

# Yash Babar

PHD CANDIDATE · INFORMATION & DECISION SCIENCES

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## Education

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### Carlson School of Management, University of Minnesota

PHD BUSINESS ADMINISTRATION, INFORMATION & DECISION SCIENCES

Minneapolis, MN

2015 - 2020(Expected)

### Birla Institute of Technology & Science, Pilani

BACHELORS OF ENGINEERING (HONS), COMPUTER SCIENCE

Goa, India

2008 - 2012

## Journal Publications

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### Examining the Heterogeneous Impact of Ride-hailing Services on Public Transit Use

Forthcoming

YASH BABAR & GORDON BURTCH

Information Systems Research

- Co-author presentations: Statistical Challenges in E-Commerce Research (SCECR) [Rotterdam, June 2018], University of Connecticut [Storrs, March 2018], Temple University [Philadelphia, January 2018], HEC Paris [HEC Paris, October 2017]
- Media mentions: CNN Money, National Affairs Blog, Star Tribune

## Patents

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### Methods and System for Integrating Social Media Analysis into an Enterprise Project Management System.

U.S. Patent 10,223,659

YASH BABAR

Issued March 5, 2019.

## Working Papers

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### Meeting over Meat: How do Offline Meets Impact Online Activity in an Online Foodie Community?

Preparing for Submission

YASH BABAR & YUQING REN

- Conference Proceedings: Conference Proceedings Academy of Management 2018 [Refereed]
- Co-author presentations: University of Southern California [Los Angeles, August 2018], MIS 50 Celebration - University of Minnesota [Minneapolis, May 2018]

### Falling from Digital Grace: Participation in Online Coding Contests Following Loss of Status

Under 2<sup>nd</sup> Round of Review

SWANAND DEODHAR, YASH BABAR & GORDON BURTCH

MIS Quarterly

- Conference Proceedings: Conference Proceedings Academy of Management 2019 [Refereed], In Hawaii International Conference on Systems Sciences Proceedings 2019 [refereed]
- Co-author presentations: Hawaii International Conference on System Sciences (HICSS) [Maui, 2019]

### “Run Forrest Run!”: Measuring the Impact of App-Enabled Performance and Social Feedback on Running Performance

Preparing for 2<sup>nd</sup> Round of Review

YASH BABAR, JASON CHAN & BEN CHOI

Information Systems Research

- Conference Proceedings: Proceedings of the International Conference on Information Systems (ICIS) 2018 [Refereed], Proceeding of the Pacific Asia Conference on Information Systems (PACIS) 2018 [Refereed]
- Co-author presentations: Statistical Challenges in E-Commerce Research (SCECR) [Rotterdam, June 2018], China Summer Workshop on Information Management (CSWIM) [Qingdao, June 2018], Pacific Asia Conference on Information Systems (PACIS) [Yokohama, June 2018]

## The Effects of Nudges in a Corporate Wellness Program

*Preparing for 2<sup>st</sup> Round of Review*

YASH BABAR, SHAWN CURLEY, ZHIHONG KE, DE LIU & ZACHARY SHEFFLER

*Journal of the Association for Information Systems*

- Co-author presentations: Statistical Challenges in E-Commerce Research (SCECR) [Rotterdam, June 2018], Workshop on Health IT and Economics (WHITE) [Washington DC, October 2016]

## Presentations

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### Workshop on Information Systems and Economics (WISE) 2019

*Munich, Germany*

MEETING OVER MEAT: HOW DO OFFLINE MEETUPS IMPACT ONLINE ACTIVITIES IN AN ONLINE FOODIE COMMUNITY?

*December 2019*

- Yash Babar & Yuqing Ren

### Academy of Management (AOM) 2019

*Boston, MA*

FALLING FROM DIGITAL GRACE: PARTICIPATION IN ONLINE CODING CONTESTS FOLLOWING LOSS OF STATUS

*August 2019*

- Swanand Deodhar, Yash Babar & Gordon Burtch

### Workshop on Information Systems and Economics (WISE) 2018

*San Francisco, CA*

FALLING FROM DIGITAL GRACE: PARTICIPATION IN ONLINE CODING CONTESTS FOLLOWING LOSS OF STATUS

*December 2018*

- Swanand Deodhar, Yash Babar & Gordon Burtch

### International Conference on Information Systems (ICIS) 2018

*San Francisco, CA*

“RUN FORREST RUN!”: MEASURING THE IMPACT OF APP-ENABLED PERFORMANCE AND SOCIAL FEEDBACK ON RUNNING PERFORMANCE

*December 2018*

- Yash Babar, Jason Chan & Ben Choi

### Conference on Information Systems & Technology (CIST) 2018

*Phoenix, AZ*

FALLING FROM DIGITAL GRACE: PARTICIPATION IN ONLINE CODING CONTESTS FOLLOWING LOSS OF STATUS

*November 2018*

- Swanand Deodhar, Yash Babar & Gordon Burtch

### Academy of Management (AOM) 2018

*Chicago, IL*

MEETING OVER MEAT: HOW DO OFFLINE MEETS IMPACT ONLINE ACTIVITY IN A HYBRID FOODIE COMMUNITY?

*August 2018*

- Yash Babar & Yuqing Ren
- Conference Proceedings Academy of Management 2018 [Refereed]

### Industry Studies Association (ISA) 2018

*Seattle, WA*

“RUN FORREST RUN!”: MEASURING THE IMPACT OF APP-ENABLED PERFORMANCE AND SOCIAL FEEDBACK ON RUNNING PERFORMANCE

*May 2018*

- Yash Babar, Jason Chan & Ben Choi

### Workshop on Information Systems and Economics (WISE) 2017

*Seoul, Korea*

EXAMINING THE IMPACT OF RIDEHAILING SERVICES ON PUBLIC TRANSIT USE

*December 2017*

- Yash Babar & Gordon Burtch

### Research Workshop on the Sharing Economy, UMN 2017

*Minneapolis, MN*

EXAMINING THE IMPACT OF RIDEHAILING SERVICES ON PUBLIC TRANSIT USE

*November 2017*

- Yash Babar & Gordon Burtch

## Invited Talks

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### Production and Operations Management Society (POMS) 2020

*Minneapolis, MN*

EXAMINING THE HETEROGENEOUS IMPACT OF RIDE-HAILING SERVICES ON PUBLIC TRANSIT USE

*April 2020*

- Yash Babar & Gordon Burtch

### Information, Operations and Management Sciences (IOMS) NYU Stern Seminar

*New York, NY*

MEETING OVER MEAT: HOW DO OFFLINE MEETS IMPACT ONLINE ACTIVITY IN A HYBRID FOODIE COMMUNITY?

*November 2019*

- Yash Babar & Yuqing Ren

## Multidisciplinary Academic Research Seminar (MARS) 2019

MEETING OVER MEAT: HOW DO OFFLINE MEETS IMPACT ONLINE ACTIVITY IN A HYBRID FOODIE COMMUNITY?

- Yash Babar & Yuqing Ren

Minneapolis, MN

August 2019

## Management Information Systems Research (MISRC) Workshop: Student Presentation

“RUN FORREST RUN!”: MEASURING THE IMPACT OF APP-ENABLED PERFORMANCE AND SOCIAL FEEDBACK ON RUNNING PERFORMANCE

- Yash Babar, Jason Chan & Ben Choi

Minneapolis, MN

November 2018

## Multidisciplinary Academic Research Seminar (MARS) 2017

EXAMINING THE IMPACT OF RIDEHAILING SERVICES ON PUBLIC TRANSIT USE

- Yash Babar & Gordon Burtch

Minneapolis, MN

August 2017

## Graduate Appointments

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### Carlson School of Management

Minneapolis, MN

#### INSTRUCTOR

Spring 2018-Fall 2018

- IDSC 4444: Predictive and Descriptive Analytics. Core course for Business Analytics Minor, average class size 42. Instructor SRT scores Spring 2018 (**5.35/6**) and Fall 2018 (**5.43/6**)

#### GRADUATE RESEARCH ASSISTANT

Fall 2015-Spring 2019

- Research assistant to Yuqing Ren, Gordon Burtch, Ravi Bapna and Akhmed Umyarov

#### GRADUATE TEACHING ASSISTANT

Fall 2015 - Spring 2019

- **MBA**: IDSC 6444 (Business Intelligence-MBA), IDSC 6455 (Business of Social Media-MBA), CMBA 5813 (Competing in the Digital Age)
- **MSBA**: MSBA 6440 (Data Driven Experimentation and Measurement), MSBA 6330 (Big Data)
- **Undergraduate**: IDSC 4444 (Predictive Analytics), IDSC 4455 (Business of Social Media)
- IDSC 6444: Developed an interactive coding learning tool in R to help undergraduate and graduate students learn basic principles of business analytics. The tool was developed in collaboration with Gordon Burtch as part of Carlson's Teaching Innovation Grant and showcased at UC Irvine's 2017 Business Analytics Teaching Workshop.

#### GUEST LECTURER

Fall 2015-16

- MSBA 6330 (Big Data), No SQL.
- MSBA 6330 (Big Data), Cloud Computing.

## Honors & Awards

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### FELLOWSHIPS

2019-2020 **PhD Dissertation Fellowship**, Carlson School of Management

28,000\$

2015-2019 **Annual PhD Summer Research Fellowship**, Carlson School of Management

5,000\$

### GRANTS

2019 **International Travel Grant**, Carlson School of Management

1000\$

2018-2019 **Domestic Travel Grant**, Carlson School of Management

750\$

2017-2019 **PhD Travel Award**, Information and Decision Sciences Department

2,500\$

2017-2018 **International Travel Grant**, Carlson School of Management

1,000\$

### OTHERS

2019 **Doctoral Consortium**, International Conference on Information Systems (ICIS)

Munich, Germany

2019 **OCIS Doctoral Consortium**, Academy of Management (AOM)

Boston, MA

2018 **Best Track Paper Nominee**, International Conference on Information Systems (ICIS), HCI Track

San Francisco, CA

2017-2018 **PhD Student Teaching Award**, Carlson School of Management

Minneapolis, MN

## Academic Service

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**Journal Reviewer**, Information Systems Research (ISR), Journal of the Association for Information Science 2017-2020 and Technology (JASIST), Journal of Management Studies (JMS), Management Information Systems Quarterly (MISQ), Management Science (MS), Transport (PORT)  
2017-2019 **Conference Reviewer**, ICIS, PACIS, WITS, HICSS

## Committees & Affiliations

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2018-2020 **Student Coordinator**, Management Information Systems Research Center Friday Workshops *Minneapolis, MN*  
2017-2018 **Brownbag Coordinator**, IDSc, Departmental Brownbags *Minneapolis, MN*  
2017-2018 **Department PhD Representative**, Student Activity Committee *Minneapolis, MN*  
2017-2018 **Grants Committee Member**, Council of Graduate Students *UMN*  
2018-2020 **PhD Student Member**, Academy of Management(AOM), Association of Information Systems (AIS), Institute for Organizational Research and Management Sciences (INFORMS)

## Professional Experience

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### Oracle Applications

*Hyderabad, India*

SENIOR APPLICATIONS ENGINEER

2014-2015

APPLICATIONS ENGINEER

2012-2014

- Developed, designed and maintained key components of Oracle App's ERP project management product: Fusion Project Management Suite.

### Morgan Stanley Advantage Services

*Mumbai, India*

INTERN

2011

- Developed and designed enterprise search solutions for management of financial reports.

### Nuclear Power Corporation of India Limited

*Boisar, India*

SUMMER INTERN

2010

- Developed and designed a document management system at Tarapur Atomic Power Station.

## Skills

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**Programming** R, Python, JAVA, C, C++, Stata, HTML, JavaScript, LaTeX

**Data Tools** SQL, MongoDB, Neo4j, BigQuery, Hadoop, SOLR, Lucene

**Technology Paradigms** Design Patterns, MVC Framework: ADF, Web Services: REST & SOAP.

**Languages** English, Hindi, Marathi

## Referees

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**Advisor** Dr. Yuqing Ren, chingren@umn.edu, Phn: +1(612)-625-5242

**Co-Advisor** Dr. Gordon Burtch, gburtch@umn.edu, Phn: +1(215)-688-3852

**Dissertation Committee Chair** Dr. Ravi Bapna, rbapna@umn.edu, Phn: +1(612)-625-3698