Anuj Kumar
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Warrington College of Business
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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 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 of Information Systems
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. Hasan, S. and A. Kumar. (2023) "Who Captures the Value from Organizational Ratings?: Evidence from Public Schools," Accepted for publication in *Strategy Science.*
   - Invited to give TED talk in Boston on October 5th, 2019 on the effect of school ratings on segregation in America. (https://www.youtube.com/watch?v=ElvZR94HyMI&feature=youtu.be)
   - Mentioned in 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)
   - Featured among the top most-read stories on education in 2019 on the news website 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/).
2. Ananthakrishnan, M. U., S. Hasan, A. Kumar. (2023) "Gentrification and Racial Distrust in Communities: Evidence from 911 Calls," Accepted for publication in *Management Science.*
3. Wan (Shawn), Xiang, A. Kumar. X. Li. (2023) "Retargeted Versus Generic Product Recommendations: When is it Valuable to Give Retargeted Recommendations." Published in the online Article in Advance in *Information Systems Research* (https://doi.org/10.1287/isre.2020.0560).
4. Wan (Shawn), X., A. Kumar. X. Li. (2023) "How Do Product Recommendations Help Consumers Search

Products? Evidence from a Field Experiment," Published in the online Article in Advance in _Management Science_ (https://doi.org/10.1287/mnsc.2023.4951).

5. Kumar, A., K. Hosanagar. (2019) "Measuring the Value of Recommendation Links on Product Demand." _Information Systems Research_. 30 (3), March 2019, 819-838.
   - Appeared as a featured story on September 11, 2019 in Total Retail (https://www.mytotalretail.com/article/when-a-website-tells-you-what-to-buy-does-it-work/)
   - Appeared as a feature story on the 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)

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.
   - Appeared as a featured story on September 11, 2019 in 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)

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
   - 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/)

8. 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_"

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.
   - 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

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.
    - Received 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 award for the INFORMS-Industry Studies Association Best Paper Prize.

PAPERS UNDER REVIEW

1. Wan (Shawn), Xiang, A. Kumar. H. Aytug. "When Product Recommendations Fall Short: The Heterogeneous Impact of Product Network Characteristics on Recommender System Performance," under review at _MIS Quarterly_.
2. Wan (Shawn), Xiang, A. Kumar. "Is it Beneficial to Recommend Differently Priced Products? Experimental Evidence from an Online Product Recommendation System." under review at _Manufacturing and Service Operations Management_.
3. Hosseininasab, A., V. Zhao, A. Kumar. "Collaborative Product Design via Consumer Reviews."
4. Kumar A., D. Roy., T Rajapakshe. "Bollywood Beats Boredom: Addressing Driver's Limited Attention with Movie-Themed Alerts."
5. Kumar, A., A. Mehra. "Personalized Education at Scale: Evidence from Randomized Field Experiment in India."
   - First runner up the overall best paper award at _Workshop in Information Systems and Economics (WISE) 2016._

6. Chen X., Wan (Shawn), Xiang, X. Li, A. Kumar. "Price obfuscation and demand shift: Evidence from a field experiment on a hotel booking platform."
7. Tang P., A. Mehra, A. Kumar, R. Garg. "Store Assortment 2.0: A comprehensive retail analytics framework to identify (non)-digital products."
8. Chhikara A., A. Kumar, R. Telang. "Improving educational outcomes of low-income students through online classes: Experimental evidence from India."
9. Ananthakrishnan, M. U., S. Hasan, A. Kumar. "Is inequality good for business? Evidence from the rise of dollar stores in America."
10. Cho, Daegon, A. Kumar, R. Telang. "Impact of iPhone exclusivity on smartphone demand."
11. Chihong Jeon, J. Sim, D. Cho, A. Kumar. "Non-monotonic Effect of Financial Incentives on Mobile App Engagement."
12. Bano, S., S. Hasan. A. Kumar, A. Kumar. "Educational Inclusion and Behavioral Spillovers at Home."
13. Garg Rajiv, S. Hasan, A Kumar "EdTech Diffusion in American K-12 Education."

RESEARCH SOFTWARE PLATFORM

"*AI-enabled Knowledge Diffusion EdTech Platform for Upgrading Education*." An algorithmic EdTech platform designed to induce peer-driven learning in K-12 classrooms. It is especially suitable for improving educational production in K-12 schools with scarce educational resources. Currently, over 3,000 underprivileged K-12 students are using this platform in Indian schools.

RESEARCH GRANTS

1. Supply Chain Management Center Research Gran for "New products 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

8. Kumar A. "Economic Value of Joint Product Advertising in Online Product Videos."
9. Kumar A., A. Mehra. "Omnichannel Customer Behavior Analysis for Multichannel Retailers."

PEER-REVIEWED CONFERENCE PRESENTATIONS AND PUBLICATIONS

1. "Bollywood Beats Boredom: Addressing Driver's Limited Attention with Movie-Themed Alerts." *Workshop in Information Systems and Economics (WISE)*. Hyderabad, India, December 2023.

2. "Bollywood Beats Boredom: Addressing Driver's Limited Attention with Movie-Themed Alerts." *Conference on Information Systems and Technology (CIST)*, Phoenix, AZ, October 2023.

3. "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.

4. "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.

5. "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.

6. "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.

7. "Estimating Heterogeneous Treatment Effect in Product Recommendations", INFORMS Workshop on Data Mining and Decision Analytics, Anaheim, CA, October 23, 2021.

8. "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.

9. "Estimating Heterogeneous Treatment Effect in Product Recommendations", Virtual *Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*, June 17-18, 2021.

10. "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.

11. "How Beneficial are Recommendations to Consumers? Estimates of Relative Benefits of Product Recommendations to Consumers and Retailers" Virtual WISE, December 16-19, 2020.

12. "How Beneficial are Recommendations to Consumers? Estimates of Relative Benefits of Product Recommendations to Consumers and Retailers" Virtual CODE@MIT, November 19-20, 2020.

13. "Retargeted Versus Generic Product Recommendations: When is it Valuable to Give Retargeted Recommendations." Virtual CIST, November 7-8, 2020.

14. "Is it Beneficial to Recommend Differently Priced Products? Experimental Evidence from an Online Product Recommendation System." WITS 2019, Munich Germany, December 18-20, 2019.

15. "Is it Beneficial to Recommend Differently Priced Products? Experimental Evidence from an Online Product Recommendation System." CODE@MIT, Boston, MA, November 1-2, 2019.

16. "Effects of Recommendation Links in Consumer Purchase Funnel" *Conference of Information System and Technology (CIST)*. Phoenix, AZ. November 3-4, 2018.

17. "Digitization and Divergence: Online School Ratings and Segregation in America." CODE@MIT, Boston, MA, October 26-27, 2018.

18. "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.

19. "Measuring the Value of Recommendation Links on Product Demand." *Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*. Rotterdam Netherland, June 18-19, 2018.

20. "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.

21. "Measuring the Value of Recommendation Links on Product Demand." *Workshop on Information Technologies and Systems (WITS)*. Dublin, Ireland, December 15-16, 2016.

22. "Impact of Easier Store Access on Customers' Online Purchase Behavior" *Conference of Information System and Technology (CIST)*. Nashville, TN. November 12-13, 2016.

23. "Remedying Education with Personalized Learning: Evidence from Randomized Field Experiment in India "CODE@MIT, Boston, MA, October 14-15, 2016.

24. "Measuring the Value of Recommendation Links on Product Demand." CODE@MIT, Boston, MA, October 14-15, 2016.

25. "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.
26. "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.
27. "Electronic Markets and Geographic Competition among Small, Local Firms" *Workshop in Information Systems and Economics (WISE)*. Auckland, New Zealand, December 17-19, 2014.
28. "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.
29. "Can Facilitating Usage Improve Customer Value for Firms" *Conference of Information System and Technology (CIST)*. San Francesco, CA. November 8-9, 2014.
30. "The Impact of the Internet on Geographic Competition among Small Local Firms" *Conference of Information System and Technology (CIST)*. San Francesco, CA. November 8-9, 2014.
31. "Impact of iPhone exclusivity on smartphone demand" *Conference of Information System and Technology (CIST)*. San Francesco, CA. November 8-9, 2014.
32. "The Impact of iPhone Exclusivity on Smartphone Demand" 12th ZEW Conference on Information and Communication Technologies, Mannheim, Germany. June 16-17, 2014.
33. "Impact of iPhone exclusivity on smartphone demand" *Marketing Science Conference.* Atlanta, GA. June 12-14, 2014.
34. "The Impact of Information on Movie Sales Skewness." *International Conference on Information Systems,* Orlando, FL, December 16-19, 2012.
35. "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.
36. "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
37. "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.
38. "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.
39. "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.
40. "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.
41. 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.
42. 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.
43. 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.
44. 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." Carnegie Mellon University, Pittsburgh, October 7th, 2022.
2. "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, 12th March 2021.
3. "How Beneficial are Recommendations to Consumers? Estimates of Relative Benefits of Product Recommendations to Consumers and Retailers." George Mason University, Fairfax, 8th October 2020.

4. "Digitization and Divergence: Online School Ratings and Segregation in America." Temple University, Philadelphia, 11th September 2020.
5. Online School Ratings and Segregation in America, TEDx talk at Boston Bio Hub, October 5th, 2019. (https://www.youtube.com/watch?v=ElvZR94HyMI&feature=youtu.be), ,
6. "Remedying Education with Personalized Learning: Evidence from Randomized Field Experiment in India." University of Texas, Austin, May 3rd, 2019.
7. "Remedying Education with Personalized Learning: Evidence from Randomized Field Experiment in India." Heinz School, Carnegie Mellon University, Pittsburgh, April 2nd, 2018.
8. "Measuring the Value of Recommendation Links on Product Demand." Marketing Research Seminar Series, University of Florida, Gainesville, FL, 21st April, 2017.
9. "Remedying Education with Personalized Learning: Evidence from Randomized Field Experiment in India." University of Maryland at College Park, Maryland, April 7th, 2017.
10. "Remedying Education with Personalized Learning: Evidence from Randomized Field Experiment in India." Purdue University, Indiana, December 9th, 2016.
11. "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.
12. "Measuring the Value of Recommendation Links on Product Demand." University of Connecticut, Storrs, November 4th, 2016.
13. "Remedying Education with Personalized Learning: Evidence from Randomized Field Experiment in India." Emory University, Atlanta, October 21st, 2016.
14. "Measuring the Value of Recommendation Links on Product Demand." Bakers Retailing Center Wharton School Workshop on "Disruption in Retail", NY City, October 7, 2016.
15. "Impact of Easier Store Access on Customers' Online Purchase Behavior." Tepper School of Business Carnegie Mellon University, Pittsburgh, September 30th, 2016.
16. "Remedying Education with Personalized Learning: Evidence from Randomized Field Experiment in India." University of Minnesota, Minneapolis, April1 1, 2016.
17. "Impact of Physical Retail Channels on Customers' Online Purchase Behavior" George Mason University, Fairfax, VA, October 2, 2015.
18. "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.
19. "Impact of Facilitating Store Access on Customers' Online Purchase Behavior". Faculty research seminar series at University of Florida, Gainesville, FL, 10th October, 2014.
20. "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.
21. "Advertising Effectiveness of Product Videos in Online Retailing" Wharton Customer Analytics Initiative Workshop on Measuring Advertising Effectiveness, Philadelphia, May 16, 2013
22. "Modeling Customer Behavior in Multichannel Customer Support Services: An Information Stock Approach" Marketing Research Seminar Series, University of Florida, Gainesville, FL, 19th Oct, 2012
23. "Modeling Customer Behavior in Multichannel Customer Support Services: An Information Stock Approach" Faculty seminar at Indian School of Business, Hyderabad, India 6th July, 2012.
24. "Modeling Customer Behavior in Multichannel Customer Support Services: An Information Stock Approach" Faculty seminar at INSEAD, Fontainebleau, France 1st June, 2012.
25. "Modeling Customer Behavior in Multichannel Customer Support Services: An Information Stock Approach" 2012 ISOM Workshop, University of Florida, Gainesville FL, Feb 10-11, 2012
26. "Information Discovery and the Long Tail of Motion Picture Content" Indian School of Business ,Hyderabad, India, July 8,2011
27. University of Rochester (21st February 2011- Job Talk)
28. Temple University (17th February 2011- Job Talk)
29. Georgia Institute of Technology (4th February 2011 - Job Talk)
30. University of Florida (28th January 2011 - Job Talk)
31. University of Utah (21st January 2011 - Job Talk)
32. University of Arizona (14th January 2011 - Job Talk)
33. University of Texas Dallas (19th November 2010 - Job Talk)

34. "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.
35. "Multichannel Customer Behavior in Customer Support Services." Wharton Interactive Media Initiative Workshop on Multichannel Consumer Behavior, Philadelphia, December 9-10, 2010.
36. 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.
37. 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 ICTfor National Development.* Hyderabad, India. November 9-12, 2005.
38. 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 <u>ISS Sandra A. Slaughter INFORMS Early Career Award</u>, INFORMS Phoenix AZ, November 4, 2018.
2. <u>First runner up the overall best paper award</u> 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." <u>Nominated for the best paper award at *Workshop on Information Technologies and Systems (WITS)*.</u> Orlando, FL December 15-16, 2012
4. First runner-up award for the paper "Product Customization and Customer Service Costs: An Empirical Analysis" at <u>INFORMS-Industry Studies Association Best Paper Prize</u>. Pittsburgh, PA May31, 2012.
5. *Best Reviewer award* at the Sixteenth Conference on Information Systems and Technology Charlotte, NC Nov 12-13, 2011.
6. Selected among top 20 doctoral students in Information Systems area to attend the *<u>ICIS Doctoral Consortium</u>* 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-Present.
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 the Master's Batch (with 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 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)
Invited Senior Editor Production and Operations Management Journal.
Invited Associate Editor Information Systems Research (2015-19)
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