CURRICULUM VITAE

RAVI BAPNA

IDENTIFYING INFORMATION

Academic Rank:

Board of Overseers Professor in Department of Information and Decision Sciences
Carlson School of Management
University of Minnesota

Co-Director, SOBACO
Social Media and Business Analytics Collaborative
University of Minnesota
http://sobaco.umn.edu

Degrees Awarded

Degree	Institution	Date Degree Granted
B. Comm.	University of Calcutta Area - Commerce	1989
B. Tech.	University of Mangalore Area – Computer Engineering	1993
Ph.D.	University of Connecticut Area – Information Systems	1999

Employment

University of Minnesota, Twin Cities	
Board of Overseers Professor	7/2010 – to date
Tenured Associate Professor	6/2008 – 6/2010
Co-director, SOBACO	7/2012 – to date
Indian School of Business, Hyderabad, India	9/2006 – 5/2008
Tenured Associate Professor of Information Systems	
University of Connecticut	
Tenured Associate Professor and Ackerman Scholar	8/2004 – 8/2006
Tenure-track Assistant Professor	8/2001 – 7/2004
Northeastern University	
Tenure-track Assistant Professor	8/2000 – 7/2001
University of Texas at Dallas	

Tenure-track Assistant Professor 8/1999 – 7/2000

Indian School of Business, Hyderabad, India 9/2006 – to date
Executive Director, Srini Raju Centre for IT and the Networked Economy

Member – Association of Information Systems, INFORMS, Information Systems Society

RESEARCH AND SCHOLARSHIP

Honors and Awards:

Elected as President of the INFORMS-Information Systems Society, Spring 2013
Carlson School of Management Annual Faculty Service Award for 2012
Carlson School of Management Annual Faculty Service Award for 2011
Carlson School of Management Annual Faculty Research Award for 2009
Carlson School of Management Board of Overseers Professorship (awarded July 2010)
Association of Information Systems (AIS) Best Publication of 2008 Award
Elected as Vice President of the INFORMS-Information Systems Society, Spring 2010
UConn School of Business Ackerman Scholar (8/2004 to 7/2006)
UConn School of Business Best Paper Runner Up 2006
Treibeck Electronic Commerce Institute (TECI) Fellow, UConn School of Business, Summer 2004, 2005
Philip McDonald Curriculum Innovation Award, College of Business Administration, Northeastern University, 2000

Editorships and Journal Reviewer Experience

Senior Editor
MIS Quarterly, since Jan. 2011

MIS Quarterly Special Issue Co-editor, Transformational Issues of Big Data and Analytics in Networked Business

Associate Editor
MIS Quarterly, Jan. 2006 to Dec. 2010
Information Systems Research, Jan. 2010 to date
Management Science, Jan. 2007 to Dec. 2008

Reviewer
Management Science
Journal of Marketing
Statistical Science
Information Systems Research
MIS Quarterly
Decision Sciences
Information Systems Frontiers
Communications of the ACM
International Journal of Intelligent Systems in Accounting, Finance, and Management European Journal of Operations Research

Decision Support Systems
Information Technology and Management
Naval Research Logistics

Review Boards
Production and Operations Management, Jan. 2006 to Dec. 2008

Research Grants

University Sources

SOBACO grant
Spring 2013
$49,000

Carlson School Dean's small faculty grant
September 2013
$5,000

Carlson School Dean's small faculty grant
September 2009
$10,000

Corporate Sources

Co-Principal Investigator
Satyam Corporation
Next Generation IT Function, Feb. 2008
$95,000

Publications

Refereed Journal Articles

1. Bapna, R., Umyarov. A., 2014, "Do Your Online Friends Make You Pay? A Randomized Field Experiment in an Online Music Social Network," forthcoming in *Management Science.*
2. Mehra A., Langer, N., Bapna, R., Gopal, R., 2014, "Examining Returns to Training and Human Capital Investments for IT Services Firms," forthcoming in *MIS Quarterly*.
3. Bapna, R., Langer, A., Mehra, A., Gopal, R., Gupta, A., "Examining Return on Human Capital Investments in the Context of Offshore IT Workers," *Management Science*, March 2013, 59, pp.641-658.
4. Bapna, R., Das. S., Day, R., Garfinkel. R., Stallaert, J., "A Clock-and-Offer Auction Market for Grid Resources when Bidders Face Stochastic Computational Needs," *Informs Journal on Computing,* Fall 2011 23:630-647.
5. Bapna, R., Barua, A., Mani, D., Mehra, A., "Cooperation, Coordination and Governance in Multi-Sourcing: An Agenda for Analytical and Empirical Research," *Information Systems Research (20 Anniversary Special Issue)* 2010, 21, pp 785-795.
6. Bapna, R., Dellarocas, C., Rice, S., "Vertically Differentiated Simultaneous Vickrey Auctions: Theory and Experimental Evidence," forthcoming *Management Science* 2010.
7. Bapna, R., Goes, P., Wei, K. K., Zhang, Z., "A Finite Mixture Logit Model to Segment and Predict

Electronic Payments System Adoption," forthcoming *Information Systems Research 2010.*

8. Bapna, R., Chang, S. J., Goes, P., Gupta, A., "Overlapping Online Auctions: Empirical Characterization of Bidder Strategies and Auction Prices,", *MIS Quarterly* 2009, **33**:4, pp. 763-783.
9. Bapna, R., Goes, P., Gupta, A., "Auctioning Vertically Integrated Online Services: Computational Approaches for Real-Time Allocation," *Journal of MIS*, Winter 2008, **25**:3, pp 65-98.
10. Bapna, R., Jank W., Shmueli, G., "Consumer Surplus in Online Auctions," *Information Systems Research*, **19**:(4), pp 400-416, December 2008. (Lead article for this issue and winner of 2009 Association of Information Systems (AIS) Best Paper Award).
11. Bapna, R., Goes, P., Gupta, A., Karuga, G., "Predicting Bidders' Willingness to Pay in Online Multi-Unit Ascending Auctions: Analytical and Empirical Insights," *Informs Journal on Computing*, 20: 3, pp. 345-355, Summer 2008.
12. Bapna, R., Das. S., Garfinkel. R., Staellert, J., " A Market Design for Grid Computing," *INFORMS Journal on Computing,* **20:**1, pp. 100-111, Winter 2008.
13. Bapna, R., Jank. W., Shmueli, G., "Price Formation and its Dynamics in Online Auctions," *Decision Support Systems*, **44**:3, 641-656, February 2008.
14. Venkatesan, R., Mehta, K., Bapna, R., "Do Market Characteristics Impact The Relationship Between Retailer Characteristics and Online Prices?" *Journal of Retailing*, **83**:3, 309-324, August 2007.
15. Venkatesan, R., Mehta, K., Bapna, R., "Understanding the Confluence of Retailer Characteristics, Market Characteristics, and Online Pricing Strategies," *Decision Support Systems*, **42**:3, 1759-1775, December 2006.
16. Bapna R., Goes, P., Gopal, R., Marsden. J., "Moving from Data-Constrained to Data-Enabled Research: Experiences and Challenges in Collecting, Validating, and Analyzing Large-Scale E-Commerce Data," *Statistical Science*, **21:**2, May 2006.
17. Bapna, R., Goes, P., Gupta, A., "Pricing and Allocation for Quality Differentiated Online Services," *Management Science*, **51**:7, 1141-1150, July 2005.
18. Bapna, R., Goes, P., Gupta, A., Jin. Y., "User Heterogeneity and its Impact on Electronic Auction Market Design: An Empirical Exploration," *MIS Quarterly*, **28**:1, pp. 21-43, March 2004.
19. Bapna, R., Goes, P., Gupta, A., "Replicating Online Yankee Auctions to Analyze Auctioneers' and Bidders' Strategies," *Information Systems Research,* **14**:(3), 244-268, September 2003
20. Bapna, R., "When Snipers Become Predators: Can Mechanism Design Save Online Auctions?" *Communications of the ACM*, **46:**12, pp. 152-158, Dec. 2003.
21. Bapna, R., Goes, P., Gupta, A., "Analysis and Design of Business-to-Consumer Online Auctions," *Management Science,* **49:**(1), 2003, 85-101.
22. Bapna, R., Goes, P., Gupta, A., Karuga, G., "Optimal Design of the Online Auction Channel: Analytical, Empirical and Computational Insights," *Decision Sciences,* **33**:(4), 557-577, Fall 2002.
23. Bapna, R., Thakur L. S., Nair, S., "Infrastructure development for conversion to environmentally friendly fuel," *European Journal of Operational Research*, **142**:(3), , 480-496, November 2002
24. Bapna, R., Goes, P., Gupta, A., Comparative Analysis of Multi-item Online Auctions: Evidence from the Laboratory, *Decision Support Systems,* **32**:(2), December 2001, 135-153.
25. Bapna, R., Goes, P., Gupta, A., "Insights and Analyses of Online Auctions," *Communications of the ACM,* **44**:(11), November 2001, 42-50.
26. Nair, S., Bapna, R., "An Application of Yield Management for Internet Service Providers," *Naval Research Logistics,* **48**:(5), August 2001, 348-362.
27. Warkentin, M., Sugumaran, V., Bapna, R., "E-knowledge Networks for Inter-Organizational Collaborative e-Business," *Logistics Information Management*, **14**:(1/2), March 2001, 149-162.

28. Bapna, R., Goes, P., Gupta, A., "A Theoretical and Empirical Investigation of Multi-Item On-line Auctions," *Information Technology and Management*, **1**:(1), January 2000, 1-23.
29. Warkentin , M., Bapna, R., Sugumaran, V., "The Role of Mass Customization in Enhancing Supply Chain Relationships in B2C E-Commerce Markets," *Journal of Electronic Commerce Research*, **1**:(2), 2000,1-17.

Work Under review

1. Bapna, R., J.Ramaprasad, G. Shmueli, A. Umyarov. 2013. "One Way Mirrors in Online Dating: Evidence from a Randomized Field Experiment," under review in *Management Science.*
2. Bapna, R., J.Ramaprasad, A. Umyarov. 2013, "Completing the Virtuous Cycle between Payment and Social Engagement in Freemium Social Communities," under review in *Information Systems Research*.
3. Bapna, R., Gupta, A., Sundararajan, A., Rice, S., 2014, "Trust, Reciprocity and the Strength of Friendship Ties: Experiments on an Online Social Network," revise and resubmit at *MIS Quarterly.*

Work in Progress

1. Jung, J., Umyarov, A., Bapna, R., Ramaprasad, J., "Love Unshackled: The Causal Effect of Mobile App Adoption in Online Dating,' UMN working paper, invited for WISE 2013
2. Bapna, R., Qiu, L., Rice, S., "Repeated Interactions vs. Social Ties: Quantifying the Economic Value of Trust, Forgiveness, and Reputation Using a Field Experiment, UMN working paper, invited for WISE 2013
3. Bapna, R., Day, B., Rice, S., 2013, "Measuring and Improving the Allocative Efficiency of Online Auctions, Workshop on Information Systems Economics (WISE), Orlando.

Invited Keynotes, Talks and Public Lectures

1. Bapna, R., February 2014, Big Data and Social Media for Retail, Best Buy Headquarters, Minneapolis.
2. Bapna. R., February 2014, *Big Data and Social Media Uncovered*, First Tuesday Address, Carlson School of Management (The Carlson School of Management's 1st Tuesday Speaker Series began in 1992 to provide an opportunity for alumni and friends of the Carlson School to continue their management education. The 1st Tuesday Speaker Series features top executives addressing hot topics in business and leadership - http://goo.gl/1siIBd)
3. Bapna. R., February 2014, *Big-Data Demystified: Understanding Big-Data and the Social Media Landscape*, MineCollege, Phoenix (This is the University of Minnesota Day in Arizona where President Kaler invites "some of the most exciting, innovative, and ambitious program leaders to share their stories and vision with you" - http://goo.gl/DnxisN)

4. Bapna, R., November 2013, *Big-Data Uncovered: Demystification, Low-Hanging Fruit and Strategic Opportunities*, forthcoming keynote address to the 150 global VPs of Principal Financial Services, Des Moine, Iowa.
5. Bapna, R., October 2013, *The Big Data Landscape: Technology, Economy and Society*, **Headliners** talk given to 300 plus people at the College of Continuing Education, University of Minnesota, link at http://www.cce.umn.edu/LearningLife/Headliners/
6. Bapna, R.,October 2013, *Is There Zen in Freemium? In Search of Virtuous Cycles among Friends, Monetization, and Social Engagement*, Invited presentation to the Minnesota Interactive Marketing Association (MIMA) Summit, Minneapolis.
7. Bapna, R.,October 2013, *Is There Zen in Freemium? In Search of Virtuous Cycles among Friends, Monetization, and Social Engagement*, Invited presentation at Facebook, Palo Alto.
8. Bapna, R., March 2013, *The Mobile Ecosystem: Opportunities and Challenges for Marketers*, Keynote address to the entire marketing community of Cargill Inc., Minneapolis.
9. Bapna, R., 2011, *So How Much are you Really Willing to Pay for that Manolo Blahnik? Reflections on the Welfare Implications of Internet Auctions*, Keynote address for International Conference on Electronic Commerce, Liverpool, UK, Aug, 2011
10. Bapna, R., April 2008, *Estimating Consumer Surplus from Online Auctions,* invited presentation at Google Inc.
11. Bapna, R., March 2007, *A Case for Auctioning India's 3G Spectrum*, invited presentation to the chief telecom regulator and his deputies in India at the Telecom Regulatory Authority of India (TRAI).

Contributed Papers Presented at Professional Meetings, Conferences

1. Jung, J., Umyarov, A., Bapna, R., Ramaprasad, J., "Love Unshackled: The Causal Effect of Mobile App Adoption in Online Dating,' WISE 2013, Milan.
2. Bapna, R., Qiu, L., Rice, S., "Repeated Interactions vs. Social Ties: Quantifying the Economic Value of Trust, Forgiveness, and Reputation Using a Field Experiment, WISE 2013, Milan.
3. Bapna, R. and J. Ramaprasad, G. Shmueli, A. Umyarov., "One-Way Mirrors in Online Dating: A Randomized Field Experiment,
    a. National Bureau of Economic Research Summer Institute on the Economics of IT and Digitization, 2013.
    b. Winter Conference on Business Intelligence, February 28-March 2, 2013, Snowbird, UT.
    c. Statistical Challenges in eCommerce Research, June 28-29, 2013, Lisbon, Portugal
    d. International Symposium on Information Systems, January 5-6, 2013, Fort Aguada, Goa, India
    e. Workshop on Information Systems and Economics, December 15-16, 2012, Orlando, FL
4. Ravi Bapna, Day, B., Rice, S., 2013, "Measuring and Improving the Allocative Efficiency of Online Auctions, Workshop on Information Systems Economics (WISE), Orlando.
5. Bapna, R., Umyarov, A, 2012, "Are Paid Subscriptions on Music Social Networks Contagious? A Randomized Field Experiment,
    a. *National Bureau of Economic Research* Summer Institute on the Economics of IT and Digitization, 2012, available at http://users.nber.org/~confer/2012/SI2012/PRIT/Bapna_Umyarov.pdf

   b. Workshop in Information in Networks, 2012, NYU
   c. Winter Conference on Business Intelligence, February 28-March 2, 2013, Snowbird, UT.
   d. Statistical Challenges in eCommerce Research, June 2012, Montreal

6. Bapna, R., Gupta, A., Sundararajan, A., Rice, S., 2011, "Trust, Reciprocity and the Strength of Friendship Ties: Experiments on an Online Social Network," *National Bureau of Economic Research*, available at http://www.nber.org/confer/2011/SI2011/PRIT/Bapna.pdf

7. Bapna, R., Chang, S. J., Goes, P., Gupta, A., "Optimal online overlapping auctions: analytical and empirical insights," INFORMS meeting, November 2010, Austin, TX.
8. Bapna, R., Mehra A., Gopal, R., Langer, N., "Returns on Human Capital Investments in Offshore IT Services Industry: A Firm Level Analysis," The Sixth SCECR meeting at UT-Austin, June 2010
9. Bapna, R., Langer, A., Mehra, A., Gopal, R., Gupta, A., " Examining Return on Human Capital Investments in the Context of Offshore IT Workers," The 2010 Winter Conference on Business Intelligence , University of Utah, March 2010
10. Bapna, R., Gopal, A Gupta, N Langer, A Mehra, "Does Training Improve Performance of Offshore IT workers?" The Fifth SCECR meeting at Carnegie Mellon University, May 2009
11. Bapna, R., Gupta, A., Mehra, A., Sambamurthy, V., "Human Capital Strategies for Offshore IT Service Firms: On Employability and Attrition, IV Global Sourcing Workshop, Keystone, Colorado, March 2009
12. Bapna, R., Dellarocas, C., Rice, S., "Simultaneous Auctions of Identical Goods by Sellers of Different Reputations: Theory and Experimental Evidence," Workshop on Data–Driven Business Intelligence: Marketing Meets Data Mining, The McCombs School of Business, Austin Texas, August 22-23, 2009
13. Bapna, R., Goes, P., Li., C., Rice, S., "Comparison of Simultaneous Auctions in the Laboratory: Student Subjects or Subject Matter Experts," SCECR 2008, New York.
14. Bapna, R., Gopal, R., Gupta, A., Langer, A., Mehra, A., "Attrition of IT workers in the context of Offshore Outsourcing," ISIS 2008, Hyderabad, India.
15. Bapna, R., Dellarocas, C., Rice, S., "Simultaneous Auctions of Identical Goods by Sellers of Different Reputations," CIST, Washington DC 2008.
16. Sanjukta Das, Ravi Bapna, Robert Day, Robert Garfinkel and Jan Stallaert, "A Clock Auction Model for Stochastic Grid Resource Pricing and Allocation," CIST 2007, Seattle.
17. Bapna, R., Goes, P., Li., C., Rice, S., "Comparison of Simultaneous Auctions in the Laboratory: Student Subjects or Subject Matter Experts," CIST 2007, Seattle
18. Bapna, R., Sanjukta Das, Rob Garfinkel and Jan Stallaert, "A Continuous Auction Model for Stochastic Grid Resource Pricing and Allocation," WITS 2006, Milwaukee (***best paper nominee).***
19. Bapna, R., Sanjukta Das, Rob Garfinkel, Jan Stallaert "Market Design for Grid Computing," Proceedings of the Workshop on Information Technology Systems (WITS 2004), Washington DC.
20. Bapna, R., Alok Gupta, Paulo Goes, "Predicting Bidder Valuations In Online Multi-item Ascending Price Auctions," INFORMS 2002 Annual Meeting, San Jose, CA.
21. Bapna, R., Alok Gupta, Paulo Goes, "Consumer Heterogeneity in Online Auctions: Longitudinal and Learning Effects," INFORMS 2002 Annual Meeting, San Jose, CA.
22. Bapna, R., Paulo Goes and Alok Gupta, Gilbert Karuga, "Predictive Calibration of Online Multi-Unit Ascending Auctions," Workshop on Information Technology Systems (WITS), 2002, Barcelona, Spain (***best paper nominee***).
23. Bapna, R., Paulo Goes and Alok Gupta , "Calibrating Dynamic Online Pricing Mechanisms," INFORMS 2000 Annual Meeting, San Antonio, TX.

24. Bapna, R., Paulo Goes and Alok Gupta "Online Mercantile Processes for Digital Products under Quality-of-Service and Uncertain Demand," Workshop on Information Technology Systems (WITS), 2000, Brisbane, Australia ***(best paper nominee)*.**
25. Bapna, R., Paulo Goes and Alok Gupta, "An Analysis of Business to Consumer On-Line Auctions," Accepted for the INFORMS 2000 Conference, San Antonio.
26. Bapna, R., Paulo Goes and Alok Gupta, "A Dynamic Pricing Mechanism for Determining Optimal Capacity & Service Mix in Quality-of-Service Environments," INFORMS 2000 Conference, San Antonio.
27. Bapna, R., Paulo Goes and Alok Gupta, "Simulating Online Yankee Auctions to Optimize Sellers Revenue," Proceedings of the Hawaii International Conference on Systems Sciences, HICCS 2000.
28. Bapna, R., Merrill Warkentin and Vijayan Sugumaran, "Intelligent Decision Support for eCommerce," Proceedings of the 2000 Annual National Conference of the Decision Sciences Institute.
29. Bapna, R., Paulo Goes and Alok Gupta, "IS Perspective of Research Issues in Electronic Commerce and Online Auctions," Proceedings of the 2000 Annual Americas Conference on Information Systems (AMCIS).
30. Bapna, R., Merrill Warkentin, "Intelligent Agent-Based Data Mining in Electronic Markets," proceedings of the 2000 Annual Americas Conference on Information Systems (AMCIS).
31. Bapna, R., "Economic and Experimental Analysis and Design of Quality-of-Service Oriented On-line Mercantile Processes," Accepted at ICIS 98 - Doctoral Consortium, September 1998.
32. Bapna, R., L. S. Thakur, Suresh Nair, "Infrastructure Development for Conversion to Environmentally Friendly Fuel: A Math Programming Approach," in Proceedings of the International Conference on Operations and Quantitative Management, Jaipur, India, January 1997 (***second prize in the 'Best Student Paper' category***).
33. Bapna, R., Ram Gopal, "The Role of Ethics and Deterrence on Software Piracy," in Proceedings of the Decision Sciences Institute, Orlando, November 1996.

Invited Research Presentations

- Facebook, 2013
- Harvard Business School, 2013
- Carnegie Mellon University, 2013
- McGill University, 2013
- Boston University, 2013
- The University of Texas at Austin, 2013
- The University of Maryland, 2013
- Georgia Institute of Technology, 2013
- The University of Washington, 2012
- The Wharton School, University of Pennsylvania, 2012
- The University of California, Davis, 2011
- Temple University, 2011
- Emory University, 2011
- Workshop on Information Systems Economics (WISE) 2010, St. Louis, MO

- Temple University – Fall 2010
- Carnegie Mellon University – Tepper School of Business, Spring 2010
- Michigan State University, Spring 2010
- Workshop on Information Systems Economics (WISE) 2009, Phoenix, AZ
- University of Washington, Seattle, 2009
- University of Texas, Austin, 2009
- Emory University, 2009
- University of Arizona, Tucson, 2009
- Accenture, Mumbai, September 2008
- University of Texas at Dallas, January 2008
- Workshop on Information Systems Economics (WISE) 2008, Paris
- University of Maryland, November 2007
- Workshop on Information Systems Economics (WISE) 2007, Montreal
- Google Inc., Bangalore, August 2007
- BBC World panelist, "Outsourcing: From technology to medical Tourism – What Next?" at Taj Krishna, Hyderabad on August 31, 2007
- National University of Singapore, April 2007
- National Chengchi University, Taiwan, October 2006
- Telecom Regulatory Authority of India, Sep. 2006
- Panelist at the II Statistical Challenges in E-Commerce Research, May 2006, Carlson School of Management, University of Minnesota.
- New York University, April 2006
- Indian School of Business, Hyderabad, Feb 2006
- Federal Trade Commission – Internet Auction Roundtable, Oct, 2005
- Dept. of Information Systems, Carlson School of Management, University of Minnesota, Feb 2005
- Workshop on Information Systems Economics (WISE) 2004, Washington DC, USA
- U Maryland, College Park, USA , Spring 2003
- Workshop on Information Systems Economics (WISE) 2002, Barcelona, Spain
- Management Science Dept., Univ. of Washington, Seattle
- IIM Calcutta, India

Media

Opinion Pieces

- Indian Knowledge@Wharton Op-ed (with Arun Sundararajan) titled "Auctions, Governance and Transparency: The Devil Is in the Details," December 2, 2010 available at http://knowledge.wharton.upenn.edu/india/article.cfm?articleid=4551
- LiveMint (Wall Street Journal's India partner) Op-ed (with Arun Sundararajan) titled "Building institutions through identity," Sep. 29, 2010, available at http://www.livemint.com/2010/09/29212440/Building-institutions-through.html
- "Getting the 3G policy right," (with Arun Sundararajan), Op-ed in *The Economic Times* , Sep. 5, 2007.
- "The Scramble for Spectrum," *Business Today*, Dec 31, 2006 (with Arun Sundararajan).
- "3G: Going Going Gone," Op-ed in *The Economic Times*, Oct. 31, 2006.
- "The Paper Chase", with Jim Marsden, *ORMS Today*, December 02.

Views featured in:

- KSTP/ABC Affiliate - Greater MSP TV Show, March 2013 - http://www.youtube.com/watch?v=IDpxoS4TX5E
- Minneapolis Star Tribune, "Minnesota companies and workers cache in on big data," April 2013 - http://www.startribune.com/business/204601531.html
- Minneapolis Star Tribune, "Schafer: Go west? Big data fits nicely right here," January 2013 - http://www.startribune.com/business/187395081.html
- India Knowledge@Wharton
  - "Aadhaar' and India's Brave, New, ID-Armed Market," Nov. 2010, http://knowledge.wharton.upenn.edu/india/article.cfm?articleid=4540
  - "India's 2G Telecom Scandal Spans the Spectrum of Abuse," Dec. 2010, http://knowledge.wharton.upenn.edu/india/article.cfm?articleid=4549
  - May 2010, "India's 3G Wireless Play: An Economic Engine -- or Out of Bandwidth?" India Knowledge@Wharton, http://knowledge.wharton.upenn.edu/india/article.cfm?articleid=4480
  - August 2009, "Dial 'M' for 'Mackerel': Can a New Mobile Phone Service in Rural India Help Promote Economic Empowerment?" Wall Street Journal, http://online.wsj.com/article/SB125126978512659859.html
  - Feb 2009, 'Second Fiddle' No Longer: India's PC Market Opens up to Notebooks, India Knowledge@Wharton, http://knowledge.wharton.upenn.edu/india/article.cfm?articleid=4349
  - March 2009, "Shooting in the Dark: How Much Is Satyam Worth?" India Knowledge@Wharton, http://knowledge.wharton.upenn.edu/india/article.cfm?articleid=4364
  - June 2009, "Is the U.S. Government's New Tax Proposal Just Political Rhetoric?" India Knowledge@Wharton, http://knowledge.wharton.upenn.edu/india/article.cfm?articleid=4382
  - July 2009, "Growing MindTree: Can Added Services and a 'Gardener' Help the IT Firm Reach New Heights?" India Knowledge@Wharton, http://knowledge.wharton.upenn.edu/india/article.cfm?articleid=4391
  - Sep. 2009, Read It and Weep: Will Amazon's Kindle Succeed in India? http://knowledge.wharton.upenn.edu/india/article.cfm?articleid=4426
  - "iPhone in India: Has Apple Dialed the Wrong Number?" September 04, 2008, India Knowledge@Wharton, available at http://knowledge.wharton.upenn.edu/india/article.cfm?articleid=4317
  - "Where Print Still Makes Sense: Business Publications Are Booming in India," May 15, 2008, India Knowledge@Wharton, available at http://knowledge.wharton.upenn.edu/india/article.cfm?articleid=4288
  - "3G Mobile Service: The Next Chapter in India's 'Sunshine Infrastructure Story?" June 13, 2007 India Knowledge@Wharton, available at http://knowledge.wharton.upenn.edu/india/article.cfm?articleid=4200
  - "Vodafone-Hutch Deal: Is India's Mobile Phone Market Growing Too Hot?" February 22, 2007 India Knowledge@Wharton, available at http://knowledge.wharton.upenn.edu/india/article.cfm?articleid=4165

- "Scrambling for Control of Hutch Essar -- and a Piece of India's Mobile Phone Market," January 11, 2007 in India Knowledge@Wharton, available at http://knowledge.wharton.upenn.edu/india/article.cfm?articleid=4142

TEACHING AND ADVISING

University of Minnesota

Courses taught

CMBA 5721 – Leveraging Social Media (executive MBA program)
IDSC/IBUS 3001 – Undergraduate Core IT Course – India version
CMBA 5712 – Information Technology Management (executive MBA program)
IDSC 6050 -- Information Technology and Solutions
IDSC 6490 – Business Intelligence
MBA 6240 -- Information Technology Management (full-time MBA program core class)
IDSC 6465 – Global Sourcing of IT and IT enabled Services
IDSC 8801 – Economics of Information Systems PhD Seminar

Doctoral Committees Served on

Pallabh Sanyal, Lior Zalmanson (Tel Aviv University), Miguel Godinho de Matos (CMU)

Indian School of Business

Courses taught

Business Intelligence using Data Mining
Strategic Analysis of IT

University of Connecticut

Courses taught

MBA MIS Core Course
MIS PhD Seminar
Telecomm and Networking (undergraduate level)
MBA MIS Capstone Systems Course
E-Commerce (undergraduate level)
Introduction to MIS (undergraduate level)
E-commerce (MBA)
Java Programming

Doctoral Dissertations Directed

- Gilbert Karuga, Multi-unit Online Auctions: Mechanism Design, Evaluation, and Calibration, Summer 2002
- Seok-Joo Andrew Chang, Empirical and Theoretical Analysis of Overlapping Electronic Markets, Summer 2006
- Sanjukta Das, Market Mechanisms for Grid Computing, Summer 2007

Doctoral Committees

- Miguel Godinho de Matos, Carnegie Mellon University, 2013
- Karthik Subbian, Computer Science and Engineering, University of Minnesota, 2013
- Lior Zalmanson, Tel Aviv University, 2014

Northeastern University
Courses taught
Telecomm and Networking (undergraduate level)
Decision Support Systems

UT-Dallas
Courses Taught
Internet Programming , MBA E-commerce

Executive Education
Open Enrollment
Designed, launched and co-taught with Anindya Ghose (NYU) several new digital marketing programs

1. Driving Digital & Social Marketing – 2012, 2013, Carlson School of Management Executive Education
2. Marketing Analytics: A Hands-On Approach to Digital Strategy – 2013, NYU Stern Executive Education
3. Social Media and Digital Marketing for Business -- 2013, NYU Stern Executive Education

Designed, launched and co-taught the CIO Academy at the Indian School of Business for multiple years from 2007-2012.

Custom Programs
1. Tata Consultancy Services Emerging Leaders Academy - 2013, Carlson School of Management Executive Education
2. Designed, launched and co-taught the Accenture Leadership Academy in India while at the Indian School of Business.

SERVICE TO THE DISCIPLINE

Conference Chair

Co-chair (along with Ramnath Chellappa, Anindya Ghose, Jui Ramaprasad and Sarah Rice) **Workshop on Information Systems and Economics (WISE) – 2014,** Auckland, NZ
Co-chair (along with Pedro Ferriera) **Statistical Challenges in E-Commerce Research,** June 2013.
Co-chair (along with Indranil Bardhan and Alok Gupta) **Workshop on Information Systems and Economics (WISE) – 2010,** St. Louis.
Co-chair (along with Anindya Ghose and Kevin Zhu) **Conference on Information Systems and Technology (CIST) – 2009,** San Diego INFORMS Annual meeting.
Co-chair (along with Rajiv Banker) **International Symposium on Information Systems, ISB, Hyderabad**, December 2009.
Co-chair (along with V. Sambamurthy) **Pacific Asia Conference on Information Systems (PACIS), ISB, Hyderabad**, July 2009.
Co-chair (along with Rajiv Banker, and V. Sambamurthy) **International Symposium on Information Systems, ISB, Hyderabad**, December 19-21, 2008.
Co-chair (along with Rajiv Banker, Ramayya Krishnan and V. Sambamurthy) **International Symposium on Information Systems, ISB, Hyderabad**, December 21-23, 2007.
Co-chair (along with Paulo Goes, Raj Venkatesan and Dipak Dey) **Third Statistical Challenges in E-Commerce Research,** May 2007.
Co-chair (along with Rajiv Banker, Ramayya Krishnan and V. Sambamurthy) **International Symposium on Information Systems, ISB, Hyderabad**, December 16-18, 2006.
Co-chair **ICEC 2003 Workshop, Pittsburgh** – "Revolutionary Strategies and Tactics in Research Design and Data Collection for eBusiness Management Research"
Co-founded (with Galit Shmueli and Wolfgang Jank) the **Statistical Challenges in E-Commerce Research (SCECR)** workshop, which is now in its sixth year.

SERVICE TO THE UNIVERSITY/COLLEGE/DEPARTMENT

University of Minnesota

Carlson School
Chair - Faculty Consultative Committee (FCC), an elected body – 2012-2013
Chair – Distance Learning Committee, 2011.
Faculty Consultative Committee (FCC), an elected body – 2009 to 2011
MBA Faculty Committee (MFAC) – 2008 – to date
Carlson Consulting Enterprise Review Committee – Fall 2009 to Spring 2010
Prof. Gautam Ray's Promotion and Tenure Related Research Reading Committee

Department
IDSC Executive Committee
Tenure track faculty recruiting committee

Indian School of Business

Member, Dean's Council
AACSB Accreditation Committee
IT Governance Committee
Research Faculty Recruitment Committee

Research Productivity Cash Award Committee
Board of the ISB-Accenture Management Development Academy
Founder of the CIO Academy – a partnership with SRITNE and CIO Association of India

University of Connecticut
Faculty recruiting committee from 2001-2006