

Anuj Kumar

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RESEARCH INTERESTS

Technology enabled multi-channel operations, E-retailing, Product Recommendation Networks, IT and Society, Digital Goods Markets.

EDUCATION

2006-2011	Carnegie Mellon University PhD Information Systems Management	Pittsburgh, PA
2004 - 2006	Indian Institute of Management Masters in Management	Bangalore, India
1990-1992	Indian Institute of Technology Masters in Thermal Engineering	Delhi, India
1986-1990	Indian Institute of Technology (Previously University of Roorkee) Bachelors in Mechanical Engineering	Roorkee, India

EMPLOYMENT

2018 - till date: Associate Professor, Warrington College of Business, University of Florida
2018 – ISS Sandra A. Slaughter INFORMS Early Career Awardee
2018 – till date: Matherly Professor
2017 - till date: University-term Professor
2017- 2018: Hough Faculty Fellow
2011- 2018: Assistant Professor, Warrington College of Business, University of Florida
1994-2004: Indian Revenue Services, Ministry of Finance, Government of India

JOURNAL PUBLICATIONS

1. **Kumar, A., K. Hosanagar.** (2019) “Measuring the Value of Recommendation Links on Product Demand.” Accepted for publication at *Information Systems Research*.
 - Appeared as feature story on University of Florida homepage and Warrington College of Business homepages and social media pages. (<http://news.ufl.edu/articles/2018/09/how-helpful-are-product-recommendations-really.php>)
2. **Kumar, A., A. Mehra, S. Kumar.** (2019) “Why do Stores Drive Online Sales? Evidence of Underlying Mechanisms from a Multichannel Retailer” *Information Systems Research*. 30(1), March 2019, 319-338.
 - Appeared as feature story on University of Florida homepage and Warrington College of Business homepages and social media pages. (<http://news.ufl.edu/articles/2018/08/five-visions-for-the-future-of-shopping-.php>)
 - Mentioned in Tampa Bay Times (https://www.tampabay.com/news/business/retail/Is-the-future-of-department-stores-off-price-Macy-s-Backstage-opens-in-Tampa_170851678)
3. Kitchens, B, **A. Kumar**, P. Pathak. (2018) "Electronic Markets and Geographic Competition among Small, Local Firms." *Information Systems Research*, 29(4), December 2018, 779-1068
 - Appeared as feature story on Warrington College of Business homepage and social media (<https://news.warrington.ufl.edu/faculty-and-research/using-big-data-to-improve-business-performance/>)

4. **Kumar, A., T. Yinliang** (2015). "Demand Effects of Joint Product Advertising in Online Product Videos" *Management Science*, 61(8), August 2015, 1921-1937.
 - Received Wharton Customer Analytics Initiative Research Grant on “*Innovative Approaches to Understanding Advertising Effectiveness*”
5. Jerath, K., **A. Kumar**, S. Netessine (2015). "An Information Stock Model of Customer Behavior in Multichannel Customer Support Services." *Manufacturing and Service Operations Management*, 17(3), Summer 2015, 368-383.
 - Received Marketing Science Institute and Wharton Interactive Media Initiative Research Grant.
 - Nominated for the *best paper award at* Workshop on Information Technologies and Systems (WITS) 2012
6. **Kumar, A., R. Telang, M. D. Smith** (2014). "Information Discovery and the Long Tail of Motion Picture Content" *Management Information Systems Quarterly*, 38(4), December 2014, 1057-1078.
 - Received Marketing Science Institute and Wharton Interactive Media Initiative Research Grant.
7. **Kumar, A., R. Telang.** (2012) "Does the Web Reduce Customer Service Cost? Empirical Evidence from a Call Center" *Information Systems Research*, 23(3), Part1 of 2, September 2012, 721-737.
8. **Kumar, A., R. Telang.** (2011) "Product Customization and Customer Service Costs: An Empirical Analysis." *Manufacturing and Service Operations Management*, 13(3), Summer 2011, 347-360.
 - First runner-up award for the INFORMS-Industry Studies Association Best Paper Prize.

PAPERS UNDER REVIEW

1. Hasan S, and A. Kumar. “Digitization and Divergence: Online School Ratings and Segregation in America.”
2. **Kumar, A., A. Mehra.** "Remedying Education with Personalized Learning: Evidence from Randomized Field Experiment in India."
 - First runner up the overall best paper award_at *Workshop in Information Systems and Economics (WISE) 2016.*
3. Daegon, C., **A. Kumar**, R. Telang. "Impact of iPhone exclusivity on smartphone demand.”

WORKING PAPERS

1. Kumar, A., L. Zhang. “Effect of Recommendation Systems on Customers’ path of Purchase on Website.”
2. Sim, Jaeung, A. Kumar, and D. Cho. "Who Benefits from Subscription-Based Music Streaming Services, Superstars or Underdogs? A Longitudinal Study of Music Sales in Korea.”
3. Sivan, L., A. Kumar, R. Telang. “Large-Scale Price Experiment to Understand Cross-Version Digital Content Consumption.”
4. Hasan, S., A. Kumar, A. Mehra. “Personalized Nudges to Optimize User Behavior in E-Commerce.”
5. Mei, X., A. Kumar, H. Aytug. “Complementary Role of IS in diffusion of Health Care Practices in Physician Network.”

PEER REVIEWED CONFERENCE PRESENTATIONS AND PUBLICATIONS

1. “Effects of Recommendation Links in Consumer Purchase Funnel” *Conference of Information System and Technology (CIST)*. Phoenix, AZ. November 3-4, 2018.
2. “Digitization and Divergence: Online School Ratings and Segregation in America.” CODE@MIT, Boston, MA, October 26-27, 2018.
3. “Measuring the Value of Recommendation Links on Product Demand.” *16th ZEW Conference on the Economics of the Information and Communication Technologies*. Mannheim Germany, June 21-22, 2018.
4. “Measuring the Value of Recommendation Links on Product Demand.” *Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*. Rotterdam Netherland, June 18-19, 2018.
5. “Remedying Education with Personalized Learning: Evidence from Randomized Field Experiment in India” *Workshop in Information Systems and Economics (WISE)*. Dublin, Ireland, December 15-16, 2016.
6. “Measuring the Value of Recommendation Links on Product Demand.” *Workshop on Information Technologies and Systems (WITS)*. Dublin, Ireland, December 15-16, 2016.
7. “Impact of Easier Store Access on Customers’ Online Purchase Behavior” *Conference of Information System*

and Technology (CIST). Nashville, TN. November 12-13, 2016.

8. "Remedying Education with Personalized Learning: Evidence from Randomized Field Experiment in India " CODE@MIT, Boston, MA, October 14-15, 2016.
9. "Measuring the Value of Recommendation Links on Product Demand." CODE@MIT, Boston, MA, October 14-15, 2016.
10. "Remedying Education with Personalized Learning: Evidence from Randomized Field Experiment in India " NBER Summer Institute Workshop on Economics of IT and Digitization, Boston, MA, July 21-22, 2016.
11. "Impact of Physical Retail Channel on Customers' Online Purchase Behavior" *Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*. Naxos Greece, June 23-24, 2016.
12. "Electronic Markets and Geographic Competition among Small, Local Firms" *Workshop in Information Systems and Economics (WISE)*. Auckland, New Zealand, December 17-19, 2014.
13. "Small Firms, Local Competition and Electronic Markets" selected for presentation at *Workshop on Information Technologies and Systems (WITS)*. Auckland, New Zealand, December 17-19, 2014.
14. "Can Facilitating Usage Improve Customer Value for Firms" *Conference of Information System and Technology (CIST)*. San Francisco, CA. November 8-9, 2014.
15. "The Impact of the Internet on Geographic Competition among Small Local Firms" *Conference of Information System and Technology (CIST)*. San Francisco, CA. November 8-9, 2014.
16. "Impact of iPhone exclusivity on smartphone demand" *Conference of Information System and Technology (CIST)*. San Francisco, CA. November 8-9, 2014.
17. "The Impact of iPhone Exclusivity on Smartphone Demand" 12th ZEW Conference on Information and Communication Technologies, Mannheim, Germany. June 16-17, 2014.
18. "Impact of iPhone exclusivity on smartphone demand" *Marketing Science Conference*. Atlanta, GA. June 12-14, 2014.
19. "The Impact of Information on Movie Sales Skewness." *International Conference on Information Systems*, Orlando, FL, December 16-19, 2012.
20. "Value of IT in Online Visual Merchandising: A randomized Experiment to Estimate the effect of Online Product Video." *Workshop in Information Systems and Economics (WISE)*. Orlando, FL, December 15-16, 2012.
21. "An Information Stock Model of Customer Behavior in Multichannel Customer Support Services." *Workshop on Information Technologies and Systems (WITS)*. Orlando, FL December 15-16, 2012
22. "Modeling Customer Behavior in Multichannel Customer Support Services: An Information Stock Approach." *Conference of Information System and Technology (CIST)*. Phoenix, AZ. October 13-14, 2012.
23. "Information Discovery and the Long Tail of Motion Picture Content" NBER Summer Institute Workshop on Economics of IT and Digitization, Boston, MA, July 22-23, 2011.
24. "The Broadcast Window Effect: Information Discovery and Cross-channel substitution patterns in Media Content." *Workshop in Information Systems and Economics (WISE)*. St. Louis, MO, December 11-12, 2010.
25. "Where'd They Go? Cross-channel media consumption patterns during Broadcast Blackout Windows." *Sixth Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*. Austin Texas, June 5-6, 2010.
26. Impact of Web Portal on Call Center: An Empirical Analysis. *Selected for presentation at Workshop in Information Systems and Economics (WISE)*. Phoenix, AZ. December. 14-15, 2009.
27. Does Web base Self-Services Substitute Telephone Calls to the Call Center: An Empirical Analysis *Conference of Information System and Technology (CIST)*. San Diego, CA. October 10-11, 2009.
28. Impact of Health Web based Self-Service on Call Center. *Fifth Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*. Pittsburgh PA, May 30-31, 2009.
29. Development of Hybrid Classification Strategy for Mining Skewed Datasets: A Case Study of Indian Customs. *The 4th ACS/IEEE International Conference on Computer Systems and Applications*. Dubai, Sharjah, UAE. March 8-11, 2006.

INVITED TALKS

1. "Remedying Education with Personalized Learning: Evidence from Randomized Field Experiment in India." University of Texas, Austin, May 3rd, 2019.

2. "Measuring the Value of Recommendation Links on Product Demand." Marketing Research Seminar Series, University of Florida, Gainesville, FL, 21st April, 2017.
3. "Remedying Education with Personalized Learning: Evidence from Randomized Field Experiment in India." University of Maryland at College Park, Maryland, April 7th, 2017.
4. "Remedying Education with Personalized Learning: Evidence from Randomized Field Experiment in India." Purdue University, Indiana, December 9th, 2016.
5. "Impact of Easier Store Access on Customers' Online Purchase Behavior" Institute for Operations Research and Management Science Annual Meeting 2016, Nashville, TN, November October 13-15, 2016.
6. "Measuring the Value of Recommendation Links on Product Demand." University of Connecticut, Storrs, November 4th, 2016.
7. "Remedying Education with Personalized Learning: Evidence from Randomized Field Experiment in India." Emory University, Atlanta, October 21st, 2016.
8. "Measuring the Value of Recommendation Links on Product Demand." Bakers Retailing Center Wharton School Workshop on "Disruption in Retail", NY City, October 7, 2016.
9. "Impact of Easier Store Access on Customers' Online Purchase Behavior." Tepper School of Business Carnegie Mellon University, Pittsburgh, September 30th, 2016.
10. "Remedying Education with Personalized Learning: Evidence from Randomized Field Experiment in India." University of Minnesota, Minneapolis, April 1, 2016.
11. "Impact of Physical Retail Channels on Customers' Online Purchase Behavior" George Mason University, Fairfax, VA, October 2, 2015.
12. "Impact of Facilitating Store Access on Customers' Online Purchase Behavior" Institute for Operations Research and Management Science Annual Meeting 2014, San Francisco, October 9-12, 2014.
13. "Impact of Facilitating Store Access on Customers' Online Purchase Behavior". Faculty research seminar series at University of Florida, Gainesville, FL, 10th October, 2014.
14. "Value of IT in Online Visual Merchandising: A randomized Experiment to Estimate the effect of Online Product Video" Faculty research seminar at Indian School of Business, Hyderabad, India 6th July, 2013.
15. "Advertising Effectiveness of Product Videos in Online Retailing" Wharton Customer Analytics Initiative Workshop on Measuring Advertising Effectiveness, Philadelphia, May 16, 2013
16. "Modeling Customer Behavior in Multichannel Customer Support Services: An Information Stock Approach" Marketing Research Seminar Series, University of Florida, Gainesville, FL, 19th Oct, 2012
17. "Modeling Customer Behavior in Multichannel Customer Support Services: An Information Stock Approach" Faculty seminar at Indian School of Business, Hyderabad, India 6th July, 2012.
18. "Modeling Customer Behavior in Multichannel Customer Support Services: An Information Stock Approach" Faculty seminar at INSEAD, Fontainebleau, France 1st June, 2012.
19. "Modeling Customer Behavior in Multichannel Customer Support Services: An Information Stock Approach" 2012 ISOM Workshop, University of Florida, Gainesville FL, Feb 10-11, 2012
20. "Information Discovery and the Long Tail of Motion Picture Content" Indian School of Business ,Hyderabad, India, July 8,2011
21. University of Rochester (21st February 2011- Job Talk)
22. Temple University (17th February 2011- Job Talk)
23. Georgia Institute of Technology (4th February 2011 - Job Talk)
24. University of Florida (28th January 2011 - Job Talk)
25. University of Utah (21st January 2011 - Job Talk)
26. University of Arizona (14th January 2011 - Job Talk)
27. University of Texas Dallas (19th November 2010 - Job Talk)
28. "Towards an Understanding of Cross-channel Consumption Patterns for Media Content" Wharton Interactive Media Initiative Workshop on Multichannel Consumer Behavior, Philadelphia, December 9-10, 2010.
29. "Multichannel Customer Behavior in Customer Support Services." Wharton Interactive Media Initiative Workshop on Multichannel Consumer Behavior, Philadelphia, December 9-10, 2010.
30. Product Customization and Customer Service Cost at Call Centers, Institute for Operations Research and Management Science Annual Meeting 2008, Washington DC, October 12-15, 2008.
31. Methodology for Mining Skewed and Dissimilar Training and Application Datasets with Tree Pruning- A

case Study of Indian Customs Data. *The 40th Annual Convention of Computer Society of India on ICT for National Development*. Hyderabad, India. November 9-12, 2005.

32. Leveraging Customs EDI for Enhancing Effectiveness. *The Conference on Policy in Practice: Designing and Promoting Effective Institution*. Bangalore, India. September 23-25, 2005.

TEACHING

1. PhD Econometrics
2. Marketing Analytics
3. Managing Business under New Technology
4. Advanced System Analysis & Design - An Object Oriented Approach
5. Advanced Business Database Systems
6. Management Sciences: Decision Making Under Uncertainty, Executive Education, Summer 2010 & 2011
7. Telecommunication Management: Business Communication Management - Guest lecturer in Fall 2009, Summer 2010 & 2011.

AWARDS AND HONORS

1. Awarded ISS Sandra A. Slaughter INFORMS Early Career Award, INFORMS Phoenix AZ, November 4, 2018.
2. First runner up the overall best paper award for the Paper titled "Remedying Education with Personalized Learning: Evidence from Randomized Field Experiment in India", *Workshop in Information Systems and Economics (WISE)*. Dublin, Ireland, December 15-16, 2016
3. Grant for research on Value of Internet Product Video by Body Central Inc., Feb 2013.
4. Paper titled "An Information Stock Model of Customer Behavior in Multichannel Customer Support Services." Nominated for the best paper award at Workshop on Information Technologies and Systems (WITS). Orlando, FL December 15-16, 2012
5. Awarded Wharton Customer Analytics Initiative Research Grant on "Innovative Approaches to Understanding Advertising Effectiveness" for "Advertising effectiveness of Visual Bundling in Online Retailing" with Tan Yinliang.
6. First runner-up award for the paper "Product Customization and Customer Service Costs: An Empirical Analysis" at INFORMS-Industry Studies Association Best Paper Prize. Pittsburgh, PA May 31, 2012.
7. Best Reviewer award at the Sixteenth Conference on Information Systems and Technology Charlotte, NC Nov 12-13, 2011.
8. Awarded Marketing Science Institute and Wharton Interactive Media Initiative Research Grant for "Towards an Understanding of Cross-channel Consumption Patterns for Media Content" with Michael D. Smith and Rahul Telang, 2010.
9. Awarded Marketing Science Institute and Wharton Interactive Media Initiative Research Grant for "Multichannel Customer Behavior in Customer Support Services." with Kinshuk Jerath and Serguei Netessine, 2010.
10. Selected among top 20 doctoral students in Information Systems area to attend the ICIS Doctoral Consortium 2010 St. Louis, MO, USA, 2010.
11. Outstanding Teaching Assistant Award. Heinz School of Information Systems and Management Carnegie Mellon University, 2009.
12. Full Tuition Fellowship, Heinz College, Carnegie Mellon University 2006-Present.
13. Gold Medal for standing First in the Master's Batch. Indian Institute of Management, Bangalore India, 2006.
14. Full Tuition Fellowship. Indian Institute of Management Bangalore India 2004-06
15. All India First Rank (99.98 percentile score) in Mechanical Engineering of Graduate Aptitude Test in Engineering 1992 -Equivalent of GRE for admissions in graduate programs in science and technology in India
16. First Rank in the Master's Batch (with 10/10 CGPA in coursework) at Indian Institute of Technology Delhi India, 1992.
17. University Prize for standing first in the B.E. Mechanical at University of Roorkee India, 1990.

18. Gold Medal for securing highest marks in Bachelor's Degree at University of Roorkee India, 1990.
19. University Silver Medal for obtaining highest marks in Applied Thermo-Science Group at University of Roorkee India, 1990.

PROFESSIONAL EXPERIENCE

Indian Revenue Services, Govt. of India, 1994-2004

SERVICE

Invited Senior Editor (2015-16, 2016-17, 2017-18) Production and Operations Management Journal.

Invited Associate Editor Information Systems Research (2015-16), (2016-17), (2017-18)

Invited Associate Editor ICIS 2016.

Reviewer for Academic Journals - Management Science, Information Systems Research, Management Information Systems Quarterly.

Review for Academic Conferences - CIST, ICIS, WITS, HICSS

AFFILIATIONS

Member - Information Systems Society, Association for Information Systems, Institute for Operations Research and Management Science