

**Anandhi Bharadwaj**  
**Goizueta Endowed Chair in Electronic Commerce**  
Goizueta Business School, Emory University  
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Google Scholar Page: <https://scholar.google.com/citations?user=MHiBaPgAAAAJ&hl=en>

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<b>EDUCATION</b>	Ph.D. Management Information Systems, 1993	<i>Texas A&amp;M University</i>
	Post Graduate Diploma in Rural Management 1985 (MBA equivalent)	<i>IRMA, India</i>
	B.S. (Major Subject: <i>Mathematics</i> ; Minor in <i>Physics and Statistics</i> ), 1983	<i>Madras University, India</i>
<b>ACADEMIC EXPERIENCE</b>	<ul style="list-style-type: none"><li>• Vice Dean, Jan 2020 -</li><li>• Goizueta Endowed Chair in Ecommerce, September 2018 -</li><li>• Goizueta Term Professor, Sept. 2015- 2018</li><li>• Professor, Sept 2013 -</li><li>• Associate Professor, Sept. 2002 – Aug 2013</li><li>• Area Coordinator, Jan. 2006 - Aug 2011</li> <li>• Distinguished Academic Fellow</li> <li>• Visiting Associate Professor 2005-2006</li> <li>• Assistant Professor 1995-2002</li><li>• Adjunct Professor 1994-1995</li> <li>• Graduate Research Assistant 1989-1993</li></ul>	<i>Goizueta Business School, Emory University</i>  <i>Srini Raju Center for Technology @ Indian School of Business</i>  <i>Singapore Management University</i>  <i>Goizueta Business School, Emory University</i>  <i>Texas A&amp;M University</i>

## AWARDS

- *The Emory University Millipub Award for high impact scholarship, 2017*
- *The Jordan Research Excellence Award, Goizueta Business School, 2017*
- *Dean's Creativity and Innovation grant for the development of the Certificate Program in Business Analytics, December 2016.*
- *Fellow of the National Center for the Middle Market, 2017-19*
- *Distinguished Academic Fellow @ Indian School of Business, 2016-*
- *Distinguished Doctoral Alumni Award, Texas A&M University, 2015*
- *Runner-Up - Best Published Paper Award, ICIS (Orlando, FL), 2012*
- *Best Paper Award – Journal of Strategic Information Systems, 2009*
- *Best Published Paper– Runner Up, Information Systems Research, 2008.*
- *Best Associate Editor Award, Information Systems Research, 2007*
- *Best Published Paper – Runner Up, OCIS Academy of Management, 2003*
- *Caldwell Faculty Research Award, Goizueta Business School, 1997.*
- *Doctoral Student Research Excellence Award, Texas A&M University, 1993.*
- Member - *Beta Gamma Sigma National Honor Society*

## EDITORIAL SERVICE

- Department Editor, *Management Science* (Jan 2015 - present)
- Senior Editor, *Information Systems Research* (Jan 2009 – June 2016)
- Associate Editor, *Management Science* (Information Systems track - September 2007 – December 2014)
- Associate Editor, *Information Systems Research* (March 2003 – Dec 2008)
- Associate Editor, *MIS Quarterly* (January 2002 to December 2004)
- Editorial Board Member, *Journal of the Association of Information Systems* (June 2002 – December 2008)
- Guest Editor, *Special Issue on Digital Business Strategy, MIS Quarterly*, 2011
- Editorial Board, *Special Issue of Information Systems Research, Role of Information Systems in Healthcare Organizations*, 2010.
- Editorial Board, *Special Issue of Information Systems Research, Digital Systems and Competition*, 2009.
- Editorial Board, *Special Issue of Information Systems Research, Digitally Enabled Extended Enterprise in a Global Economy*, 2005.

## RESEARCH GRANTS

- National Center for Middle Markets – Research grant \$30000 for research on Digital transformation (January 2017)
- Goizueta Business School - Dean's Research Grant of \$6000 for research in *Healthcare Information Technology* (April 2017)
- Goizueta Business School - Dean's Research Grant for research in *Healthcare Information Technology* (March 2012)

- Advanced Practices Council, SIM International, *Shaping Agility through Digital Options* (with V. Sambamurthy), May 2004 – May 2005.
- Summer research grants(2/9<sup>ths</sup>) Emory University, 1995 – present

## ARTICLES

1. Jiayi Liu and Anandhi Bharadwaj (2019) Drug Abuse and the Internet: Evidence from Craigslist, *Management Science* (Forthcoming)
2. **Anandhi Bharadwaj**, Deepa Mani, Anand Nandkumar (2018) When Companies Want to Innovate But Investors Won't Let Them *Harvard Business Review*, August 21, 2018.  
<https://hbr.org/2018/08/when-companies-want-to-innovate-but-investors-wont-let-them>
3. Yuanyuan Chen, **Anandhi Bharadwaj**, Khim Yong Goh (2017) Empirical Analysis of IP Rights Sharing in Software Contracts, *MIS Quarterly* 41(1), 131-161.
4. Narayan Ramasubbu, **Anandhi Bharadwaj**, Giri Tayi, (2015) Software Process Diversity: Conceptualization, Measurement, and Analysis of Impact on Project Performance – *MIS Quarterly* 39(4), 787-807.
5. Nikhil Mehta and **Anandhi Bharadwaj**, (2015) Knowledge Integration in Software Teams: The Role of Sentry and Guard Processes. *Journal of MIS*, 32:1, 82-115.
6. Deepa Mani, Kannan Srikanth, **Anandhi Bharadwaj** (2014) Efficacy of R&D Work in Offshore Captive Centers: An Empirical Study of Task Characteristics, Coordination Mechanisms, and Performance. *Information Systems Research* 25(4):846-864.
7. **Anandhi Bharadwaj**, Omar El Sawy, Paul Pavlou, N. Venkatraman (2013) Digital Business Strategy: Toward a Next Generation of Insights – *Special Issue: Digital Business Strategy, MIS Quarterly*: 471-482.
8. **Anandhi Bharadwaj**, Omar El Sawy, Paul Pavlou, N. Venkatraman (2013) Introduction to Visions and Voices on Emerging Challenges in Digital Business Strategy – *Special Issue: Digital Business Strategy, MIS Quarterly*: 633-634.
9. Roopa Raman and **Anandhi Bharadwaj** (2012) Power Differentials and Performative Deviation Paths in Practice Transfer: The Case

of Evidence-based Medicine, *Organization Science*, 23(6), Nov-Dec, pp.1593-1621.

10. Elliot Bendoly, **Anandhi Bharadwaj**, Sundar Bharadwaj (2012) Complementary Drivers of NPD Performance: Cross-functional Coordination, IS Capability and Intelligence Quality, *Production and Operations Management Journal*, 21:4, 653-667.
11. Qianhui Liang, **Anandhi Bharadwaj**, Bu Sung Lee (2011), "Interactive and Iterative Service-Composition-based Approach to Flexible Information System Development," *International Journal of Web Services Research (IJWSR)*, 8(4), 81-107.
12. **Anandhi Bharadwaj**, Mark Keil, and Magnus Mahrng (2009), Effects of Information Technology Failures on the Market Value of Firms, *Journal of Strategic Information Systems*, 18:2, 66-79. \* **Best Paper Award in JSIS, 2009**
13. YuanYuan Chen and **Anandhi Bharadwaj** (2009) An Empirical Analysis of IT Outsourcing Contract Structures, *Information Systems Research*, Vol. 20, No. 4, pp 484-506.
14. Sundar Bharadwaj, **Anandhi Bharadwaj**, and Elliot Bendoly (2007) The Performance Effects of Complementarities Between Information Systems, Marketing, Manufacturing and Supply Chain Processes, *Information Systems Research*, Volume 18(4), December: 437-453. \* **Runner Up Award for Best Published Paper in ISR**
15. Eric Overby, **Anandhi Bharadwaj**, and V. Sambamurthy (2006), Enterprise Agility and the Enabling Role of Information Technology, *European Journal of Information Systems*, Volume 15:2, 120-131.
16. **Anandhi Bharadwaj** and Amrit Tiwana (2005), Managerial Assessments of Emerging Technology Projects: An Empirical Study of E-business Investment Decisions, *IEEE Transactions on Engineering Management* Vol. 52(4), 449-460.
17. Vallabh Sambamurthy, **Anandhi Bharadwaj**, and Varun Grover (2003), Shaping Firm Agility through Digital Options: Reconceptualizing the Role of IT in Contemporary Firms, *MIS Quarterly*, Volume 27:2, 237-263. \* **Runner Up Award for Best Published Paper in 2003 by OCIS division of Academy of Management**

18. **Anandhi Bharadwaj** (2002) “Integrating Positivist and Interpretive Approaches to Information Systems Research: A Lakatosian Model” *Foundations of Information Systems*, 2002.
19. **Anandhi Bharadwaj** (2000), “A Resource-based Perspective of Information Technology Capability and Profitability: An Empirical Investigation,” *MIS Quarterly*, 24(1), pp. 169-196.
20. **Anandhi Bharadwaj**, Sundar Bharadwaj, and Benn Konsynski (1999) “Information Technology Effects on Firm Performance as Measured by Tobin’s q,” *Management Science*, Vol. 45:7, pp. 1008-1024.
21. **Anandhi Bharadwaj**, Arun Sen, and Ajay Vinze (1999) “Scheduling Cardiac Procedures: A Knowledge Based Approach,” *IEEE Transactions on Engineering Management*, Vol. 46(3), pp. 322-334.
22. **Anandhi S. Bharadwaj**, Vijay Karan, Radha Mahapatra, Uday Murthy, and Ajay Vinze (1994), “APX: An Integrated Knowledge-Based System to Support Audit Planning,” *International Journal of Intelligent Systems in Accounting, Finance, and Management*, vol. 3, 149-164.
23. **Anandhi S. Bharadwaj**, Ajay Vinze, and Arun Sen (1994), “A Blackboard Architecture for Reactive Scheduling,” *Expert Systems with Applications*, Vol. 7, 55-65.
24. **Anandhi S. Bharadwaj**, Arun Sen, and Ajay Vinze (1993), “Use of Reason Maintenance in Model Formulation,” *OMEGA: International Journal of Management Science*, Vol. 21:1, 123-133.
25. **Anandhi S. Bharadwaj**, Joobin Choobineh, Amber Lo, and Bala Shetty (1992), “Model Management Systems: A Survey,” *Annals of Operations Research*, Special Issue on Model Management Systems, Vol. 38, 17-67.
26. Ritu Agarwal and Anandhi Bharadwaj, “Considering Risk,” in F. Hoque, V. Sambamurthy, R.W. Zmud, T. Trainer, C. Wilson (eds.) *Winning the 3-Legged Race: When Business and Technology Run Together*, Prentice-Hall, 2006, 157-180.
27. Eric Overby, Anandhi Bharadwaj, and Sundar Bharadwaj, “An Investigation of Firm-Level Open Source Software Adoption:

**BOOK  
CHAPTERS**

Theoretical and Practical Implications,” in Open Source Software in Business - Issues and Perspectives, ICFAI Press, 2006

28. V. Sambamurthy and Anandhi Bharadwaj, “Enterprise Agility and Information Technology Management: The CIO’s Manifesto”, *APC-SIM Report. Society for Information Management*.
29. Anandhi Bharadwaj, Sundar G. Bharadwaj and Carolyn F. Siegel, Micro-market: Computer Applications (1991), Supplement for use with text entitled, Marketing: Concepts and Strategies, *Seventh edition*, by W.M. Pride and O.C. Ferrell.
1. Business Method Innovations and Firm Value: An Empirical Investigation (with Tian Chan and Deepa Varadarajan) – Reject and Resubmit, Management Science
2. Market Returns to Digital Innovations: A Group Based Trajectory Approach (with Deepa Mani and Anand Nandkumar) - Revise and Resubmit, Strategy Science (INFORMS)
3. Reminders as an Information Disclosure Mechanism: Examining their Effects on Mobile Data Usage (with Xiao Ping and Yuanyuan Chen) – Revise and Resubmit (3<sup>rd</sup> round at MIS Quarterly)
4. Digital Centricity and Innovation Performance (with Deepa Mani and Anand Nandkumar)
5. Complementarities in the Impacts of Health Information Technology on Hospital Performance: A Spatial Approach (with Hyeyoung Hah)
6. An Empirical Analysis of IT Investment Types and Shareholder Investment Horizon (with Sundar Bharadwaj and Atanas Nikolov)
7. The Performance Effects of Transition to SaaS for Software Vendors (with Yuanyuan Chen and Sundar Bharadwaj)
8. Do Strong Intellectual Property Rights Impact Innovation and Economic Growth in Developing Economies? Evidence from India (With Deepa Mani and Anand Nandakumar)
9. Impact of Supply Chain Innovation on Sales and Bribes in Developing Economies: The Indian Manufacturing Context (with Narayan Ramasubbu)

## **WORKING PAPERS**

## **CONFERENCE PAPERS**

10. Jiayi Liu and Anandhi Bharadwaj. “Drug Abuse and the Internet: Evidence from Craigslist, MSOM International Conference, Singapore 2019
11. Anand Nandkumar, Deepa Mani, Anandhi Bharadwaj. “Market Returns to Digital Innovations: A Group Based Trajectory Approach” (2018), Academy of management, Annual Meeting.

12. Mani, Deepa, Anandhi Bharadwaj, and Anand Nandakumar. "Digital Centricity and Innovation Performance." (2016), *Proceedings of the International Conference on Information Systems – 2016, Dublin, Ireland.*
13. Hyeyoung Hah and Anandhi Bharadwaj, "The Impacts of Health Information Technology (HIT) Complementarities on Hospital Performance: A Spatial Approach," *College of Information Systems and Technology (CIST) INFORMS Annual Meeting, 2014.*
14. Hyeyoung Hah and Anandhi Bharadwaj "A Multi-Level Analysis of the Impact of Health Information Technology on Hospital Performance." *Proceedings of the International Conference on Information Systems – 2012, Orlando, FL – \* Runner Up Award for the Best Published Paper in ICIS-2012.*
15. Yuanyuan Chen and Anandhi Bharadwaj "Empirical Analysis of Intellectual Property Risks in Software Outsourcing," *Proceedings of the International Conference on Information Systems, 2009.*
16. Yuanyuan Chen and Anandhi Bharadwaj "Intellectual Property Risk Management Strategies in Software Development Outsourcing: An Empirical Analysis," *College of Information Systems and Technology (CIST) INFORMS Annual Meeting, 2008.*
17. Yuanyuan Chen and Anandhi Bharadwaj "Coordination and Control in IT Outsourcing Contracts", *Annual Meeting of the Academy of Management, Philadelphia, PA 2007.*
18. Nikhil Metha and Anandhi Bharadwaj "Boundary Buffering Processes and Knowledge Integration in Software Project Teams" *College of Information Systems and Technology (CIST) INFORMS Annual Meeting, Seattle WA, 2007.*
19. Yuanyuan Chen and Anandhi Bharadwaj "An Empirical Study on the Choices of Governance Mechanisms in IT Outsourcing Contracts," *College of Information Systems and Technology (CIST) INFORMS Annual Meeting, Pittsburgh, PA 2006.*
20. Yuanyuan Chen and Anandhi Bharadwaj "Ambidexterity in Contract Design: An Empirical Analysis of Term Specificity and Flexibility in IT Outsourcing Contracts", *Business Policy and Strategy Track, Academy of Management, Atlanta, August 2006.*
21. Eric Overby, Anandhi Bharadwaj, and V. Sambamurthy, "Enterprise Agility: The Enabling Role of Information Technology

and Digital Options,” *IFIP 8.6 - International Working Conference on Business Agility and IT Diffusion, Atlanta, Georgia, USA, 8 - 11 May 2005*

22. Elliott Bendoly, Anandhi Bharadwaj and Sundar Bharadwaj, “Forces Behind New Product Performance: Cross-functional Processes, Information System Capability, and Intelligence Quality, *Annual Competitive Advantage Conference, Emory University, June 2004.*
23. Anandhi, Bharadwaj, Amrit Tiwana, and V. Sambamurthy, “The Antecedents of Information Systems Development Capability in Firms: A Knowledge Integration Perspective,” *Proceedings of the International Conference on Information Systems, 2003.*
24. Anandhi Bharadwaj and Maryam Alavi, “Antecedents and Consequents of IT Knowledge Partnerships” *The Minnesota Symposium on Knowledge Management, University of Minnesota, March 14-15, 2003.*
25. Anandhi Bharadwaj and Mark Keil, “The Effects of Information Technology Failures on the Market Value of Firms: An Empirical Examination,” *INFORMS meeting, Miami, November 2001.*
26. Anandhi Bharadwaj and V. Sambamurthy, “The Quest for Competitive Agility: Redefining the Role of IT as an Options Generator,” *MIS Quarterly Workshop, May 2000, Oklahoma.*
27. Anandhi Bharadwaj and Dan Rodriguez, “Merger and acquisition strategies for the U.S. software industry: Do acquisition binges work?,” *Eastern Academy of Management, Prague, 1999.*
28. Anandhi Bharadwaj, V. Sambamurthy, and Bob Zmud, “IT Capabilities: Theoretical Perspectives and Empirical Operationalization”, *Proceedings of the International Conference on Information Systems, Charlotte, December 1999.*
29. Anandhi Bharadwaj, “Information Technology and Organizational Knowledge-Based Analysis”, *INFORMS Fall 1999 meeting, November 8-10, in Philadelphia.*
30. Anandhi S. Bharadwaj, “Integrating Positivist And Interpretive Approaches To Information Systems Research: A Lakatosian Model” *Proceedings of the Second Annual Conference of the Association of Information Systems, August 14-16, 1996 at Phoenix, Arizona*



31. Anandhi S. Bharadwaj, Sundar Bharadwaj, and Benn Konsynski, "The Moderator Role of Information Technology in Firm Performance: A Conceptual Model and Research Propositions" *Proceedings of the Sixteenth Annual International Conference on Information Systems*, December 10-13, 1995, Amsterdam, The Netherlands.
32. Anandhi Bharadwaj, Vijay Karan, Radha Mahapatra, Uday Murthy, and Ajay Vinze, "APX: An Integrated Knowledge-Based System to Support Audit Planning," *Fifth Annual Conference on Intelligent Systems in Accounting, Finance, and Management*, 1993, Stanford, CA.
33. Anandhi S. Bharadwaj, Ajay Vinze, and Arun Sen, "A Blackboard Architecture for Reactive Scheduling", *26<sup>th</sup> Hawaii International Conference on System Sciences*, 1992.
34. Anandhi S. Bharadwaj, "On the Treatment of Uncertainty in Business Expert Systems," *Proceedings, Decision Sciences Institute*, 1991.

## MEDIA MENTIONS

- HBR Digital <https://hbr.org/2018/08/when-companies-want-to-innovate-but-investors-wont-let-them>
- As Tesla struggles to exit 'production hell,' buyers complain of delivery limbo <https://www.latimes.com/business/autos/la-fi-hy-tesla-sales-delivery-problems-20180912-story.html>
- Getting More Women Coders Into Open Source, dice.com, <http://insights.dice.com/2015/10/06/getting-more-women-coders-into-open-source/>, 10/06/2015
- Measuring Digital Value – ISB Insight Magazine, Jan\_March 2015.
- Knowledge@ Emory [9 Articles from 2001-2008]
- Capturing the Intangibles, Information Week, September 22, 1997 (<http://www.informationweek.com/649/500valu.htm>)
- Model Management Systems in Business, *Business Perspectives*, Spring 1990, pp 17-18.
- Bada Boom, Baseline, Volume 1(2), December 2001. Also available online at <http://www.baselinemag.com>
- The Digital Age Storms the Corner Office, Businessweek Online, September 6, 2001 ([http://www.businessweek.com/technology/content/sep2001/tc2001096\\_253.htm](http://www.businessweek.com/technology/content/sep2001/tc2001096_253.htm))
- Software Gains Capital Treatment, Information Week, January 12, 1998 (<http://www.informationweek.com/664/64iusof.htm>)

**INVITED  
SEMINARS**

**Do business method innovations create value? Evidence from public  
US firms in manufacturing and distribution**

- Temple University (March 2019)
- University of Arizona, Tucson (April 2019)
- Boston College Research Symposium (May 2018)
- University of Dayton (April 2018)
- ISB CODE conference (Dec 2018)
- University of Minnesota (November 2018)
- Zhejiang University, Hangzhou China, September 2018
- Southern Methodist University (September 2018)

**Market Returns to Digital Innovations: A Group Based Trajectory  
Approach**

- City University Hongkong (June 2018) \* *Keynote talk*
- HEC – Paris (June 2017)
- BI Norwegian Business School (June 2017)
- University of Pennsylvania @ Wharton (April 2017),
- University of Michigan (April 2017)
- Purdue University, *Distinguished MIS Speaker (April 2017)*
- Johns Hopkins University (April 2017)
- University of Florida, Research Symposium (February 2017)

**Is it a ‘cloudy’ future? The Impact of Transition to SaaS for Software  
Vendors**

- University of Washington (May 2016)
- University of Maryland (April 2016)
- Michigan State University (April 2016)
- University of Texas-Dallas (April 2016)
- Indian School of Business (March 2016)

**“IT Investment Types and Shareholder Investment Horizons”**

- Texas A&M University (October 2015)
- University of Minnesota (April 2015)
- University of Utah (March 2015);

**“R&D Work In Offshore Captive Centers: Task Characteristics,  
Coordination Mechanisms And Performance”**

- Hong Kong University (July 2014),
- University of Georgia, Athens (2014)
- NYU – ISR research Workshop (2013)

**“IP rights in Software Outsourcing”**

- Carnegie Mellon University (2010)

- Sandra Slaughter memorial conference @ GaTech (April 2015)

**“Software Ambidexterity and IT Project Performance”**

- Temple University (2011)
- Indiana University (2011)
- Emory University-Research Festival (2011)

**“Knowledge Integration in Software Teams”**

- George Mason University (2010)
- University of Arkansas (2010)
- University of Memphis (2010)
- Arizona State University (2009)

**“IT Failures and Market Value Implications”**

- Georgia State University (2007)
- University of Maryland (2008),
- University of Georgia (2008)
- University of Pittsburgh (2008)

**“Contract Structures in IT Outsourcing”**

- Indian School of Business (2007)
- York University, Canada (2006)
- Singapore Management University (2006)
- Nanyang Technology University Singapore (2006)
- National University of Singapore (2006),

**“Complementarities in IS, Marketing and Supply Chain Processes”**

- University of California – Riverside (2004)
- Georgia Tech University (2004)
- Florida State University (2004)
- Ohio State University (2003)
- University of Notre Dame (2003)
- Michigan State University (2003)

**“IT Capabilities and Firm Performance”**

- MIT- *Center for Information Systems Research* (2001)
- Georgia State University (2001)
- Indian Institute of Technology (IIT, Madras)- (1998)

**CONFERENCE  
ACTIVITIES**

- Junior Faculty Consortium Member (ICIS, 2017, Seoul)
- Doctoral Consortium Co-chair (PACIS 2015, Singapore)

- Doctoral Consortium Faculty, AMCIS – 2014, Savannah
- Track Chair, IS and Strategy, ICIS 2009, Arizona.
- Camp Counselor, MIS camp for junior Faculty, AMCIS 2009, San Francisco
- Doctoral Consortium Faculty, ICIS 2008, Paris
- Associate Editor, Strategy and IS track, ICIS 2008, Paris
- Doctoral Consortium Chair, PACIS 2006, Kuala Lumpur.
- Junior Faculty Consortium Chair, ICIS 2004, Washington D.C.
- Invited Panelist, “IT and Agility”, ICIS 2004, Washington, D.C.
- Journal of AIS, Theory development Workshop, *Faculty Mentor 2003-04*.
- Conference Co-chair, CIST- INFORMS 2003, Atlanta
- Program Committee & Session Chair, CIST- INFORMS 2002, San Jose
- Session Chair, Academy of Management OCIS, Washington D.C., 2001
- Session Chair at INFORMS Fall’99, Philadelphia,
- Track chair for a research panel at ICIS-1997, Atlanta
- Session chair at AIS conference 1996, Phoenix
- Session chair at TIMS/ORSA 1995, Los Angeles

## **TEACHING**

*(Ratings available upon request)*

### **Doctoral**

- Seminar on Foundations of Information Systems Research
- Seminar on Impacts of IT and Business Value

### **Masters (MBA)**

- Data and Decision Analytics (MBA Core)
- Information Technology and Operations (MBA core course)
- Information Systems in Organizations (MBA core course)
- Managing the Digital Enterprise (MBA elective)
- IT Services and Portfolio Management (MBA elective @ Indian School of Business)

### **Undergraduate (BBA)**

- Process and Systems Management (BBA core)
- Foundations of Digital Markets
- Intelligent Systems in Business
- Information Systems in organizations
- IS Management Seminar
- Managing IT Outsourcing (@ Singapore Management University)

### **Executive Education**

- IT Portfolio Management
- Creating the Smart Bank: Web CRM Technologies
- Managing the Knowledge Age Organization
- High Performance IT: A New logic for Information Age Organizations
- Technology Management for E-Marketing

### **PhD ADVISING**

#### **Chair/Co-Chair**

- Pranay Jinna, 2018(expected);
- Hyeyoung Hah, Emory University, 2016; initial placement @ Florida International University
- Yuanyuan Chen, Emory University, 2008; initial placement @ National University, Singapore
- Roopa Raman, Emory University, 2008; initial placement @ Clemson University

#### **Committee Member**

- Amrit Tiwana (Phd: Georgia State University, 2001; initial placement @ Emory University)
- Jerry Kane (Emory University, 2006; initial placement @ Boston College)
- Eric Overby, Emory University, 2007; initial placement @ Georgia Institute of Technology)
- David Bray, Emory University, 2008; initial placement @ Science and Technology Policy Institute, Institute for Defense Analyses
- Sascha Vizthum, Emory University, 2009, initial placement @ Illinois Wesleyan University
- Astrid Fontaine, Emory university, 2012; initial placement @ China European International Business School - CEIBS, Shanghai

### **SERVICE**

#### **University Service**

#### **Goizueta Business School**

- Member Goizueta Executive Committee (2017-2019)
- Chair of Search Committee for MBA Associate Dean (2018-19)
- Co-chair of Adhoc Committee for PhD Review (2018-19)
- Member, Presidential Advisory Committee (PAC) for Faculty Promotion and Tenure Committee @ Emory University (2015-2017)
- Member – FACOE: Faculty Committee responsible for crafting Emory University’s vision and path for Online education (2016-2017)
- Member – President’s Commission on Status of Minorities (2001-2003)
- Chair, Goizueta Executive Committee (inaugural committee chair from 2015-17)
- **Area Coordinator, Information Systems & Operations Management**, (2006 – 2011)
- Goizueta Business School Personnel Committee Member (2004-2005;

2013–2015; 2017-2019)

- **PhD Program Coordinator** for Information Systems, Goizueta Business School (2003 – 2005; 2013-August 2015)
- Member - Computing and Education Committee (2006-2008)
- Member - BBA committee (2008-2010)
- Member - MBA committee (2010-2013)

**Citizenship**

USA (Naturalized)