

**Kartik Hosanagar**  
**Curriculum Vitae**

The Wharton School  
552 Jon M. Huntsman Hall  
3730 Walnut Street  
Philadelphia, PA 19104

Web: [opim.wharton.upenn.edu/~kartikh](http://opim.wharton.upenn.edu/~kartikh)  
Phone: (215) 573 0831  
Fax: (215) 898 3664  
E-mail: [kartikh@wharton.upenn.edu](mailto:kartikh@wharton.upenn.edu)

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**EXPERIENCE**

- 2003 – present      The Wharton School, University of Pennsylvania  
Professor, (July 2014- )  
Faculty Director of our startup incubator, Venture Initiation Program (August 2012 - )  
Associate Professor, Operations and Information Management (July 2009 – June 2013)  
Assistant Professor (August 2003 – June 2009)
- 2005 – 2009      Cofounder, Yodle Inc  
Developed the algorithms that were the firm’s core Intellectual Property (IP) at founding.  
Developed the business plan with cofounders  
Consulting chief scientist (2005-2006); Advisory board (2006-2009)
- 1999 - 2003      Carnegie Mellon University, Pittsburgh, USA  
Research Assistant
- 1999      Honeywell Software Operations, Bangalore, India  
Designed a system for transfer of building automation data over the Internet.
- 1998      Novell Inc, Bangalore, India (Quality Management Group)  
Developed a version control module for the Quality Management Group.

**EDUCATION**

- Ph.D., Management Science and Information Systems, Carnegie Mellon University, (1999-2003).
  - *William Cooper Award* for best thesis in Management or Management Science, 2004
- M. Philosophy in Management Science and Information Systems, Carnegie Mellon University, 2003.
- M. Science in Information Systems (with distinction), Birla Institute of Technology and Science (BITS), Pilani, India, 1999.
  - *Valedictorian*, graduating class of Information Systems
- B.E., Electronics and Instrumentation Engineering (with distinction), Birla Institute of Technology and Science (BITS), Pilani, India 1998.
  - *Valedictorian*, graduating class of Electronics and Instrumentation
  - Awarded BITS Pilani “30 under 30” award, December 2005

## HONORS

- Commencement speaker, Undergraduate commencement ceremony, The Wharton School, University of Pennsylvania, 2014.
- Wharton Undergraduate Division's Excellence in Teaching Award, 2009.
- *Emerald Citations of Excellence* Award for *Management Science* article (Blockbuster Culture's Next Rise or Fall: The Impact of Recommender Systems on Sales Diversity) chosen as "one of the top 50 articles with proven impact since its publication date from the top 300 management journals in the world," 2013.
- *Award for Outstanding Achievements* from BITS Pilani Alumni Association, 2012.
- Named among "World's Top 40 Business School Professors under 40" by Poets & Quants, 2011.
- Best paper award, Mediterranean Conference on Information Systems (MCIS), 2011.
- Nominated for Wharton school's Helen Kardon Moss Anvil award, 2010.
- Wharton MBA core curriculum award to the professor "who goes above and beyond the call of duty", 2009.
- Wharton Graduate Division's Excellence in Teaching Award, 2009.
- Wharton Undergraduate Division's Excellence in Teaching Award, 2009.
- Nominated for Wharton school's Helen Kardon Moss Anvil award, 2008.
- Finalist, INFORMS JFIG best research paper, 2008.
- Wharton Graduate Division's Excellence in Teaching Award, 2008.
- Wharton MBA core curriculum award to the professor "who goes above and beyond the call of duty", 2007.
- *30 under 30 Award* from BITS Pilani Alumni Association, 2005.
- *William Cooper Award* for best thesis in Management or Management Science, 2004.
- Finalist, *Best Paper Award*, Workshop on Information Technology and Systems, 2002.
- *Best Paper Award*, Consortium on Technology, Policy and Management, 2002.
- eBRC (e-Business Research Center) *Doctoral Dissertation Award*, 2002.
- Offered the Castanga fellowship (1999) at University of California, Berkeley (declined to attend CMU).
- *National Talent Scholar* (NTS), awarded by the Government of India.
- University scholarship awarded by BITS, Pilani to ten students on the basis of scholarship (1994-95).

## PUBLICATIONS

### Articles Published in Refereed Journals

1. Montgomery, A., K. Hosanagar, R. Krishnan, and K. Clay. 2004. Designing a Better Shopbot. *Management Science*, Vol. 50, No. 2, pp. 189-206.
2. Hosanagar, K., R. Krishnan, J. Chuang, and V. Choudhary. 2005. Pricing and Resource Allocation in Caching Services with Multiple Levels of Quality of Service. *Management Science*, Vol. 51, No. 12, pp. 1844-1859.
3. Hosanagar, K., J. Chuang, R. Krishnan, and M. Smith. 2008. Service Adoption and Pricing of Content Delivery Network (CDN) Services. *Management Science*, Vol. 54, No. 9, pp. 1579-1593.
4. Hartmann, W., P. Manchanda, H. Nair, M. Bothner, P. Dodds, D. Godes, K. Hosanagar, and C. Tucker. 2008. Modeling Social Interactions: Identification, Empirical Methods and Policy Implications. *Marketing Letters*, Vol. 19, pp. 287-304.
5. Fleder, D. and K. Hosanagar. 2009. Blockbuster Culture's Next Rise or Fall: The Impact of Recommender Systems on Sales Diversity. *Management Science*, Vol. 55, No. 5, pp. 697-712. (lead article)

6. Hosanagar, K., P. Han, and Y. Tan. 2010. Diffusion Models for Peer-to-Peer (P2P) Media Distribution: On the Impact of Decentralized, Constrained Supply. *Information Systems Research*, Vol. 21, No. 2, pp. 271-287.
7. R. Guerin and K. Hosanagar. 2010. Fostering IPv6 Migration Through Network Quality Differentials. *ACM SIGCOMM Computer Communication Review*, Vol. 40, No. 3, pp. 17-25.
8. Sen, S., Y. Jin, R. Guerin, and K. Hosanagar. 2010. Modeling the Dynamics of Network Technology Adoption and the Role of Converters. *IEEE/ACM Transactions on Networking*, Vol. 18, No. 6, pp. 1829-1840.
9. Hosanagar, K. 2011. User-Centric Operational Decision Making in Distributed Information Retrieval. *Information Systems Research*, Vol. 22, No. 4, December 2011, pp. 739-755.
10. Agarwal, A., K. Hosanagar, and M. Smith. 2011. Location, Location, Location: An Analysis of Profitability of Position in Online Advertising Markets. *Journal of Marketing Research*, Vol. 48, No. 6, pp. 1057-1073.
11. Hosanagar, K., and Y. Tan. 2012. Cooperative Caching? An Economic Analysis of Document Duplication in Cooperative Caching. *Information Systems Research*, Vol. 23, No. 2, June 2012, pp. 356-375.
12. Lambrecht, A., K. Seim, N. J. Vilcassim, A. Cheema, Y. Chen, G. Crawford, K. Hosanagar, R. Iyengar, O. Koenigsberg, R. Lee, E. Miravete, O. Sahin. 2012. Price Discrimination in Service Industries, *Marketing Letters*, Vol. 23, pp. 423-438.
13. Abhishek, V. and K. Hosanagar. 2013. Optimal Bidding in Multi-Item Multi-Slot Sponsored Search Auctions. *Operations Research*, Vol. 61, No. 4, August 2013, pp. 855-873.
14. Hosanagar, K., D. Fleder, D. Lee and A. Buja. 2013. Will the Global Village Fracture into Tribes? Recommender Systems and their Effects on Consumer Fragmentation. *Management Science*, Vol. 60, No. 4, April 2014, pp. 805-823.
15. Lee, Y.J., K. Hosanagar and Y. Tan. 2013. Do I Follow My Friends or the Crowds? Examining Informational Cascades in Online Movie Reviews. Forthcoming in *Management Science*.
16. Abhishek, V., K. Hosanagar and P. Fader. 2013. Aggregation Bias in Sponsored Search Data: The Curse and the Cure. Forthcoming in *Marketing Science*.

#### Articles Submitted to Refereed Journals

17. A. Agarwal, K. Hosanagar, and M. D. Smith. 2013. Do Organic Results Help or Hurt Sponsored Search Performance? Being revised for 2<sup>nd</sup> round review.
18. Markopoulos, P. and K. Hosanagar. 2013. A Model of Product Design and Information Disclosure Investments. Being revised for 2<sup>nd</sup> round review.

#### Other Publications

19. Hosanagar, K. 2008. CDN Pricing. In *Content Delivery Networks: Principles and Paradigms*, R. Buyya, A. K. Pathan, and A. Vakali (eds.), Springer.

20. Sen, S., R. Guérin, K. Hosanagar. 2011. Functionality-rich versus Minimalist Platforms: A Two-sided Market Analysis. Technical editorial note in *ACM SIGCOMM Computer Communication Review*, Vol. 41, No. 5, October, 2011, pp. 36-43.

Working Papers

21. Lee, D., K. Hosanagar, and H. Nair. 2013. The Effect of Social Media Content on Consumer Engagement: Evidence from Facebook.
22. R. Guerin, K. Hosanagar, X. Li, and S. Sen. 2013. Shared or Dedicated Infrastructure? On the Impact of Reprovisioning.
23. Abhishek, V., P. Fader, and K. Hosanagar. 2013. The Long Road to Online Conversion: A Model of Multi-Channel Attribution.
24. Panniello, U., M. Gorgoglione, S. Hill, K. Hosanagar, R. Krishnan, L. Ma. 2013. The Impact of Profit Incentives on the Relevance of Online Recommendations.
25. Hosanagar, K., P. Han, and Y. Tan. 2013. Dynamic Referrals in Peer-to-Peer Media Distribution.
26. Bakshi, N., K. Hosanagar, and C. Van den Bulte. 2013. Chase and Flight: New Product Diffusion with Social Attraction and Repulsion. Under 1<sup>st</sup> round review at *Operations Research*.

Papers in Refereed Conference Proceedings (many of these articles were the origins of journal articles listed above)

27. "A Model of Product Design and Information Disclosure Investments," P. Markopoulos and K. Hosanagar, Proceedings of the *International Conference on Information Systems* (ICIS), Milano, December 2013. An extended version appears as paper #18.
28. "Online Opinion Formation and Social Interactions," L. Yan, R. Guerin, K. Hosanagar, Y. Tan and S. Venkatesh, Proceedings of WITS, Orlando, Florida, December 2012.
29. "Optimal Bidding in Multi-Item Multi-Slot Sponsored Search Auctions," V. Abhishek and K. Hosanagar, Proceedings of ACM Conference on Electronic Commerce (EC), Valencia, Spain, June 2012. An extended version appears as paper #13.
30. "On Aggregation Bias in Sponsored Search Data: Existence and Implications," Abhishek, V., K. Hosanagar and P. Fader. Proceedings of ACM Conference on Electronic Commerce (EC), Valencia, Spain, June 2012. An extended version appears as paper #16.
31. "Sponsored Search: Do Organic Results help or hurt the Performance and under what conditions?," A. Agarwal, K. Hosanagar, and M. Smith, Proceedings of the *International Conference on Information Systems* (ICIS), Shanghai, China, December 2011. Acceptance Rate 12%. An extended version appears as paper #17.
32. "Optimal Bidding in Sponsored Search Auctions," K. Hosanagar and V. Abhishek, Proceedings of WITS, December, 2010. St. Louis, Missouri, USA. An extended version appears as paper #13.

33. "The Impact of Reprovisioning on the Choice of Shared versus Dedicated Networks." S. Sen, K. Yamauchi, R. Guerin, and K. Hosanagar, Proc. Ninth Workshop on E-Business (WEB 2010), December, 2010. St. Louis, Missouri, USA. An extended version appears as paper #23.
34. "Recommender Systems and their Effects on Consumers: The Fragmentation Debate," Fleder, D., K. Hosanagar and A. Buja, Proceedings of ACM Conference on Electronic Commerce (EC), June 2010. An extended version appears as paper #14.
35. "Do I Follow My Friends or the Crowds? Examining Informational Cascades in Online Movie Reviews," K. Hosanagar, Y.J. Lee, and Y. Tan. Proceedings of WITS, December 2009. An extended version appears as paper #15.
36. "Shared Versus Separate Networks – The Impact of Reprovisioning." S. Sen, R. Guerin, and K. Hosanagar, Proceedings of ACM ReArch'09 Workshop, Rome, Italy, December 2009. An extended version appears as paper #23.
37. "Modeling User Click Behavior in Sponsored Search," V. Abhishek, P. Fader, K. Hosanagar, Proceedings of the *Workshop on Information Technology and Systems* (WITS), December 2008. An extended version appears as paper #16.
38. "Recommended For You: The Impact of Profit Incentives on the Relevance of Online Recommendations," Hosanagar, K., R. Krishnan, and L. Ma, Proceedings of the *International Conference on Information Systems* (ICIS), Paris, December 2008. An extended version appears as paper #25.
39. "Optimal Bidding in Stochastic Budget Constrained Slot Auctions," Hosanagar, K. and V. Cherepanov, Proceedings of the *Conference on Information Systems & Technology* (CIST), Washington DC, October 2008. An extended version appears as paper #13.
40. "Dynamics of Competition Between Incumbent and Emerging Network Technologies," Jin, Y., S. Sen, R. Guerin, K. Hosanagar, and Z. Zhang, Proceedings of *ACM NetEcon Workshop*, Seattle, August 2008. An extended version appears as paper #8.
41. "Optimal Bidding in Stochastic Budget Constrained Slot Auctions," Hosanagar, K. and V. Cherepanov, Proceedings of *ACM Conference on electronic commerce* (EC), Chicago, July 2008. Acceptance Rate: 19%. An extended version appears as paper #13.
42. "A Missing Data Paradox for Nearest Neighbor Recommender Systems," Fleder, D. and K. Hosanagar, Proceedings of the *Workshop on Information Technology and Systems* (WITS), December 2007.
43. "Recommender Systems and their Impact on Sales Diversity," Fleder, D. and K. Hosanagar, Proceedings of *ACM Conference on electronic commerce* (EC), San Diego, June 2007. Acceptance Rate: 27%. An extended version appears as paper #5.
44. "Optimal Rebating Strategies in Peer-to-Peer Content Distribution," Han, P., K. Hosanagar, and Y. Tan., Proceedings of the *International Conference on Information Systems* (ICIS), Las Vegas, December 2005. Acceptance Rate 12%. An extended version appears as paper #26.
45. "A Utility Theoretic Approach to Determining Optimal Wait Times in Distributed Information Retrieval," Hosanagar, K., Proceedings of the *ACM SIGIR Conference*, Salvador, Brazil, August 2005. Acceptance Rate 19%. An extended version appears as paper #9.

46. "Diffusion of Digital Products in Peer-to-Peer Networks," Han, P., K. Hosanagar, Y. Tan, Proceedings of the *International Conference on Information Systems (ICIS)*, Washington D. C., December 2004. Acceptance Rate 16%. An extended version appears as paper #6.
47. "Optimal Duplication in Cooperative Web Caching," Hosanagar, K., Y. Tan, Proceedings of the 13th *Workshop on Information Technology and Systems (WITS)*, Washington D. C., December 2004. Acceptance Rate: 26%. An extended version appears as paper #11.
48. "Optimal Rebating Strategies in P2P Diffusion," Han, P., K. Hosanagar, and Y. Tan, Proceedings of the 13th *Workshop on Information Technology and Systems (WITS)*, Washington D. C., December 2004. Acceptance Rate: 26%. An extended version appears as paper #26.
49. "Optimal Pricing of Content Delivery Network (CDN) Services," Hosanagar, K., R. Krishnan, J. Chuang, and M. Smith, Proceedings of the *Hawaii International Conference on Systems and Sciences (HICSS)*, Hawaii, January 2004. An extended version appears as paper #3.
50. "Service Adoption and Pricing of Content Delivery Network (CDN) Services," Hosanagar, K., J. Chuang, and R. Krishnan, Proceedings of the 12th *Workshop on Information Technology and Systems (WITS)*, Seattle, December 2003. Acceptance Rate: 29%. An extended version appears as paper #3.
51. "Optimal Pricing and Capacity Allocation in Vertically Differentiated Web Caching Services," Hosanagar, K., R. Krishnan, J. Chuang, and V. Choudhary, Proceedings of the *International Conference on Information Systems (ICIS)*, Barcelona, December 2002. Acceptance Rate: 19%. An extended version appears as paper #2.
52. "Simulation/Optimization Based Design of Comparison Shopping Engines," Hosanagar, K., I. Karaesman, R. Krishnan, and A. Montgomery, Proceedings of the 11th *Workshop on Information Technology and Systems (WITS)*, Barcelona, December 2002. (Best paper award finalist). Acceptance Rate: 25%. An extended version appears as paper #1.
53. "Equilibrium Reputation Mechanism for Mobile Agent based Electronic commerce," Wang, X. F., K. Hosanagar, R. Krishnan, and P. K. Khosla, Proceedings of *ACM International conference on Autonomous Agent and Multi-agent Systems (AAMAS)*, pages: 308-309, Poster paper, 2002. The new title of the extended version is "Ratings in Inspection Games: Initial Rating and dynamics".
54. "Pricing and Resource Allocation in Caching Services with Multiple Levels of QoS," Chuang, J., K. Hosanagar, and R. Krishnan, Proceedings of the 10th *Workshop on Information Technology and Systems (WITS)*, New Orleans, December 2001. Acceptance Rate: 28%. An extended version appears as paper #2.

Papers in Other Conference Programs (Not Refereed)

- "The Effect of Advertising Content on Consumer Engagement in Social Media: Evidence from Facebook," D. Lee, K. Hosanagar, and H. Nair. In Symposium on Statistical Challenges in e-commerce Research (SCECR'13), Lisbon, June 27-28, 2013.
- "Toward Effective Social Advertising: A Micro Level Analysis of the Impact of Network Attributes on Social Influence," J. Peng, K. Hosanagar, A. Agarwal and R. Iyengar. In Symposium on Statistical Challenges in e-commerce Research (SCECR'13), Lisbon, June 27-28, 2013.
- "The Long Road to Online Conversion: A Model of Multi-Channel Attribution," V. Abhishek, P. Fader, and K. Hosanagar. In Symposium on Statistical Challenges in e-commerce Research (SCECR'13), Lisbon, June 27-28, 2013.

- “The Effect of Social Advertising Content on Consumer Engagement,” D. Lee, K. Hosanagar, and H. Nair. In International Symposium of Information Systems (ISIS’13), Goa, India, January, 2013.
- “The Long Road to Online Conversion: A Model of Multi-Channel Attribution,” V. Abhishek, P. Fader, and K. Hosanagar. In International Symposium of Information Systems (ISIS’13), Goa, India, January, 2013.
- “Social Advertising: Does Social Influence Work?,” A. Agarwal and K. Hosanagar. In Workshop on Information Systems and Economics (WISE), Orlando, Florida, December 2012.
- “Landing Page Selection for Online Advertising: The Network Matters,” P. Dandekar and K. Hosanagar. Poster paper in Workshop on Information Systems and Economics (WISE), Orlando, Florida, December 2012.
- “Optimal Bidding in Multi-Item Multi-Slot Sponsored Search Auctions,” V. Abhishek and K. Hosanagar, Marketing Science conference, Boston, June 2012.
- “Modeling User Click Behavior in Sponsored Search,” V. Abhishek, P. Fader, K. Hosanagar, Symposium on Statistical Challenges in eCommerce Research (SCECR’09), Pittsburgh, May 2009.
- “Recommender Systems and their Effects on Consumers: The Fragmentation Debate,” Fleder, D. and K. Hosanagar. In Workshop on Information Systems and Economics (WISE), Paris, December 2008.
- “Location, Location and Location: An Analysis of Profitability and Position in Online Advertising Markets,” Agarwal, A., K. Hosanagar, and M. Smith. Fourth Symposium on Statistical Challenges in eCommerce Research (SCECR’08), New York, May 18-19, 2008.
- “A Missing Data Paradox for Nearest Neighbor Recommender Systems,” Fleder, D. and K. Hosanagar. Fourth Symposium on Statistical Challenges in eCommerce Research (SCECR’08), New York, May 18-19, 2008.
- “Blockbuster culture’s next rise or fall: The impact of recommender’s on sales diversity,” Fleder, D. and K. Hosanagar. INFORMS Marketing Science Conference, Vancouver, British Columbia, Canada, June 12-14, 2008.
- “Location, Location and Location: An Analysis of Profitability and Position in Online Advertising Markets,” Agarwal, A., K. Hosanagar, and M. Smith. INFORMS Marketing Science Conference, Vancouver, British Columbia, Canada, June 12-14, 2008.
- “Location, Location and Location: An Analysis of Profitability and Position in Online Advertising Markets,” Agarwal, A., K. Hosanagar, and M. Smith. In Workshop on Information Systems and Economics, Montreal, December 2007.
- “Keyword Generation in Sponsored Search,” Abhishek, V. and K. Hosanagar, Proceedings of the International Conference on Electronic Commerce, Minneapolis, August 2007. *Invited Paper*.
- “Blockbuster culture’s next rise or fall: The impact of recommender’s on sales diversity,” Fleder, D. and K. Hosanagar, In Workshop on Information Systems Economics, Chicago, December, 2006.
- “Optimal Bidding in Online Slot Auctions,” Hosanagar, K. and P. Stavrinides, Presented in International Symposium of Information Systems, Indian School of Business, Hyderabad, India.
- “Challenges in Grid Marketplace Design,” Hosanagar, K. and R. Krishnan, Proceedings of the Workshop on Grid Economics, Singapore, June, 2006. *Invited Paper*.
- “A Utility Theory based Approach to Shopbot Design,” Clay, K., K. Hosanagar, R. Krishnan, and A. Montgomery, Proceedings of the CASOS conference, Pittsburgh, June 2002.
- “Pricing Caching Services with Multiple Levels of QoS,” Chuang, J., K. Hosanagar, R. Krishnan, Proceedings of the *Workshop on Digitization of Commerce*, Maastricht, Netherlands, November 2001.
- “Pricing Caching Services with Multiple Levels of QoS,” Hosanagar, K., J. Chuang, R. Krishnan, Proceedings of the *IEEE Conference on Systems, Man and Cybernetics*, Tucson, Arizona, October, 2001.

## TEACHING

- OPIM 314/662: Enabling Technologies, Undergraduate/MBA elective, Spring 2004, Spring 2006, Spring 2007, Fall 2007, Spring 2009, Spring 2010, Spring 2011, Spring 2013 (latest evaluations: 3.56/4.00).
- OPIM 621: Decision Models & Uncertainty, MBA core at Wharton School, Fall 2004, Fall 2006, Fall 2007, Fall 2008, Fall 2009 (latest evaluations: 3.94/4.00).
- OPIM 892: Technology & Entrepreneurship in India, UG/MBA elective, summer 2013 (evaluation: 4.00/4.00).
- OPIM 613: IT and Digital Transformation, MBA core, Spring 2013 (latest evaluations: 3.45/4.00).
- OPIM 950: Ph.D. IS Seminar, Fall 2005, Fall 2009 (latest evaluations: 4.00/4.00).
- Executive Education classes and Advanced Topics classes on Internet Marketing, Internet Platforms, Trends in Internet Media, and Strategic Relevance of IT.
  - Sample clients: American Express, Google, Nokia, Minsheng Bank (China), Wipro (India).

## INVITED TALKS/PRESENTATIONS

- *The Impact of Social Media Content on Engagement: Evidence from Facebook*
  - University of Michigan (2014)
  - Temple University (2014)
  - Carnegie Mellon University (2013)
  - University of California, Davis (2013)
  - University of Minnesota (2013)
  - University of Texas, Austin (2013)
  - Mack Center “Mobile and Social” conference, Wharton School (2013)
- *Peak Billing for CDNs and Other Telecom Services*
  - Princeton University, Smart Data Pricing forum
- *Impact of Recommenders on Consumer Fragmentation (2009 -2012)*
  - University of Michigan – School of Information (2012)
  - University of Maryland, College Park (2012)
  - INSEAD Business School (2012)
  - University of Utah (2012)
  - Temple University (2012)
  - Nanyang Business School, Singapore (2012)
  - New York Computers & Econ day (NYCE) (2011)
  - University of Washington, Seattle (2011)
  - Stanford University – MS&E (2010)
  - University of Texas, Dallas (2010)
  - Emory University (2010)
  - Purdue University (2010)
  - Opera Solutions - Distinguished Lecture Series (2009)
  - Princeton University (2009)
- *IT Research and Industry Applications (Research to Startup):* Plenary panel at WITS 2012.
- *Information Systems Economics:* Plenary panel at MCIS 2011.
- *Data-Driven strategies for Web 2.0.* Plenary panel at the winter conference on IS, Utah, 2009.
- *Impact of Recommenders on Sales Diversity (Fall 2007-Spring 2008)*
  - Carnegie Mellon University



- o Stanford University (Marketing Department)
  - o NYU Stern (IOMS Dept)
  - o Net Institute, NYU
  - o University of Connecticut
  - o University of Washington, Seattle
  - o Stanford University (OIT)
  - o University of British Columbia, Vancouver, Canada
  - o INSEAD
  - o University of Minnesota
- *Investing in Research and Practice to Increase Value of Recommenders*. Plenary panel presentation, ACM Recommender Systems conference (RecSys) 2007.
- *Tutorial on Sponsored Search*. Invited tutorial in ACM Conference on electronic commerce. June 2007.
- *Bidding in Sponsored search Auctions*
  - o Search Engine Marketing Conference, Princeton, February 2007.
  - o Computer and Information Systems (CIS), University of Pennsylvania, October, 2006.
  - o Singapore Management University, May 2006.
- Moderator, Wharton Entrepreneurship Conference, November 2006, 2007.
- Moderator, Wharton Technology Conference, February 2006.
- Moderator, Wharton India Economic Forum, March 2011, 2013.
- *Competition and Vertical Integration in the Search Engine Market*, Singapore Management University (2005).
- *Strategic Value of IT Deployments*, Wipro Systems (2005).
- *Information Explosion and its Impact* (2005).
  - o Singapore Management University
  - o Indian Institute of Information Technology
- *Pricing Web Caching Services with Multiple Quality Levels* (2003)
  - o University of Rochester
  - o New York University
  - o University of Washington, Seattle
  - o University of Pennsylvania
  - o Purdue University
  - o Pennsylvania State University
  - o Tulane University
- *Designing Smarter Shopbots* (2002).
  - o Nanyang Business School, Singapore
  - o ObjectOrb Technologies, India
  - o Indian Institute of Information Technology (IIIT)

## ACADEMIC SERVICE

*Co-chair*: Third workshop on sponsored search, Banff, Canada, May 2007; co-chair of the first Internet Monetization Track at the 17<sup>th</sup> International World Wide Web Conference (WWW2008), Track chair at ICEC 2009.

*Senior Editor*: MIS Quarterly (Jan '14 –)

*Associate Editor*: Information Systems Research (Jan '09 – Dec '12); Special issue of Management Science (Business Analytics); International Conference on Information Systems (2007, 2009).

*Steering Committee*: Ad Auctions Workshop (Jan '13 – present)

September, 2014

*Academic Advisory Board:* Baker Center for Retail, Wharton Customer Analytics Initiative, Knowledge@Wharton.

*Academic Director:* Wharton Venture Initiation Program (Fall 2012 – present)

*Program Committee:* ACM Conference on Electronic Commerce (EC) (2006, 2007, 2008); INFORMS Conference on Information Systems and Technology (CIST) (2004, 2005, 2006, 2007); Workshop on Information Technology and Systems (WITS) (2007, 2008); Workshop on e-Business (2005, 2006, 2007); Workshop on Grid Economics (2006, 2007); International Conference on electronic commerce (ICEC) (2007).

*Reviewer:* Management Science, Information Systems Research (ISR), Marketing Science, Decision Support Systems, Interfaces, Information Technology and Management, International Journal of Electronic Commerce, ACM conference on electronic commerce, International Conference on Information Systems, Journal of Database Management, Hawaii International Conference on System Sciences.

*Service@Wharton:* Chair of Faculty Recruiting Committee (2012-13), MBA Executive Committee (2013-14), Faculty Recruiting Committee (various years); PhD Admissions Committee (various years), Seminar committee (various years).

*Doctoral Students (chair):* Daniel Fleder (Industry); Vibhanshu Abhishek (Carnegie Mellon University), Dokyun Lee (current).

*Doctoral Students (committee member):* Ashish Agarwal (Univ. of Texas, Austin), Soumya Sen (Princeton University), Peng Han (Industry) and Siddharth Jayanthi (Industry).

## **PERSONAL**

Country of citizenship: India

U.S. Visa status: Permanent Resident

**GRANT ACTIVITY**

| Name Of Grant                                                                                         | Funding Agency                    | Period of Grant | Type of Grant | Role in Grant | Amount      |
|-------------------------------------------------------------------------------------------------------|-----------------------------------|-----------------|---------------|---------------|-------------|
| Strategic Use of Product Information by Platform Operators: Impact on Social Welfare and Market Entry | NYU NET Institute                 | 2013-14         | External      | PI            | \$3,000     |
| Effective Social Media Strategies                                                                     | Mack Center, Wharton              | 2013-14         | Internal      | PI            | \$10,000    |
| Information Diffusion and Opinion Formation in Networked Systems                                      | National Science Foundation (NSF) | 2011-13         | External      | Co-PI         | \$600,000   |
| Measuring the Effect of Online Advertising on the Conversion Funnel                                   | Mack Center, Wharton              | 2011-12         | Internal      | PI            | \$9,000     |
| Impact of Digital Movie Distribution on Media Piracy                                                  | Global, Initiatives, Wharton      | 2010            | Internal      | PI            | \$6,000     |
| Modeling Consumer Behavior in Sponsored Search                                                        | Mack Center, Wharton              | 2009-10         | Internal      | PI            | \$7,500     |
| Recommender Systems and their Effects on Consumers                                                    | NYU NET Institute                 | 2008-09         | External      | PI            | \$4,500     |
| On the Economic Viability of Network Architectures                                                    | National Science Foundation (NSF) | 2007-10         | External      | Co-PI         | \$1,200,000 |
| Recommender Systems and their Effects on Diversity                                                    | NYU NET Institute                 | 2007-08         | External      | PI            | \$6,000     |
| Recommender Systems and the Long Tail                                                                 | Mack Center, Wharton              | 2007-08         | Internal      | PI            | \$12,800    |
| Budget Allocation in Cross-channel Online Advertising                                                 | Mack Center, Wharton              | 2007-08         | Internal      | PI            | \$11,000    |
| Markets for Grid Computing                                                                            | Wharton-SMU Initiative            | 2006-07         | Internal      | PI            | \$27,150    |
| Product Design and Competition in Search Engine Market                                                | Wharton eBusiness Initiative      | 2005-06         | Internal      | PI            | \$7,500     |
| Markets for Grid Computing                                                                            | Wharton-SMU Initiative            | 2005-06         | Internal      | PI            | \$27,000    |
| Software Agents for Information Search                                                                | Mack Center, Wharton              | 2004-05         | Internal      | PI            | \$6,000     |