

Vandith Pamuru

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EDUCATION

Ph.D	Purdue University <i>Major:</i> Management Information Systems <i>Minors:</i> Computer Science & Statistics <i>Thesis Title:</i> "Analysis of Design Artifacts in Platform-Based Markets" <i>Thesis Advisor:</i> Dr. Karthik Kannan	July 2020 <i>(expected)</i>
M.S.	Purdue University <i>Major:</i> Economics	August, 2018
B.Tech	Birla Institute of Technology & Science, Pilani <i>Major:</i> Information Systems	June, 2009

RESEARCH INTERESTS

Interests: Economics and Policy Implications of Emerging Technologies, Augmented and Virtual Reality Applications, Applied Machine Learning and Statistics.

Methodologies: Econometrics, Experiments, Machine Learning & Data Mining of Unstructured Data, Deep Learning, Bayesian Inference, and Computational Modeling

WORKING PAPERS

"Using Machine Learning for Modeling Human Behavior and Analyzing Friction in Generalized Second Price Auctions" *with Yaroslav Rosokha and Karthik Kannan* (Job Market paper)
(Invited for 3rd round of review at *Information Systems Research*)

- Presented at WEBEIS 2018, SCECR 2018, CIST 2018, INFORMS 2019, WITS 2019 (upcoming)

"The Impact of an Augmented-Reality Game on Local Businesses: A Study of Pokémon Go on Restaurants" *with Warut Khern-am-nuai and Karthik Kannan*
(Invited for 3rd round of review at *Information Systems Research*)

- Presented at ICIS 2017, CIST 2017, WISE 2018, SCECR 2019, INFORMS 2019, CODE @ MIT 2019

"Status Downgrade: The Impact of Losing Status on User Generated Content Platform" *with Wreeto Kar and Warut Khern-am-nuai* (In progress)

- Presented at WISE 2019 (upcoming)

CONFERENCE PRESENTATIONS

- Pamuru, V., Kannan, K., and Rosokha, Y. "Using Machine Learning for Modeling Human Behavior and Analyzing Friction in Generalized Second Price Auctions," Workshop on Information Technology Systems (WITS), Munich 2019 (*upcoming*)
- Pamuru, V., Kar, W., and Khern-am-nuai, W. "Status Downgrade: The Impact of Losing Status on User Generated Content Platform," Workshop on Information Systems and Economics (WISE), Munich 2019 (*upcoming*)
- Pamuru, V., Khern-am-nuai, W., and Kannan, K. "The Impact on Augmented Reality Games on Real World Businesses," Conference on Digital Experimentation (CODE) @ MIT, Boston 2019
- Pamuru, V., Kannan, K., and Rosokha, Y. "Using Machine Learning for Modeling Human Behavior and Analyzing Friction in Generalized Second Price Auctions," INFORMS Conference, Seattle 2019
- Pamuru, V., Khern-am-nuai, W., and Kannan, K. "The Impact on Augmented Reality Games on Real World Businesses," INFORMS Conference, Seattle 2019
- Pamuru, V., Khern-am-nuai, W., and Kannan, K. "The Impact of an Augmented-Reality Game on Local Businesses: A Study of Pokémon Go on Restaurants," Statistical Challenges in Electronic Commerce Research (SCECR), Hong Kong 2019
- Pamuru, V., Khern-am-nuai, W., and Kannan, K. "The Impact of an Augmented-Reality Game on Local Businesses: A Study of Pokémon Go on Restaurants," Workshop on Information Systems and Economics (WISE), San Francisco 2018
- Pamuru, V., Kannan, K., and Rosokha, Y. "Generalized Second Price Auction with Frictions: A Study of Efficiency and Bidding Behavior," Conference on Information Systems and Technology (CIST), Phoenix 2018
- Pamuru, V., Kannan, K., and Rosokha, Y. "Generalized Second Price Auction with Frictions: A Study of Efficiency and Bidding Behavior," Statistical Challenges in Electronic Commerce Research (SCECR), Rotterdam 2018
- Pamuru, V., Kannan, K., and Rosokha, Y. "Generalized Second Price Auction with Frictions: A Study of Efficiency and Bidding Behavior," Workshop on Experimental And Behavioral Economics In Information Systems (WEBEIS), Arlington 2018
- Pamuru, V., Kannan, K., and Rosokha, Y. "Using Machine Learning to model Human Behavior: Studying Frictions in GSP Auctions," Production and Operation Management (POMS) Conference, Houston 2018
- Pamuru, V., Khern-am-nuai, W., and Kannan, K. "When Virtual Meets Real: The Effect of Pokémon Go on Local Restaurants," International Conference on Information systems (ICIS), Seoul 2017
- Pamuru, V., Khern-am-nuai, W., and Kannan, K. "When Virtual Meets Real: The Effect of Pokémon Go on Local Restaurants," Conference on Information Systems and Technology (CIST), Houston 2017

- Pamuru, V., Khern-am-nuai, W., and Kannan, K. "The Impact on Augmented Reality Games on Real World Businesses," Production and Operation Management (POMS) Conference, Seattle 2017

WORKSHOPS & SYMPOSIUMS

- *Presenter and Discussant (with Travel grant)*, Wharton Innovation Doctoral Symposium (WINDS), Philadelphia 2019
- *Fellow* – POMS Doctoral Consortium, 2019
- *Participant*, Summer Workshop on Machine Learning, Carnegie Mellon University, Pittsburgh 2019
- *Participant*, Structural Modeling and Machine Learning Applications for Research on Technology (SMART) Workshop, University of Washington, Seattle 2017
- *Participant*, Quantitative Marketing and Structural Econometrics (QMSE) Workshop, Washington University, St Louis 2017

HONORS & AWARDS

- Google Cloud Research Grant, 2019
- **First place** – Summer ML Workshop's Competition, Carnegie Mellon University, 2019
- **Purdue Research Foundation (PRF) Fellowship**, 2018
- *MIS area award* – Krannert School of Management, Purdue, 2018
- *Community Service Award* – SSSP Inc, Perth, 2018
- *Best Presentation* – Krannert Research Symposium 2017 & 2018
- **Dean's Award** – Krannert School of Management, Purdue, 2017
- *Purdue Graduate Student Travel Grant*, Purdue, 2017 & 2018
- **Academic Associate of the Year** at Indian School of Business (ISB), 2015

SERVICE & AFFILIATIONS

- *Ad hoc Reviewer* – ICIS 2017, ICIS 2018, ICIS 2019, CIST 2019, CIST 2018
- *President* – Krannert Doctoral Student Association, 2017
- *Senator* – Purdue Graduate Student Government, 2016
- *President* – Toastmasters Club, 2013

TEACHING EXPERIENCE

Purdue University - Instructor

- MGMT 382, Management Information Systems
 - Summer 2019 – *Online course*

Purdue University – Teaching Assistant

[2015 – present]

- MGMT 582, Management of Organizational Data
Prabuddha De - Spring 2016, Fall 2018, Fall 2019
- MGMT 683, Management Information Systems,

- Karthik Kannan - Spring 2016, Spring 2017, Fall 2016, Fall 2017
- MGMT 488, Electronic Commerce and Information Strategies
Mohammad Rahman - Spring 2016
- MGMT 687, Designing for Human Instincts
Karthik Kannan - Fall 2015, Fall 2016
- MGMT 382, Management Information Systems
Zaiyan Wei - Spring 2017

Indian School of Business, Hyderabad - Academic Associate

[2014 –2015]

- Leveraging Web – Social Media, Online Advertising and Web Analytics
Anindya Ghose & Amit Mehra - 2014
- Technology Strategy and Consulting
Rajiv Banker & Nishtha Langer - 2014
- Forecasting Analytics
Galit Shumeli - 2015
- Business Analytics using Data Mining
Anitesh Barua & Shwandra Hill - 2015
- Statistical Methods for Managerial Decisions
Sarang Deo - 2015
- Strategies for Digital Economies
Deepa Mani & Anitesh Barua - 2015

PROGRAMMING SKILLS

- Programming: Python, R, Shell, Javascript, HTML
- Machine Learning: Tensorflow, Scikit-learn, NLTK, Pytorch
- Database: SQL, MySQL, MS Access, PostgreSQL, NoSQL, MongoDB
- Visualization: Tableau, PowerBI, pyplot, ggplot2
- Statistics: STATA, Matlab, R

CERTIFICATIONS

- Project Management Professional (PMP), 2013
- Competent Communicator (CC) - Toastmasters Club, 2012
- Certified on Training Needs Analysis, Design of Training & Direct Training Skills by
Department of Personnel and Training, Government of India, 2013

PROFESSIONAL EXPERIENCE

Indian School of Business (ISB), Hyderabad

[Jul 2014 – Jun 2015]

- Academic Associate

Screenroot Technologies Pvt Ltd

[Feb 2011 - Nov 2012]

- Project Manager – Web & Mobile Application Design

Swiftant IT Solutions Pvt Ltd

[Sep 2009 – Jan 2011]

- Programmer Analyst – Web Application Development

MEDIA COVERAGE

- Krannert Magazine: "The Pokémon Paradox. Krannert researchers examine the costs and benefits of popular game." Spring 2018. (<https://krannert.purdue.edu/konline/2018s/features/pokemon1.php>)
- Eat Out Magazine: "Augmented Reality Apps Increase the Profits of Restaurants." October 3, 2017. (<http://eatoutmagazine.co.uk/augmented-reality-apps-increase-profits-restaurants>)
- QSR Media UK: "Augmented reality apps increase restaurants' profits in gaming hot spots." October 3, 2017. (<http://qsrmedia.co.uk/technology/news/augmented-reality-apps-increase-restaurants-profits-in-gaming-hot-spots>)
- University Chronicle: "Augmented reality apps cause restaurant profits to rocket" (<https://www.ssuchronicle.com/2017/10/03/augmented-reality-apps-cause-restaurant-profits-to-rocket/>)
- Growth Business UK: "How restaurants can use augmented reality to cash in." October 3, 2017. (<http://www.growthbusiness.co.uk/how-augmented-reality-helps-restaurants-cash-in2552454/>)
- Les Affaires: "Pokémon Go est-il bon pour le commerce?" May 17, 2017. (<http://www.lesaffaires.com/blogues/l-economie-en-version-corsee/pokemon-go-est-il-bon-pour-le-commerce/595004>)

NON-ACADEMIC INTERESTS

Improv theatre, Flute (Bansuri), Ultimate Frisbee, and Triathlon

REFERENCES

Karthik Kannan (*advisor*)

Thomas Howatt Chair in Management
Krannert School of Management, Purdue University
kkarthik@purdue.edu

Prabuddha De

Accenture Professor of Information Technology and Professor of Management
Krannert School of Management, Purdue University
pde@purdue.edu

Yaroslav Rosokha

Assistant Professor of Economics
Krannert School of Management, Purdue University
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Warut Khern-am-nuai

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Desautels Faculty of Management, McGill University
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