

# Anuj Kumar

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## RESEARCH INTERESTS

Educational Technology, Societal Impact of Digitization, Omnichannel Retailing, Algorithmic Product Recommendations.

## EDUCATION

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

## EMPLOYMENT

2025 to date: Full Professor, Warrington College of Business, University of Florida  
2018 - 2025: Associate Professor, Warrington College of Business, University of Florida  
2018 – ISS Sandra A. Slaughter INFORMS Early Career Awardee  
2018 to date: Walter J. Matherly Professor of Information Systems  
2017- 2018: Hough Faculty Fellow & University-term Professor  
2011- 2018: Assistant Professor, Warrington College of Business, University of Florida  
1992-2004: Indian Revenue Services

## JOURNAL PUBLICATIONS

1. Wan (Shawn), Xiang, A. Kumar, X. Li. “Is it Beneficial to Recommend Differently Priced Products? Experimental Evidence from an Online Product Recommendation System.” Conditionally accepted for publication in *Production and Operations Management*.
1. Ananthakrishnan, M. U., S. Hasan, A. Kumar. (2023) “Gentrification and Racial Distrust in Communities: Evidence from 911 Calls,” *Management Science*, 71(1), 708-730.
2. Wan (Shawn), X., A. Kumar. X. Li. (2023) “How Do Product Recommendations Help Consumers Search Products? Evidence from a Field Experiment,” *Management Science* 70(9), 5776-5794.
3. Wan (Shawn), Xiang, A. Kumar. X. Li. (2023) “Retargeted Versus Generic Product Recommendations: When is it Valuable to Give Retargeted Recommendations.” *Information Systems Research* 35(3):1403-1421.
4. Hasan, S. and A. Kumar. (2023) “Who Captures the Value from Organizational Ratings? Evidence from Public Schools,” *Strategy Science*, 9(3), 248-266.
  - TED talk on the effect of school ratings on segregation in America, Boston, October 5, 2019. (<https://www.youtube.com/watch?v=ElvZR94HyMI&feature=youtu.be>)
  - Mentioned in the New York Times article “Do You Support Busing? Is not the Best Question.” (<https://www.nytimes.com/2019/07/06/upshot/busing-housing-segregation-democratic-primary.html>)

- Among the top most-read stories on education in 2019 at 74Million.Org. (<https://www.the74million.org/article/our-12-most-popular-education-articles-from-february-making-homework-count-a-70-percent-jump-in-homeless-students-cory-bookers-education-legacy-more/>).
5. Kumar, A., K. Hosanagar. (2019) “Measuring the Value of Recommendation Links on Product Demand.” *Information Systems Research*. 30 (3), March 2019, 819-838.
    - Feature story in “Total Retail,” September 11, 2019. (<https://www.mytotalretail.com/article/when-a-website-tells-you-what-to-buy-does-it-work/>)
    - Feature story on the University of Florida homepage /Warrington College of Business homepage. (<http://news.ufl.edu/articles/2018/09/how-helpful-are-product-recommendations-really.php> )
  6. 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.
    - Feature story in Retailminded.com, September 11, 2019. ([Brick and Mortar “Showrooms”? How Stores Can Survive in the Digital Age](http://www.retailminded.com/brick-and-mortar-showrooms-how-stores-can-survive-in-the-digital-age)).
    - 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](https://www.tampabay.com/news/business/retail/Is-the-future-of-department-stores-off-price-Macy-s-Backstage-opens-in-Tampa_170851678) )
  7. 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
    - Feature story on Warrington College of Business homepage (<https://news.warrington.ufl.edu/faculty-and-research/using-big-data-to-improve-business-performance/>)
  8. Kumar, A., T. Yinliang (2015). “Demand Effects of Joint Product Advertising in Online Product Videos” *Management Science*, 61(8), August 2015, 1921-1937.
    - Wharton Customer Analytics Initiative Research Grant on “*Innovative Approaches to Understanding Advertising Effectiveness*”
  9. 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.
    - Marketing Science Institute and Wharton Interactive Media Initiative Research Grant.
    - *Best Paper Award nominee* at Workshop on Information Technologies and Systems 2012.
  10. 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.
    - Marketing Science Institute and Wharton Interactive Media Initiative Research Grant.
  11. Kumar, A., R. Telang. (2012) “Does the Web Reduce Customer Service Cost? Empirical Evidence from a Call Center” *Information Systems Research*, 23(3), Part 1 of 2, September 2012, 721-737.
  12. 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 of the INFORMS-Industry Studies Association Best Paper Award.

## EDTECH RESEARCH PLATFORM

“*EPInc – An AI-enabled Knowledge Diffusion Platform for Upgrading Skills in K-12 schools.*” Designed an algorithmic EdTech platform designed to induce peer-driven learning in K-12 classrooms. It integrates all entities in the K-12 ecosystem, such as teachers, parents, peers, mentors, and educators, to address children’s effort and ability gaps in skill formation. Over 7,000 underprivileged 3<sup>rd</sup>-6<sup>th</sup> grade students in over 175 classrooms in nine cities in five Indian states are learning on this platform.

## WORKING PAPERS UNDER REVIEW

2. Kumar A., U., Ananthkrishnan, D. Roy., T Rajapakshe. “Bollywood Beats Boredom: Addressing Driver’s Limited Attention with Movie-Themed Alerts.” under 2<sup>nd</sup> round review at *Information Systems Research*.
3. Wan (Shawn), Xiang, A. Kumar. H. Aytug. “When Product Recommendations Fall Short: The Heterogeneous Impact of Product Network Characteristics on Recommender System Performance,” under 2<sup>nd</sup> round review at *Management Information Systems Quarterly*.
4. Hosseininasab, A., V. Zhao, A. Kumar. “Learning Product Improvements from Consumer Evaluations.” under 2<sup>nd</sup> round review at *Management Science*.

- UF Supply Chain Management Center Research Grant
5. Kumar, A., A. Garg. “Improving Skill Production with Peer-induced Knowledge Diffusion in K-12 Schools,” available at <https://ssrn.com/abstract=5145197>.
  6. Kumar, A., A. Mehra. “Improving Educational Delivery in K-12 Schools with Personalization: Evidence from a Randomized Field Experiment in India,” under 2<sup>nd</sup> round review at *Journal of the Association on Information Systems*.
    - First runner up of best paper award at *Workshop in Information Systems and Economics (WISE) 2016*.
  7. Chen X., Wan (Shawn), Xiang, X. Li, A. Kumar. “Price obfuscation and demand shift: Evidence from a field experiment on a hotel booking platform.”
  8. Tang P., A. Mehra, A. Kumar, R. Garg. “Store Assortment 2.0: A comprehensive retail analytics framework to identify (non)-digital products.”
  9. Chhikara A., A. Kumar, R. Telang. “Improving educational outcomes of low-income students through online classes: Experimental evidence from India.”
  10. Ananthakrishnan, M. U., S. Hasan, A. Kumar. “Is inequality good for business? Evidence from the rise of dollar stores in America.”
  11. Cho, Daegon, A. Kumar, R. Telang. “Impact of iPhone exclusivity on smartphone demand.”
  12. Bano, S., S. Hasan. A. Kumar, A. Kumar. “Educational Inclusion and Behavioral Spillovers at Home,” available at <https://ssrn.com/abstract=3599251>.
  13. Garg Rajiv, S. Hasan, A Kumar “EdTech Diffusion in American K-12 Education.”

## RESEARCH GRANTS

1. Supply Chain Management Center Research Grant for “New product design with the application of machine learning on digital user-generated content,” 2022-23 (\$10,000).
2. PURC Center Digital Marketing Initiative Research Award for “Are Digital Recommendations Welfare Enhancing? Estimates of Relative Benefits of Product Recommendations to Consumers and Retailers,” 2021-22 (\$11,000).
3. PURC Center Digital Marketing Initiative Research Award for “Estimating heterogeneous treatment effect of product recommendations,” 2021-22 (\$10,000).
4. *Wharton Customer Analytics Initiative Research Grant* on “Innovative Approaches to Understanding Advertising Effectiveness” for “Advertising effectiveness of Visual Bundling in Online Retailing,” 2012 (\$7,500).
5. Research Grant for research on *Value of Internet Product Video* by Body Central Inc., Feb 2013 (\$6,000).
6. *Marketing Science Institute and Wharton Interactive Media Initiative Research Grant* for “Towards an Understanding of Cross-channel Consumption Patterns for Media Content,” 2010 (\$7500).
7. *Marketing Science Institute and Wharton Interactive Media Initiative Research Grant* for “Multichannel Customer Behavior in Customer Support Services.” 2010 (\$9,000).

## BUSINESS CASE STUDIES

1. Kumar A. “Economic Value of Joint Product Advertising in Online Product Videos.”
2. Kumar A., A. Mehra. “Omnichannel Customer Behavior Analysis for Multichannel Retailers.”

## PEER-REVIEWED CONFERENCE PRESENTATIONS AND PUBLICATIONS

1. “Improving Skill Production with Peer-induced Knowledge Diffusion in K-12 Schools,” *BizAI Conference* Dallas, USA, March 2025.
2. “Improving Skill Production with Peer-induced Knowledge Diffusion in K-12 Schools,” *Workshop in Information Systems and Economics (WISE)*. Bangkok, Thailand, December 2024.
3. “Improving Skill Production with Peer-induced Knowledge Diffusion in K-12 Schools”, *Advances with Field Experiment (AFE) Conference*, London, England, September 5-6, 2024.
4. “Upgrading K-12 Education with AI-Induced Peer Effects”, *Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*, Lisbon, Portugal, June 19-21, 2024.

5. "When Product Recommendations Fall Short: The Heterogeneous Impact of Product Network Characteristics on Recommender System Performance", *Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*, Lisbon, Portugal, June 19-21, 2024.
6. "Learning Product Design from Customer Reviews", *Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*, Lisbon, Portugal, June 19-21, 2024.
7. "Bollywood Beats Boredom: Addressing Driver's Limited Attention with Movie-Themed Alerts." *Workshop in Information Systems and Economics (WISE)*. Hyderabad, India, December 2023.
8. "Bollywood Beats Boredom: Addressing Driver's Limited Attention with Movie-Themed Alerts." *Conference on Information Systems and Technology (CIST)*, Phoenix, AZ, October 2023.
9. "Price obfuscation and demand shift: Evidence from a field experiment on a hotel booking platform," *Statistical Challenges in Electronic Commerce Research (SCECR)*, Bogota, Colombia, June 2023.
10. "Retargeted versus Generic Product Recommendations: When is it Valuable to Present Retargeted Recommendations?," *Workshop on Information Technologies and Systems (WITS) 2021*, Austin, Texas, Dec 15–17, 2021.
11. "Heterogeneous Treatment Effect of Product Recommendations and Optimal Recommendation Policy", virtual *2021 Conference on Artificial Intelligence, Machine Learning, and Business Analytics (AIML)*, Dec 2-3, 2021.
12. "How Beneficial are Recommendations to Consumers? Estimates of Relative Benefits of Product Recommendations to Consumers and Retailers", *Conference on Information Systems and Technology (CIST)*, Newport Beach, CA, October 23-24, 2021.
13. "Estimating Heterogeneous Treatment Effect in Product Recommendations", *INFORMS Workshop on Data Mining and Decision Analytics*, Anaheim, CA, October 23, 2021.
14. "Estimating Heterogeneous Treatment Effect in Product Recommendations", *Virtual Machine Learning for Consumers and Markets Workshop at Knowledge Discovery and Data Mining Conference (MLCM@KDD)*, August 14-18, 2021.
15. "Estimating Heterogeneous Treatment Effect in Product Recommendations", *Virtual Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*, June 17-18, 2021.
16. "How Beneficial are Recommendations to Consumers? Estimates of Relative Benefits of Product Recommendations to Consumers and Retailers", *Virtual ZEW Conference on the Economics of Information and Communication Technologies*, June 10-11, 2021.
17. "How Beneficial are Recommendations to Consumers? Estimates of Relative Benefits of Product Recommendations to Consumers and Retailers" *Virtual WISE*, December 16-19, 2020.
18. "How Beneficial are Recommendations to Consumers? Estimates of Relative Benefits of Product Recommendations to Consumers and Retailers" *Virtual CODE@MIT*, November 19-20, 2020.
19. "Retargeted Versus Generic Product Recommendations: When is it Valuable to Give Retargeted Recommendations." *Virtual CIST*, November 7-8, 2020.
20. "Is it Beneficial to Recommend Differently Priced Products? Experimental Evidence from an Online Product Recommendation System." *WITS 2019*, Munich Germany, December 18-20, 2019.
21. "Is it Beneficial to Recommend Differently Priced Products? Experimental Evidence from an Online Product Recommendation System." *CODE@MIT*, Boston, MA, November 1-2, 2019.
22. "Effects of Recommendation Links in Consumer Purchase Funnel" *Conference of Information System and Technology (CIST)*. Phoenix, AZ. November 3-4, 2018.
23. "Digitization and Divergence: Online School Ratings and Segregation in America." *CODE@MIT*, Boston, MA, October 26-27, 2018.
24. "Measuring the Value of Recommendation Links on Product Demand." *16<sup>th</sup> ZEW Conference on the Economics of the Information and Communication Technologies*. Mannheim Germany, June 21-22, 2018.
25. "Measuring the Value of Recommendation Links on Product Demand." *Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*. Rotterdam Netherland, June 18-19, 2018.
26. "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.

27. "Measuring the Value of Recommendation Links on Product Demand." *Workshop on Information Technologies and Systems (WITS)*. Dublin, Ireland, December 15-16, 2016.
28. "Impact of Easier Store Access on Customers' Online Purchase Behavior" *Conference of Information System and Technology (CIST)*. Nashville, TN. November 12-13, 2016.
29. "Remedying Education with Personalized Learning: Evidence from Randomized Field Experiment in India" CODE@MIT, Boston, MA, October 14-15, 2016.
30. "Measuring the Value of Recommendation Links on Product Demand." CODE@MIT, Boston, MA, October 14-15, 2016.
31. "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.
32. "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.
33. "Electronic Markets and Geographic Competition among Small, Local Firms" *Workshop in Information Systems and Economics (WISE)*. Auckland, New Zealand, December 17-19, 2014.
34. "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.
35. "Can Facilitating Usage Improve Customer Value for Firms" *Conference of Information System and Technology (CIST)*. San Francisco, CA. November 8-9, 2014.
36. "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.
37. "Impact of iPhone exclusivity on smartphone demand" *Conference of Information System and Technology (CIST)*. San Francisco, CA. November 8-9, 2014.
38. "The Impact of iPhone Exclusivity on Smartphone Demand" 12<sup>th</sup> ZEW Conference on Information and Communication Technologies, Mannheim, Germany. June 16-17, 2014.
39. "Impact of iPhone exclusivity on smartphone demand" *Marketing Science Conference*. Atlanta, GA. June 12-14, 2014.
40. "The Impact of Information on Movie Sales Skewness." *International Conference on Information Systems*, Orlando, FL, December 16-19, 2012.
41. "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.
42. "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
43. "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.
44. "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.
45. "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.
46. "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.
47. 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.
48. 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.
49. 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.
50. Development of Hybrid Classification Strategy for Mining Skewed Datasets: A Case Study of Indian Customs. *The 4<sup>th</sup> ACS/IEEE International Conference on Computer Systems and Applications*. Dubai, Sharjah, UAE. March 8-11, 2006.

## INVITED TALKS

1. "Improving Skill Production with Peer-induced Knowledge Diffusion in K-12 Schools," Carnegie Mellon University, Pittsburgh, USA, February 2025.
2. "Improving Skill Production with Peer-induced Knowledge Diffusion in K-12 Schools," *University of Houston*, Houston, USA, January 2025.
3. "Improving Skill Production with Peer-induced Knowledge Diffusion in K-12 Schools", Tilburg School of Economics and Management, Tilburg, Netherlands, October 16, 2024.
4. "Improving Skill Production with Peer-induced Knowledge Diffusion in K-12 Schools", Rotterdam School of Management, Rotterdam, Netherlands, October 15, 2024.
5. "Upgrading Educational Production with EdTech," Indian Institute of Management, Ahmedabad, India, November 20, 2023.
6. "Bollywood Beats Boredom: Addressing Driver's Limited Attention with Movie-Themed Alerts", Indian Institute of Management, Ahmedabad, India, November 20, 2023.
7. "Improving K-12 Educational Production with EdTech", Temple University, Philadelphia, November 3, 2023.
8. "Remedying Education with Personalized Learning: Evidence from Randomized Field Experiment in India." Carnegie Mellon University, Pittsburgh, October 7, 2022.
9. "How Beneficial are Recommendations to Consumers? Estimates of Relative Benefits of Product Recommendations to Consumers and Retailers." Global Center for Big Data and Mobile Analytics, Temple University, Philadelphia, March 12, 2021.
10. "How Beneficial are Recommendations to Consumers? Estimates of Relative Benefits of Product Recommendations to Consumers and Retailers." George Mason University, Fairfax, 8<sup>th</sup> October 2020.
11. "Digitization and Divergence: Online School Ratings and Segregation in America." Temple University, Philadelphia, September 11 2020.
12. Online School Ratings and Segregation in America, TEDx talk at Boston Bio Hub, October 5, 2019. (<https://www.youtube.com/watch?v=ElvZR94HyMI&feature=youtu.be>),
13. "Remedying Education with Personalized Learning: Evidence from Randomized Field Experiment in India." University of Texas, Austin, May 3, 2019.
14. "Remedying Education with Personalized Learning: Evidence from Randomized Field Experiment in India." Heinz School, Carnegie Mellon University, Pittsburgh, April 2, 2018.
15. "Measuring the Value of Recommendation Links on Product Demand." Marketing Research Seminar Series, University of Florida, Gainesville, FL, April 21, 2017.
16. "Remedying Education with Personalized Learning: Evidence from Randomized Field Experiment in India." University of Maryland at College Park, Maryland, April 7, 2017.
17. "Remedying Education with Personalized Learning: Evidence from Randomized Field Experiment in India." Purdue University, Indiana, December 9, 2016.
18. "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.
19. "Measuring the Value of Recommendation Links on Product Demand." University of Connecticut, Storrs, November 4, 2016.
20. "Remedying Education with Personalized Learning: Evidence from Randomized Field Experiment in India." Emory University, Atlanta, October 21, 2016.
21. "Measuring the Value of Recommendation Links on Product Demand." Bakers Retailing Center Wharton School Workshop on "Disruption in Retail", NY City, October 7, 2016.
22. "Impact of Easier Store Access on Customers' Online Purchase Behavior." Tepper School of Business Carnegie Mellon University, Pittsburgh, September 30, 2016.
23. "Remedying Education with Personalized Learning: Evidence from Randomized Field Experiment in India." University of Minnesota, Minneapolis, April 1, 2016.
24. "Impact of Physical Retail Channels on Customers' Online Purchase Behavior" George Mason University, Fairfax, VA, October 2, 2015.
25. "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.

26. "Impact of Facilitating Store Access on Customers' Online Purchase Behavior". Faculty research seminar series at University of Florida, Gainesville, FL, October 10, 2014.
27. "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 July 6, 2013.
28. "Advertising Effectiveness of Product Videos in Online Retailing" Wharton Customer Analytics Initiative Workshop on Measuring Advertising Effectiveness, Philadelphia, May 16, 2013
29. "Modeling Customer Behavior in Multichannel Customer Support Services: An Information Stock Approach" Marketing Research Seminar Series, University of Florida, Gainesville, FL, October 19, 2012
30. "Modeling Customer Behavior in Multichannel Customer Support Services: An Information Stock Approach" Faculty seminar at Indian School of Business, Hyderabad, India July 6, 2012.
31. "Modeling Customer Behavior in Multichannel Customer Support Services: An Information Stock Approach" Faculty seminar at INSEAD, Fontainebleau, France June 1, 2012.
32. "Modeling Customer Behavior in Multichannel Customer Support Services: An Information Stock Approach" 2012 ISOM Workshop, University of Florida, Gainesville FL, Feb 10-11, 2012
33. "Information Discovery and the Long Tail of Motion Picture Content" Indian School of Business ,Hyderabad, India, July 8,2011
34. University of Rochester (February 21 2011- Job Talk)
35. Temple University (February 17 2011- Job Talk)
36. Georgia Institute of Technology (February 4 2011 - Job Talk)
37. University of Florida (January 28 2011 - Job Talk)
38. University of Utah (January 21 2011 - Job Talk)
39. University of Arizona (January 14 2011 - Job Talk)
40. University of Texas Dallas (November 19 2010 - Job Talk)
41. "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.
42. "Multichannel Customer Behavior in Customer Support Services." Wharton Interactive Media Initiative Workshop on Multichannel Consumer Behavior, Philadelphia, December 9-10, 2010.
43. 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.
44. Methodology for Mining Skewed and Dissimilar Training and Application Datasets with Tree Pruning- A Case Study of Indian Customs Data. *The 40<sup>th</sup> Annual Convention of the Computer Society of India on ICT for National Development*. Hyderabad, India. November 9-12, 2005.
45. 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. Ph.D. Econometrics
2. Marketing Analytics
3. Managing Business under New Technology
4. Business Application of Artificial Intelligence.
5. Advanced System Analysis & Design - An Object-Oriented Approach
6. Advanced Business Database Systems
7. Management Sciences: Decision Making Under Uncertainty
8. Telecommunication Management: Business Communication Management -

## AWARDS AND HONORS

1. Awarded ISS Sandra A. Slaughter INFORMS Early Career Award, INFORMS Phoenix AZ, November 4, 2018.
2. First runner-up in 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. Paper titled “An Information Stock Model of Customer Behavior in Multichannel Customer Support Services.” Nominated for the best paper award at *the Workshop on Information Technologies and Systems (WITS)*. Orlando, FL December 15-16, 2012
4. 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.
5. Best Reviewer award at the Sixteenth Conference on Information Systems and Technology Charlotte, NC, Nov 12-13, 2011.
6. Among the top 20 doctoral students in the Information Systems area to attend the ICIS Doctoral Consortium 2010 St. Louis, MO, USA, 2010.
7. Outstanding Teaching Assistant Award. Heinz School of Information Systems and Management Carnegie Mellon University, 2009.
8. Full Tuition Fellowship, Heinz College, Carnegie Mellon University 2006-2011.
9. Gold Medal for standing First in the Master’s Batch. Indian Institute of Management, Bangalore India, 2006.
10. Full Tuition Fellowship. Indian Institute of Management Bangalore India 2004-06
11. 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
12. First Rank in M. Tech (10/10 CGPA in coursework) at Indian Institute of Technology Delhi, India, 1992.
13. University Prize for standing first in the B.E. Mechanical at the University of Roorkee, India, 1990.
14. Gold Medal for securing highest marks in Bachelor’s Degree at University of Roorkee India, 1990.
15. 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**

Associate Editor Information Systems Research (Jan 2020- till date)

Senior Editor Production and Operations Management Journal (2020- till date)

Invited Associate Editor Information Systems Research (2016-19)

Invited Associate Editor ICIS 2016, ICIS 2019, ICIS 2020

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