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EDUCATION

- Purdue University, Krannert School of Management, West Lafayette, IN, December 2008.
Doctor of Philosophy, Major: Management Information Systems; Minor: Operations Management.
- Southern Illinois University, Carbondale, IL.
Master of Business Administration, Concentration: Management Information Systems. August 2004.
Outstanding International MBA, GPA: 4.0/4.0.
Bachelor of Science, Major: Computer Science; Minor: Mathematics. May 2002.
Summa cum Laude, GPA: 4.0/4.0.

ACADEMIC EXPERIENCE

- *Associate Professor*, Management Information Systems (MIS), Krannert School of Management, Purdue University, August 2014 – Current.
- *Faculty Affiliate*, Regenstrief Center for Healthcare Engineering (RCHE), February 2018 – Current.
- *Faculty Affiliate*, Purdue University Research Center in Economics (PURCE), May 2019 – Current
- *Visiting Associate Professor*, Rady School of Management, University of California, San Diego, 2018, 2019, 2021.
- *Associate Professor*, Management Information Systems (MIS), Haskayne School of Business, University of Calgary, April 2013 – August 2014 [tenure processed and approved].
- *Fellow*, Center for the Digital Economy (CDE@), Haskayne School of Business, University of Calgary, July 2012 – June 2014.
- *Leadership Fellow*, Canadian Centre for Advanced Leadership in Business (CCAL), Haskayne School of Business, University of Calgary, April 2013 – August 2014.
- *Assistant Professor*, Management Information Systems (MIS), Haskayne School of Business, University of Calgary, July 2008 – March 2013.

JOURNAL PUBLICATIONS

Published/Forthcoming

- Shared Prosperity (or Lack Thereof) in the Sharing Economy, with M. Alyakoob, *Information Systems Research* forthcoming.
- Online Reviews and the Information Overload: The Role of Selective, Parsimonious and Concordant Top Reviews, with W. Jabr, *MIS Quarterly* forthcoming.
- Where You Live Matters: The Impact of Local Financial Market Competition on Banks' Response to Peer-to-Peer Lending, with M. Alyakoob and Z. Wei, *Information Systems Research* 32(4) 1390-1411, 2021.

- The Effects of Sister-Store Presence and Market Competition on Product Assortment: Evidence from Book Retailing, with T. Chen, Y. Hu, and J. Sun, *Service Science* 13(3) 155-171, 2021.
- Crowd-Driven Competitive Intelligence: Understanding the Relationship between Local Market Structure and Online Rating Distributions, with D. Gutt and P. Herrmann, *Information Systems Research* 30(3) 711-1105, 2019.
- Proximity to a Traditional Physical Store: The Effects of Mitigating Online Disutility Costs, with B. Nault, *Production and Operations Management* 28(4) 1033-1051, 2019.
- Avoid These Five Digital Retailing Mistakes, with P. De and Y. Hu. *MIT Sloan Management Review* Frontiers, Digital Edition, January, 2018.
- Economic and Policy Implications of Restricted Patch Distribution, with K. Kannan and M. Tawarmalani, *Management Science* 62(11) 3161-3182, 2016.
- An Internet-Enabled Move to the Market in Logistics, with F. Gong and B. Nault, *Information Systems Research* 27(2) 440-452, 2016.
- Beating Irrationality: Does Delegating to IT Alleviate the Sunk Cost Effect?, with P. Herrmann and D. Kundisch. *Management Science* 61(4) 831-850, 2015.
- Online Intermediary as a Channel for Selling Quality Differentiated Services, with M. T. Ackura and Z. Ozdemir. *Decision Sciences* 46(1) 37-62, 2015.
- Product-Oriented Web Technologies and Product Returns: An Exploratory Study, with P. De and Y. Hu. *Information Systems Research* 24 (4) 998–1010, 2013.
- Competing in the Age of Omnichannel Retailing, with E. Brynjolfsson and Y. Hu. *MIT Sloan Management Review* 54(4) 23-29, 2013 (Summer 2013 Featured Cover Article).
- Technology Usage and Online Sales: An Empirical Study, with P. De and Y. Hu. *Management Science* 56(11) 1930-1945, 2010.
- Battle of the Retail Channels: How Product Selection and Geography Drive Cross-channel Competition, with E. Brynjolfsson and Y. Hu. *Management Science* 55(11) 1755-1765, 2009 (Lead Article and Focus of INFORMS press release on November 18, 2009).

Manuscripts under Review/Revision

- Disclosure of Cybersecurity Investments and the Cost of Capital, with T. Havakhor and T. Zhang.
- Tech-Enabled Financial Data Access, Retail Investors, and Gambling-like Behavior in the Stock Market: Evidence from a Natural Experiment, with T. Havakhor, T. Zhang, and C. Zhu.
- Reaping IT Externality Rents across Autonomous Business Units in Multi-Business Firms, with T. Havakhor and P. Setia.
- Not-so-Dumb Money: Beating the Competition with Talent Acquisition, with T. Havakhor.

OTHER PUBLICATIONS

- Digital Economy and Technology Adoption: A Research Commentary, *Industry Canada*, Government of Canada. 2013.
- Do All Product-Oriented Web Technologies Reduce Product Returns?, with P. De and Y. Hu. *ISB Insight* 10(1), 2012.

INNOVATION AND COMMERCIALIZATION ACTIVITIES

CEO and President, RightFit Analytics, Inc.

- EPFF Black Award Winner, 2019.
- ELA Gold Award Winner, Purdue Foundry, 2018.
- NSF SBIR Phase I Grant Recipient (\$273,788 (including matching from Indiana)), 2019.

Patents

- System Architecture and Methods of Intelligent Matching, with S. Chaduvula, A. Dachowicz, M. Atallah, M., and J. Panchal, U.S. Provisional Pat. Ser. No. 62/823,179, Filed Mar, 2020.
- System Architecture and Method of Processing Data Therein, with S. Chaduvula, A. Dachowicz, M. Atallah, M., and J. Panchal, U.S. Provisional Pat. Ser. No.62/719,153, Filed Aug, 2019.

RESEARCH IN PROGRESS

- Market Design Choices, Racial Discrimination, and Micro-Entrepreneurship in Digital Marketplaces with M. Alyakoob.
- Implications of Priority Access in Markets with Experts: Evidence from Online Marketplace Lending, with M. Alyakoob and A. Mahalingam.
- Online Reputation and Market Power: Evidence from the Cannabis Retail Market, with M. Alyakoob and F. Rossi.
- Disrupted and Changed Forever? Leveraging Digitization Insights from COVID Induced Changes in Personal Selling, with J. Reeder.
- Shrouded Fees, Competition, and the Social Welfare on Digital Platforms, with G. Huang.
- Website Engagements and Advertisements, with W. Kar.
- The Impact of IT Usage on the Evolution of a Decision Bias: An Empirical Study, with P. Herrmann and D. Kundisch.
- Physical Stores in the Age of Omnichannel Retailing, with B. Nault.

RESEARCH GRANTS

- Adobe Digital Marketing Award (\$50,000), (co-applicant with W. Kar) 2020.
- Trask Trust Fund (\$21,218), 2019.
- Adobe Digital Marketing Award (\$50,000), (co-applicant with W. Kar) 2017.
- NSF I-Corps Grant (\$50,000), 2017.

- SSHRC Insight Grant (\$97,397), (co-applicant with W. Jabr), 2013.
- SSHRC SRG Grant (\$85,547), 2011.
- SSHRC Development Grant (\$1,000), University of Calgary, 2010.
- Dean's Research Publication Award (\$20,000), Haskayne School of Business, University of Calgary, 2009, 2010, 2013.
- Internal Awards (\$17,855), University of Calgary, 2009.
- Dean's Research Grant (\$40,000), Haskayne School of Business, University of Calgary, 2008.
- Purdue Research Foundation (PRF) Dissertation Research Grant for the 2007-2008 Academic Year (\$18,000).
- 2002 Research Institute for the Study of Man (RISM)/Landes Supervised Fieldwork Grant (\$5,000), RISM, New York. (Supervisor: K. Ward, Southern Illinois University, Carbondale, IL).

CONFERENCE/WORKSHOP PROCEEDINGS & PRESENTATIONS

- Market Design Choices, Racial Discrimination, and Micro-Entrepreneurship in Digital Marketplaces, with M. Alyakoob, *NBER Summer Workshop on Economics of IT and Digitization*, Cambridge, 2021.
- Implications of Priority Access in Markets with Experts: Evidence from Online Marketplace Lending, with M. Alyakoob and A. Mahalingam, *Annual Meeting of the Academy of Management (AOM)*, Virtual, 2021. [One of the Best Accepted Papers]
- Tech-Enabled Financial Data Access, Retail Investors, and Gambling-like Behavior in the Stock Market: Evidence from a Natural Experiment, with T. Havakhor, T. Zhang, and C. Zhu, *NBER Summer Workshop on Economics of IT and Digitization*, Cambridge, 2021.
- Online Reputation and Market Power: Evidence from the Cannabis Retail Market, with M. Alyakoob and F. Rossi, *Workshop on the Economics of Information Security (WEIS)*, Austin, TX, 2021.
- Market Design Choices, Racial Discrimination, and Micro-Entrepreneurship in Digital Marketplaces, with M. Alyakoob, *Conference on Information Systems and Technology (CIST)*, Newport Beach, 2021.
- Implications of Priority Access in Markets with Experts: Evidence from Online Marketplace Lending, with M. Alyakoob and A. Mahalingam, *Strategic Management Society Annual Conference (SMS)*, Virtual, 2021.
- Market Design Choices, Racial Discrimination, and Micro-Entrepreneurship in Digital Marketplaces, with M. Alyakoob, *Platform Research Symposium*, Boston,, 2021.
- Implications of Priority Access in Markets with Experts: Evidence from Online Marketplace Lending, with M. Alyakoob and A. Mahalingam, *International Conference on Information Systems (ICIS)*, India, 2020.
- Cybersecurity Investments and the Cost of Capital, with T. Havakhor, T. Zhang, *Workshop on the Economics of Information Security (WEIS)*, Brussels, 2020.
- Implications of Priority Access in Markets with Experts: Evidence from Online Marketplace Lending, with M. Alyakoob and A. Mahalingam, *Third Toronto Fintech Conference*, Toronto, 2020. [Best PhD paper award winner].
- Big Data and Noise Trading: Evidence from a Natural Experiment, with T. Havakhor, T. Zhang, and C. Zhu, *Statistical Challenges in Electronic Commerce Research (SCECR)*, Madrid, Spain, 2020.

- Shared Prosperity (or Lack Thereof) in the Sharing Economy, with M. Alyakoob, *NBER Economics of Digitization Meeting*, Stanford, 2020.
- How Does Big Data Impact Small Investors' Decision Quality? Evidence from a Natural Experiment, with T. Havakhor, T. Zhang, and C. Zhu, *Workshop on Information Systems Economics (WISE)*, Munich, Germany, 2019.
- How Does Big Data Impact Small Investors' Decision Quality? Evidence from a Natural Experiment, with T. Havakhor, T. Zhang, and C. Zhu, *Conference on Digital Experimentation (CODE)*, Cambridge, MA, 2019.
- Not-so-Dumb Money: Beating the Competition with Talent Acquisition, with T. Havakhor, *Conference on Information Systems and Technology (CIST)*, Seattle, 2019.
- Not Knowing What to Do With or Without Machine Intelligence: Evidence from a Natural Experiment Involving Retail Investors, with T. Havakhor, T. Zhang, and C. Zhu, *Conference on Information Systems and Technology (CIST)*, Seattle, 2019.
- Not-so-Dumb Money: Beating the Competition with Talent Acquisition, with T. Havakhor, *Statistical Challenges in Electronic Commerce Research (SCECR)*, Hong Kong, 2019.
- Shared Prosperity (or Lack Thereof) in the Sharing Economy, with M. Alyakoob, *Workshop on Information Systems Economics (WISE)*, San Francisco, 2018.
- Airbnb: Is it a Curse or a Blessing for Restaurant Employment with M. Alyakoob, *International Conference on Information Systems (ICIS)*, San Francisco, 2018.
- Shared Prosperity (or Lack Thereof) in the Sharing Economy, with M. Alyakoob, *Conference on Information Systems and Technology (CIST)*, Phoenix, AZ, 2018.
- The Power of a few “Superstar” Reviews: Empirical Evidence and a Quasi-Natural Field Experiment on Amazon, with W. Jabr, *Conference on Information Systems and Technology (CIST)*, Phoenix, AZ, 2018.
- Shared Prosperity (or Lack Thereof) in the Sharing Economy, with M. Alyakoob, *Conference on Digital Experimentation (CODE)*, Cambridge, MA, 2018.
- Sharing Economy as a Local Economic Engine: The Heterogeneous Impact of Airbnb on Restaurant Employment Growth, with M. Alyakoob, *Sixth Annual Platform Research Symposium*, Boston, 2018.
- When Enough Ad is Enough: Who Tolerates and Who Doesn't?, with W. Kar, *40th Annual ISMS Marketing Science Conference*, Philadelphia, 2018.
- Shared Prosperity (or Lack Thereof) in the Sharing Economy, with M. Alyakoob, *Statistical Challenges in Electronic Commerce Research (SCECR)*, Rotterdam, Netherlands, 2018.
- Where You Live Matters: The Impact of Local Financial Market Competition in Managing Online Peer-To-Peer Loans, with M. Alyakoob and Z. Wei, *Conference on Information Systems and Technology (CIST)*, Houston, TX, 2017.
- Geography and the Rise of FinTech: Evidence from Peer to Peer Lending, with M. Alyakoob and A. Mahalingam, *The First Toronto Annual FinTech Conference* (accepted but no one could attend to present and, therefore, withdrew), Ontario, Canada, 2017.
- Where You Live Matters: The Impact of Local Financial Market Competition on a Borrower's Debt Management Strategies, with M. Alyakoob and Z. Wei, *Third Workshop on Marketplace Innovation*, Stanford University, Stanford, CA, 2017.
- Where You Live Matters: The Impact of Local Financial Market Competition on a Borrower's Debt Management Strategies, with M. Alyakoob and Z. Wei, *Boulder Summer Conference on Consumer Financial Decision Making*, Boulder, CO, 2017.

- To Prepay or Default? The Impact of Local Financial Market Competition in Online Debt Crowdfunding, with M. Alyakoob and Z. Wei, *POMS 28th Annual Conference (POMS)*, Seattle, WA, 2017.
- To Prepay or Default? The Role of Local Financial Market Competition in Online Peer-to-Peer Lending, with M. Alyakoob and Z. Wei, *Workshop on Information Systems Economics (WISE)*, Dublin, Ireland, 2016.
- Choice of IT Governance Mode in Multi Business Firms: The Effect of Technology Embeddedness, with T. Havakhor and P. Setia, *Conference on Information Systems and Technology (CIST)*, Nashville, TN, 2016.
- Crowd-Driven Competitive Intelligence: Understanding the Relationship between Local Market Structure and Online Rating Distributions, with D. Gutt and P. Herrmann, *INFORMS Annual Meeting 2016*, Nashville, TN, 2016.
- Crowd-Driven Competitive Intelligence: Understanding the Relationship between Local Market Structure and Online Rating Distributions, with D. Gutt and P. Herrmann, *NBER Summer Workshop on Economics of IT and Digitization*, Cambridge, 2016.
- The Hunt for Quality in a Market: Exploring the Relationship between Local Market Structure and Digitized Customer Experience, with P. Herrmann, *Workshop on Information Systems Economics (WISE)*, Auckland, New Zealand, 2014.
- The Hunt for Quality in a Market: Exploring the Relationship between Local Market Structure and Digitized Customer Experience, with P. Herrmann, *Workshop on e-Business (WeB)*, Auckland, New Zealand, 2014.
- What is the Relationship between Market Structure and Digitized Customer Experience?, with P. Herrmann, *INFORMS Annual Meeting 2014*, San Francisco, CA, 2014.
- Exploring the Relationship between Local Market Structure and Digitized Customer Experience, with P. Herrmann, *Conference on Information Systems and Technology (CIST)*, San Francisco, CA, 2014. [Best Research Video Award]
- The Effect of Sister-Store Presence and Market Competition on Product Assortment: Evidence from Book Retailing, with T. Chen, Y. Hu, and J. Sun, *POMS 25th Annual Conference (POMS)*, Seattle, WA, 2014.
- An Internet-Enabled Move to the Market, with F. Gong and B. Nault, *POMS 25th Annual Conference (POMS)*, Seattle, WA, 2014.
- The Market for Information: An Analysis of the Online Word-of-Mouth, with W. Jabr, *International Conference on Information Systems (ICIS)*, Milan, Italy, 2013.
- The Impact of Technology Clusters on Centralization of IT Governance, with T. Havakhor and P. Setia, *INFORMS Annual Meeting 2013*, Minneapolis, MN, 2013.
- Reach Versus Competition in Channels with Internet and Traditional Retailers, with B. Nault, *Theory in Economics of Information Systems 2013*, Monterey, CA, 2013.
- Digital Economy and Technology Adoption, *47th Annual Conference of the Canadian Economic Association*, Montreal, Canada, 2013.
- Dynamics of the Market for Information: An Analysis of the Online Word-of-Mouth, with W. Jabr, Ninth Symposium on *Statistical Challenges in Electronic Commerce Research (SCECR)*, Lisbon, Portugal, 2013.

- Does it Pay Off to Bid Aggressively? An Empirical Study, with P. Herrmann and D. Kundisch, *Hawaii International Conference on System Sciences (HICSS)*, Hawaii, 2013.
- To Bid or Not to Bid Aggressively? An Empirical Study, with P. Herrmann and D. Kundisch, *Workshop on Information Systems Economics (WISE)*, Orlando, FL, 2012.
- Does it Pay Off to Bid Aggressively? An Empirical Study, with P. Herrmann and D. Kundisch, *International Conference on Information Systems (ICIS)*, Orlando, FL, 2012.
- The Role of Online Reviews in Mitigating Product Uncertainties, with W. Jabr, *INFORMS Annual Meeting 2012*, Phoenix, AZ, 2012.
- Does it Pay Off to Bid Aggressively? An Empirical Study, with P. Herrmann and D. Kundisch, *INFORMS Annual Meeting 2012*, Phoenix, AZ, 2012.
- The Effect of Store Coordination and Market Competition on Product Assortment: Evidence from Book Retailing, with T. Chen, Y. Hu, and J. Sun, *INFORMS MSOM (Manufacturing and Service Operations Management) Conference*, Columbia University, 2012.
- The Impact of Delegating Decision Making to IT on the Sunk Cost Effect, with P. Herrmann and D. Kundisch, *Workshop on Information Systems Economics (WISE)*, Shanghai, China, 2011.
- IT, Logistics Outsourcing and Industry-level Productivity, with F. Gong and B. Nault, *INFORMS Annual Meeting 2011*, Charlotte, NC 2011.
- Sunk Cost Effect: The Impact of Delegating Decision Making to IT, with P. Herrmann and D. Kundisch, *INFORMS Annual Meeting 2011*, Charlotte, NC, 2011.
- Sunk Cost Effect: The Impact of Delegating Decision Making to IT, with P. Herrmann and D. Kundisch, *Seventh Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*, Rio de Janeiro, Brazil, 2011.
- An Empirical Investigation of the Effect of Advanced Web Technologies on Product Returns, with P. De and Y. Hu, *Workshop on Information Systems Economics (WISE)*, St. Louis, MO, 2010.
- Product Returns: An Empirical Investigation of the Effect of Advanced Web Technologies, with P. De and Y. Hu, *Conference on Information Systems and Technology (CIST)*, Austin, TX, 2010.
- Software Maintenance and Piracy: Economic and Policy Implications of Patch Development Resources, with K. Kannan and M. Tawarmalani, *University of Alberta Workshop on Information Systems Security*, University of Alberta, Edmonton, AB, Canada, 2010.
- Advance Selling Battle on Infomediaries: How Quality Differentiation Determines Price Premiums, with M. T. Ackura and Z. Ozdemir, *Conference on Information Systems and Technology (CIST)*, San Diego, 2009.
- Advance Selling of Services Through Infomediaries, with M. T. Ackura and Z. Ozdemir, *INFORMS Annual Meeting 2009*, San Diego, 2009.
- When and How Should Service Providers Adopt Internet Infomediaries? with M. T. Ackura and Z. Ozdemir, *CORS/INFORMS International Meeting 2009*, Toronto, Canada, 2009.
- Strategic Adoption of Internet Agents, with M. T. Ackura and Z. Ozdemir, *INFORMS Marketing Science Conference 2009*, Ann Arbor, 2009.
- Website Features and Online Shopping: How Technology Usage Impacts Consumer Demand, with P. De and Y. Hu, *INFORMS Annual Meeting 2008*, Washington D.C., 2008.
- Website Features and Online Shopping: How Technology Usage Impacts Consumer Demand, with P. De and Y. Hu, *2008 Big Ten Information Systems Symposium*, University of Notre Dame, IN, 2008.

- Battle of the Retail Channels: How Internet Selection and Local Retailer Proximity Drive Cross-channel Competition, with E. Brynjolfsson and Y. Hu, *International Conference on Information Systems (ICIS)*, Montréal, Québec, Canada, 2007.
- The Impact of Technology Usage on Consumer Demand, with P. De and Y. Hu, *Workshop on Information Systems Economics (WISE)*, Montréal, Québec, Canada, 2007.
- The Countervailing Incentive of Restricted Patch Distribution: Economic and Policy Implications, with K. Kannan and M. Tawarmalani, *Workshop on the Economics of Information Security (WEIS)*, Carnegie Mellon University, Pittsburgh, PA, 2007.
- The Impact of the Internet on the Sales Distribution: The Role of Product Attributes, *2006 Big Ten Information Systems Symposium*, University of Illinois at Urbana-Champaign, IL, April 29, 2006.
- Data Mining, Group Memory, Group Decision Making: A Theoretical Framework, with N. Martin and S. Paul, *Proceedings of the 9th Americas Conference on Information Systems (AMCIS)*, Tampa, FL, 2003.

INVITED PRESENTATIONS

- CMU-Pitt Seminar on Information Technology & Economics (SITE), November 2020.
- Harvard Business School, Harvard University, May 2020. [Cancelled due to COVID]
- Erasmus University, Rotterdam, April 2020. [Cancelled due to COVID]
- Robert H. Smith School of Business, University of Maryland, College Park, February 2020.
- Georgia State University, January 2020.
- Industry 4.0 Session at IFPAC 2019, North Bethesda, MD, March 2019.
- Fox MIS Distinguished Speaker Series, Temple University, September 2018.
- Paderborn University, June 2018.
- Krannert Alumni Conference, April 2018.
- Lubar School of Business, University of Wisconsin-Milwaukee, October 2017.
- 2017 Dawn or Doom, Purdue University, September 2017.
- Modeling & Machine Learning Association, Walmart Technology, April 2016.
- School of Business, North South University, January 2016.
- Keynote Speaker, International Conference on Computer and Information Technology (ICCIT), December 2015.
- Simon School of Business, University of Rochester, November 2015.
- Dawn or Doom 2, Purdue University, September 2015.
- Tepper School of Business, Carnegie Mellon University, May 2015.
- ITM Distinguished Speaker, Scheller College of Business, Georgia Institute of Technology, April 2015.
- Rady School of Management, University of California San Diego, April 2014.
- Krannert School of Management, Purdue University, February 2014.
- Naveen Jindal School of Management, University of Texas at Dallas, February 2014.

- Economic Research and Policy Analysis Branch, Industry Canada, Ottawa, February 2013.
- Lead Discussant, Workshop on *Measuring the Digital Economy*, Ottawa, October 2012.
- Foster School of Business, University of Washington, May 2012.
- Carlson School of Management, University of Minnesota, April 2012.
- Naveen Jindal School of Management, University of Texas at Dallas, April 2012.
- Warrington College of Business Administration, University of Florida, February 2012.
- Merage School of Business, University of California Irvine, January 2012.
- School of Business, University of Alberta, AB, Canada, October 2010.
- Information Management & E-Finance, University of Paderborn, Germany, January 2010.
- Department of Information Technology and Operations Management, Florida Atlantic University, February 2008.
- Haskayne School of Business, University of Calgary, February 2008.
- *MIS Workshop*, Krannert School of Management, Purdue University, April, October 2007, November 2006.

DOCTORAL CONSORTIA

- 2007 Americas Conference on Information Systems (AMCIS) Doctoral Consortium.
- 2007 Purdue University Nominee, International Conference on Information Systems (ICIS) Doctoral Consortium.
- 2006 Big Ten Information Systems Symposium, University of Illinois at Urbana-Champaign, IL.
- Gordon Davis Symposium, Carlson School of Management, University of Minnesota, Minneapolis, MN, 2005.

TEACHING EXPERIENCE

- MGMT 690, Doctoral Seminar in MIS, Krannert School of Management, Purdue University (Fall 2014, Fall 2016, Spring 2019).
- MGMT 590, Web Data Analytics, Krannert School of Management, Purdue University (Fall 2015, Fall 2016, Fall 2017, Fall 2018, Fall 2019, Fall 2020, Spring 2021).
- MGMT 488, Data-Driven Decisions in Digital Markets (formerly known as Ecommerce and Information Strategies until 2017), Krannert School of Management, Purdue University (Spring 2015, Spring 2016, Spring 2017, Spring 2018, Spring 2019, Fall 2019, Fall 2020).
- MGIS 799.04, PhD Seminar IV in Management Information Systems (Part II), Haskayne School of Business, University of Calgary (Winter 2010).
- MGIS 331, Data Management and Business Analytics (Previously Database Systems), Haskayne School of Business, University of Calgary (Winter 2011, Fall 2011, Winter 2013, Fall 2013).
- MGIS 317, Introduction to Information Systems, Haskayne School of Business, University of Calgary (Fall 2008, Fall 2009, Fall 2010, Fall 2011, Fall 2013).

- MGST 391, Research and Analysis for Decision Making, Haskayne School of Business, University of Calgary (Winter 2013, Winter 2014).
- MGMT 382, Management Information Systems, Krannert School of Management, Purdue University (Spring 2007).
- MGMT 482, Management Information Systems, Krannert School of Management, Purdue University (Spring 2006).

TEACHING AWARDS/ CERTIFICATES

- 2015 Undergraduate Innovation in Teaching Grant (\$10,000), Krannert School of Management, Purdue University.
- Krannert PhD Outstanding and Distinguished Teacher (Fall 2014, Fall 2016).
- Krannert Master's Outstanding and Distinguished Teacher (Fall 2015, Fall 2016, Fall 2017, Fall 2018, Fall 2019, Fall 2020).
- Krannert Undergraduate Outstanding and Distinguished Teacher (Spring 2015, Spring 2016, Spring 2017, Spring 2019, Fall 2019).
- Krannert Certificate for Distinguished Teaching, (Spring 2006, 2007), Krannert School of Management, Purdue University (*this is the highest recognition awarded by Krannert to a doctoral student instructor for excellence in teaching*).
- Graduate Teaching Certificate, Center for Instructional Excellence, Purdue University.
- Applied Analytics Using SAS Enterprise Miner, SAS Institute, Toronto, ON.

CURRICULUM DEVELOPMENT

- Developed MGMT 590 in Fall 2015 (at Krannert) for MBA and other graduate students from scratch that focuses on harvesting data from the web and making inferences from the data.
- Significantly revamped MGMT 488 in Spring 2015 (at Krannert) to include more data analytics and experiential learning materials. A team of five students from my class won the *Kraft Data Dive Competition* in April 2015.
- Completely redesigned MGIS 331 in 2011 (at Haskayne) to include both data management and basic predictive analytics materials in the course.
- Co-designed MGIS 317 in 2008 (at Haskayne) and made significant changes in 2010 and 2013 to make ongoing improvements to the core undergraduate class.

HONORS AND AWARDS

- CICP Faculty Commercialization Award, Purdue University, 2020.
- INFORMS ISS Sandy Slaughter Early Career Award, 2018.
- 2017 Best Associate Editor, Information Systems Research (ISR).
- GOLD Award, Entrepreneurial Learning Academy, Burton D. Morgan Center for Entrepreneurship, Purdue University, 2018.
- The World's Top 40 Business School Professors Under 40, Poets and Quants, 2017.

- Entrepreneurial Learning Academy Fellow, Burton D. Morgan Center for Entrepreneurship, Purdue University, 2017-2018.
- PRF International Travel Grant, Purdue University, 2016.
- Jay N. Ross Yong Faculty Scholar Award, Krannert School of Management, 2015.
- Meritorious Service Award, Management Science, 2015.
- PRF International Travel Grant, Purdue University, 2014.
- Dean's Award for Outstanding Research Achievement, Haskayne School of Business, 2014.
- Inaugural Nominee of Haskayne School of Business, Royal Society of Canada New Scholar Award, 2014.
- Leadership Fellow, Canadian Centre for Advanced Leadership in Business (CCAL), 2013.
- Fellow, Center for the Digital Economy (CDE@), 2012.
- Meritorious Service Award, Management Science, 2011.
- Dean's Award for Outstanding New Scholar, Haskayne School of Business, 2010.
- Graduate Fellowship, Southern Illinois University, 2003-2004.
- Outstanding Senior, Department of Computer Science, Southern Illinois University, 2002.
- Who's Who Among Students in American Universities and Colleges, 2001-2002.
- College of Science Dean's Scholarship, 2001.
- Computer Science Alumni Scholarship, 2001.
- Augusta Auerbach Endowed Memorial Scholarship, 2000.
- SIUC Undergraduate Tuition Award, 2000-2002.
- College of Science Dean's List, Every Semester, 1999-2002.
- The National Dean's List, 1999-2001.
- Scholastic Honors, 2000-2002.
- Registered Student Organization (RSO) Outstanding Officer Award, Student Development, Southern Illinois University, 2003.

ACADEMIC SERVICE

University/School Committees

- Faculty Lead, Krannert Data Mine, Purdue University, 2018-current.
- Co-Chair, Krannert-Statistics Collaboration Committee, Purdue University, 2020-current.
- Chair, Data Analytics Research and Teaching Committee, Krannert School of Management, Purdue University, 2020-current.
- Member, Digital Footprint Committee, Krannert School of Management, Purdue University, 2020-2021.
- Member, Undergraduate Program Faculty Oversight Committee, Krannert School of Management, Purdue University, 2019-2020.

- Chair, Undergraduate Program Faculty Oversight Committee, Krannert School of Management, Purdue University, 2017-2019.
- Member, RCHE Healthcare Analytics Director Search Committee, 2018.
- Coordinator, MIS PhD Program Committee, Krannert School of Management, Purdue University, 2016 - 2017.
- Member, Undergraduate Research Committee (University Level), Purdue University, 2016.
- Member, Signature Experience/Experiential Learning Undergraduate Committee, Krannert School of Management, Purdue University, 2016.
- Member, MIS Search Committee, Krannert School of Management, Purdue University, 2015.
- Member, Research and Scholarship Committee (University Level), University of Calgary, 2013-2014.
- Member, Dean's Research Advisory Committee, Haskayne School of Business, University of Calgary, 2011-2014.
- Member, Dean's Task Force on Community Outreach, Haskayne School of Business, University of Calgary, 2013.
- Member, Undergraduate Program Committee, Haskayne School of Business, University of Calgary, 2011-2013.
- Member, IS Hiring Committee, Haskayne School of Business, University of Calgary, 2011, 2012, 2013.
- Member, Master's Program Committee, Haskayne School of Business, University of Calgary, 2008-2011.
- Member, University Commencement Committee, Purdue University, 2005-2008.
- Member, MIS Area MGMT 482 Course Content Review Committee, 2006.
- Senator, Purdue Graduate Student Government, 2005-2006.
- Executive Committee Member, Krannert Doctoral Student Association, 2005-2006.

Conference/Event Organizer and Executive Committees

- Co-Organizer, 2021 Purdue Krannert-Statistics Machine Learning and Causal Inference Boot Camp.
- Organizer, De Fest: A Celebration of Prabuddha De and Information Systems (IS), 2019.
- Organizer, 2018 Dawn or Doom Data Dive.
- Organizer, 2017 Dawn or Doom Data Dive.
- Organizer, Krannert-Walmart Data Dive 2016. [believed to be the first data dive on a college campus and, by all accounts, a hugely successful event for participants, Purdue, and Walmart]
- President, E-Business Society, INFORMS 2014.
- Co-Chair, Conference on Information Systems and Technology (CIST) 2013.
- President-Elect, E-Business Society, INFORMS 2013.
- Treasurer, E-Business Society, INFORMS 2012.
- E-Business Cluster Co-Chair, INFORMS Annual Meeting 2012.

- Member, Local Arrangement Committee, Theory in Economics of Information Systems 2014.
- Member, Local Arrangement Committee, 2007 Big Ten Information Systems Symposium, Krannert School of Management, Purdue University, West Lafayette, IN.

Editorial Appointments and Program Committees

- Associate Editor, Management Science (2017-current).
- Associate Editor, Information Systems Research (ISR) (2016-current).
- Associate Editor, Information Technology and Management (ITM) (2013-2020).
- Panelist, NSF SBIR/STTR Phase I: Big Data and Advanced Analytics I (2018).
- Associate Editor, Journal of Electronic Commerce Research (JECR) (2014-2017).
- Associate Editor, International Conference on Information Systems (ICIS) (2014, 2016, 2017, 2020).
- Associate Editor, European Conference on Information Systems (ECIS) (2014, 2015).
- Conference on Information Systems and Technology (CIST) (2010, 2011, 2014-2021).
- International Conference on Electronic Commerce (ICEC) (2015, 2016, 2017).
- Workshop on Information Technologies and Systems (WITS) (2010, 2012).
- Session Chair, Production and Operations Management Society (POMS) Annual Conference 2014.
- Session Chair, INFORMS Annual Meeting 2011.

Reviewer

- Journals: Management Science, Journal of Political Economy, Information Systems Research, MIS Quarterly, Journal of MIS, Production and Operations Management, Economics Letters, Journal of Retailing, MIT Sloan Management Review, Information Technology and Management.
- Conferences: International Conference on Information Systems (ICIS), Conference on Information Systems and Technology (CIST), Hawaii International Conference on System Sciences (HICSS).
- Grant Agencies: National Science Foundation (NSF), Social Sciences and Humanities Research Council of Canada (SSHRC), Israel Science Foundation (ISF), Research Grants Council (RGC) of Hong Kong.

Supervisory, Mentoring, and Thesis Examining Experience

- Ph.D. Co-Advisor, Yufei Xu, Computer Science, Purdue University, 2020-2021.
- Research Mentor, Anparasan Mahalingam, Purdue University, 2019-2021 (Placement: University of Utah, 2021)
- Ph.D. Advisor, Mohammed Alyakoob, Purdue University, 2016-2019. (Placement: University of Southern California, 2019)
- Research Mentor, Tianjian (TJ) Zhang, Oklahoma State University, 2018-2020. (Placement: City University of Hong Kong, 2020)
- Research Mentor, Dominik Gutt, Paderborn University, 2015-2019. (Placement: Erasmus University, 2019)

- Research Mentor, Taha Havakhor, University of Arkansas, 2016-2019. (Placement: Temple University, 2019)
- Research/Post-Doc Mentor, Siva Chaduvula, Mechanical Engineering, Purdue University, 2017-2019. (Placement: Philipps USA)
- Research Mentor, Adam Dachowicz, Mechanical Engineering, Purdue University, 2017-2020.
- Ph.D. Advisory Committee Member, Tho Van Le, Civil Engineering, Purdue University, 2017.
- MS. Advisory Committee Member, Ibukun Phillips, Industrial Engineering, Purdue University, 2018-19.
- Ph.D. External Examiner, Youngsok Bang, McGill University, 2015.
- Ph.D. Supervisory Committee Member, Fengmei Gong, MIS, University of Calgary, 2013.
- Ph.D. Candidacy Examining Committee Member, M. Zaman Forootan, Operations Management, University of Calgary, 2012.
- Ph.D. Supervisory Committee Member, Dawei Zhang, MIS, University of Calgary, 2011.
- Ph.D. Candidacy Examining Committee Member, Madhusudan Rao, Finance, University of Calgary, 2011.
- Ph.D. Candidacy Examining Committee Member, Fengmei Gong, MIS, University of Calgary, 2011.
- Ph.D. Supervisory Committee Member, Muhaimenul Adnan, Computer Science, University of Calgary, 2011.
- Ph.D. Candidacy Examining Committee Member, Dawei Zhang, MIS, University of Calgary, 2010.
- M.Sc. Thesis Committee Member, Abdelghani Guerbas, Computer Science, University of Calgary, 2010.

Current/Past Professional Affiliations

- American Economic Association (AEA).
- Association for Information Systems (AIS).
- Canadian Economic Association (CEA).
- Institute for Operations Research and the Management Sciences (INFORMS).

MEDIA MENTIONS

Washington Post, Chicago Tribune, LA Times, MarketWatch, Yahoo Finance, Fox 59, CBS 4, Indiana Public Radio, Indianapolis Business Journal, Investorplace.com, WSBT, Dhaka Tribune, Bangladesh Sangbad Sangstha (BSS).