CURRICULUM VITAE

RAVI BAPNA

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

IDENTIFYING INFORMATION

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	9/2006 – 5/2008
Tenured Associate Professor of Information Systems	
University of Connecticut	
Tenured Associate Professor and Ackerman Scholar	8/2004 – 8/2006
Tenure-track Assistant Professor	8/2001 – 7/2004
Northeastern University	

Tenure-track Assistant Professor   8/2000 – 7/2001

University of Texas at Dallas
Tenure-track Assistant Professor   8/1999 – 7/2000

Indian School of Business, Hyderabad, India   9/2006 – to 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
3M Foundation for Analytics for Good Institute
September 2022
$640,000 over four years

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

Peer-reviewed Book
Bapna, R., and Ghose, A. Thrive: Maximizing Emotional, Physical, and Material Well-Being in the Age of AI, Forthcoming Summer 2024, MIT Press.

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 III, E., Mojumder, P., Ramaprasad, J. and Umyarov, A., 2023. So, Who likes you? Evidence from a randomized field experiment. *Management Science*, *69*(7), pp.3939-3957.
2. Bapna, R., Gupta, A., Ray, G. and Singh, S., 2022. Single-Sourcing vs. Multisourcing: An Empirical Analysis of Large Information Technology Outsourcing Arrangements. *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," *Informs 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," *Informs 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 and In-Progress

1. Jung, J., Sun. T, Bapna, R., Golden, J., 2023, "Social Learning in Prosumption: Evidence from a Randomized Field Experiment," major revision at *Management Science*.
2. Zhou, M., Adomavicius, G., Bapna, R., Hersh, J., 2023, "Design and Evaluation of New Product Category Recommendations: Evidence from a Randomized Field Experiment," reject and resubmit at *Management Science*.
3. Bapna, R, Gu, Z., Gupta, A., 2023, "Examining Returns to Sniping on eBay," revise and resubmit at *Production and Operations Management*.
4. Bapna, R., Burtch, G., 2023, "To Social-Media or to Hoop? The Impact of the NCAA's Name, Image, and Likeness (NIL) Policy on Students' Athletic Performance," under preparation for submission.

Invited Keynotes, Talks, Panels and Public Lectures

1. August 2023, "**AI and Coded Bias**," Mayo Clinic RISE for Equity Conference Keynote
2. August 2023, "**Marketing ROI in the Age of AI**," Stratasys Corp. Leadership Conference Keynote
3. April 2023, "**Leveraging Digital Transformation and AI**", IIT Patna-Teamlease Edtech Digivarisity
4. May 2022, "**Digital Transformation and AI,**" Winnebago Industries Leadership Conference
5. April 2022, "**IT Disruptions and Business Implications**," Raven Industries Leadership Meeting Keynote
6. May 2021, "**Engaged Scholarship**," IT Teaching Workshop Keynote, Georgia Tech.
7. December 2020, "**Reimagining India with Nandan Nilekani**," WISE 2020 Keynote Fireside Chat
8. December 2020, "**2020 Conference on Artificial Intelligence, Machine Learning, and Business Analytics,**" Temple University, Philadelphia.
9. September 2020, **"Creating Value with Digital Transformation and Analytics,"** Ameriprise Corp. Chairman Institute.
10. December 2019, "**2019 Conference on Artificial Intelligence, Machine Learning, and Business Analytics,**" Temple University, Philadelphia.
11. October 2019, "**Competing in the Age of AI and Machine Learning**," Bremer Bank Leadership Summit, Minneapolis.
12. October 2019, "**Competing in the Age of AI and Machine Learning**," Cargill Corp., Minneapolis.
13. June 2019, "**How Companies can Benefit from Drawing the Best of their Consumers,**" Carlson 100 NYC Gala, New York.
14. April 2019, "**Created in China,**" CEO Panel, Carlson 100 Asia Gala, Shanghai.
15. January 2019, "**Demystifying Data and Business Analytics**," TeamLease Corporation Leadership Summit, Bangalore, India.
16. December 2018, **Lab Experiment and Field Experiment in the Digital Age: Friend or Foe?**, Panel at the International Conference on Information Systems, San Francisco
17. October 2018, **Leveraging AI: Opportunities and Challenges,** First Tuesday CEO Speaker Series, Carlson School of Management
18. September 2018, "**Marketing in an Age of AI: The New 4 Ps: Participation, Platform, Personalization, Prediction,**" American Marketing Association, Minneapolis.
19. September 2018, "**Demystifying Data and Business Analytics**," Park Dental Corporation Leadership Summit.

20. June 2018, "**Explorations of Online Social Influence and Engagement,**" MIS 50 Conference, UMN.
21. June 2018, "**Digital Experimentation and Prescriptive Analytics: Lessons from the Trenches**," Rotterdam Digital Summit
22. Spring 2018, "**My Minnesota Decade: Explorations of Online Social Influence and Engagement,**" Carlson School Schoolwide Chair Professor Distinguished Talks
23. October 2017, **Leveraging AI in Digital Marketing**, Ignite Marketing Conference UMN.
24. May 2017, **Demystifying Business Analytics**, 3M Corporation Leadership Series.
25. January 2017, Measuring the Impact of Crowdsourcing on Mobile App User Engagement and Retention: A Randomized Field Experiment, **University of Florida Friday Seminar**.
26. December 2016, Minneapolis Chief Data Officers Summit, **Organizational and Talent Strategies to Succeed in Business Analytics**, Minneapolis.
27. 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.
28. May 2016, Production and Operations Management Conference, **Business Model Innovations using IoT**, Orlando, FL.
29. May 2016, Carlson School Board of Overseers, **Carlson Analytics Lab: Innovations in Experiential Learning,** Minneapolis.
30. April 2016, Michigan State University, **Stimulating Online Reviews by Combining Financial Incentives and Social Norms**, East Lansing, MI.
31. April 2016, American Statistical Association, **Monetizing Freemium Communities: The Interplay Between Peer Influence and Social Engagement,** Minneapolis.
32. January 2016, Carlson Wagonlit Travel Global Summit Keynote Address - **Winning with Big Data and Business Analytics**, Chicago.
33. November 2015, Panelist for **Building a Sustainable Analytics Research Center** at the MIS Leadership Conference, University of Arizona, Tucson.
34. November 2015, Minnesota Public Radio - Tom Kigin Memorial Presentation, **Monetizing Freemium Communities: The Interplay Between Peer Influence and Social Engagement**
35. June 2015, BTO Digital Summit Keynote Address, **Leveraging IOT for Competitive Advantage, Milan, Italy.**
36. Feb 2015, Keynote Address to 3M Marketing Summit at Carlson School, **Demystifying and Leveraging Big Data**
37. 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
38. December 2014, **IS Leading Analytics through Research Centers**, Panel at the Workshop on IT and Systems (WITS), Auckland.
39. November 2014, **Academia Feeds Enterprise Analytics,** Chief Data Officers Summit, Minneapolis
40. September 2014, **Leveraging Big Data,** Carlson School Alumni at the Central Park Boathouse, New York.
41. May 2014**, Leveraging Digital and Social Media**, Institute for Research in Marketing Board, Minneapolis
42. February 2014, **Big Data and Social Media for Retail,** Best Buy Headquarters, Minneapolis.
43. February 2014, *Big Data and Social Media Uncovered*, First Tuesday Address, Carlson School of Management (The Carlson School of Management's 1st Tuesday Speaker Series began in 1992 to provide an opportunity for alumni and friends of the Carlson School to continue their

management education. The 1st Tuesday Speaker Series features top executives addressing hot topics in business and leadership - http://goo.gl/1siIBd)

44. 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)

45. November 2013, **Leveraging Social Media and Big Data,** Carlson School Alumni, San Francisco.

46. November 2013, **Big-Data Uncovered: Demystification, Low-Hanging Fruit and Strategic Opportunities,** keynote address to the 150 global VPs of Principal Financial Services, Des Moine, Iowa.

47. 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/

48. 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.

49. October 2013, **Is There Zen in Freemium? In Search of Virtuous Cycles among Friends, Monetization, and Social Engagement**, Invited presentation at Facebook, Palo Alto.

50. March 2013, *The Mobile Ecosystem: Opportunities and Challenges for Marketers*, Keynote address to the entire marketing community of Cargill Inc., Minneapolis.

51. 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

52. April 2008, **Estimating Consumer Surplus from Online Auctions,** invited presentation at Google Inc.

53. 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

- Chapman University, 2023
- Tulane University, 2023

- 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:

- o CNN Business - https://edition.cnn.com/2019/12/13/tech/whitney-wolfe-herd-bumble-risk-takers/index.html
- o Knowledge@Insead - https://knowledge.insead.edu/strategy/why-negotiators-should-be-on-social-networks-11951?vid=16
- o Twin Cities Business Magazine
  - ▪ http://tcbmag.com/news/articles/2018/august/how-high-tech-is-taking-over-higher-education
- o 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/
o 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
o 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/
o 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
o Television
  - http://minnesota.cbslocal.com/2015/12/08/good-question-how-much-of-our-shopping-is-online/
o Business Standard, India, 2014 – Aadhar project - http://www.business-standard.com/article/opinion/govindraj-ethiraj-has-aadhaar-lost-its-foundation-114020301242_1.html
o USA Today, 2014 - http://www.usatodayeducate.com/staging/index.php/pulse/college-students-crowdsource-on-the-quest-for-information-advice
o Minneapolis Star Tribune 2014 –
  - http://www.startribune.com/business/253057121.html
  - http://www.startribune.com/lifestyle/health/272092451.html
o KSTP/ABC Affiliate - Greater MSP TV Show, March 2013 - http://www.youtube.com/watch?v=IDpxoS4TX5E
o Minneapolis Star Tribune, "Minnesota companies and workers cache in on big data," April 2013 - http://www.startribune.com/business/204601531.html
o Minneapolis Star Tribune, "Schafer: Go west? Big data fits nicely right here," January 2013 - http://www.startribune.com/business/187395081.html
o 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