

CURRICULUM VITAE

RAVI BAPNA

IDENTIFYING INFORMATION

Academic Rank:

Curtis L. Carlson Chair Professor in Business Analytics and Information Systems
 Professor, Department of Information and Decision Sciences
 Academic Director, Carlson Analytics Lab
 Program Director, MS-Business Analytics Program
 Carlson School of Management
 University of Minnesota

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	
Curtis L. Carlson Chair in Business Analytics and Information Systems	5/2015 – to date
Academic Director, Carlson Analytics Lab	8/2015 – to date
Program Director, MS-Business Analytics Program	8/2015 – to date
Department Chair, Information and Decision Science	9/2014 – 8/2015
Board of Overseers (Full) Professor	7/2010 – 4/2015
Tenured Associate Professor	6/2008 – 6/2010
Co-director, SOBACO	7/2012 – 6/2016
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 Executive Director, Srinu Raju Centre for IT and the Networked Economy	9/2006 – to date
Member – Association of Information Systems, INFORMS, Information Systems Society	

RESEARCH AND SCHOLARSHIP

Honors and Awards:

Carlson School of Management – Schoolwide Long-Term Service Award 2015
Carlson School of Management – Dean’s Exceptional Engagement Award 2014
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

External Sources

NET Institute
July 2014
\$3000

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., J.Ramaprasad, A. Umyarov. 2017, "Monetizing Freemium Communities: Does Paying for Premium increase Social Engagement?" forthcoming, *MIS Quarterly*
2. Burtch, Gordon and Hong, Yili and Bapna, Ravi and Griskevicius, Vladas, 2016, "Stimulating Online Reviews by Combining Financial Incentives and Social Norms" Forthcoming, *Management Science*. Available at SSRN: <https://ssrn.com/abstract=2848398>

3. Bapna, R., Qiu, L., Rice, S., 2016 "Repeated Interactions vs. Social Ties: Quantifying the Economic Value of Trust, Forgiveness, and Reputation Using a Field Experiment, forthcoming in *MIS Quarterly*.
4. Bapna, R., Gupta, A., Ray, G., Singh, S., 2016, "IT Outsourcing and the Impact of Advisors on Clients and Vendors," forthcoming in *Information Systems Research*
5. Bapna, R., Gupta, A., Sundararajan, A., Rice, S., 2016, "Trust, Reciprocity and the Strength of Friendship Ties: Experiments on an Online Social Network," forthcoming at *MIS Quarterly*.
6. Bapna, R., J.Ramaprasad, G. Shmueli, A. Umyarov. 2016. "One Way Mirrors in Online Dating: Evidence from a Randomized Field Experiment," forthcoming in *Management Science*.
7. Bapna, R., Umyarov. A., 2015, "Do Your Online Friends Make You Pay? A Randomized Field Experiment in an Online Music Social Network," *Management Science*, 61(8), pp. 1902-1920
8. 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*.
9. 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.
10. 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," *Infirms Journal on Computing*, Fall 2011, 23, pp. 630-647.
11. 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.
12. Bapna, R., Dellarocas, C., Rice, S., "Vertically Differentiated Simultaneous Vickrey Auctions: Theory and Experimental Evidence," *Management Science*, 2010, **56**:7, pp. 1074-1092.
13. Bapna, R., Goes, P., Wei, K. K., Zhang, Z., "A Finite Mixture Logit Model to Segment and Predict Electronic Payments System Adoption," *Information Systems Research*, 2010, **22**:1, pp. 118-133.
14. 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.
15. 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.
16. 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).
17. Bapna, R., Goes, P., Gupta, A., Karuga, G., "Predicting Bidders' Willingness to Pay in Online Multi-Unit Ascending Auctions: Analytical and Empirical Insights," *Infirms Journal on Computing*, 20: 3, pp. 345-355, Summer 2008.
18. 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.
19. Bapna, R., Jank. W., Shmueli, G., "Price Formation and its Dynamics in Online Auctions," *Decision Support Systems*, **44**:3, 641-656, February 2008.
20. 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.
21. 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.

22. 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.
23. Bapna, R., Goes, P., Gupta, A., "Pricing and Allocation for Quality Differentiated Online Services," *Management Science*, **51**:7, 1141-1150, July 2005.
24. 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.
25. 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
26. Bapna, R., "When Snipers Become Predators: Can Mechanism Design Save Online Auctions?" *Communications of the ACM*, **46**:12, pp. 152-158, Dec. 2003.
27. Bapna, R., Goes, P., Gupta, A., "Analysis and Design of Business-to-Consumer Online Auctions," *Management Science*, **49**:(1), 2003, 85-101.
28. 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.
29. 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
30. 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.
31. Bapna, R., Goes, P., Gupta, A., "Insights and Analyses of Online Auctions," *Communications of the ACM*, **44**:(11), November 2001, 42-50.
32. Nair, S., Bapna, R., "An Application of Yield Management for Internet Service Providers," *Naval Research Logistics*, **48**:(5), August 2001, 348-362.
33. 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.
34. 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.
35. 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., Gupta, A., Jung, J., and Sen, S., 2016, "Analyzing the Impact of Incentive Structure on the Diffusion of Mobile Social Games: A Randomized Field Experiment," revise and resubmit at *Management Science*.
2. Bapna, R., Gopal, R., Langer, N., 2016, "Climbing the Organizational Ladder: Investigating the Role Of On-the-Job Training and Gender on Employee Promotions," under review in *Information Systems Research*.
3. Jung, J., Umyarov, A., Bapna, R., Ramaprasad, J., 2016, "Love Unshackled: The Causal Effect of Mobile App Adoption in Online Dating," revise and resubmit at *MIS Quarterly*
4. Bapna, R., Jung, J., Sun. T., "Altruism Pays! Towards Optimal Call-to-Action for Online Referral: A Randomized Field Experiment," under review in *Information Systems Research*.

Work in Progress

1. Bapna, R., J.Ramaprasad, A. Umyarov. 2016, "Who thinks you are hot? Information Revelation in Online Dating: A Randomized Field Experiment," UMN working paper.
2. Bapna, R., Day, B., Rice, S., 2016, "Measuring and Improving the Allocative Efficiency of Online Auctions, Workshop on Information Systems Economics (WISE), Orlando.

Invited Keynotes, Talks, Panels and Public Lectures

1. December 2016, Minneapolis Chief Data Officers Summit, **Organizational and Talent Strategies to Succeed in Business Analytics**, Minneapolis.
2. May 2016, Sharing Economy Conference at UMN, **Repeated Interactions vs. Social Ties: Quantifying the Economic Value of Trust, Forgiveness, and Reputation Using a Field Experiment**, Minneapolis.
3. May 2016, Production and Operations Management Conference, **Business Model Innovations using IoT**, Orlando, FL.
4. May 2016, Carlson School Board of Overseers, **Carlson Analytics Lab: Innovations in Experiential Learning**, Minneapolis.
5. April 2016, Michigan State University, **Stimulating Online Reviews by Combining Financial Incentives and Social Norms**, East Lansing, MI.
6. April 2016, American Statistical Association, **Monetizing Freemium Communities: The Interplay Between Peer Influence and Social Engagement**, Minneapolis.
7. January 2016, Carlson Wagonlit Travel Global Summit Keynote Address - **Winning with Big Data and Business Analytics**, Chicago.
8. November 2015, Panelist for **Building a Sustainable Analytics Research Center** at the MIS Leadership Conference, University of Arizona, Tucson.
9. November 2015, Minnesota Public Radio - Tom Kigin Memorial Presentation, **Monetizing Freemium Communities: The Interplay Between Peer Influence and Social Engagement**
10. June 2015, BTO Digital Summit Keynote Address, **Leveraging IOT for Competitive Advantage, Milan, Italy.**
11. Feb 2015, Keynote Address to 3M Marketing Summit at Carlson School, **Demystifying and Leveraging Big Data**
12. December 2014, **Does Growing Demand for Data Science Create New Opportunities for Information Systems?** Panel at the International Conference on Information Systems, Auckland, New Zealand
13. December 2014, **IS Leading Analytics through Research Centers**, Panel at the Workshop on IT and Systems (WITS), Auckland.
14. November 2014, **Academia Feeds Enterprise Analytics**, Chief Data Officers Summit, Minneapolis
15. September 2014, **Leveraging Big Data**, Carlson School Alumni at the Central Park Boathouse, New York.
16. May 2014, **Leveraging Digital and Social Media**, Institute for Research in Marketing Board, Minneapolis
17. February 2014, **Big Data and Social Media for Retail**, Best Buy Headquarters, Minneapolis.
18. 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/1silBd>)

19. 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>)
20. November 2013, ***Leveraging Social Media and Big Data***, Carlson School Alumni, San Francisco.
21. 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 Moines, Iowa.
22. 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/>
23. 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.
24. October 2013, ***Is There Zen in Freemium? In Search of Virtuous Cycles among Friends, Monetization, and Social Engagement***, Invited presentation at Facebook, Palo Alto.
25. March 2013, ***The Mobile Ecosystem: Opportunities and Challenges for Marketers***, Keynote address to the entire marketing community of Cargill Inc., Minneapolis.
26. June 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
27. April 2008, ***Estimating Consumer Surplus from Online Auctions***, invited presentation at Google Inc.
28. 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. Bapna, R., Ramaprasad, J., Umyarov, A., “What's a Hot-vote Worth in Online Dating? Evidence from a Randomized Field Experiment,” CODE@MIT, 2016.
2. Bapna, R., Jung, J., Sun, T., “Altruism Pays! Towards Optimal Call-to-Action for Online Referral: A Randomized Field Experiment,”
 - a. SCECR 2016
 - b. CIST 2016
 - c. CODE 2016
 - d. ICIS 2016 – **Best Track Paper Nominee Award**
 - e. WISE 2016
3. Burtch, G., Hong, K. Y., Bapna, R., Griskevicius, V., “What are Social Incentives Worth? Randomized Experiments in User Content Generation”
 - a. Conference on Digital Experimentation (CODE), MIT 2015
 - b. ICIS 2015, Fort Worth

4. Zhuojun Gu, Ravi Bapna, Jason Chan and Alok Gupta, "Measuring the Impact of Crowdsourcing on Mobile App User Engagement and Retention: A Randomized Field Experiment"
 - a. WISE 2016 – **Best Paper Nominee Award**
 - b. Conference on Digital Experimentation (CODE), MIT 2015
5. Bapna, R., Gupta, A., Jung, J., and Sen, S. "Analyzing the Impact of Incentive Structure on the Diffusion of Mobile Social Games: A Randomized Field Experiment," presented at WISE 2014.
6. Bapna, R., J.Ramaprasad, A. Umyarov. 2014, "Who thinks you are hot? Information Revelation in Online Dating: A Randomized Field Experiment,"
 - a. presented at CIST 2014, San Francisco
 - b. SCCER 2014, Tel Aviv
7. Jung, J., Umyarov, A., Bapna, R., Ramaprasad, J., "Love Unshackled: The Causal Effect of Mobile App Adoption in Online Dating,"
 - a. ICIS 2014, Auckland
 - b. WISE 2013, Milan.
8. 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.
9. 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
10. Ravi Bapna, Day, B., Rice, S., 2013, "Measuring and Improving the Allocative Efficiency of Online Auctions, Workshop on Information Systems Economics (WISE), Orlando.
11. 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
12. 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>
13. Bapna, R., Chang, S. J., Goes, P., Gupta, A., "Optimal online overlapping auctions: analytical and empirical insights," INFORMS meeting, November 2010, Austin, TX.
14. 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

15. 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
16. 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
17. 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
18. 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
19. 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.
20. Bapna, R., Gopal, R., Gupta, A., Langer, A., Mehra, A., "Attrition of IT workers in the context of Offshore Outsourcing," ISIS 2008, Hyderabad, India.
21. Bapna, R., Dellarocas, C., Rice, S., "Simultaneous Auctions of Identical Goods by Sellers of Different Reputations," CIST, Washington DC 2008.
22. 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.
23. Bapna, R., Goes, P., Li., C., Rice, S., "Comparison of Simultaneous Auctions in the Laboratory: Student Subjects or Subject Matter Experts," CIST 2007, Seattle
24. 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**).
25. 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.
26. Bapna, R., Alok Gupta, Paulo Goes, "Predicting Bidder Valuations In Online Multi-item Ascending Price Auctions," INFORMS 2002 Annual Meeting, San Jose, CA.
27. Bapna, R., Alok Gupta, Paulo Goes, "Consumer Heterogeneity in Online Auctions: Longitudinal and Learning Effects," INFORMS 2002 Annual Meeting, San Jose, CA.
28. 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**).
29. Bapna, R., Paulo Goes and Alok Gupta , "Calibrating Dynamic Online Pricing Mechanisms," INFORMS 2000 Annual Meeting, San Antonio, TX.
30. 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**).
31. Bapna, R., Paulo Goes and Alok Gupta, "An Analysis of Business to Consumer On-Line Auctions," Accepted for the INFORMS 2000 Conference, San Antonio.
32. 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.
33. 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.

34. Bapna, R., Merrill Warkentin and Vijayan Sugumaran, "Intelligent Decision Support for eCommerce," Proceedings of the 2000 Annual National Conference of the Decision Sciences Institute.
35. 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).
36. Bapna, R., Merrill Warkentin, "Intelligent Agent-Based Data Mining in Electronic Markets," proceedings of the 2000 Annual Americas Conference on Information Systems (AMCIS).
37. 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.
38. 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**).
39. 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

- HEC, Paris, 2015
- ESSEC, Paris, 2015
- Purdue University, 2015
- University of Arizona, 2014
- University of Connecticut, 2014
- 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:

- Minnesota Public Radio
 - <http://www.mprnews.org/story/2016/01/20/amazon-retail-growth-pressures-target-best-buy>
 - <http://www.mprnews.org/story/2015/04/20/target-personalization>

- Star Tribune, Minneapolis Newspaper
 - <http://www.startribune.com/sharing-economy-finds-traction-in-outdoor-recreation/309885471/>
- US (National) Media
 - <http://phys.org/news/2015-08-friends-online-ecommerce-percent.html>
 - <http://www.medicaldaily.com/monetary-social-network-people-are-more-likely-engage-e-commerce-if-friend-has-349856>
- Television
 - <http://minnesota.cbslocal.com/2015/12/08/good-question-how-much-of-our-shopping-is-online/>
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 - 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>

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- “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

Teaching Cases

1. High Note's Freemium Conundrum, Case ID # SOBACO-2014-01-2, Lee C. Thomas and Ravi Bapna
2. Building a Successful Crowdfunding Campaign, Case ID# SOBACO-2015-01-1, Lee C. Thomas, Gordon Burtch, and Ravi Bapna
3. MN Wild Social Media Strategy, Case ID # COMIS-2012-01-1, Joseph Moses, Ravi Bapna, and Norman L. Chervany

University of Minnesota

Courses taught

MSBA 6410 – Exploratory Data Analysis and Visualization
MSBA 6430 – Advanced Analytics
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 Chair

Zhuojun Gu, Jae Jung,

Doctoral Committees Chair 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, and launched several new digital marketing programs:

1. Strategic IT Management, Vienna University of Economics and Business, 2014-2016 (multiple instances in Vienna and Bucharest)
2. Marketing and Analytics for Ecommerce Industry, Indian School of Business, January 2016, co-taught with Ramnath Chellappa and Amit Mehra
3. Leveraging Social Media for Digital Marketing, Minnesota Executive Program, 2014, 2015
4. Marketing and Analytics for Ecommerce Industry, Indian School of Business, January 2015, co-taught with Ramnath Chellappa and Amit Mehra
5. Driving Digital & Social Marketing – 2012, 2013, Carlson School of Management Executive Education, co-taught with Anindya Ghose
6. Marketing Analytics: A Hands-On Approach to Digital Strategy – 2013, NYU Stern Executive Education, co-taught with Anindya Ghose
7. Social Media and Digital Marketing for Business -- 2013, 2014, 2015 NYU Stern Executive Education, co-taught with Anindya Ghose

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

President, INFORMS Information Systems Society, 2013-2015

Co-editor, MIS Quarterly special issue on "Transformational Issues of Big Data and Analytics in Networked Business," Fall 2015.

Co-chair (with Shawndra Hill) **Statistical Challenges in E-Commerce Research**, June 2015.

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

Member of the Scientific Board of the University of Minnesota Informatics Institute (UMII)

Carlson School

Chair – Full time MBA Curriculum Revision Committee, 2014

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