

Shankar Sundaresan

Rutgers University School of Business – Camden,
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Education

Doctor of Philosophy

Business Administration
University of Rochester

1997

Master of Science

Management Science
University of Rochester

1994

Bachelor of Technology

Mechanical Engineering
Indian Institute of Technology, Madras

1985

Academic / Professional Experience

2015 - Current	Associate Professor of Professional Practice (Management) Rutgers School of Business - Camden Rutgers The State University of New Jersey, Camden
2013 - 2015	President Business and Analytic Solutions LLC
2005 – 2013	Assistant Professor of Management Rutgers School of Business - Camden Rutgers The State University of New Jersey, Camden
1997 - 2005	Assistant Professor of Management Information Systems Smeal College of Business Pennsylvania State University, University Park
1996 – 1997	Lecturer in Management Information Systems Smeal College of Business Pennsylvania State University, University Park

1990 - 1991	Software Consultant Data Software Research Corporation
1985 - 1989	Software Engineer Larsen and Toubro Limited

Teaching Interests

My teaching interests span the areas of Information Systems, Supply Chain, Operations Management and Management Science. Courses include:

➤ Management Information Systems	➤ Supply Chain Management
➤ Economics of Information Systems	➤ Operations Management
➤ R Applications	➤ Project Management
➤ Business Intelligence	➤ Management Science
➤ Database Management Systems	➤ Business Statistics
➤ Business Analytics	➤ Business Mathematics

Research Interests

- **Pricing and operational decisions**
 - Subscription pricing
 - Delivery pricing with free subscriptions
 - Retail show-rooming and pricing under value uncertainty
 - Capacity planning and pricing under obsolescence
- **Pricing and competitive analysis**
 - Pricing under quality uncertainty (contingency pricing)
 - Pricing under demand uncertainty (contingent auctions)
- **Knowledge Management**
 - IT and incentives for knowledge management
 - Enterprise Social Networks
 - AI-enabled Knowledge Management
- **Managing IT and database design**
 - Reasoning and learning in automated database design
 - Corporate IT standards
 - Impact of IT on supply chains

Teaching Experience

Curriculum Development

- Developed the Business Analytics curriculum core for the MSBA program
- Developed the Business Analytics specialization in the MBA program
- Developed the IT/Business Analytics major in the undergraduate program
- Developed and redesigned many MIS/OM courses for graduate and undergraduate
- Developed the new MIS undergraduate MIS major (principal role)
- Developed the IT portfolio in the MBA program (principal role)
- Developed the IS option in the PhD program (principal role)

Course Development

Designed and developed

- | | |
|---|---------------------------|
| • Managing Projects and Information Technology | PMBA/ MBA Online |
| • Economics of Information Systems | MBA Elective |
| • Management Information Systems | MBA Core |
| • Managing Information Technology and Resources | MBA Core |
| • Telecommunications and Network Security | MBA Elective |
| | |
| • Management Information Systems | Undergrad Core |
| • Telecommunications and Internet Technologies | Undergrad Elective |
| • Data Management and R Applications | Undergrad / Online |
| | |
| • Operations Analysis | MBA Core |
| • Business Analytics | MBA / MBA Online |
| • Data Management and Business Intelligence | MS / MBA Online |
| | |
| • Quantitative Business Skills | Undergrad Online |
| • Introduction to Business Statistics | Undergrad Online |
| • Management Science | Undergrad Core |
| • Optimization and Spreadsheet Modeling | Undergrad Core |

Designed and developed

- | | |
|--|--------------------|
| • eBusiness Technologies | Executive /MBA |
| • eBusiness | MBA Elective |
| • Digital Technologies for the Modern Enterprise | MBA Elective |
| | |
| • Systems Analysis Design and Implementation | Undergrad Required |
| • Systems Development | Undergrad Elective |
| • Internet Technologies | Undergrad Elective |
| • Topics in Information Systems | Undergrad Elective |
| Other courses | |
| • Database Management Systems | MBA Elective |
| • Business Process Reengineering | MBA Elective |
| • Business Statistics | MBA Core |

Publications

Articles published in refereed journals

1. Balakrishnan, Anant, Shankar Sundaresan and Chinmoy Mohapatra, "Subscription Pricing for Free Delivery Services," *Production and Operations Management*, 33(4), 2024, pp 943-961.
<https://doi.org/10.1177/10591478241235001>.
2. Sundaresan, Shankar and Zuopeng Zhang, "AI Enabled Knowledge Sharing and Learning: Redesigning Roles and Processes," *International Journal of Organizational Analysis*, 30(4), 2022, pp 983-999.
<https://doi.org/10.1108/IJOA-12-2020-2558>
3. Sundaresan, Shankar and Zuopeng Zhang, "Knowledge-sharing Rewards in Enterprise Social Networks: Effects of Learner Types and Impact of Digitisation," *Enterprise Information Systems*, 14(5), 2020, pp 661-679.
<https://doi.org/10.1080/17517575.2020.1737884>
4. Sundaresan, Shankar and Zuopeng Zhang, "Incentive Policies for Facilitating Knowledge Sharing in an Enterprise Social Network," *Journal of Information Technology Theory and Application*, 19(2), 2018, pp 31-56.
<https://aisel.aisnet.org/jitta/vol19/iss2/3>
5. Sundaresan, Shankar and Zuopeng Zhang, "Knowledge Sharing in Organizations: Role of Incentives and Information Systems," *Journal of Industrial Integration and Management*, 1 (3), Sep 2016 [32 Pages].
<https://doi.org/10.1142/S2424862216500056>
6. Balakrishnan, Anant, Shankar Sundaresan, and Bo Zhang, "Browse and Switch: Retail-Online Competition under Value Uncertainty," *Production and Operations Management*, 23(7), 2014, pp 1129-1145.
<https://doi.org/10.1111/poms.12165>
7. Sundaresan, Shankar and Zuopeng Zhang, "Parallel teams for knowledge creation: Role of collaboration and incentives," *Decision Support Systems*, 54(1), 2012, pp 109-121.
<https://doi.org/10.1016/j.dss.2012.04.008>
8. Zhang, Zuopeng and Shankar Sundaresan, "Knowledge markets in organizations: Knowledge Sharing with Trust and Signaling," *Knowledge Management Research & Practice*, 8, 2010, pp 322-339.
<https://doi.org/10.1057/kmrp.2010.22>
9. Pangburn, Michael and Shankar Sundaresan, "Capacity Decisions for High-tech Products with Obsolescence," *European Journal of Operational Research*, 197,

2009, pp 102-111.
<https://doi.org/10.1016/j.ejor.2008.05.026>

10. Bhargava, Hemant and Shankar Sundaresan, "Computing as Utility: Managing Availability, Commitment and Pricing through Contingent Bid Auctions" *Journal of Management Information Systems*, 21(2), 2004, pp 201-227.
<https://doi.org/10.1080/07421222.2004.11045806>
11. Bhargava, Hemant and Shankar Sundaresan, "Contingency Pricing for Information Goods and Services under Industrywide Performance Standard" *Journal of Management Information Systems*, 20(2), 2003, pp 113-116.
<https://doi.org/10.1080/07421222.2003.11045766>
12. Balakrishnan, Anant, Soundar Kumara, and Shankar Sundaresan, "Manufacturing in the Digital Age: Exploiting Information Technologies in Customer-directed Product Realization" *Information Systems Frontiers*, 1(1), 1999, pp. 25-50.
<https://doi.org/10.1023/A:1010012712144>
13. Storey, Veda C., Debabrata Dey, Harald Ullrich, and Shankar Sundaresan, "An Ontology-based Expert System for Database Design Automation," *Data & Knowledge Engineering*, 28(1), 1998, pp. 31-46.
[https://doi.org/10.1016/S0169-023X\(98\)00012-3](https://doi.org/10.1016/S0169-023X(98)00012-3)
14. Storey, Veda C., Roger H.L. Chiang, Debabrata Dey, Robert C. Goldstein, and Shankar Sundaresan, "Database Design with Common Sense Business Reasoning and Learning," *ACM Transactions on Database Systems*, 22(4), 1997, pp 471-512.
15. Dewan, Rajiv M., Abraham Seidmann, and Shankar Sundaresan, "Communication in Hierarchical Organizations and Standards Policies for Information Technology," *International Journal of Electronic Commerce*, 1(3), 1997, pp. 43-63.
<https://doi.org/10.1080/10864415.1997.11518289>
16. Dewan, Rajiv, Abraham Seidmann, and Shankar Sundaresan, "Strategische Keuzen bij IS-infrastructuur: Bedrijfsstandaarden versus decentrale optimalisatie," *Informatie*, Jaargang 37 Themanummer, 1995, pp. 678-687. (*Dutch version of the Conference best paper selected for Informatie*).

Manuscripts in progress

- Anant Balakrishnan and Shankar Sundaresan, "Delivery Pricing Strategies"
- Sundaresan, Shankar and Zuopeng Zhang, "Incentives for AI-Enabled Knowledge Sharing and Learning"

Articles published in refereed proceedings / refereed conferences

1. Sundaresan, Shankar and Zuopeng Zhang, “Incentives for AI-Enabled Knowledge Sharing and Learning,” *Proceedings of the Northeast Decision Sciences Institute Conference*, Cambridge, MA, Apr 2024.
2. Sundaresan, Shankar and Zuopeng Zhang, “Knowledge Sharing Incentives in AI-Enabled Knowledge Management,” *Proceedings of the Northeast Decision Sciences Institute Conference*, Washington, DC, Apr 2023.
3. Sundaresan, Shankar and Zuopeng Zhang, “AI-Enabled Knowledge Management in Organizations: Incentives for Knowledge Sharing,” *Proceedings of the Northeast Decision Sciences Institute Conference*, Newark, NJ, Apr 2022.
4. Sundaresan, Shankar and Zuopeng Zhang, “AI in Knowledge Sharing and Learning: Redesigning Knowledge Worker’s Roles and Processes,” *Proceedings of the Northeast Decision Sciences Institute Conference*, Online, Apr 2021.
5. Sundaresan, Shankar and Zuopeng Zhang, “AI in Knowledge Sharing and Learning: Redesigning Roles, Processes, and Incentives,” *Proceedings of the Northeast Decision Sciences Institute Conference*, Boston, Mar 2020.
6. Sundaresan, Shankar and Zuopeng Zhang, “Motivating Knowledge Sharing in Enterprise Social Media: Impact of Avid and Impressionable Learners,” *Proceedings of the Southeast Decision Sciences Institute Conference*, Charleston, SC, Feb 2020.
7. Balakrishnan, Anant, Chinmoy Mohapatra and Shankar Sundaresan, “Delivery Pricing Strategies in retail Competition,” *Manufacturing and Service Operations Management Conference (MSOM) 2019*, Singapore, June 2019.
8. Sundaresan, Shankar and Zuopeng Zhang, “Enterprise Social Network for Knowledge Sharing and Learning: Impact of Learner Types and Network Structure.,” *Proceedings of the Northeast Decision Sciences Institute Conference*, Philadelphia, April 2019.
9. Sundaresan, Shankar and Zuopeng Zhang, “Reward Systems for Motivating Knowledge Sharing: Effects on Learning in an Enterprise Social Network,” *Proceedings of the Northeast Decision Sciences Institute Conference*, Providence, RI, April 2018.
10. Sundaresan, Shankar and Zuopeng Zhang, “Incentive Strategies for Facilitating Knowledge Sharing in an Enterprise Social Network,” *Proceedings of the Northeast Decision Sciences Institute Conference*, Springfield, MA, March 2017.

11. Sundaresan, Shankar and Zuopeng Zhang, "Knowledge Transfer in an Enterprise Social Network," *Proceedings of the Northeast Decision Sciences Institute Conference*, Alexandria, March 2016.
12. Mohapatra, Chinmoy, Anant Balakrishnan and Shankar Sundaresan, "Optimal Subscription Pricing for Free Delivery Services," *Manufacturing and Service Operations Management Conference (MSOM) 2016*, Auckland, New Zealand, June 2016.
13. Sundaresan, Shankar and Zuopeng Zhang, "Incentives and Information Technology for Knowledge Sharing and Learning: Complementarity and Substitutability Effects," *Proceedings of the Northeast Decision Sciences Institute Conference*, Philadelphia, March 2014.
14. Sundaresan, Shankar and Zuopeng Zhang, "Knowledge Sharing and the Dynamic Evolution of Organizational Culture: Impact of Incentives and Information Technology" in the *Proceedings of the Northeast Decision Sciences Institute Conference*, New York, April 2013.
15. Zhang, Zuopeng and Shankar Sundaresan, "Role of Information Technology, Incentives, and Collaboration for Concurrent Teams," in the *Proceedings of the Americas Conference on Information Systems* (Paper 30), Seattle, July 2012.
<http://aisel.aisnet.org/amcis2012/proceedings/DecisionSupport/30>
16. Sundaresan, Shankar and Zuopeng Zhang, "Incentives for Multi-Dimensional Knowledge Sharing," in the *Proceedings of the Northeast Decision Sciences Institute Conference*, Montreal, Canada, April 2011.
17. Sundaresan, Shankar and Zhang, Zuopeng, "Knowledge Creation with Parallel Teams: Design of Incentives and the Role of Collaboration" in the *Proceedings of the Fifteenth Americas Conference on Information Systems*, San Francisco, California, August 2009.
18. Pangburn, Michael and Shankar Sundaresan, "Capacity Decisions for High-Tech Products with Obsolescence," in the *Proceedings of the Manufacturing and Service Operations Management Conference*, Beijing, China, 2007.
19. Sundaresan, Shankar and Zuopeng Zhang, "Incentives for Organizational Knowledge Discovery and Diffusion," in the *Proceedings of the Ninth Conference on Information Systems and Technology (CIST)*, Denver, October, 2004.
20. Sundaresan, Shankar and Zuopeng Zhang, "Facilitating Knowledge Transfer in Organizations Through Incentive Alignment and IT Investment," in the *Proceedings of the Thirty-Seventh Hawaii International Conference on System Sciences*, (Kona, HI), January, 2004.

21. Bhargava, Hemant and Shankar Sundaresan, "Contingent Bids in Auctions: Availability, Commitment and Pricing of Computing as Utility," in the *Proceedings of the Thirty-Seventh Hawaii International Conference on System Sciences*, (Kona, HI), January, 2004
22. Sundaresan, Shankar and Zuopeng Zhang, "Knowledge Transfer in Organizations: Role of Incentives and Information Systems," *Workshop on Information Systems and Economics*, Dec 14-15, 2003.
23. Bhargava, Hemant and Shankar Sundaresan, "Managing Quality Uncertainty through Contingency Pricing," in the *Proceedings of the Thirty-Sixth Hawaii International Conference on System Sciences*, (Kona, HI), January 6-9, 2003. **(Best mini-track paper in Competitive Strategy and IS)**
24. Bhargava, Hemant and Shankar Sundaresan, "Optimal Design of Contingency Pricing in IT-intensive Commerce," in the *Proceedings of the Twenty-Third International Conference on Information Systems*, Barcelona, December 15-18, 2002.
25. Bhargava, Hemant and Shankar Sundaresan, "Contingency Pricing under Duopolistic Competition," *Workshop on Information Systems and Economics*, Barcelona, Dec 14-15, 2002.
26. Bhargava, Hemant and Shankar Sundaresan, "Contingency Pricing for Telecommunications Services," in *The 10th International Conference on Telecommunication Systems*, Naval Postgraduate School (Monterey, CA), October 3-6 2002.
27. Bhargava, Hemant, and Shankar Sundaresan, "Contingent Prices in Electronic Retailing," in the *Proceedings of the Tenth Workshop on Information Technology and Systems (WITS 2000)*, Brisbane, December 2000.
28. Bhargava, Hemant, and Shankar Sundaresan, "Contingent Prices in Electronic Commerce: Is revealing Information Always Beneficial?" *Workshop on Information d Systems Economics (WISE 2000)*, Brisbane, December 2000.
29. Pangburn, Michael, and Shankar Sundaresan, "Intertemporal Pricing and Capacity Planning in the Semiconductor Industry," *Workshop on Information Systems Economics (WISE 2000)*, Brisbane, December 2000.
30. Storey, Veda C., Harald Ullrich and Shankar Sundaresan, "An Ontology to Support Automated Database Design, in the *Proceedings of the 16th International Conference on Conceptual Modeling (ER'97)*, Los Angeles, November 1997. **(Best Paper Award)**
31. Sundaresan, Shankar, Rajiv M. Dewan and Abraham Seidmann, "Impact of Corporate IS Standards on Group Communication," in the *Proceedings of the*

Thirtieth Annual Hawaii International Conference on System Sciences (HICSS 97), Hawaii, January 1997.

32. Storey, Veda C., Debabrata Dey, Shankar Sundaresan, Harald Ullrich and Shigetaka Yamakawa, "Learning Across Application Domains for Database Design Systems," in the *Proceedings of the Sixth Workshop on Information Technologies and Systems (WITS 96)*, Cleveland, December 1996.
(Best Paper Award)
33. Dewan, Rajiv, Abraham Seidmann, and Shankar Sundaresan, "Organizational Determinants of Corporate Information Systems Standards Policies," *Information Technology track of INFORMS 96*, Washington D.C, May 1996.
34. Dewan, Rajiv, Abraham Seidmann, and Shankar Sundaresan, "Strategic Choices in IS Infrastructure: Corporate Standards versus 'Best of Breed' Systems," *Proceedings of the Sixteenth International Conference on Information Systems (ICIS 95)*, Amsterdam, December 1995. *
<https://aisel.aisnet.org/cgi/viewcontent.cgi?article=1053&context=icis1995>
(Best Paper Addressing Conference Theme Award).
35. Dewan, Rajiv, Abraham Seidmann and Shankar Sundaresan, "Multiperiod Economic Analysis of IT Standards," *Workshop on Information Systems Economics (WISE 95)*, London, December 1995.
36. Storey, Veda C., Roger H.L. Chiang, Debabrata Dey, Robert C. Goldstein, Arun Sundararajan, and Shankar Sundaresan, "Knowledge Reconciliation for Common Sense Reasoning," in the *Proceedings of the Fourth Workshop on Information Technologies and Systems (WITS 94)*, Vancouver, December 1994.

Working papers

37. "Bhargava, Hemant and Shankar Sundaresan, "Quality Uncertainty in IT-intensive Commerce: Optimal Design of Quality-Contingent Prices."
38. Dewan, Rajiv, Marshall Freimer, Abraham Seidmann and Shankar Sundaresan, "Technology Adoption in Organizations: Use of Incentives and Standards for Control and Coordination"

White papers

39. Pal, Nirmal, Shankar Sundaresan, Judith Ray, Hemant Bhargava, Ed Glantz, Michael McHugh, "Knowledge Quotient (KQ): A way to Measure the Knowledge Intensity of Your Team," White paper, The Penn State eBusiness Research Center, 2004.

40. Ray, Judith, Shankar Sundaresan, Ed Glantz, Nirmal Pal, Hemant Bhargava, Michael McHugh, “Measuring the Business Impact of Knowledge management,” White paper, The Penn State eBusiness Research Center, 2001.

Papers presented at other conferences

1. Mohapatra, Chinmoy, Anant Balakrishnan and Shankar Sundaresan, “Delivery Pricing Strategies for Competing Retailers,” INFORMS 2017, Houston, TX, October 2017
2. Mohapatra, Chinmoy, Anant Balakrishnan and Shankar Sundaresan, “Optimal Subscription Pricing for Free Delivery Services,” INFORMS 2016, Nashville, TN, November 2016.
3. Mohapatra, Chinmoy, Anant Balakrishnan and Shankar Sundaresan, “Optimal Subscription Pricing for Free Delivery Services”, Chancellor's New Faculty Research Symposium, Rutgers University -Camden, Dec 2016.
4. Mohapatra, Chinmoy, Anant Balakrishnan and Shankar Sundaresan, “Optimal Subscription Pricing for Free Delivery Services,” INFORMS 2015, Philadelphia, November 2015.
5. Mohapatra, Chinmoy, Anant Balakrishnan and Shankar Sundaresan, “Optimal Subscription Pricing for Free Delivery Services,” INFORMS Revenue Management and Pricing Section Conference, New York, June 2015.
6. Sundaresan, Shankar and Michael Pangburn, “Characterizing optimization problems with Shared Integrand and Range Functions,” INFORMS 2008, Washington D.C, October 2008.
7. Sundaresan, Shankar and Michael Pangburn, “Revenue Optimization Under Functions with Common Integrand and Range,” INFORMS, Seattle, 2008.
8. Pangburn, Michael and Shankar Sundaresan, “Capacity Decisions for High-tech products with Obsolescence,” INFORMS 2007, Puerto Rico, July 2007.
9. Zhang, Zhang and Shankar Sundaresan, “Incentives for Knowledge Discovery and Diffusion in the Firm,” INFORMS 2004, Denver, October 2004.
10. Levi, Moti and Shankar Sundaresan, “Supply Chain Structures and Contracts for Managing Multi-tiered Suppliers,” INFORMS 2004, Denver, October 2004.

11. Sundaresan, Shankar and Michael Pangburn, "Dynamic Pricing for Obsolescing Technology Products," INFORMS 2004, Denver, October 2004.
12. Sundaresan, Shankar and Michael Pangburn, "Capacity Setting and Pricing for Multi-generation Technology Products," INFORMS 2003, Atlanta, October 2003.
13. Zhang, Zuopeng and Shankar Sundaresan, "Knowledge Sharing in Organizations: Role of Incentives and Information Systems," INFORMS 2003, Atlanta, October 2003.
14. Bhargava, Hemant. and Shankar Sundaresan, "Optimal Design of Contingency Pricing in IT-intensive Commerce," Conference on Pricing Research, Cornell University (Ithaca, NY), September 13-14 2002.
15. Bhargava, Hemant, and Shankar Sundaresan, "Contingent Prices in Electronic Commerce," Optimization in Supply Chain and Electronic Commerce, Gainesville, March 2002.
16. Pangburn, Michael and Shankar Sundaresan, "Capacity Planning and Inter-temporal Prices in High-Tech Industry"
(This paper was presented at many universities in Jan-Feb 2002.)
17. Bhargava, Hemant and Shankar Sundaresan, "Contingency Pricing in Electronic Commerce,"
(This paper was presented at many universities in 2003.)
18. Ray Judy, Shankar Sundaresan, Nirmal Pal, Ed Glantz and Hemant Bhargava, "Knowledge Management Metrics: A framework," Conference on Knowledge Management, Toronto, January 2002.
19. Pangburn, Michael, and Shankar Sundaresan, "Intertemporal Pricing and Capacity Planning in the Semiconductor Industry," INFORMS, Miami, November 2001.
20. Sundaresan, Shankar, "Impact of Information Infrastructure on Supplier Networks in eBusiness," INFORMS 2000, San Antonio, November 2000.
21. Sundaresan, Shankar, "Information Infrastructure, Supplier Networks and Intermediaries in eBusiness," INFORMS 2000, Salt Lake City, May 2000.
22. Sundaresan, Shankar, "Information Infrastructure, Supplier Networks and Intermediaries in eBusiness," at the inaugural eBusiness Research Center Seminar Series, Penn State, Jan 26, 1999.
23. Pangburn, Michael and Shankar Sundaresan, "Inter-temporal Pricing Impact on High-technology Product Capacity Panning," at the OR Colloquium, Penn State,

Feb 29, 1999.

24. Sundaresan, Shankar, “Managing IT Resources for Electronic Commerce,” INFORMS 98, Seattle, October 1998.
25. Sundaresan, Shankar, “Organizational Structure and Information Technology Standards Policies,” Conference on Managing Information Technology, Oakland, Michigan, October 1998.

Participation in seminars and workshops

Seminar/Workshop Title	Dates	Location	Role
North East Decision Sciences Conference (NEDSI 2024)	Apr 2024	Cambridge, MA	Presenter
Rutgers Online Learning Conference 2024	Mar 2024	Online	Participant
North East Decision Sciences Conference (NEDSI 2023)	Apr 2023	Washington, DC	Presenter
Rutgers Online Learning Conference 2023	Mar 2023	Online	Participant
North East Decision Sciences Conference (NEDSI 2022)	Apr 2022	Newark, NJ	Presenter
Rutgers Online Learning Conference 2022	Mar 2022	Online	Participant
North East Decision Sciences Conference (NEDSI 2021)	Apr 2021	Online	Presenter, Session Chair
Rutgers University – Camden Faculty e-Learning Conference	Apr 2020	Camden, NJ	Participant
North East Decision Sciences Conference (NEDSI 2019)	Apr 2019	Philadelphia, PA	Presenter
Rutgers University – Camden Faculty e-Learning Conference	Apr 2019	Camden, NJ	Presenter
Rutgers University – Camden Faculty e-Learning Conference	Apr 2018	Camden, NJ	Participant
Rutgers University – Camden Faculty e-Learning Conference	Mar 2017	Camden, NJ	Participant
Rutgers 8 th Online Learning Conference 2017	Mar 2017	Somerset, NJ	Participant
Chancellor’s New Faculty Research Symposium, Rutgers – Camden, NJ	Dec 2016	Camden, NJ	Invited Presenter
Rutgers University – Camden Faculty e-Learning Conference	Apr 2016	Camden, NJ	Participant

North East Decision Sciences Conference (NEDSI 2016)	Mar 2016	Alexandria, VA	Session Chair / Presenter
North East Decision Sciences Conference (NEDSI 2014)	Mar 2014	Philadelphia, PA	Participant
North East Decision Sciences Conference (NEDSI 2013)	Apr 2013	New York, NY	Presenter
North East Decision Sciences Conference (NEDSI 2011)	Apr 2011	Montreal, Canada	Session Chair, Presenter
International Conference on Information Systems (ICIS 2010)	Dec 2010	St. Louis, MO	Participant
Workshop on Information Systems Economics (WISE 2010)	Dec 2010	St. Louis, MO	Participant
The Institute of Operations Research and Management Sciences (INFORMS 2008)	Oct 2008	Washington D.C	Session Chair, Presenter
North East Decision Sciences Conference (NEDSI 2008)	Mar 2008	New York, NY	Participant
Workshop on Information System Economics (WISE 2005)	Dec 2005	Irvine, CA	Participant
Workshop on Information System Economics (WISE 2004)	Dec 2004	College Park, MD	Session Chair / Discussant
The Institute of Operations Research and Management Sciences (INFORMS 2004)	Oct 2004	Denver	Session Chair /Presenter
Hawaii International Conference on System Sciences (HICSS 2004)	Jan 2004	Kona, HI	Presenter
Workshop on Information System Economics (WISE 2003)	Dec 2003	Seattle, WV	Co-Presenter
Big-10 IS Consortium	May 2003	Columbus	Presenter
Hawaii International Conference on System Sciences (HICSS 2003)	Jan 2003	Kona, HI	Presenter
Workshop on Information System Economics (WISE 2002)	Dec 2002	Barcelona	Presenter
International Conference on Information Systems (ICIS 2002)	Dec 2002	Barcelona	Presenter
Supply Chain and Electronic Commerce: Applied Optimization	Mar 2002	Gainesville	Invited speaker
Workshop on Information System Economics (WISE 2001)	Dec 2001	New Orleans	Discussant

International Conference on Information Systems (ICIS 2001)	Dec 2001	New Orleans	Discussant
INFORMS	Nov 2001	Miami	Session chair
eBRC Board meeting and Workshop	Nov 2001	State College	Presenter
Workshop on Information Technology and Systems (WITS' 2000)	Dec 2000	Brisbane	Presenter
Workshop on Information System Economics (WISE' 2000)	Dec 2000	Brisbane	Presenter
International Conference on Information Systems (ICIS'2000)	Dec 2000	Brisbane	Discussant
The Institute of Operations Research and Management Sciences (INFORMS Fall'2000)	Nov 2000	San Antonio	Session chair/ Presenter
The Institute of Operations Research and Management Sciences (INFORMS Spring 2000)	May 2000	Salt Lake City	Presenter
Workshop on Information System Economics (WISE'99)	Dec 1999	Charlotte	Discussant
Workshop on Information System Economics (WISE'98)	Dec 1998	New York	Participant
The Institute of Operations Research and Management Sciences (INFORMS Fall'98)	Oct 1998	Seattle	Session chair/ Presenter
Conference on Managing Information Technology (CMIT'98)	Oct 1998	Oakland	Invited Speaker
International Conference on Information Systems (ICIS'97)	Dec 1997	Atlanta	Participant
Workshop on Information System Economics (WISE'97)	Dec 1997	Atlanta	Participant
The Institute of Operations Research and Management Sciences (INFORMS Spring'97)	May 1997	San Diego	Participant
International Conference on Information Systems (ICIS'96)	Dec 1996	Cleveland	Participant
Workshop on Information System Economics (WISE'96)	Dec 1996	Cleveland	Participant
The Institute of Operations Research and Management Sciences (INFORMS Spring'96)	May 1996	Washington	Presenter
International Conference on Information Systems (ICIS'95)	Dec 1995	Amsterdam	Presenter
Association of Information Systems (AIS'95)	Aug 1995	Pittsburgh	Participant

Funded projects / grants

- 2003-2004, “Contingency Pricing Strategies for New Products and Firms in IT-intensive Commerce” with Hemant Bhargava, Smeal College Faculty Research Grant, Pennsylvania State University.
- 2003, **IBM Faculty Fellow Award** (\$40,000)
(IBM awards a few of these prestigious fellowships annually from an international applicant pool, primarily to foster and disseminate research expected to be valuable to the industry)
- 2003, Instructional grant of software by Rational Software (now part of IBM) (Enterprise Rational Suite) (approximately \$100,000)
- 2002-2003, “Analysis of Contingent Contracts in Electronic Commerce,” with Hemant Bhargava, Smeal College Faculty Research Grant, Pennsylvania State University.
- 2001-2002, “Capacity and Pricing Dynamics for Overlapping Generations of Hi-tech Products,” with Michael Pangburn, Smeal College Faculty Research Grant, Pennsylvania State University.
- 2001, “Knowledge Management Metrics,” with Judy Ray, Nirmal Pal, Ed Glantz and Hemant Bhargava, eBusiness Research Center.
- 1999-2002, “The Impact of Manufacturing Capacity on Inter-temporal Prices for High-Technology Products,” with Michael Pangburn, Smeal College New Faculty Research Projects, Pennsylvania State University, Grant: \$6,000.
- 1999, Instructional grant of software use of Cold Fusion Server product (approximately \$100,000)
- 1998-1999, “Teamwork Enhancement & Assessment Mechanism,” with Michael Pangburn, Faculty Teaching Innovation Project Grants, Schreyer Institute for Innovation and Learning, Grant: \$1,500.

Research Supervision

Graduate Work Supervised

Doctoral Level

- Zuopeng Zhang, “Incentives and Information Technology for Knowledge Management,” Ph.D., Pennsylvania State University, December 2005.
(Currently a faculty member at University of North Florida, Jacksonville)

Masters Level

- Mustafa Dara Duman, “A Systems Integration Approach to Data Warehousing,” MS, September 2001.
- Ralph Heidl, “Spatial Data processing on the Internet,” MS, July 2000.
- Jiangfeng Ye, “Dimensional Data Models and ER Model for Data Warehouse Design,” MS, May 2000.
- Kitty Baker, “Connecting Databases to the Internet ---Database Gateways,” MS, May 1999.
- Joseph Mampilli, “Website Architecture: Design Principles and Implementation Guidelines,” MS, May 1999.

Doctoral Dissertation Committees

- Chinmoy Mohapatra, University of Texas, Austin, 2018
- Bo Zhang, Ph.d., University of Texas, Austin, 2010.
- Craig Nowack, Ph.d., Pennsylvania State University, 2005.
- Daewon Sun, Ph.d., Pennsylvania State University, 2004.
- Hari Natarajan, Ph.d., Pennsylvania State University, 2003.
- Jeremy Mennis, Ph.d., Pennsylvania State University, 2002.
- Farooq Sheikh, Ph.d., Pennsylvania State University, 2000.

Associate Editor

- Journal of Industrial Integration and Management, since 2016

Ad-hoc Journal Referee

- Production and Operations Management
- Management Science
- Information Systems Research
- Omega
- MIS Quarterly
- Communications of the ACM
- Telecommunications Policy
- INFORMS Journal on Computing
- Decision Support Systems
- Information and Management
- Journal of Management Information Systems
- International Journal of Electronic Commerce

Professional Affiliations

- Member Association for Information Systems, since 2001
- Member INFORMS, since 1993
- Member Decisions Sciences Institute
- Member Association for Computing Machinery, since 1993
- Member Beta Gamma Sigma, since 1997

Honors and Distinctions

2018	Digital Teaching Fellow, Rutgers – Camden
2004	Trade-mark on the term Knowledge Quotient™ (KQ) (as part of a team at eBusiness Research Center, Penn State University; KQ is a score that tracks progress in implementing Knowledge Management initiatives)
2003	IBM Faculty Fellow Award <i>(IBM awards a few of these prestigious fellowships annually from an international applicant pool, primarily to foster and disseminate research expected to be valuable to the industry)</i>
2003	Best mini-track paper (competitive strategy and IS), Hawaii International Conference on System Sciences
1999	Winmill Software Faculty Fellow
1997	Best Research Paper Award Entity-Relationship Conference '97
1996	Best Research Paper Award, Workshop on Information Technology & Systems '96
1995	Best Research Theme Paper Award, International Conference on Information Systems '95

Service Experience Summary

- Director, MSBA program (Academic year 2022-23)
Oversaw a substantial increase in the number of applicants as well as enrolments especially in the in-person program.
Responsibilities included -- screening the large number of applicants, smoothing the launch of the in-person program, conducting regular information sessions for potential applicants, addressing student concerns, and liaising with various stakeholders – our marketing team, advisors, potential applicants, other campus units, international office, current students and faculty.
- Dean Search Committee
Participated in the Campus wide committee for the Rutgers School of Business Dean Search.
- Graduate Curriculum Committee
Participated in revamping the graduate curriculum to introduce Flexible Learning Modules
- Assurance of Learning
Task force for revamping measures to enhance assurance of learning for the graduate and undergraduate programs
- Undergraduate Business Analytics Major task force, IT Major task force
- Task force for enhancing the research environment
Participated in a task force that brainstormed ideas for improving the research environment at SBC and made a list of recommendations to the Dean and faculty
- Instructional Resource and Responsibilities Committee
Participated in the instructional resource and responsibility committee that evaluated the teaching performance and recommended nominations for full-time and part-time faculty best teacher awards
- Faculty Recruitment Committees
Participated in many of the faculty recruitment efforts
- MBA orientation / MBA welcome meetings

University-wide

- Academic Technology Advisory Council
- Dean Search Committee
- IST Curriculum Design Committee
- IST Minors Steering Committee

College-wide / School-wide

- Director, MSBA program (Academic year 2022-23)
- Graduate Curriculum Committee
- Undergraduate Curriculum Committee
- AACSB - Assurance of Learning
- Teaching Review
- IT Advisory Board
- eBusiness MBA Electives Task Force
- MBA Renewal - IT Portfolio Task Force

Department

- Curriculum Redesign Taskforce
- Undergraduate Policy Committee
- Faculty Recruitment Committee
- Computer Policy Committee
- IS-PhD option Task Force
- Peer Teaching Review
- Faculty Recruitment Committee