

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
 Associate Dean, Executive Education
 Academic Director, Carlson Analytics Lab
 Academic Director, Analytics for Good Institute
 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 Associate Dean, Executive Education	5/2017 – 6/2022
Curtis L. Carlson Chair in Business Analytics and Information Systems	5/2015 – to date
Academic Director, Analytics for Good Institute	1/2020 – to date
Academic Director, Carlson Analytics Lab	8/2015 – to date
Program Director, MS-Business Analytics Program	8/2015 – 7/2017
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
Chief Data Scientist, Mississippi River Capital	4/2017 – 3/2018
Indian School of Business, Hyderabad, India Tenured Associate Professor of Information Systems	9/2006 – 5/2008

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 July 2013
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:

Haim Mendelson Teaching Innovation Award – INFORMS Information Systems Society, 2022
AIS Best Paper Award Winner 2021
Management Science Best IS Paper Award Winner 2018
Management Science Best IS Paper Award Finalist 2019
MidAmerica Business Deans (MABDA) Pedagogical Innovation Award, 2021
The Inaugural Practical impacts Award, INFORMS Information Systems Society, 2020
Distinguished Academic Fellow, INFORMS Information Systems Society, 2018
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
Information Systems Research, Jan 2018 – to date

Senior Editor

MIS Quarterly, Jan. 2011 – Dec 2016.

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

Target Foundation for Analytics for Good Institute

November 2020

\$75,000

NET Institute

July 2014

\$3000

University Sources

Center for Transportation Studies

April 1, 2018 - May 31, 2019

\$25,000

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

Editorial

Karahana, Elena; Rai, Arun; Bapna, Ravi; Benbasat, Izak, "Editorial- Opportunities and Challenges for Different Types of Online Experiments," *MIS Quarterly*, December 2018

Refereed Journal Articles

1. Bapna, R., McFowland, E., Mojumdar, P., J.Ramaprasad, and A. Umyarov., , 2022, "Who thinks you are hot? Information Revelation in Online Dating: A Randomized Field Experiment," forthcoming in *Management Science*.
2. Bapna, R., Gupta, A., Ray, G., & Singh, S., 2022, "Specialization, Integration, and Multi-sourcing: A study of Large IT Outsourcing Projects," Forthcoming in *Information Systems Research*.
3. Gu, Zhuojun, Ravi Bapna, Jason Chan, and Alok Gupta 2022. "Measuring the impact of crowdsourcing features on mobile app user engagement and retention: A randomized field experiment." *Management Science*, 68, no. 2 : 1297-1329.
4. Bapna, R., Gupta, A., Jung, J., and Sen, S., 2021, "Analyzing the Impact of Incentive Structure on the Diffusion of Mobile Social Games: A Randomized Field Experiment," forthcoming in *Journal of MIS*.
5. McFowland III, Edward, Sandeep Gangarapu, Ravi Bapna, and Tianshu Sun. 2021, "A prescriptive analytics framework for optimal policy deployment using heterogeneous treatment effects." *MIS Quarterly* 45, no. 4.
6. Bapna, R., Day, B., Rice, S., 2021, "Measuring and Improving the Allocative Efficiency of Online Auctions," forthcoming in *Production and Operations Management*.
7. Langer, N., Gopal, R. D., & Bapna, R. (2020). Onward and upward? An empirical investigation of gender and promotions in Information Technology Services. *Information Systems Research*, 31(2), 383-398.
 - ***AIS Best Paper Award Winner 2021***
8. Jung, J., Bapna, R., Golden, J. M., & Sun, T. (2020). Words matter! Toward a prosocial call-to-action for online referral: Evidence from two field experiments. *Information Systems Research*, 31(1), 16-36.
9. Jung, J., Bapna, R., Ramaprasad, J., & Umyarov, A. (2019). Love unshackled: Identifying the effect of mobile app adoption in online dating. *MIS Quarterly*, 43, 47-72.

10. Bapna, R., J.Ramaprasad, A. Umyarov. 2018, "Monetizing Freemium Communities: Does Paying for Premium increase Social Engagement?", *MIS Quarterly*, 42(3), 719-735.
11. Burtch, G., Hong, Y., Bapna, R., & Griskevicius, V. (2018). Stimulating online reviews by combining financial incentives and social norms. *Management Science*, 64(5), 2065-2082.
12. 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, *MIS Quarterly*, September 2017, Vol.41(3), pp.841-866.
13. Bapna, R., Gupta, A., Ray, G., & Singh, S. (2016). Research Note—IT Outsourcing and the Impact of Advisors on Clients and Vendors. *Information Systems Research*, 27(3), 636-647.
14. Bapna, Ravi, Alok Gupta, Sarah Rice, and Arun Sundararajan. "Trust and the Strength of Ties in Online Social Networks: An Exploratory Field Experiment." *MIS Quarterly* 41.1 (2017): 115-30.
15. Bapna, R., Ramaprasad, J., Shmueli, G., & Umyarov, A. (2016). One-way mirrors in online dating: A randomized field experiment. *Management Science*, 62(11), 3100-3122.
 - **Best Paper Award Nominee 2019**
16. 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
 - **Best Paper Award Winner 2018**
17. Mehra A., Langer, N., Bapna, R., Gopal, R., 2014, "Estimating Returns to Training and Human Capital Investments for IT Services Firms," *MIS Quarterly*, 38:3, 757-771.
18. 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.
19. 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.
20. 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.
21. Bapna, R., Dellarocas, C., Rice, S., "Vertically Differentiated Simultaneous Vickrey Auctions: Theory and Experimental Evidence," *Management Science*, 2010, **56**:7, pp. 1074-1092.
22. 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.
23. 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.
24. 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.
25. 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**
26. 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.
27. 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.
28. Bapna, R., Jank. W., Shmueli, G., "Price Formation and its Dynamics in Online Auctions," *Decision Support Systems*, **44**:3, 641-656, February 2008.

29. 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.
30. 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.
31. 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.
32. Bapna, R., Goes, P., Gupta, A., "Pricing and Allocation for Quality Differentiated Online Services," *Management Science*, **51:7**, 1141-1150, July 2005.
33. 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.
34. 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
35. Bapna, R., "When Snipers Become Predators: Can Mechanism Design Save Online Auctions?" *Communications of the ACM*, **46:12**, pp. 152-158, Dec. 2003.
36. Bapna, R., Goes, P., Gupta, A., "Analysis and Design of Business-to-Consumer Online Auctions," *Management Science*, **49:(1)**, 2003, 85-101.
37. 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.
38. 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
39. 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.
40. Bapna, R., Goes, P., Gupta, A., "Insights and Analyses of Online Auctions," *Communications of the ACM*, **44:(11)**, November 2001, 42-50.
41. Nair, S., Bapna, R., "An Application of Yield Management for Internet Service Providers," *Naval Research Logistics*, **48:(5)**, August 2001, 348-362.
42. 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.
43. 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.
44. 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. Jung, J., Sun. T, Bapna, R., Golden, J., 2022, "Social Learning in Prosumption: Evidence from a Randomized Field Experiment," major revision at *Management Science*.

Invited Keynotes, Talks, Panels and Public Lectures

1. December 2020, **“Reimagining India with Nandan Nilekani,”** WISE 2020 Keynote Fireside Chat
2. December 2020, **“2020 Conference on Artificial Intelligence, Machine Learning, and Business Analytics,”** Temple University, Philadelphia.
3. September 2020, **“Creating Value with Digital Transformation and Analytics,”** Ameriprise Corp. Chairman Institute.
4. December 2019, **“2019 Conference on Artificial Intelligence, Machine Learning, and Business Analytics,”** Temple University, Philadelphia.
5. October 2019, **“Competing in the Age of AI and Machine Learning,”** Bremer Bank Leadership Summit, Minneapolis.
6. October 2019, **“Competing in the Age of AI and Machine Learning,”** Cargill Corp., Minneapolis.
7. June 2019, **“How Companies can Benefit from Drawing the Best of their Consumers,”** Carlson 100 NYC Gala, New York.
8. April 2019, **“Created in China,”** CEO Panel, Carlson 100 Asia Gala, Shanghai.
9. January 2019, **“Demystifying Data and Business Analytics,”** TeamLease Corporation Leadership Summit, Bangalore, India.
10. December 2018, **Lab Experiment and Field Experiment in the Digital Age: Friend or Foe?,** Panel at the International Conference on Information Systems, San Francisco
11. October 2018, **Leveraging AI: Opportunities and Challenges,** First Tuesday CEO Speaker Series, Carlson School of Management
12. September 2018, **“Marketing in an Age of AI: The New 4 Ps: Participation, Platform, Personalization, Prediction,”** American Marketing Association, Minneapolis.
13. September 2018, **“Demystifying Data and Business Analytics,”** Park Dental Corporation Leadership Summit.
14. June 2018, **“Explorations of Online Social Influence and Engagement,”** MIS 50 Conference, UMN.
15. June 2018, **“Digital Experimentation and Prescriptive Analytics: Lessons from the Trenches,”** Rotterdam Digital Summit
16. Spring 2018, **“My Minnesota Decade: Explorations of Online Social Influence and Engagement,”** Carlson School Schoolwide Chair Professor Distinguished Talks
17. October 2017, **Leveraging AI in Digital Marketing,** Ignite Marketing Conference UMN.
18. May 2017, **Demystifying Business Analytics,** 3M Corporation Leadership Series.
19. January 2017, Measuring the Impact of Crowdsourcing on Mobile App User Engagement and Retention: A Randomized Field Experiment, **University of Florida Friday Seminar.**
20. December 2016, Minneapolis Chief Data Officers Summit, **Organizational and Talent Strategies to Succeed in Business Analytics,** Minneapolis.
21. 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.
22. May 2016, Production and Operations Management Conference, **Business Model Innovations using IoT,** Orlando, FL.
23. May 2016, Carlson School Board of Overseers, **Carlson Analytics Lab: Innovations in Experiential Learning,** Minneapolis.
24. April 2016, Michigan State University, **Stimulating Online Reviews by Combining Financial Incentives and Social Norms,** East Lansing, MI.
25. April 2016, American Statistical Association, **Monetizing Freemium Communities: The Interplay Between Peer Influence and Social Engagement,** Minneapolis.
26. January 2016, Carlson Wagonlit Travel Global Summit Keynote Address - **Winning with Big Data and Business Analytics,** Chicago.

27. November 2015, Panelist for **Building a Sustainable Analytics Research Center** at the MIS Leadership Conference, University of Arizona, Tucson.
28. November 2015, Minnesota Public Radio - Tom Kigin Memorial Presentation, **Monetizing Freemium Communities: The Interplay Between Peer Influence and Social Engagement**
29. June 2015, BTO Digital Summit Keynote Address, **Leveraging IOT for Competitive Advantage, Milan, Italy.**
30. Feb 2015, Keynote Address to 3M Marketing Summit at Carlson School, **Demystifying and Leveraging Big Data**
31. 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
32. December 2014, **IS Leading Analytics through Research Centers**, Panel at the Workshop on IT and Systems (WITS), Auckland.
33. November 2014, **Academia Feeds Enterprise Analytics**, Chief Data Officers Summit, Minneapolis
34. September 2014, **Leveraging Big Data**, Carlson School Alumni at the Central Park Boathouse, New York.
35. May 2014, **Leveraging Digital and Social Media**, Institute for Research in Marketing Board, Minneapolis
36. February 2014, **Big Data and Social Media for Retail**, Best Buy Headquarters, Minneapolis.
37. 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>)
38. 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>)
39. November 2013, **Leveraging Social Media and Big Data**, Carlson School Alumni, San Francisco.
40. November 2013, **Big-Data Uncovered: Demystification, Low-Hanging Fruit and Strategic Opportunities**, keynote address to the 150 global VPs of Principal Financial Services, Des Moines, Iowa.
41. 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/>
42. 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.
43. October 2013, **Is There Zen in Freemium? In Search of Virtuous Cycles among Friends, Monetization, and Social Engagement**, Invited presentation at Facebook, Palo Alto.
44. March 2013, **The Mobile Ecosystem: Opportunities and Challenges for Marketers**, Keynote address to the entire marketing community of Cargill Inc., Minneapolis.
45. 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
46. April 2008, **Estimating Consumer Surplus from Online Auctions**, invited presentation at Google Inc.

47. 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. Meizi Zhou, Ravi Bapna, Gediminas Adomavicius, Jonathan Hershaff. Economic Impact of
2. Category-Expansion-Oriented Recommendations: Evidence from Randomized Field Experiments
 - a. WISE 2021
 - b. CODE@MIT 2021.
3. McFowland, E., Gangaraju, S., Bapna, R., "Multi-Arm Bandits with Inference Considerations,"
 - a. CIST 2019
 - b. ISB Conference on Digital Economy 2019
 - c. SCECR 2020
 - d. WISE 2020
4. Babar, Y., Bapna, R., Umyarov, A., Ramaprasad, J., "Market Efficiency and Welfare in Online Dating Markets: An Evolutionary Perspective, SCECR 2018
5. Jung, J., Sun. T, Bapna, R., Golden, J., "Social Learning in Prosumption: Evidence from a Randomized Field Experiment,"
 - a. ICIS 2018
 - b. CODE 2018
 - c. WISE 2017
6. McFowland, E., Gangaraju, S., Sun, T., Bapna, R., "A Prescriptive Analytics Framework for Optimal Policy Deployment using Heterogeneous Treatment Effects"
 - a. WISE 2018
 - b. SCECR 2017
 - c. CODE@MIT 2017
7. Bapna, R., Ramaprasad, J., Umyarov, A., "What's a Hot-vote Worth in Online Dating? Evidence from a Randomized Field Experiment,"
 - a. SCER 2018
 - b. WISE 2017
 - c. CODE@MIT, 2016.
8. 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
9. 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

10. 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
11. 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.
12. 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
13. 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.
14. 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.
15. 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
16. Ravi Bapna, Day, B., Rice, S., 2013, "Measuring and Improving the Allocative Efficiency of Online Auctions, Workshop on Information Systems Economics (WISE), Orlando.
17. 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
18. 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>
19. Bapna, R., Chang, S. J., Goes, P., Gupta, A., "Optimal online overlapping auctions: analytical and empirical insights," INFORMS meeting, November 2010, Austin, TX.
20. 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

21. 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
22. 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
23. 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
24. 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
25. 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.
26. Bapna, R., Gopal, R., Gupta, A., Langer, A., Mehra, A., "Attrition of IT workers in the context of Offshore Outsourcing," ISIS 2008, Hyderabad, India.
27. Bapna, R., Dellarocas, C., Rice, S., "Simultaneous Auctions of Identical Goods by Sellers of Different Reputations," CIST, Washington DC 2008.
28. 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.
29. Bapna, R., Goes, P., Li., C., Rice, S., "Comparison of Simultaneous Auctions in the Laboratory: Student Subjects or Subject Matter Experts," CIST 2007, Seattle
30. 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**).
31. 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.
32. Bapna, R., Alok Gupta, Paulo Goes, "Predicting Bidder Valuations In Online Multi-item Ascending Price Auctions," INFORMS 2002 Annual Meeting, San Jose, CA.
33. Bapna, R., Alok Gupta, Paulo Goes, "Consumer Heterogeneity in Online Auctions: Longitudinal and Learning Effects," INFORMS 2002 Annual Meeting, San Jose, CA.
34. 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**).
35. Bapna, R., Paulo Goes and Alok Gupta , "Calibrating Dynamic Online Pricing Mechanisms," INFORMS 2000 Annual Meeting, San Antonio, TX.
36. 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**).
37. Bapna, R., Paulo Goes and Alok Gupta, "An Analysis of Business to Consumer On-Line Auctions," Accepted for the INFORMS 2000 Conference, San Antonio.
38. 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.
39. 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.

40. Bapna, R., Merrill Warkentin and Vijayan Sugumaran, "Intelligent Decision Support for eCommerce," Proceedings of the 2000 Annual National Conference of the Decision Sciences Institute.
41. 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).
42. Bapna, R., Merrill Warkentin, "Intelligent Agent-Based Data Mining in Electronic Markets," proceedings of the 2000 Annual Americas Conference on Information Systems (AMCIS).
43. 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.
44. 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**).
45. 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

- Miami Herbert Business School, 2021
- IIM-Udaipur, 2021
- University of Delaware, 2019
- Georgia Tech, 2019
- Boston College, 2018
- 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

- Knowledge@Wharton op-ed 2020, “Four Ways Leaders can Gain Value from AI and Advanced Analytics,” available at <https://knowledge.wharton.upenn.edu/article/four-ways-leaders-can-gain-value-ai-advanced-analytics/>
- Knowledge@Wharton op-ed 2019, “Can we Get Social Media to Work for Society,” available at <https://knowledge.wharton.upenn.edu/article/can-get-social-media-work-society/>
- Knowledge@Wharton Op-ed, 2019, “Word-of-Mouth Marketing: How to Radically Boost Success,” available at <https://knowledge.wharton.upenn.edu/article/how-to-increase-word-of-mouth-referrals/>
- Knowledge@Wharton Op-ed, 2018, “Should Facebook go Premium?” available at <http://knowledge.wharton.upenn.edu/article/facebook-go-freemium/>
- 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:

- CNN Business - <https://edition.cnn.com/2019/12/13/tech/whitney-wolfe-herd-bumble-risk-takers/index.html>
- Knowledge@Insead - <https://knowledge.insead.edu/strategy/why-negotiators-should-be-on-social-networks-11951?vid=16>
- Twin Cities Business Magazine
 - <http://tcbmag.com/news/articles/2018/august/how-high-tech-is-taking-over-higher-education>
- Knowledge@Wharton
 - <http://knowledge.wharton.upenn.edu/article/banks-fintechs-adversaries-partners/>
 - <http://knowledge.wharton.upenn.edu/article/whats-driving-indias-fintech-boom/>
 - <http://knowledge.wharton.upenn.edu/article/can-apple-get-bigger-bite-indias-smartphone-market/>
- 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/>
 - <http://www.startribune.com/ice-bucket-challenge-shows-power-of-viral-fundraising/272092451/>
- 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/>
- Business Standard, India, 2014 – Aadhar project - http://www.business-standard.com/article/opinion/govindraj-ethiraj-has-aadhaar-lost-its-foundation-114020301242_1.html
- USA Today, 2014 - <http://www.usatodayeducate.com/staging/index.php/pulse/college-students-crowdsource-on-the-quest-for-information-advice>
- Minneapolis Star Tribune 2014 –
 - <http://www.startribune.com/business/253057121.html>
 - <http://www.startribune.com/lifestyle/health/272092451.html>

- 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

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 6250 – Analytics for Competitive Advantage
MSBA 6410 – Exploratory Data Analysis and Visualization
MSBA 6430 – Advanced Analytics
CMBA 5813 – Executive MBA – Leveraging Analytics for Competitive Advantage
CMBA 5812 – Executive MBA – Strategies for the Digital Age
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, Probal Mojumdar, Sandeep Gangarapu

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
Strategies for the Digital Economy (Core course)

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. **Data Mining in R**, NYU Stern Executive MSBA 2020 and 2021 – three day course
2. **Competing in the Digital Age**, Vienna University of Economics and Business – Bucharest, 2010-2020.
3. **Social Media and Digital Marketing for Business** -- 2013, 2014, 2015, 2016, 2017, 2018, 2019
NYU Stern Executive Education, co-taught with Anindya Ghose
4. **Driving Digital & Social Marketing** – 2012, 2013, 2016, 2017, 2018, 2019
Carlson School of Management Executive Education, co-taught with Anindya Ghose
5. **Digital and Social Media Marketing**, Indian School of Business, 2015-2019, co-taught with Amit Mehra, 8 cohorts of 40 each. Ongoing program.
6. **Strategic IT Management**, Vienna University of Economics and Business, 2014-2016 (multiple instances in Vienna and Bucharest)
7. **Marketing and Analytics for Ecommerce Industry**, Indian School of Business, January 2015, 2016, 2017, co-taught with Ramnath Chellappa and Amit Mehra
8. **Leveraging Social Media for Digital Marketing**, Minnesota Executive Program, 2014, 2015

9. **Leveraging Business Analytics**, Carlson Executive Leadership Program, 2017.
10. **Analytics for Competitive Advantage – 3 days** – Carlson School of Management, 2017, 2018, 2019, 2020.

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

Custom Programs

1. Designed Transformational Leaders Program for Ameriprise Inc. Taught modules on **Digital Transformation, Demystifying Data Analytics, and Personalizing Big Data and Digitization, 2020.**
2. Designed and launched **Analytics for Executives for Allianz Corp., Minneapolis** - 2019 and continuing. Art of the possible with AI, Machine Learning, and Analytics.
3. Designed and launched **Analytics for the Finance Function for 3M Corp.** 2019 and continuing. One cohort of 30 Finance executives per year trained in the power of AI, Machine Learning, and Analytics.
4. Designed and launched **Optum Data Science Academy for Executives** – 2017, 2018, 2019 and continuing. 120 executives in four cohorts per year trained in the power of AI, Machine Learning, and Analytics.
5. Partnered with Google to deliver **“Marketing in the Age of AI,”** to their top 50 brands in India, Indian School of Business, Feb 2018, April 2019.
6. Partnered with Bennet Coleman Group (Times of India) to deliver **“4Ps 2.0 Digital and Social Media Marketing in the Age of AI,”** to their top 50 brands in India, Indian School of Business, Feb 2018
7. Tata Consultancy Services Emerging Leaders Academy - 2013, Carlson School of Management Executive Education
8. Designed, launched and co-taught the Accenture Leadership Academy in India while at the Indian School of Business, 2008-2014.

SERVICE TO THE DISCIPLINE

Conference Chair

Co-chair of Workshop on IS Economics (WISE) 2020.

President, INFORMS Information Systems Society, 2013-2015

Co-editor, ISR special issue on "Market Design and Analytics," Spring 2020.

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

Provost's University Wide Dean Review Committee

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

SERVICE TO SOCIETY and BOARD MEMBERSHIPS

1. Member, Academic Advisory Board, Indian Institute of Management, Udaipur
2. Founding Governing Board Member, International Centre for Information Systems and Audit under the Comptroller and Auditor General of India
3. Advisory Board Member, iPondr.com

ACADEMIC LEADERSHIP and ADMINISTRATION

Associate Dean, Executive Education, Carlson School of Management – May 2017 to June 2022

- Crafted a brand strategy and doubled down on the purchase and post-purchase community, connection, and lifelong learning aspect of our offering
- Won competitive (including nationally competitive) RFPs for transformational leadership development programs for major F500 players such as Optum, Ameriprise and M Health Fairview. A key aspect of this success was modernizing the offerings to include contemporary topics (that also map to our faculty's strengths) such as digital transformation, business analytics, inclusive leadership and leadership agility
- Expanded the product portfolio to include high-margin niche consulting services that tap Carlson School global faculty experts in areas such as value-based pricing, monetizing data, developing a sustainability strategy and marketing analytics, teaching companies such as Ecolab and Schwan's how to perform these analytics in-house
- Facilitated keynote and leadership summit speaker opportunities for our distinguished faculty
- Adopted value-based pricing internally and secured high-margin pricing for cutting-edge interventions such as digital transformation and analytics as compared to standard leadership development
- Forged a dynamic new team that has a clear focus on delivering on the mission of being the learning and development partner of choice for the Top 100 Upper Midwest companies.
- Aligned, focused and modernized business development and marketing efforts that are now using the full power of Salesforce
- Worked with the graduate programs office to forge strategic partnerships with major companies such as Land O'Lakes, Best Buy and Target to offer them discounted access to the open enrollment portfolio in return for being featured internally on their learning and development portals.
- Instituted a new strategic advisory board consisting of CHROs, learning and development officers and CXOs to provide strategic direction and help the exec-ed team rapidly sense-make the fast changing corporate learning and development environment.
- Set up an executive education scholarship program for increasing diversity in the programs' participants. The program focused on people-of-color, women, small businesses and community connection organizations, and was instituted long before DEI was a hot topic. The scholarships reduce barriers so that professionals from groups who are traditionally underrepresented in executive development programs can prepare for the next levels of leadership,
- Made a significant financial recovery - from a unit losing \$1m on \$2m in revenue in 2017, the unit hit its target of breaking even at \$3.5m in revenue 2019, prior to COVID. With the new corporate partnerships in place and a new 10-person team with modernized processes and technology the unit is on track towards hitting its objective of \$500k in margin on \$5.5m in revenue post COVID.

Cofounder and Program Director, MS-Business Analytics Program, 8/2015 – 7/2017

- Was one of three faculty who designed and bootstrapped the program based on the 'House of Analytics' framework
- Overseen sharp growth in revenue and contribution margin to the school
- Have been a consistent ambassador helping bring companies such as McKinsey to coach and recruit the MSBA students in the early years, speaking at information sessions till date and teaching three different courses in the first three years of the program

Department Chair, Information and Decision Sciences, 9/2014 – 8/2015

I am proud of the following achievements that I believe have enhanced the research culture at our school and more broadly within the information systems discipline:

- As department chair and as a senior faculty member in our top-ranked IDSc department, I have been actively involved in faculty hiring (10 new hires in my tenure here that began in 2008), mentoring and promotion and tenure decisions for more than a decade. I have also served on and chaired our schoolwide Appointments Committee, an apex body that oversees the entirety of the promotion and tenure process across the school
- Had success in converting corporate relationships that start with experiential learning in the Carlson Analytics Lab into research relationships with faculty and PhD students with Land O'Lakes, Sleep Number, Calabrio and Best Buy. I regularly work with Sponsored Projects Administration at the University and the company's lawyers to craft win-won legal agreements that allow the faculty to publish their work and the company to get quick insights.
- As department chair, I was particularly proud of creating an environment that enabled the hiring of the department's first African American tenure-track faculty member. More on this the DEI section in Point 5.
- I have mentored and motivated junior faculty in pursuing meaningful research and taking their research back into the classroom via providing support for writing teaching cases. Faculty want to be in a school that facilitates, provides incentives for, amplifies (via its marketing and communication) and duly recognizes - by giving status and pecuniary rewards – the broader impact of their scholarship. For instance, a recent MS-BA project with the Hazelden Betty Ford Foundation supervised by Prof. Soumya Sen discovered newer patterns of factors that put patients at greater risk for relapse. I facilitated a research agreement with the university and the foundation such that the faculty could build on the MS-BA project and co-author a paper targeted towards a peer-reviewed journal
- I was recently awarded the INFORMS Information Systems Society Inaugural Practical Impacts Award, for championing engaged scholarship in IS. This is based on my research record of academic excellence as well as the depth of the industry collaborations in my work

Academic Director, Carlson Analytics Lab, 8/2015 – to date

As a co-founder of the Carlson School's top-ranked MS-Business Analytics (MSBA) program I have been running the Carlson Analytics Lab (CAL) to provide our students with client-facing experiences to apply AI and ML to solve real problems.

- To date, CAL has generated \$2.8 million of revenue through analytics consulting that spans descriptive, predictive, causal, and prescriptive analytics across 54 companies in 14 industries and all possible business functions.
- In addition to a semester long capstone project, CAL now helps faculty embed client provided live cases in the last 4 weeks of three key (early semester) courses before the capstone experience. As a result, students have multiple shots at building muscle memory to be the best analytics translators in the industry.
- CAL provides faculty members, many of whom have multiple advanced degrees from top universities, but no significant industry experience, a bridge towards making industry connections.
- CAL has converted several companies, with whom it has 'anchor tenant' experiential learning relationships, into applied research opportunities for faculty and PhD students.
- A third of CAL's capacity is dedicated to support mission-driven work that is nurtured by the Analytics for Good Institute. Its main focus has been working with Hennepin County (MN's largest) on housing justice building tools for landlord advocacy, predicting evictions from low-income housing, quantifying gentrification, and most recently assessing the penetration of the Supplemental Nutritional Assistance Program (SNAP). We fund our work by getting grant dollars (\$300,000 to date) from the McKnight Foundation and the Target Foundation. Most importantly faculty and students get to work on projects that have a societal impact.

CAL's holistic experiential learning model has been widely recognized and our work has been featured in prestigious outlets such as Sloan Management Review, the Star Tribune, and by our clients' communications. Please see <https://carlsonschool.umn.edu/node/97896> for our full media profile and related stories.

Academic Director, Analytics for Good Institute, 1/2020 – to date

- Inter-disciplinary center that directs faculty and graduate student attention to take the power of ML, AI and analytics towards the cause of social justice.
- Created the Gender Equality Action Group - see <https://carlsonschool.umn.edu/node/109586>
- Partnership with Hennepin County on housing equity and Land O'Lakes rural urban divide

FUNDRAISING (\$6.7 Million) and EXTERNAL ENGAGEMENT

- I have been directly involved in raising \$6.7 million of donor and institutional support for the three centers and institutes that I have setup (Sri Raju Center for IT and the Networked Economy at the Indian School of Business, as well as the Social Media and Business Analytics

Collaborative and Analytics for Good Institute at the University of Minnesota).

- Raised \$1.4 million in total (\$350k per year annual budget) from the University's compact process and corporate partnerships as a part of launching and co-directing the **Social Media and Business Analytics Collaborative (SOBACO)** at the University of Minnesota from 2012-2016.
- **Analytics for Good Institute** - \$300k from McKnight and Target Foundation.
- Regularly supporting the Institutional Advancement and Alumni Relations' cause by speaking at alumni events around the world (Shanghai, New York, and San Francisco). This helps reinforce the strong bond between the Carlson school and its former students.
- I have twice been invited to speak at Carlson School's CEO Speaker series called 'First Tuesday', which attracts approximately 300 Twin Cities executives on a monthly basis to McNamara Alumni Hall for knowledge sharing on topical issues and management best practices.
- Founded and subsequently engaged the IDSC Department's CXO Strategic advisory board with CXOs from Amazon, Optum, US Bank, JP Morgan Chase, Land O'Lakes and Cargill, among others.
- Received the school wide service award for 2011, 2012, the long-term service award in 2015 and the Dean's Exceptional Engagement Award in 2014.