgtOp 340: Operations Management (*5 sections*)
- MgtOp 470: Business Modeling with Spreadsheets (*2 sections as Teaching Assistant*)

AWARDS & HONORS

- Provost's Award for Excellence in Online Teaching and Course Design, WKU (2025-2026)
- Finalist, University Faculty Award for Excellence in Student Advisement, WKU (2024-2025)
- Faculty Award for Excellence in Student Advisement, Gordon Ford College of Business, WKU (2024-2025)
- Chapter Advisor of the Year, Southern Province, Delta Sigma Pi (2024)
- Chapter Advisor of the Year, Mid-South Region, Delta Sigma Pi (2024)
- Faculty Fellow Award for Teaching Innovations, Gordon Ford College of Business, WKU (2023-2024)
- 'Over the Top' Award, Department of Management, WKU (2022-2023)
- Finalist, University Faculty Award for Excellence in Teaching, WKU (2022-2023)
- Faculty Award for Excellence in Teaching, Gordon Ford College of Business, WKU (2022-2023)
- Chapter Advisor of the Year, Mid-South Region, Delta Sigma Pi (2022)
- Early Career Teaching Innovation Award, Gordon Ford College of Business, WKU (2021)
- CITL Teaching Honors Nominee, Center for Innovative Teaching and Learning, WKU (Fall 2020, Fall 2021, Spring 2022, Spring 2023, Fall 2024, Spring 2025)
- Graduate Student Instructor Excellence Award, Graduate & Professional Student Association of Washington State University (2019)

- First place in the 'Business, Communication & Political Sciences' category, Research Exposition, Graduate & Professional Student Association of Washington State University (2019)
- 'Manamperi Award' for the best undergraduate research project in engineering in Sri Lanka, Sri Lanka Association for Advancement of Science (2014)
- First Runner-up of 'CIMA Launch Pad' nationwide business startup competition, CIMA (U.K.) Sri Lanka Students' Society (2014)
- Winner of 'CIMA Mind Challenge' nationwide business trivia quiz competition, CIMA (U.K.) Sri Lanka Students' Society (2013)
- Winner of 'Intro Mastermind' nationwide trivia quiz competition, Rotaract Club of Kandy, Sri Lanka (2006)

ADVISING & MENTORSHIP

- *Faculty Advisor for Delta Sigma Pi, Zeta Theta Chapter (2022 to Present)* - Delta Sigma Pi is a professional fraternity organized to foster the study of business in universities, promote closer affiliation between the commercial world and students of commerce, and further a higher standard of civic and commercial welfare of the community.
- *WKU Health Professions Committee, Matthew Rafla (2022)* – Served on the WKU Health Professions Committee for dental school applicant Matthew Rafla. The committee interviewed the student to produce a committee evaluation letter.
- *Honors Augmentation, Layla Dalton (Spring 2022)* – Worked with the student during the Spring 2022 semester to support an Honors Augmentation Contract in MGT 313. The student successfully completed the contract.
- *Advised Undergraduate Student Seeking Internship, Aaron Graybeal (2020)* – Advised undergraduate student, Aaron Graybeal, on seeking a career in the construction industry. Connected Aaron with a mentor in the industry and assisted in securing an internship.

UNIVERSITY SERVICE ACTIVITIES

Volunteer, 'Back to Business'	2026
Member, Senate Executive Committee, Faculty Senate	2026
Departmental Representative, WKU Faculty Senate	2025 – Present
Assessor, Assurance of Learning (Critical Thinking), Department of Management	2026
Coordinator, 'Supply Chain Mentorship Network,' Department of Management	2026
Volunteer, Majors and Minors Fair	2025
Faculty Fellow for Accreditation and Societal Impact Search Committee, Department of Management	2025
Member, Syllabus Review Committee, Department of Management	2025
Volunteer, 'Back to Business'	2025
Member, Academic Quality Committee, Faculty Senate	2025 – 2026
Co-lead, 'Management for Me' Speaker Series, Department of Management	2023 – 2025
Faculty Advisor, Delta Sigma Pi Professional Business Fraternity (Zeta Theta Chapter)	2022 – 2025
Member, GFCB Graduate Fellows Task Force	2024
Onboarding Mentor for New Faculty Member Dr. Rahul Nilakanthan	2024
Volunteer, 'Topper Directions' First Day Assistance	2024
Assessor, Assurance of Learning (Legal & Ethical Awareness), Department of Management	2024
Volunteer, South Central Kentucky LAUNCH Experience	2023
Volunteer, Majors and Minors Fair	2023
Member, GFCB Awards Review Task Force	2023
Assistant Professor of Supply Chain Management Search Committee, Department of Management	2023
Volunteer, 'Topper Directions' First Day Assistance	2023
Assessor, Assurance of Learning (Critical Thinking), Department of Management	2023

Member, Review Committee, CITL Innovative Teaching Award Grants 2023
Presenter, 'Getting Students Excited About Learning' Faculty Development Session, CITL 2023
Assistant Professor of Supply Chain Management Search Committee, Department of Management 2022
Member, GFCB Laptop Requirement Task Force 2022
Member, Scheduling Committee, Department of Management 2022
Panelist, WKU New Faculty Orientation (New Faculty Panel) 2022
Member, Recruitment Strategy Workgroup, Department of Management 2022
Member, Advisory Committee for the GFCB New Building Design 2022
Judge for the 52nd Annual WKU Student Research Conference 2022
Panelist, WKU Asian Faculty Panel, Asian American Student Association 2022
Task Force on Creating a Concentration in Supply Chain Management, Department of Management 2021
Presenter, 'Wednesday Workshop' Faculty Development Session, Department of Management 2023
Entrepreneur-in-Residence Search Committee, Department of Management 2020

COMMUNITY SERVICE ACTIVITIES

Judge for the Kentucky Future Business Leaders of America (FBLA) Competitive Events 2026
Reviewer, B.Sc. in Business Analytics Degree Proposal, University of Peradeniya, Sri Lanka 2024
Judge for the Kentucky Future Business Leaders of America (FBLA) Competitive Events 2024
Contributor, Development Committee, B.Sc. in Business Analytics, University of Peradeniya, Sri Lanka 2023
Judge for the Kentucky Future Business Leaders of America (FBLA) Competitive Events 2022
Judge for the Kentucky Forensics Association (KFA) State Tournament 2021

PROFESSIONAL ACTIVITIES

Reviewer (Journals)
European Journal of Operational Research (2026)
The International Journal of Management Education (2025)
RAIRO - Operations Research (2024)
International Journal of Retail & Distribution Management (2024)
SN Business and Economics (2024)
Engineering Applications of Artificial Intelligence (2023)
Production and Operations Management (2019)

Conference and Program Committees
Member, Scientific Committee, Annual Conference of the European Decision Sciences Institute (2027)
Member, Scientific Committee, Annual Conference of the European Decision Sciences Institute (2026)

Reviewer (Conferences)
European Operations Management Association: EurOMA (2023)
Decision Sciences Institute (2019)

Conference Session Chair
Decision Sciences Institute (2019)

Affiliations with Professional Organizations
Decision Sciences Institute (2018 – Present)
Production and Operations Management Society (2019 – Present)
Institute for Operations Research and the Management Sciences (2019 – 2020)

PROFESSIONAL DEVELOPMENT

Teaching

- The Topper Teaching Tour, Center for Innovative Teaching and Learning, WKU (2026)
- Talk to Me: AI Proofing with an Old-School Oral Exam, Center for Innovative Teaching and Learning, WKU (2026)
- WKU AI Conference, Center for Innovative Teaching and Learning, WKU (2026)
- The importance of structure and scaffolding in course design, Center for Innovative Teaching and Learning, WKU (2025)
- Student Reflection in AI: Metacognition, Center for Innovative Teaching and Learning, WKU (2025)
- The Topper Teaching Tour, Center for Innovative Teaching and Learning, WKU (2025)
- Best Practices for Integrating Generative AI into Teaching, Center for Innovative Teaching and Learning, WKU (2025)
- Strategies to Enhance Student Learning and Retention, both inside and outside the Classroom, Center for Innovative Teaching and Learning, WKU (2025)
- Flipping the Classroom with Perusall and Holding Students Accountable, Center for Innovative Teaching and Learning, WKU (2025)
- Tips & Tricks from Award Winning Online Courses/Instructors, Center for Innovative Teaching and Learning, WKU (2024)
- Mixing Up Your Discussions in Your Online Class, Center for Innovative Teaching and Learning, WKU (2024)
- WKU Generative AI Conference, Center for Innovative Teaching and Learning, WKU (2024)
- Professional Learning Community on Regular and Substantive Interaction (RSI) in Online Courses, Center for Innovative Teaching and Learning, WKU (2023)
- Professional Learning Community on Non-Traditional Grading, Center for Innovative Teaching and Learning, WKU (2022)
- Designing Better Courses: Blending the Best of Pre- and Post-Pandemic Pedagogy, Harvard Business Publishing (2021)
- 32nd Annual Wakonse Teaching Conference, Wakonse Foundation (2021)
- Getting – and Then Keeping – Students Engaged, Harvard Business Publishing (2021)
- Deepening Reading with Hypothesis in Blackboard, Center for Innovative Teaching and Learning, WKU (2021)
- Gradescope User Summit, Gradescope (2021)
- Making Project-Based Learning Work in an Online Curriculum: A Panel Discussion, Harvard Business Publishing (2021)
- Exploring Alternative Grading Practices, Center for Innovative Teaching and Learning, WKU (2021)
- Facilitating Active Learning in a Physically Distant Classroom, Center for Innovative Teaching and Learning, WKU (2020)
- Gradescope Workshop for WKU Faculty, Gradescope (2020)
- How to Create an Engaging Zoom Class Meeting, Center for Innovative Teaching and Learning, WKU (2020)
- Using Blackboard's Groups to Help Manage Your Hybrid Class, Center for Innovative Teaching and Learning, WKU (2020)
- Engaging Students and Assessing Student Learning in Real-Time, Center for Innovative Teaching and Learning, WKU (2020)
- Keeping it after COVID: Lessons Learned That We Might Apply Post-Pandemic, Center for Innovative Teaching and Learning, WKU (2020)

Research

- Professional Learning Community on Research, GFCB (2023)
- Service Research Priorities: Managing and Delivering Service in Turbulent Times (Workshop), POMS College of Service Operations (2021)
- COVID-19 Hospital Capacity Management using Mathematical Models (Webinar), Gurobi Optimization (2021)
- Models with Products of Binary Variables (Webinar), Gurobi Optimization (2021)
- How Birchbox Transformed its Operations with Mathematical Optimization (Webinar), Princeton Consultants (2020)

Other

- Embracing Neurodiversity: Creating an Inclusive Environment, Neurodiversity Week, WKU (2024)
- Professional Learning Community on Student Advisement, GFCB (2023)
- Professional Learning Community for Tenure-track Faculty, GFCB (2022)
- Safe Zone Training on creating LGBTQ+ inclusive communities, WKU Counseling Center (2022)
- Report = Support! Title IX Training for Employees, WKU (2021)
- "One WKU Academy", Diversity, Equity, and Inclusion (DEI) Workgroup, WKU (2020)
- Faculty Search Workshop on growing more diverse pools and following best practices of inclusive hiring, Diversity, Equity, and Inclusion (DEI) Workgroup, WKU (2020)

IN THE MEDIA

WSU INSIDER, January 31, 2024, "*Top research coverage of 2023*," by Sara Zaske. (https://news.wsu.edu/news/2024/01/31/top-research-coverage-of-2023/)

WKU News, August 30, 2023, "*The Zeta Theta Chapter of Delta Sigma Pi Wins Multiple Awards at Annual Conference*," by Isaac Hosay and Liz Fogle. (https://www.wku.edu/news/articles/index.php?view=article&articleid=11477&return=archive)

KOMO News (Seattle, WA), February 15, 2023, "*Impulse buying could increase if stores arrange their products this way, study says*," by KOMO News Staff. (https://komonews.com/news/local/washington-state-university-impulse-buying-brick-mortar-online-retail-new-way-to-rearrange-store-products)

KGW8 (Portland, OR), February 12, 2023, "*WSU study looks at impulse buying and product placement*," by Tim Gordon. (https://www.kgw.com/article/news/education/wsu-study-looks-at-impulse-buying-product-placement/283-16ade607-8061-4555-958b-b4e379d44e4b)

KGMI 790 News/Talk, February 9, 2023, "*Retail Study*," by Joe Teehan. (https://kgmi.com/podcasts/chuck-munson-retail-study/)

ANI News (India), February 12, 2023, "*Study reveals how new way to rearrange store products could boost impulse buying*." (https://www.aninews.in/news/science/study-reveals-how-new-way-to-rearrange-store-products-could-boost-impulse-buying20230212164031/)

WSU INSIDER, February 8, 2023, "*New way to rearrange store products could boost impulse buying*," by Will Ferguson. (https://news.wsu.edu/press-release/2023/02/08/new-way-to-rearrange-store-products-could-boost-impulse-buying/)

WKU News, July 27, 2022, "*Business faculty member creates memorable classroom experiences*," by Liz Fogle. (https://www.wku.edu/news/articles/index.php?view=article&articleid=10651)

eDIVIDEND, August 1, 2019, "*Ingenuity and Strong Work Ethic Earn Gihan Edirisinghe Recognition for Instruction and Research*," by Eric Hollenbeck. (business.wsu.edu/dividend/2019/08/01/gihan-edirisinghe-spotlight/)

WSU INSIDER, May 2, 2019, "*The Graduate School Fifth Annual Evening of Excellence*." (news.wsu.edu/2019/05/02/graduate-school-fifth-annual-evening-excellence/)