

RAJIV GARG

Goizueta Business School, Emory University
1364 Clifton Rd NE, Suite 420, Atlanta, GA 30322
(404) 727-6270 - rajiv.garg@emory.edu - www.RajivGarg.org

EDUCATION

Doctor of Philosophy, Information Systems & Management Heinz College, Carnegie Mellon University, Pittsburgh, PA	<i>2013</i>
Master of Philosophy, Public Policy & Management Heinz College, Carnegie Mellon University, Pittsburgh, PA	<i>2011</i>
Master of Science, Computer Science (Databases & Networks) University of Southern California, Los Angeles, CA	<i>2002</i>
Master of Science, Electrical Engineering (Robotics & Artificial Intelligence) University of Southern California, Los Angeles, CA	<i>2001</i>
Bachelor of Technology, Electrical Engineering Indian Institute of Technology, Banaras Hindu University, Varanasi, India	<i>2000</i>

ACADEMIC EXPERIENCE

Associate Professor, Information Systems and Operations Management Goizueta Business School, Emory University, Atlanta, GA	<i>2020 - present</i>
Senior Research Fellow, Center for Risk Management McCombs School of Business, The University of Texas at Austin, Austin, TX	<i>2020 - present</i>
Assistant Professor, Information, Risk and Operations Management McCombs School of Business, The University of Texas at Austin, Austin, TX	<i>2013 - 2020</i>

JOURNAL PUBLICATIONS

- Rajiv Garg, Michael Smith, and Rahul Telang; “Measuring Information Diffusion in an Online Community”; (Fall 2011, Volume 28-2, pp 11-38), *Journal of Management Information Systems*
- Rajiv Garg, and Rahul Telang; “Inferring App Demand from Publicly Available Data” (December 2013, Volume 37, Number 4, pp. 1253-1264), *MIS Quarterly*
- Rajiv Garg, and Rahul Telang; “To Be or Not to Be Linked: Online Social Networks and Job Search by Unemployed Workforce” (July 2017, Volume 64, Number 8, pp. 3926-3941), *Management Science*
- Bryan Stephens, John Butler, Rajiv Garg, and Dave Gibson; “Austin, Boston, Silicon Valley, and New York: Case Studies in the Location Choices of Entrepreneurs in Maintaining the Technopolis” (September 2019, Volume 146, pp. 267-280), *Technological Forecasting & Social Change*
- John Butler, Rajiv Garg, and Bryan Stephens; “Social Networks, Funding, and Regional Advantages in Technology Entrepreneurship” (2019, 31(1), 198-216), *Information Systems Research (ISR)*
- Haris Krijestorac, Rajiv Garg, Vijay Mahajan, and Frenkel Terhofstede; “Cross-Platform Spillover Effects in Consumption of Viral Content: A Quasi-Experimental Analysis Using Synthetic Controls” (2020, 31(2), 297-652), *Information Systems Research (ISR)*

Haris Krijestorac, Rajiv Garg, and Prabhudev Konana; “Decisions Under the Illusion of Objectivity: Digital Embeddedness and B2B Purchasing,” (2021), *Production and Operations Management (POM) Journal*

PAPERS IN WORK

Haris Krijestorac, Rajiv Garg, and Maytal Saar-Tsechansky; “Personality-Based Content Engineering for Rich Digital Media,” <https://ssrn.com/abstract=3366561>

Parshuram Hotkar, and Rajiv Garg; “Sequential Social Media Advertising: An Empirical Evidence,” <https://ssrn.com/abstract=3287476>

Bryan Stephens, Rajiv Garg, and John Butler; “Specialization vs Generalization: Analyzing Skill Transferability for Predicting Career Trajectories in High-Tech,” <https://ssrn.com/abstract=3113843>

Rajiv Garg, Pat Brockett, Linda Golden, and Yuxin Zhang; “Rapid Damage Estimation for Natural Disasters: An Iterative Learning Framework,” <https://ssrn.com/abstract=3254748>

Rajiv Garg, and Anitesh Barua; “The Like Economy: A Randomized Field Experiment to Assess the Value of Social Influence and Signaling”

Rajiv Garg, Raj Raghunathan, Frenkel Terhofstede; “Personality Matching for Improving Mobile In-App Advertising Effectiveness”

Rajiv Garg, Patrick Brockett, Linda Golden, Yuxin Zhang; “Predicting Cryptocurrency Movement: Analysis of Blockchain Transaction Graph”

Vineet Kumar, Rajiv Garg; “Friendship Paradox: Are you more influential than your friend?”

Rajiv Garg, Patrick Brockett, Linda Golden; “Not All Reviews are Created Equal: Machine-based Weighting of Reviews for Rating Prediction”

CONFERENCE PROCEEDINGS

Haris Krijestorac, Rajiv Garg, and Maytal Saar-Tsechansky. “Personality-Based Content Engineering for Rich Digital Media.” BLED 2019 Proceedings. 13 (2019).

Haris Krijestorac, Rajiv Garg, Maytal Saar-Tsechansky (2018); “Predicting Popularity of Rich Digital Media Using Content Features,” *International Conference on Information System (ICIS), San Francisco, CA*

Haris Krijestorac, Rajiv Garg, and Prabhudev Konana (2017); “Digital Embeddedness and Its Effect on Organizational Purchase Decisions,” *International Conference on Information System (ICIS), Seoul, S. Korea*

Haris Krijestorac, Rajiv Garg, Vijay Mahajan, and Frenkel Terhofstede (2017); “Cross-Platform Spillover Effects in Consumption of Rich Digital Media,” *International Conference on Information System (ICIS), Seoul, S. Korea*

Rajiv Garg, and Rahul Telang (2012); “Role of online social networks in job search by unemployed individuals,” *International Conference on Information System (ICIS), Orlando, FL*

Rajiv Garg, Mike Smith, and Rahul Telang (2011); “Discovery of Music through Peers in an Online Community,” *Hawaii International Conference on System Sciences (HICSS), Kauai, HI*

Rajiv Garg, Mino Akbarian, Weirong Zhu, João P. Hespanha, Margaret McLaughlin, Gaurav S. Sukhatme (2000); “Haptic Collaboration Over The Internet,” *PHANToM User Group Conference, Aspen, CO*

Rajiv Garg, Ankita Agarwal, Shilpi Joshi, J. P. Tewari (2000); “An Expert System For Motion Control of Robotic Manipulator,” *National Conference on Intelligent Computing and Software Engineering (ICSE), Varanasi, India*

Rajiv Garg, Ankita Agarwal, J. P. Tewari (2000); “Intelligent System for Hospital Organizations,” *National Conference on Intelligent Computing and Software Engineering (ICSE), Varanasi, India*

Rajiv Garg, V K Dutt (1999); “Strategy for Introduction of Linear Induction Motor (LIM) Based Urban Transport System in India – An Economic Analysis,” *International IEEE Workshop on Linear Induction Motor (LIM) Systems, Varanasi, India*

SERVICE

Conference co-Chair, *Conference on Information Systems and Technology 2020, National Harbor, MD*

Founding Chair, *Workshop on Social and Business Analytics (2014, 2016)*

Cluster Chair, *INFORMS Annual Meeting*

Session Chair, *POMS Annual Meeting*

Track Chair, *Structural Model Application for Research in Technology Workshop*

Associated Editor (guest), *Information System Research (Information Technology for Strategic Management of Disasters)*

Associated Editor (guest), *Information System Research (Market Design and Analytics)*

Associated Editor, *International Conference on Information Systems*

Reviewer, National Science Foundation (NSF) (2020)

Dean’s Task Force on Technology Resources in Research, *McCombs School of Business, The University of Texas at Austin*

MEDIA MENTIONS

McCombs Magazine, Parkway Magazine, Xconomy, Fortune, Forbes, Dallas Morning News, Texas Enterprise, Pittsburgh Post-Gazette

PROFESSIONAL EXPERIENCE

Executive Director (Technology) *2007 - 2008*
TTG Technologies, Los Angeles, CA

Software Project Manager *2004 - 2007*
National Instruments, Austin, TX

Engineering Consultant *2003 - 2004*
CH2M Hill, Santa Ana, CA

Information Technology Analyst *2002 - 2003*
TTG Consultants, Los Angeles, CA

INVITED PRESENTATIONS

University of Georgia at Athens

University of Illinois - Urbana-Champaign

Michigan State University

Emory University

Yale University

Georgia Institute of Technology

Indian School of Business

University of Florida

University of Michigan

University of Minnesota

University of Washington

University of South Florida

University of British Columbia

Southern Methodist University

Carnegie Mellon University

John Hopkins University

Temple University

Purdue University

Stevens Institute of Technology