October 2026

RAMESH SHANKAR
Associate Professor
OPIM Dept., School of Business, University of Connecticut
Room 385, 2100 Hillside Road, Unit 1041, Storrs, CT 06269
Ramesh.Shankar@business.uconn.edu

WORK

2026/08- : Academic Director, UConn MBA programs
2026/01-07 : Interim Department Head, OPIM Department
2011 – : Tenured Associate Professor, School of Business, University of Connecticut
2012 – 2017 : Assistant Department Head, OPIM Dept., University of Connecticut
2005 – 2011 : Assistant Professor, School of Business, University of Connecticut

EDUCATION

- 2005: Stern School of Business, New York University Ph.D., Information Economics. Dissertation Title: "Essays on Information Systems and Contracting"
- 1996: Indian Institute of Management (IIM), Ahmedabad, India: MBA, Finance.
- 1994: Indian Institute of Technology (IIT), Madras, India: B.Tech., Mech. Engg.

PUBLICATIONS (Total Citations: 3084, h-index: 17, i-10 index: 22)

1. Hongfei Li, Huiyan Chen, Jing Peng, and Ramesh Shankar. "Impact of Refundability on Sales of Digital Knowledge Products: The Moderating Role of Product Characteristics." ***MIS Quarterly.*** Accepted October 2026.
2. K.Sudhir, Ramesh Shankar, Yuan Jin. "Can Rising Eco-sensitivity Hurt Sustainability? Eco-Impact of Durable Goods Innovations", ***Marketing Science***. Accepted May 2025.
3. Ramesh Shankar. "Tethered Durable Goods and Installed Base Degradation via Software Updates: Implications for Product Policy." ***Journal of Management Information Systems (JMIS),*** Journal of Management Information Systems 41 (3), 839-865 (Sep 2024). Accepted April 2024.
4. Ramesh Shankar, Lei Wang, Kunter Gunasti, Hongfei Li. "Nonverbal Peer Feedback and User Contribution in Online Forums: Experimental Evidence of the Role of Attribution and Emotions." ***Journal of the Association for Information Systems (JAIS)*** 25.2 (2024): 267-303. Accepted July 2023.
5. Lei Wang, Ram Gopal, Ramesh Shankar, Joseph Pancras. "Forecasting Venue Popularity on Location-Based Services Using Interpretable Machine Learning." ***Production & Operations Management*** 31.7 (2022): 2773-2788.
6. Chakraborty, Aindrila, Ramesh Shankar, and James R. Marsden. "An empirical analysis of consumer-unfriendly E-commerce terms of service agreements: Implications for customer satisfaction and business survival." ***Electronic Commerce Research and Applications*** 53 (2022): 101151.
7. Ramesh Shankar. "Online Reputational Loss Aversion: Empirical evidence from StackOverflow.com." ***Decision Support Systems*** 158 (2022): 113793.
8. "Impact of Gamification on Perceptions of Word-of-Mouth Contributors and Actions of Word-of-Mouth Consumers." Lei Wang, Kunter Gunasti, Ramesh Shankar, Joseph Pancras, Ram Gopal. ***MIS Quarterly*** 44:4 (Dec 2020): 1987-2011.
9. Li, Hongfei, Ramesh Shankar, and Jan Stallaert. "Invested or Indebted: Ex-ante and Ex-post Reciprocity in Online Knowledge Sharing Communities." ***ACM Transactions on Management Information Systems (TMIS)*** 11.1 (2020): 1-26.
10. Lee, Ho Cheung Brian, Jose M. Cruz, and Ramesh Shankar. "Corporate Social Responsibility (CSR) Issues in Supply Chain Competition: Should Greenwashing Be Regulated?" ***Decision Sciences*** 49.6 (2018): 1088-1115.
    - Best paper finalist, Decision Sciences Journal, November 2019.
11. Chakraborty, Aindrila, et al. "Predictive models to measure the impact of fiber-optic broadband speeds on local towns and communities." ***Telematics and Informatics*** 35.5 (2018): 1408-1420.

12. Wang, Lei, Ram Gopal, Ramesh Shankar, and Joseph Pancras. "On the brink: Predicting business failure with mobile location-based checkins." ***Decision Support Systems*** 76 (2015): 3-13.
13. Aggarwal, Rohit, Ram Gopal, Ramesh Sankaranarayanan, Param Vir Singh. "Blog, blogger, and the firm: Can negative employee posts lead to positive outcomes?" ***Information Systems Research*** 23.2 (June 2012): 306-322.
14. Amit Mehra, Ram Bala, Ramesh Sankaranarayanan. "Competitive Behavior-Based Price Discrimination for Software Upgrades." ***Information Systems Research***. December 2011, Vol.22, No.4.
15. Gopal, Ram, Xinxin Li, and Ramesh Sankaranarayanan. "Online keyword based advertising: Impact of ad impressions on own-channel and cross-channel click-through rates." ***Decision Support Systems*** 52.1 (December 2011): 1-8.
16. Bhattacharjee, S., R.Gopal, J.R.Marsden, and R.Sankaranarayanan. Digital Goods and Markets: Emerging Issues and Challenges. ***ACM Transactions on Management Information Systems***, Vol. 2, No. 2, Article 8, June 2011.
17. Mantena, R., R.Sankaranarayanan, and S.Viswanathan. Platform-Based Information Goods: The Economics of Exclusivity. ***Decision Support Systems,*** Volume 50, Issue 1, December 2010, Pages 79-92.
    - Awarded Net Institute Summer Grant ($5000)
18. Ramesh Sankaranarayanan, Arun Sundararajan. "Electronic Markets, Search Costs and Organizational Scope." ***Information Systems Research.*** March 2010, Vol.21, No.1.
    - Winner of "Best Paper Award", School of Business, University of Connecticut
19. Sudip Bhattacharjee, Ram Gopal, James R.Marsden, Ramesh Sankaranarayanan, Rahul Telang. "To theme or not to theme: Can theme strength be the music industry's 'Killer App'?", ***Decision Support Systems***. December 2009, Vol.48, No.1, Pages 141-149.
20. Sudip Bhattacharjee, Ram Gopal, James R.Marsden, Ramesh Sankaranarayanan, "Re-tuning the Music Industry to Attain Business Resonance." ***Communications of the ACM***, June 2009, Vol. 52 No. 6, Pages 136-140.
21. Ramesh Sankaranarayanan. "Innovation and the durable goods monopolist: the optimality of frequent new-version releases." ***Marketing Science***, November-December 2007, 26(6), 774 – 791.
22. Gediminas Adomavicius, Ramesh Sankaranarayanan, Shahana Sen, Alexander Tuzhilin. "Incorporating Contextual Information in Recommender Systems using a Multidimensional Approach." ***ACM Transactions on Information Systems,*** January 2005, 23(1) 103-145

RESEARCH IN PROGRESS/UNDER REVIEW

1. **JMIS, 1st revise and resubmit:** Live-stream e-commerce: impact of vocal characteristics on sales, with Aixin Yao, Ming Ren, Hongfei Li.
2. **ISR, Under 1st round review:** Impact of GenAI on Stack Overflow, with Jaeung Sim.
3. **Manuscript under preparation:** Durable goods repair.

RESEARCH ACCEPTED/PRESENTED AT CONFERENCES

1. "Generative AI on the Loose: Impact of Improved AI and Expert Oversight on Knowledge Sharing," with Jaeung Sim.
    - Invited seminar, Indian School of Business, Hyderabad, India, January 2025.
    - Workshop on ML&AI, Yale School of Management, New Haven, Connecticut. Dec 6, 2024.
    - Conference on Information Systems and Technologies (CIST), Seattle, October 2024.
2. "Consumer Guilt and Sustainable Choice: Environmental Impact of Durable Goods Innovation," K. Sudhir, Ramesh Shankar, Yuan Jin. *ISMS Marketing Science Conference*, Chicago Booth, June 2022.
3. "How does Enabling Product Returns Affect the Sales of Paid Information Services?" Huiyan Chen, Hongfei Li, Jing Peng, Ramesh Shankar. WISE 2021, Austin, TX
4. "Product Returns and impact on Sales of Paid Information Services." Huiyan Chen, Hongfei Li, Jing Peng, Ramesh Shankar. CIST 2021. Newport Beach, CA.
5. The role of refund policies on information goods sales. SCECR 2021.
6. "Corporate Social Responsibility (CSR) Issues in Supply Chain Competition: Should Greenwashing Be Regulated?" with Ho Cheung Brian Lee and Jose M. Cruz. *Decision Sciences Conference,* New Orleans, November 2019.

7. "Reciprocity in Online Knowledge Sharing Communities". With Hongfei Li and Jan Stallaert. *Statistical Challenges in E-Commerce Research (SCECR)*, Rotterdam, June 2018.
8. "Reputational Loss Aversion: Evidence from StackOverflow.com". *ISB Conference on Digital Economy (CODE)*, Rajasthan, India, December 2017.
9. "The Impact of Gamification on Word-of-Mouth Effectiveness: Evidence from Foursquare". With Lei Wang, Ram Gopal, and Joseph Pancras. *Hawaii International Conference on System Sciences, HICSS-50*: January 4-7, 2017.
10. "Reputational Loss Aversion: Evidence from StackOverflow.com". *Statistical Challenges in E-Commerce Research (SCECR)*, Greece, June 2016.
11. "Predictive Models to Measure the Impact of Fiber-Optic Broadband Expansion on Local Towns and Municipalities." With Aindrila Chakraborty, Sudip Bhattacharjee, and James Marsden. *Winter Conference on Business Intelligence*, Utah, March 2016.
12. "Game of Drones: Impact of Gamification on Word-of-Mouth Effectiveness for Retailers", with Lei Wang, Ram Gopal, and Joseph Pancras, *Workshop on Information Systems and Economics (WISE 2014)*, Auckland, New Zealand, December 2014.
13. "Factors Driving Customer Engagement in Location-Based Social Media", with Lei Wang, Ram Gopal, and Joseph Pancras, *INFORMS,* San Francisco, November 2014.
14. "Predicting restaurant failure through Foursquare customer check-ins", with Lei Wang, Ram Gopal, and Joseph Pancras, *International Symposium on Information Systems*, Rajasthan, India, January 2014.
15. "Checking in to check it out: An Empirical Analysis of Customers¹ Engagement on Location Based Social Media", with Lei Wang, Ram Gopal, and Joseph Pancras, *WITS 2013,* Milan, Italy, December 2013.
16. "Impact of Uninformative and False Corporate Social Responsibility (CSR) Claims: A game-theoretic analysis", with Brian Lee and Jose Cruz, *INFORMS Annual Meeting,* Minneapolis, October, 2013.
17. "Checking in to Check it out: An Empirical Analysis of Customers' Engagement on Location Based Social Media", with Lei Wang, Ram Gopal, and Joseph Pancras, *INFORMS Annual Meeting,* Minneapolis, October, 2013.
18. "Location-Based Services and Their Impact on Local Businesses: Evidence from Foursquare", with Lei Wang, Ram Gopal, and Joseph Pancras, *INFORMS Annual Meeting,* Phoenix, November 2012.
19. "Location-Based Services and Their Impact on Local Businesses: Evidence from Foursquare", with Lei Wang, Ram Gopal, and Joseph Pancras, *Statistical Challenges in eCommerce Research (SCECR)*, Montreal, June 2012.
20. "Digital Goods and Markets: Emerging Issues and Challenges," with Sudip Bhattacharjee, Ram Gopal, James Marsden, *INFORMS 2010*, Austin, TX. November, 2010.
21. "Search and Content Channel Interaction in Online Keyword-Based Advertising," with Ram Gopal and Xinxin Li. *International Symposium on Information Systems*, Hyderabad, India. December 2010.
22. "Search and Content Channel Interaction in Online Keyword-Based Advertising," with Ram Gopal and Xinxin Li. *Workshop on Information Systems and Economics (WISE)*, Phoenix, AZ. December 2009.
23. "Blog, Blogger and the Firm: Impact of Negative Posts in Attracting Readership," with Ram Gopal and Rohit Aggarwal. *INFORMS Annual Meeting*, ISR Invited Symposium, 2009.
24. "Upgrades with Price Competition." With Amit Mehra and Ram Bala (ISB). *Workshop on Information Systems and Economics (WISE)*, Montreal, Canada. December 2007.
25. "Upgrades with Price Competition." With Amit Mehra and Ram Bala (ISB). *International Symposium on Information Systems*, Hyderabad, India. December 2007.
26. "Negative blogs, positive outcomes," with Ram Gopal and Rohit Aggarwal. *Statistical Challenges in Ecommerce Research*, May 2007.
27. "Exclusive Licensing in Complementary Network Industries," with Ravi Mantena and Siva Viswanathan. *NET Institute Summer Conference*, April 2007.
28. "Does Enabling Digital Goods Sampling pay? Evidence from the Book Industry." With Anindya Ghose. *International Symposium for Information Systems* (Dec. 2006), Indian School of Business, Hyderabad, India.
29. "Exclusive Licensing in Complementary Network Industries," with Ravi Mantena and Siva Viswanathan. *Workshop on Information Systems and Economics (WISE)*, UC Irvine, December 2005.
30. "Excessive Software Upgrades: Reasons and Remedies." *INFORMS Conference on Information Systems and Technologies (CIST)* 2005, San Francisco.

31. "Electronic Markets, Search Costs and Organizational Scope." With Arun Sundararajan. Presented at the international conference: *North American Summer Meeting of the Econometric Society*, Brown University, June 2004.
32. "Context-Aware Recommender Systems." With Gediminas Adomavicius, Shahana Sen, Alexander Tuzhilin. Presented in the international conference: *Workshop on Information Technologies and Systems (WITS)* 2004.
33. "Intelligent Information Triage." With Sofus A. Macskassy, Haym Hirsh, Foster Provost, Vasant Dhar. 24th Annual International *ACM SIGIR Conference on Research and Development in Information Retrieval (SIGIR 2001)*, New Orleans. (23% acceptance rate).
    - Citations: 18

EDITORIAL SERVICE

- Associate Editor, MIS Quarterly, July 2013 – Dec 2017
- Associate Editor for ICIS 2009, 2010, 2011, 2012, 2013, 2014, 2015:
    - Economics and Information Systems Track
- Refereed 200+ articles for top IS Journals and Conferences, including ISR (25 papers), Management Science (20), MIS Quarterly (45), INFORMS JoC (1), Marketing Science (3), JIMS (2), POMS Journal (2), DSS (15), ACM TOIT (1), JOCEC (1), IS Frontiers (1), Journal of Business Research (1), ECRJ (1), EJIS (1), ICIS (10), INFORMS-CIST (8), WITS (4), ICEC (6), ICISTM (3).
- Program Committee Member for INFORMS-CIST 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017; ICEC 2009, WITS 2008, ICIS 2011, ICEC 2011

RESEARCH GRANTS

1. Summer research grant, University of Connecticut, Summer 2024
2. Summer research grant, University of Connecticut, Summer 2023
3. Summer research grant, University of Connecticut, Summer 2022
4. Summer research grant, University of Connecticut, Summer 2021
5. Summer research grant, CITI, University of Connecticut: "Durable goods innovation: Vendors' incentives to depreciate previous versions when releasing newer versions", Summer 2020
6. Summer research grant, CITI, University of Connecticut: "Empirical estimation of the competitive dynamics of competing platforms", Summer 2019
7. Summer research grant, CITI, University of Connecticut: "An analysis of the optimality of durable goods upgrades", Summer 2018
8. Summer research grant, CITI, University of Connecticut: "Expectation states theory – evidence from online knowledge repositories", Summer 2017
9. Summer research grant, CITI, University of Connecticut: "Estimating the impact of smartphone-enabled ride sharing services on demand, supply, and customer satisfaction", Summer 2016
10. Summer research grant, CITI, University of Connecticut: "The Impact of Corporate Sponsorship of Open Source Software: An Empirical Analysis", Summer 2015
11. Summer research grant, CITI, University of Connecticut: "What motivates user contribution to electronic knowledge repositories?", Summer 2014

INVITED DEPARTMENTAL RESEARCH PRESENTATIONS

1. Indian School of Business (January 2025)
2. Indian School of Business (May 2021)
3. Baruch College, Zicklin School of Business (Sep 2018)
4. Rensselaer Polytechnic, Lally School of Management (Feb 2018)
5. IIT Madras, Chennai, Department of Management Studies (Jan 2018)
6. Great Lakes Institute of Management, Chennai (Jan 2018)
7. University of Texas, Dallas, Naveen Jindal School of Management (Sep 2017)
8. University of Maryland, Robert H. Smith School of Business (March 2017)
9. University of Notre Dame, Mendoza College of Business (Nov 2016)
10. University of Connecticut, School of Business, Schoolwide Faculty Seminar (Sept. 2016)
11. University of South Florida, Muma College of Business (August 2016)

12. Iowa State University, College of Business (April 2016)
13. University of Arizona, Eller School of Management (March 2016)
14. IIM Bangalore, India (July 2015)
15. University of Maryland, Robert H. Smith School of Business (January 2009)
16. Carnegie Mellon University, Heinz School of Public Policy (March 2009)
17. University of Michigan (October 2005)
18. City University of New York (Baruch College) (March 2004)
19. National University of Singapore (March 2004)
20. Singapore Management University (March 2004)
21. University of Connecticut (February 2004)
22. Tulane University (January 2004)
23. Carnegie Mellon University (October 2003)

BOOK

- Big Data Analytics on Google Cloud: A Hands-on Introduction, published on Amazon Kindle (April 29th, 2020).

  The goal of this book is to teach non-technical users (such as business analysts) to upload very large datasets to the cloud (1 GB and beyond), and to analyze these datasets using Big Data tools. Topics covered include Google Storage, BigQuery, Dataproc-Hadoop, and PySpark.

PROFESSIONAL DEVELOPMENT

- Cloud Computing: *Big Data on AWS (Amazon Headquarters)*
- Data visualization: *Tableau Desktop Fundamentals* and *Intermediate* course
- Harvard Business School: *The Art and Craft of Discussion Leadership – part 2*
- Big Data Analytics: *Real-time Analytics with Apache Spark*
- Big Data Analytics: *Building Recommender Systems with Hadoop*
- Big Data Analytics: *Using Pig, Hive, and Impala with Hadoop*
- Harvard Law School: *Negotiation and Leadership*
- Harvard Business School: *The Art and Craft of Discussion Leadership – part 1*

PROFESSIONAL AWARDS

- Ackerman Scholarship, School of Business, University of Connecticut, 2012-2014.
- Ackerman Scholarship, School of Business, University of Connecticut, 2010-2012.
- Best Paper Award, School of Business, University of Connecticut, May 2010, for "Electronic Markets, Search Costs, and Firm Boundaries" (Published in ISR, March 2010, Vol.21, No.1)
- Teaching Innovation – Honorable Mention, School of Business, University of Connecticut, May 2010.
- Nadler Fellowship, Stern School of Business, NYU, 2003-2004.
- Ph.D. Fellowship, Information Systems Department, Stern School of Business, NYU, 1999-2003.

INDUSTY INITIATIVES

MS-Business Analytics and Project Management (MS-BAPM) (From Fall 2012 to present)

- I have served on industry outreach and student admissions committees, and worked with the MS-BAPM Advisory Committee consisting of senior leaders from United Technologies, IBM, Aetna, The Hartford, and other major corporations. I have helped students connect to industry executives, recruiters, and data analytics professionals.

Edgelab – UConn-GE partnership based in Stamford, CT, where students and faculty worked alongside GE managers on GE operational data (From Summer 2008 to Spring 2011)

- I guided student teams on numerous real-world GE projects involving big data analytics, including transportation and logistics datasets (Summer 2008) and raw material inventory datasets

(Summer 2010). I designed and implemented heuristics, algorithms and metrics to enable improved managerial decision making and operational performance.

- As faculty advisor for teams of PhD, MBA, and undergraduate students, I was actively involved in student interviews, team selection, project definition meetings, day-to-day project team guidance, and periodic evaluations (toll-gates) alongside GE managers.

Morgan Stanley (Summer 2000, Winter 2001)

- I used Perl and Sybase to develop a data mining based customer visualization application for Morgan Stanley's institutional securities division, which helped salespeople better identify customer profitability.

TEACHING

University of Connecticut, School of Business

1. Executive MBA – Management Information Systems Core course – developed and taught new MIS curriculum. (2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2024)
2. Data Science with Python, developed and teach in the MSBAPM program (since 2014)
3. MS in Business Analytics and Project Management (MS-BAPM): I designed and currently teach a course "Big Data Analytics with Hadoop". This covers data management and data mining with Apache Hadoop ecosystem software including Apache Pig and Hive for data extraction, transformation and loading, and Apache Mahout for data mining, with special focus on clustering, classification, and collaborative filtering. (since 2013)
4. OPIM 4895, Web Design (Senior Undergraduate MIS)
5. OPIM 3103, Undergraduate Introduction to MIS
6. OPIM 3221, Business Database Systems.
7. OPIM 2001, MIS in Business: A Hands-On Introduction, for Freshmen/Sophomores University-wide.

NYU, Leonard N. Stern School of Business

1. MS in Business Analytics (MSBA): *Big Data* (Summer 2018, 2019, 2020, 2021, 2022, 2023, 2024). Covers cloud computing for big data analytics.
2. Undergraduate course: *B20.3386 Technical Foundations of Information Systems* (Spring, 2004)
3. Undergraduate course: *C20.0046 Database Management Systems.* (Spring 2003)

UC Irvine, Paul Merage School of Business

Big data analytics, MSBA program, Winter 2020

Indian School of Business, Hyderabad

Certificate in Analytics: *Big Data Analytics* (Fall 2015)

SERVICE TO THE UNIVERSITY

Assistant Department Head

In this role, I oversaw our undergraduate MIS program at the Storrs campus. My responsibilities included curriculum development, mentoring graduate students' teaching, MIS major promotional activities among student groups, student scholarships, and industry outreach. Since I took over as ADH in August 2012, MIS enrollments increased 180%.

University committees:

- University Interdisciplinary Courses Committee (UICC)
- Bachelor of Professional Studies (BPS) Web Oversight Committee

Departmental and School-wide Committees

- Undergraduate Strategic Task Force, Ph.D. recruitment committee,
- Undergraduate Re-design Committee; Undergraduate Assessment Committee
- Undergraduate Re-design Committee, Executive MBA Steering Committee
- MS-Business Analytics & Proj. Mgmt – Admissions Committee
- Ph.D. Qualifying Paper Committee
- Department representative on the School-wide Undergraduate Programs Committee, responsible for formulating and approving programmatic changes to the undergraduate Business curriculum.

Worked closely with OPIM department and other departments to craft several changes to the MIS Major and Engineering Management minor.

- Ph.D. Recruiting Committee
- Technology Development and Utilization Committee - Schoolwide. To evaluate the laptop program for undergraduate business-school students.

Undergraduate MIS related activities

- Designed and managed the popular **Executive Lecture Series**, as part of which we invite senior IT executives, CIOs, VPs and Directors of IT from prominent corporations to share their career experiences with our undergraduates. Mentored other faculty who are currently managing various aspects of this initiative.
  - Spring 2019: **Bret Greenstein,** Vice President and Worldwide Head of AI for Cognizant.
  - Spring 2018: **Ernest Huber**, VP of IT, Colt Manufacturing Company.
  - Spring 2016: **Julianne Inozemcev**, Partner, Risk Assurance Services, PwC.
  - Spring 2015: **Carol Juel**, CIO and EVP, Synchrony Financial.
  - Spring 2014: **Darwyn S. Azzinaro**, Director, BlumShapiro; and **Dominic Barone**, Sr Manager, BlumShapiro.
  - Spring 2013: **Mark Boxer**, CIO of Cigna.
  - Fall 2012: **Jeanette Horan**, CIO of IBM.
  - Spring 2010: I organized a day-long visit by **Brian O'Connell**, CIO of The Hartford Insurance Group, and his senior IT Leadership Team, on March 23rd, 2010, including meetings with the Dean; Luncheon with Associate Deans, Department Heads, and Directors of Career Services and Development; Mock Interviews for MIS Students; Career Success Talk; Small-Group Session with MIS Seniors; and Executive Lecture for students of OPIM 3103.
    - This event required 3 weeks of intense preparation and groundwork in co-ordination with Mark Gelinas, VP of Talent Acquisition, The Hartford.
  - Spring 2010: Organized Executive Lectures by **Omar Fathi**, CIO of UTC Fire & Safety; and **Frank Milano**, Partner, Enterprise Risk Services, Deloitte.
  - Since Fall 2007: Organized several Executive Lectures in previous semesters, by CIOs from UTC (**John Doucette**, **Nancy Davis**), Pratt & Whitney, Sikorsky, Travelers, BlumShapiro, CIGNA.
    - In Fall 2007, I envisaged the Executive Lecture Series and designed an innovative format for it so as to ensure effective student engagement.
    - The Executive Lecture Series now has become a regular feature of our Undergraduate program, with active participation by other faculty.
- Advised over 20 Undergraduate MIS Majors since 2004
- Fall 2010: Promoted the MIS Certificate program among Business majors, which helped fill more than 180 seats across multiple MIS electives.
- Fall 2010: Helped organize the Society for Information Management (SIM) IT Careers Event, which was attended by over 300 undergraduate Business majors.
- MIS Undergraduate Coordinator, 2007 – present.
  - MIS Certificate promotion (Fall 08 to present): Coordinated promotion through numerous class announcements, flyer postings, and emails to students
  - Organized MIS Socials and Career Fairs (Fall 2007 – present): Prepared promotional material, ensured promotion through email, flyer postings, in-class announcements, invited several companies to participate, including: UTC, Accenture, Deloitte, BlumShapiro, CIGNA, Aetna, Travelers, The Hartford, GE; worked with MIS students to get their resumes to companies before the events; helped answer students' queries, helped promote awareness of MIS Major and MIS career opportunities.
- MIS Internships Coordinator, Fall 2008 – present
  - Help students connect with companies for internships and fulltime positions; Handle student registration, permission numbers; helped students prepare resumes; helped students line up interviews with companies for internships; contacted companies on behalf of students, followed up on internships by site visits and discussions with employers. Organized employers' evaluations of students, and post-internship presentations by students.
- New course - OPIM 1195: MIS in Business – A Hands-On Introduction.

- Designed, taught and promoted the course
- Coordinated promotion through numerous class announcements, flyer postings, and emails to students
- A total of 105 students enrolled in Fall 08 and Spring 09
- Introduced innovative experiential team project: Google Adwords

Regularly represent the MIS Dept. in outreach events such as Teenage Business Conference, Business Career Fairs, Open Houses.

Undergraduate Scholarships

- 2012-2013: Worked with Cigna and helped bring in $5000 in Undergraduate MIS Scholarship funding.
- 2006-2007: Followed through with United Technologies and helped bring in $5000 in Undergraduate MIS Scholarship funding.
- Serve on Scholarship Committee – Departmental and School-wide. Help identify suitable candidates for scholarship awards.

Ph.D. activities

- Organized Ph.D. preliminary exams (Summer & Fall 2008): Handled MIS exam setting by designing questions and soliciting questions from colleagues, coordinated grading by the department, handled multiple re-exam iterations
- Member, Doctoral dissertation committee: Lei Wang, (OPIM Dept.), 2011 – 2014.
- Member, Doctoral dissertation committee: Ciaran Heavey (Management Dept.), 2008 - Dec. 2009
- Member, Doctoral dissertation committee: Rohit Aggarwal, (OPIM Dept.), 2006 – 2008