

## Anindya Ghose

TOPS Department & Marketing Department  
Leonard N. Stern School of Business  
New York University  
KMC 8-67 (TOPS) & Tisch 816 (Marketing)  
New York, NY 10012-1126

Phone: +1 (212) 998-0807 (TOPS office)  
Phone: +1 (212) 998-0406 (Marketing)  
Email: [aghose@stern.nyu.edu](mailto:aghose@stern.nyu.edu)  
Web: [pages.stern.nyu.edu/~aghose](http://pages.stern.nyu.edu/~aghose)  
X (fka Twitter): aghose

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### ACADEMIC EXPERIENCE

- 5/2017 – Present **NYU Stern School of Business**  
Heinz Riehl Chair Professor of Business
- 5/2013 – 4/2017 **NYU Stern School of Business**  
Professor of Technology, Operations, and Statistics and Professor of Marketing  
NEC Faculty Fellow
- 4/2017 – Present **NYU Stern School of Business**  
Director, Master of Business Analytics (MSBA) Program
- 5/2016 – Present **NYU Stern School of Business**  
Co-Director, Master of Business Analytics (MSBA) Capstone
- 2/2016 – Present **NYU Stern School of Business**  
Stern Faculty Scholar
- 8/2012 – 4/2017 **NYU Stern School of Business**  
Director, Center for Business Analytics (CBA)
- 9/2013 – 12/2014 **NYU**  
Co-Chair, NYU-AIG Partnership on Innovation for Global Resilience
- 5/2010 – 4/2013 **NYU Stern School of Business**  
Associate Professor (with tenure)  
Robert L. & Dale Atkins Rosen Faculty Fellow  
Daniel Paduano Fellow
- 8/2011 – 7/2012 **Wharton School of Business, University of Pennsylvania**  
Visiting Professor
- 1/2011 – 6/2012 **NYU Stern School of Business**  
Co-Director, Center for Digital Economy Research (CeDER)
- 9/2004 – 4/2010 **NYU Stern School of Business**  
Assistant Professor

### EDUCATION

- 2004 **Tepper School of Business, Carnegie Mellon University, USA**  
Ph.D. Information Systems
- 2002 **Tepper School of Business, Carnegie Mellon University, USA**  
M.S. Information Systems
- 1998 **Indian Institute of Management, Calcutta, India**  
M.B.A. Finance, Marketing, & Information Systems
- 1996 **National Institute of Technology (NIT) Jalandhar, India**  
B.Tech. Instrumentation & Control Engineering

## **SELECTED ACADEMIC HONORS AND AWARDS**

- **2024** INFORMS ISS President's Service Award
- **2024** Best Paper Award Finalist, Management Science (IS Department)
- **2023** Cited in the 2023 Economic Report of the President
- **2023** Best Paper Award Finalist, Management Science (IS Department)
- **2022** AIS Fellow Award
- **2022** Distinguished Alumni Award IIM Calcutta
- **2022** Best Impact Paper Award, International Conference on Information Systems (ICIS)
- **2022** Best Dissertation Award, Workshop on Information Technology Systems (WITS)
- **2022** Best Student Paper Finalist, WISE (Workshop on Information Systems Economics)
- **2022** INFORMS ISS Nunamaker-Chen Best Dissertation Runner-Up Award
- **2022** Best Paper Award Finalist, Management Science (IS Department)
- **2021** Best Student Paper Award, International Conference on Information Systems (ICIS)
- **2021** Best Paper Runner-Up Award, Information Systems Research (ISR)
- **2021** Nominated for CSWIM 2021 Best Paper Award
- **2020** INFORMS ISS Practical Impact Award
- **2020** Best Paper Award Finalist, Management Science
- **2020** Appointment as Department Editor (IS) of Management Science
- **2019** Top 1% Highest Cited Researcher Recognition by Thomson Reuters
- **2019** Best Paper Award, Workshop in Information Technology Systems (WITS)
- **2019** NYU Stern Schoolwide Distinguished Teaching Award
- **2018** Axiom Business Book Gold Award for TAP in Business Technology category
- **2018** Axiom Business Book Bronze Award for TAP in Economics category
- **2018** Nominated for Best Paper, INFORMS-CIST conference
- **2018** Nominated for Information Systems Research Best Paper Award
- **2017** Thinkers50 Distinguished Achievement Nomination (Digital Thinker Award)
- **2017** Thinkers50 Radar Award for Top 30 Management Thinkers Globally
- **2017** POMS Healthcare Best Student Paper Award Finalist
- **2016** Best Student Paper Award in Workshop on Health IT and Economics (WHITE)
- **2016** National Science Foundation EAGER Award
- **2015** INFORMS ISS Distinguished Fellow Award
- **2015** Nominated for Best Paper, INFORMS-CIST conference
- **2015** Best Paper Award in MIS Quarterly for 2015
- **2015** Best AIS Paper Award from Association of Information Systems
- **2015** NET Institute Grant
- **2015** Marketing Science Institute Award
- **2015** Adobe Faculty Research Award
- **2014** Best Paper Award in Management Science IS department from the last 3 years (2011-2013)
- **2014** Best Paper Award in Information Systems Research for 2014
- **2014** Best Overall Conference Paper Award, American Marketing Association Conference
- **2014** Best Digital Marketing Track Paper Award, American Marketing Association Conference

- **2014** Kauffman Foundation Grant
- **2014** Selected for “Top 40 under 40 Business School Professors Worldwide” by Poets & Quants
- **2014** Selected for “Top 200 Thought Leaders in Big Data and Business Analytics” by Analytics Week
- **2013** Google Faculty Research Award
- **2012** Best Theme Paper Award, International Conference on Information Systems (ICIS)
- **2012** Marketing Science Institute Award
- **2012** SEI-Wharton Future of Advertising Grant
- **2012** Institute on Asian Consumer Insights Award
- **2012** Google Faculty Research Award
- **2012** NET Institute Grant
- **2012** NYU Abu Dhabi Institute Seed Grant
- **2011** Best Paper Award, Workshop on Health IT and Economics (WHITE)
- **2011** Daniel P. Paduano Fellowship at NYU Stern
- **2011** Delphi Big Think Fellowship
- **2011** Best Paper Award, 20<sup>th</sup> International World Wide Web Conference (WWW)
- **2011** Marketing Science Institute Young Scholar
- **2011** NYU Abu Dhabi Institute Seed Grant
- **2010** Google-WPP Marketing Research Award
- **2010** National Science Foundation IGERT Award
- **2010** MSI-Wharton Interactive Media Initiative (WIMI) Award
- **2009** Meritorious Service Award (Associate Editor) for Management Science
- **2009** MSI-Wharton Interactive Media Initiative (WIMI) Award
- **2009** NYU-Poly Research Award
- **2009** National Science Foundation SFS ASPIRE Award
- **2009** NYU Stern Center for Japan-US Business and Economics Studies Grant
- **2008** Best Paper Award Nominee, Workshop on Information Technology and Systems (WITS)
- **2008** NET Institute Grant
- **2007** Best Track Paper Award (WISA) International Conference on Information Systems
- **2007** Best Paper Award Nominee International Conference on Information Systems
- **2007** Best Published Paper Runner-Up Award in *Information Systems Research*
- **2007** Marketing Science Institute Award
- **2007** Microsoft Virtual Earth Award
- **2007** National Science Foundation CAREER Award
- **2006** Microsoft Live Labs Award
- **2006** NET Institute Grant
- **2005** ACM SIGMIS Doctoral Dissertation Award (1<sup>st</sup> Runner-Up)
- **2005** Best Paper Award Nominee Hawaiian International Conference on System Sciences (HICSS)
- **2004** Best Paper Award Nominee, International Conference on Information Systems (ICIS)
- **2003** Doctoral Consortium Fellow, International Conference on Information Systems
- **2000** William Larimer Doctoral Fellowship at Carnegie Mellon University

## REFEREED JOURNAL PUBLICATIONS

1. Ghose, A., B. Li, M. Macha, C. Sun, and N. Foutz. 2024. Trading Privacy for Public Good: How Did America React During COVID-19?, Forthcoming, *Management Science*.
2. Sun, C., A. Ghose, X. Liu, and Z. Shi. 2024. The Effect of Voice AI on Digital Commerce. Forthcoming, *Information Systems Research*.
  - **Nominated for CSWIM 2021 Best Paper Award**
3. Molitor, D., M. Spann, A. Ghose, and P. Reichhart. 2024. Mobile Push versus Pull Targeting and Geo-Conquesting. Forthcoming, *Information Systems Research*.
4. Ghose, A., H. Lee, K. Nam, and W. Oh. 2024. The Effects of Pressure and Self-Assurance Nudges on Product Purchases and Returns in Online Retailing: Evidence from a Randomized Field Experiment, *Journal of Marketing Research*, 61(3), 517-535.
5. Ghose, A., H. Lee, W. Oh, and Y. Son. 2023. Leveraging the Digital Tracing Alert in Virus Fight: The Impact of COVID-19 Cell Broadcast on Population Movement, *Information Systems Research*, 35 (2), 570-589.
6. Macha, M., N. Foutz, B. Li, and A. Ghose. 2023. Personalized Privacy Preservation in Consumer Mobile Trajectories, forthcoming, *Information Systems Research*, 35(1):249-271.
  - **WITS 2019 Best Paper Award**
7. Xu, Y., B. Lu, A. Ghose, H. Dai, and W. Zhou. 2023. The Interplay of Earnings, Ratings, and Penalties on Sharing Platforms: An Empirical Investigation, *Management Science*, 69(10), 6128-6146.
8. Xu, Y., A. Ghose, and B. Xiao. 2023. Mobile Payment Adoption: An Empirical Investigation of Alipay, forthcoming, *Information Systems Research* 35 (2), 807-828.
9. Joo, M., S. Kim, A. Ghose, and K. Wilbur. 2023. Designing Distributed Ledger technologies, like Blockchain, for advertising markets, *International Journal of Research in Marketing*, 40(1), 12-21.
10. Fernández-Loría, C., M. Cohen, and A. Ghose. 2023. Evolution of Referrals over Customers' Life Cycle: Evidence from a Ride-Sharing Platform, *Information Systems Research*, 34(2), 698-720.
11. Ghose, A., X. Guo, B. Li, and Y. Dang. 2022. Empowering Patients Using Smart Mobile Health Platforms: Evidence From a Randomized Field Experiment, *MIS Quarterly*, 46(1), 151-192.
12. Adamopoulos, P., A. Ghose, and A. Tuzhilin. 2022. Heterogeneous Demand Effects of Recommendation Strategies in a Mobile Application: Evidence from Econometric Models and Machine-Learning Instruments, *MIS Quarterly*, 46(1), 101-150.
13. Sun, C., P. Adamopoulos, A. Ghose, and X. Luo. 2022. Predicting Stages in Omnichannel Path to Purchase: A Deep Learning Model, *Information Systems Research*, 33(2), 429-445.
14. Xu, Y., M. Armony, and A. Ghose. 2021. The Interplay Between Online Reviews and Physician Demand: An Empirical Investigation, *Management Science*, 67(12), 7344-7361.
  - **Finalist, 2017 POMS Healthcare Best Student Paper Award**
  - **Best Student Paper Award, 2016 Workshop on Health IT and Economics (WHITE)**
  - **Best Paper Award Finalist, 2023 Management Science (IS Department)**
15. Cui, T., A. Ghose, H. Halaburda, R. Iyengar, K. Pauwels, S. Sriram, C. Tucker, and S. Venkataraman. 2021. Informational Challenges in Omnichannel Marketing: Remedies and Future Research, *Journal of Marketing*, 85(1), 103-120.
16. Adamopoulos, P., V. Todri, and A. Ghose. 2021. Demand Effects of the Internet-of-Things Sales Channel: Evidence from Automating the Purchase Process, *Information Systems Research*, 32(1), 238-267.
  - **Nominated for INFORMS CIST 2018 Best Paper Award**
17. Todri, V, A. Ghose, and P. Singh. 2020. Trade-Offs in Online Advertising: Advertising Effectiveness

and Annoyance Dynamics Across the Purchase Funnel, *Information Systems Research*, 31(1), 102-125.

• **Best Paper Runner-Up Award in Information Systems Research**

18. Molitor, D., M. Spann, A. Ghose, and P. Reichhart. 2020. Effectiveness of Location-Based Advertising and the Impact of Interface Design, *Journal of Management Information Systems*, 37(2), 431-456.
19. Ghose, A., B. Li, and S. Liu. 2019. Mobile Targeting Using Customer Trajectory Patterns, *Management Science*, 65(11), 5027-5049.

• **Best Paper Award Finalist, Management Science (IS Department)**

20. Ghose, A., H. Kwon, D. Lee, and W. Oh. 2019. Seizing the Commuting Moment: Contextual Targeting Based on Mobile Transportation Apps, *Information Systems Research*, 30(1), 154-174.
21. Chan, J., P. Mojumder., and A. Ghose. 2019. The Digital Sin City: An Empirical Study of Craigslist's Impact on Prostitution Trends, *Information Systems Research*, 30(1), 219-238.
22. Ghose, A., P. Ipeirotis, and B. Li. 2019. Modeling Consumer Footprints on Search Engines: An Interplay with Social Media, *Management Science*, 65(3), 1363-1385.

• **Best Theme Paper Award at 2012 International Conference on Information Systems**

23. Zhang, S., P. Singh, and A. Ghose. 2019. A Structural Analysis of the Role of Superstars in Crowdsourcing Contests, *Information Systems Research*, 30(1), 15-33.
24. Adamopoulos, P., A. Ghose, and V. Todri. 2018. The Impact of User Personality Traits on Word of Mouth: Text-Mining Social Media Platforms, *Information Systems Research*, 29(3), 612-640.

• **Best Paper Award Finalist in Information Systems Research**

25. Xu, K., J. Chan, A. Ghose, and S. Han. 2017. Battle of the Channels: The Impact of Tablets on Digital Commerce, *Management Science*, 63(5), 1469-1492.

• **Best Paper Finalist Award in Management Science**

26. Burtch, G., A. Ghose, and S. Wattal. 2016. Secret Admirers: An Empirical Examination of Information Hiding and Contribution Dynamics in Online Crowdfunding, *Information Systems Research*, 27(3), 478-496.
27. Ghose, A., and V. Todri-Adamopoulos. 2016. Toward a Digital Attribution Model: Measuring the Impact of Display Advertising on Online Consumer Behavior, *MIS Quarterly*, 40(4), 889-910.

• **Nominated for INFORMS CIST 2015 Best Paper Award**

28. Chan, J., A. Ghose, and R. Seamans. 2016. The Internet and Racial Hate Crime: Offline Spillovers From Online Access, *MIS Quarterly*, 40(2), 381-403.
29. Andrews, M., X. Luo, Z. Fang, and A. Ghose. 2016. Mobile Ad Effectiveness: Hyper-Contextual Targeting with Crowdedness, *Marketing Science*, 35(2), 218-233.

• **Best Overall Conference Paper Award at 2014 American Marketing Association Conference**

• **Best Track Paper Award in Digital Marketing at 2014 American Marketing Association Conference**

30. Huang, Y., P. Singh, and A. Ghose. 2015. A Structural Model of Employee Behavioral Dynamics in Enterprise Social Media, *Management Science*, 61(12), 2825-2844.
31. Burtch, G., A. Ghose, and S. Wattal. 2015. The Hidden Cost of Accommodating Crowdfunder Privacy Preferences: A Randomized Field Experiment, *Management Science*, 61(5), 949-962.
32. Ghose, A., and S. Han. 2014. Estimating Demand for Mobile Applications in the New Economy, *Management Science*, 60(6), 1470-1488.
33. Chan, J., and A. Ghose. 2014. Internet's Dirty Secret: Assessing the Impact of Online Intermediaries on HIV Transmission, *MIS Quarterly*, 38(4), 955-976.

• **Best Paper Award at the 2011 Workshop on Health IT and Economics**

- **Best Paper Award in MIS Quarterly**
  - **Best Paper Award in AIS**
34. Burtch, G., A. Ghose, and S. Wattal. 2014. Cultural Differences and Geography as Determinants of Online Prosocial Lending, *MIS Quarterly*, 38(3), 773-794.
  35. Ghose, A., P. Ipeirotis, and B. Li. 2014. Examining the Impact of Ranking on Consumer Behavior and Search Engine Revenue, *Management Science*, 60(7), 1632-1654.
  36. Lambrecht, A., A. Goldfarb, A. Bonatti, A. Ghose, D. Goldstein, R. Lewis, A. Rao, N. Sahni, and S. Yao. 2014. How do firms make money selling digital goods online, *Marketing Letters*, 25(3), 331-341.
  37. Burtch, G., A. Ghose, and S. Wattal. 2013. An Empirical Examination of the Antecedents and Consequences of Contribution Patterns in Crowd-Funded Markets, *Information Systems Research*, 24(3), 499-519. **(Lead Article)**
  - **2013 ISR Best Published Paper Award**
  38. Ghose, A., A. Goldfarb, and S. Han. 2013. How Is the Mobile Internet Different? Search Costs and Local Activities, *Information Systems Research*, 24(3), 613-631.
  39. Ghose, A., P. Ipeirotis, and B. Li. 2012. Designing Ranking Systems for Hotels on Travel Search Engines by Mining User-Generated and Crowdsourced Content, *Marketing Science*, 31(3), 493-520.
  - **Best Paper Award at the 2011 International World Wide Web Conference**
  40. Ghose, A., and S. Han. 2011. An Empirical Analysis of User Content Generation and Usage Behavior on the Mobile Internet, *Management Science*, 57(9), 1671-1691.
  41. Archak, N., A. Ghose, and P. Ipeirotis. 2011. Deriving the Pricing Power of Product Features by Mining Consumer Reviews, *Management Science*, 57(8), 1485-1509.
  - **Best Paper Award from 2011-2013**
  42. Ghose, A., and P. Ipeirotis. 2011. Estimating the Helpfulness and Economic Impact of Product Reviews: Mining Text and Reviewer Characteristics, *IEEE Transactions on Knowledge and Data Engineering (TKDE)*, 23(10), 1498-1512.
  43. Ghose, A., and O. Yao. 2011. Using Transaction Prices to Re-Examine Price Dispersion in Electronic Markets, *Information Systems Research*, 22(2), 269-288.
  44. Dhar, V., and A. Ghose. 2010. Research Commentary—Sponsored Search and Market Efficiency, *Information Systems Research*, 21(4), 760-772.
  45. Yang, S., and A. Ghose. 2010. Analyzing the Relationship Between Organic and Sponsored Search Advertising: Positive, Negative, or Zero Interdependence, *Marketing Science*, 29(4), 602-623.
  46. Ghose, A., and S. Yang. 2009. An Empirical Analysis of Search Engine Advertising: Sponsored Search in Electronic Markets, *Management Science*, 55(10) 1605-1622. **(Lead Article)**
  47. Ghose, A., and K. Huang. 2009. Personalized Pricing and Quality Customization, *Journal of Economics and Management Strategy*, 18(4), 1095-1135.
  48. Forman, C., A. Ghose, and A. Goldfarb. 2009. Competition Between Local and Electronic Markets: How the Benefit of Buying Online Depends on Where You Live, *Management Science*, 55(1), 47-57.
  49. Ghose, A. 2009. Internet Exchanges for Used Goods: An Empirical Analysis of Trade Patterns and Adverse Selection, *MIS Quarterly*, 33(2), 263-291.
  50. Ghose, A., and P. Ipeirotis. 2009. The EconoMining Project at NYU: Studying the Economic Value of User-Generated Content on the Internet, *Journal of Revenue and Pricing Management*, 8(2-3), 241-246.
  51. Forman, C., A. Ghose, and B. Wiesenfeld. 2008. Examining the Relationship Between Reviews and Sales: The Role of Reviewer Identity Disclosure in Electronic Markets, *Information Systems Research*, 19(3), 291-313.
  52. Arora N., X. Dreze, A. Ghose, J. Hess, R. Iyengar, B. Jing, Y. Joshi, V. Kumar, N. Lurie, S. Neslin,



- S. Sajeesh, M. Su, N. Syam, J. Thomas, and Z. Zhang. 2008. Putting one-to-one marketing to work: Personalization, customization and choice, *Marketing Letters*, 19(3-4), 305-321. **(Invited paper)**
53. Ghose, A., T. Mukhopadhyay, and U. Rajan. 2007. The Impact of Internet Referral Services on a Supply Chain, *Information Systems Research*, September, 18(3), 300-319.
54. Ghose, A., and A. Sundararajan. 2006. Evaluating Pricing Strategy Using e-Commerce Data: Evidence and Estimation Challenges, *Statistical Science*, 21(2), 131-142.
55. Ghose, A., M. Smith, and R. Telang. 2006. Internet Exchanges for Used Books: An Empirical Analysis of Product Cannibalization and Welfare Impact. *Information Systems Research*, 17(1), 3-19.
- **2006 ISR Best Published Paper Runner-up Award & Lead Article**
56. Ghose, A., R. Telang, and R. Krishnan. 2005. Effect of Electronic Secondary Markets on the Supply Chain, *Journal of Management Information Systems*, 22(2), 91-120.
57. Choudhary, V., A. Ghose, T. Mukhopadhyay, and U. Rajan. 2005. Personalized Pricing and Quality Differentiation, *Management Science*, 51(7), 1120-1130.
58. Gal-Or, E., and A. Ghose. 2005. The Economic Incentives for Sharing Security Information, *Information Systems Research*, 16(2), 186-208.

### **WORKING PAPERS & PAPERS UNDER REVIEW**

1. Huang, H., R. Fu, and A. Ghose. 2024. Generative AI and Content-Creator Economy: Evidence from Digital Art Platforms.
2. Huang, H., R. Fu, and A. Ghose. 2024. Gambling on Gains: Reversed Loss Aversion in Opaque Product Markets.
3. Li, R., A. Ghose, B. Li., and K. Xu. 2023. Predicting Consumer In-Store Purchase Using Real-Time Retail Video Analytics. **ICIS Best Impact Paper Award**
4. Parasurama, P., A. Ghose, and P. Ipeirotis. 2021. Role of Online Sourcing in Occupational Gender Segregation in IT.
5. Sun, C., and A. Ghose. 2021. The Economics of 5G and the Mobile Economy. **ICIS Best Student Paper Award**
6. Parasurama, P., J. Sedoc, and A Ghose. 2022. Gendered Information in Resumes and Hiring Bias: A Predictive Modeling Approach. **Best Paper Proceedings, Academy of Management Annual Meetings**
7. Yu, P., A. Ghose, and R. Mayya. 2022. Do Non-Monetary Virtual Gifts Enhance or Diminish Voluntary Paid Gifts? Evidence From a Video Game Live Streaming Platform. **WISE Best Paper Award Nomination**
8. Ghose, A., B. Li, and S. Liu. 2020. Nudging Mobile Customers with Real-Time Social Dynamics.
9. Sun, C., A. Ghose, and X. Liu. 2018. Automating Online-Offline Data Merger for Integrated Marketing.
10. Ghose, A., P. Ipeirotis, and A. Sundararajan. 2014. The Dimensions of Reputation in Electronic Markets.
11. Ghose, A., S. Han, and R. Iyengar. 2013. Network Stability and Social Contagion on the Mobile Internet.
12. Ghose, A., S. Han, and S. Park. 2013. Analyzing the Interdependence between Web and Mobile Advertising: A Randomized Field Experiment.
13. Ghose, A., and S. Han. 2011. A Dynamic Structural Model of User Learning on the Mobile Internet.
14. Ghose, A., and S. Yang. 2011. Modeling Cross-Category Purchases in Sponsored Search Advertising
15. Ghose, A., A. Goldfarb, and S. Han. 2011. An Empirical Analysis of the Relationship between Display and Sponsored Search Advertising.

## PATENTS

- System, method, software arrangement and computer-accessible medium for incorporating qualitative and quantitative information into an economic model, A. Sundararajan, P. Ipeirotis, A. Ghose, US Patent 7,848,979 issued December 2010.
- Apparatus, system, method and computer-readable medium for performing a product search using user-generated and crowd-sourced content. Li, B., A. Ghose, P. Ipeirotis, International Publication Number WO 2012/064661 issued May 2012.

## BOOKS

- **TAP: Unlocking the Mobile Economy**, MIT Press (April 2017)  
Translated into **Korean, Mandarin, Japanese, Vietnamese, and Taiwanese**
- **THRIVE: Maximizing Well-Being in the Age of AI**, MIT Press (October 2024)

## BOOK CHAPTERS

1. Ghose, A., and A. Kifer. 2023. Search Engine Advertising, Trademark Bidding and Consumer Intent. *The Cambridge Handbook of Marketing and the Law*, J. Gersen and J. Steckel, eds.
2. Ghose, A., and S. Han. 2012. Marketing in the New Mobile Economy. *Advanced Database Marketing*, K. Coussement, K. De Bock, and S. Neslin, eds.
3. Ghose, A. 2008. The Economic Impact of User-Generated and Firm-Published Content: Directions for Advancing the Frontiers in Electronic Commerce Research, *Statistical Methods in Ecommerce Research*, W. Jank and G. Shmueli, eds.
4. Ghose, A. 2006. Information Disclosure and Regulatory Compliance: Economic Issues and Research Directions, *Managing Information Assurance in Financial Services*, H.R. Rao, M. Gupta, and S. Upadhyaya, eds., Idea Group.
5. Gal-Or, E., and A. Ghose. 2004. Economic Consequences of Sharing Security Information, *Economics of Information Security*, J. Camp and S. Lewis, eds., Springer-Kluwer, 95-104.

## PAPERS IN REFEREED CONFERENCE AND WORKSHOP PROCEEDINGS

1. Lee., H., P. Adamopolous, A. Ghose, and V. Todri. 2024. The Impact of Generative AI on Advertising Effectiveness *Proceedings of the International Conference on Information Systems (ICIS 2024)*.
2. Yu, P., R. Fu, and A. Ghose. 2024. Managing Social Interactions on Two-Sided Platforms: Streamer Burnout in Live Streaming. *Proceedings of the International Conference on Information Systems (ICIS 2024)*.
3. Huang, H., R. Fu, and A. Ghose. 2023. Demand Estimation of Opaque Products: A Reference Price Framework. *Proceedings of the Conference on Information Systems and Technology (CIST 2023)*.
4. Yu, P., R. Fu, and A. Ghose. 2023. Managing Social Interactions on Two-Sided Platforms: Streamer Burnout in Live Streaming. *Proceedings of the Conference on Information Systems and Technology (CIST 2023)*.
5. Parasurama, P., J. Sedoc, and A. Ghose. 2022. Gendered Information in Resumes and Hiring Bias: A Predictive Modeling Approach, *Proceedings of the 2022 Workshop on Information Technology and Systems (WITS 2022)*, Copenhagen, December.
6. Li, R., A. Ghose, B. Li, and K. Xu. 2022. Real-Time Purchase Prediction Using Retail Video Analytics. *Proceedings of the International Conference on Information Systems (ICIS 2022)*,



- December. **ICIS Best Impact Paper Award**
7. Yu, P., A. Ghose, and R. Mayya. 2022. Do Non-Monetary Virtual Gifts Enhance or Diminish Voluntary Paid Gifts? Evidence From a Video Game Live Streaming Platform. *Proceedings of the Conference on Information Systems and Technology (CIST 2022)*.
  8. Sun, C., and A. Ghose. 2021. The Economics of 5G and the Mobile Economy. *Proceedings of the International Conference on Information Systems (ICIS 2021)*, December. **ICIS Best Student Paper Award**
  9. Ghose, A., B. Li, M. Macha, C. Sun, and N. Foutz. 2020. Trading Privacy for Social Good: Did America Unite During COVID-19? *Proceedings of the International Conference on Information Systems (ICIS 2020)*, December.
  10. Heeseung, A., A. Ghose, W. Oh, and K. Nam. 2020. Nudges vs. Sludges: Randomized Field Experiments on the Evaluation of Behavior-Influencing Mechanisms in E-Commerce. *Proceedings of the Conference on Information Systems and Technology (CIST 2020)*.
  11. Sun, C., A. Ghose, X. Liu, and Z. Shi. 2020. The Effect of Voice AI on Consumer Purchase and Search Behavior. *Proceedings of the Conference on Information Systems and Technology (CIST 2020)*.
  12. Sun, C., A. Ghose, and X. Liu. 2020. An Interpretable Approach to Predicting Consumer Activity with Omnichannel Data. *Proceedings of the Conference on Information Systems and Technology (CIST 2020)*.
  13. Macha, M., B. Li, N. Foutz, and A. Ghose. 2019. Personalized Privacy Preservation in Consumer Mobile Trajectories. *Proceedings of the 2019 Workshop on Information Technology and Systems (WITS 2019)*, Munich, December. **WITS Best Paper Award**
  14. Molitor, D., Spann, M., Ghose, A., P. Reichhart. 2018. Measuring the Effectiveness of Location-Based Mobile Push vs. Pull Targeting. *Proceedings of the 2018 International Conference on Information Systems (ICIS)*, San Francisco, USA.
  15. Adamopoulos, P., A. Ghose, and V. Todri. 2018. The Business Value of the Internet-of-Things (IoT). 2018. Evidence from an Online Retailer. *Conference on Information Systems and Technology (CIST 2018)*, Arizona. **INFORMS CIST Best Paper Award Nomination**
  16. Adamopoulos, P., A. Ghose, and V. Todri. 2018. Demand Effects of the Internet-of-Things Sales Channel. *Proceedings of the International Conference on Information Systems (ICIS 2018)*, San Francisco, December.
  17. Ghose, A., P. Singh, and V. Todri. 2017. Got Annoyed? Examining the Advertising Effectiveness and Annoyance Dynamics. *Proceedings of the International Conference on Information Systems (ICIS 2017)*, Seoul, December.
  18. P. Mojumder, J. Chan, A. Ghose. 2016. The Digital Sin City: An Empirical Study of Craigslist's Impact on Prostitution Trends. *Proceedings of the International Conference on Information Systems (ICIS 2016)*, Dublin, December.
  19. Ghose, A., B. Li, and S. Liu 2015. Digitizing Offline Shopping Behavior Towards Mobile Marketing. *Proceedings of the International Conference on Information Systems (ICIS 2015)*, Dallas, December.
  20. Ghose, A., and V. Todri. 2015. Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior. *Conference on Information Systems and Technology (CIST 2015)*, Philadelphia, USA, October. **INFORMS CIST Best Paper Award Nomination**
  21. Burtch, G., A. Ghose, and S. Wattal. 2014. An Experiment in Crowdfunding: Assessing the Role and Impact of Transaction-Level Information Controls. *Proceedings of the International Conference on Information Systems (ICIS 2014)*, Auckland, December.
  22. Burtch, G., A. Ghose, and S. Wattal. 2014. An Empirical Examination of Peer Referrals in Online Crowdfunding. *Proceedings of the International Conference on Information Systems (ICIS 2014)*, Auckland, December.

23. Burtch, G., A. Ghose, and S. Wattal. 2013. An Empirical Examination of Users' Information Hiding in a Crowdfunding Context. *Proceedings of the International Conference on Information Systems (ICIS 2013)*, Milan, December.
24. Ghose, A., S. Han, and K. Xu. 2013. Mobile Commerce in the New Tablet Economy. *Proceedings of the International Conference on Information Systems (ICIS 2013)*, Milan, December.
25. Ghose, A., and S. Han. 2012. Estimating Demand for Applications in the New Mobile Economy. *Proceedings of the International Conference on Information Systems (ICIS 2012)*, Orlando, December.
26. Ghose, A., P. Ipeirotis, and B. Li. 2012. Search Less, Find More? Examining Limited Consumer Search with Social Media and Product Search Engines. *Proceedings of the International Conference on Information Systems (ICIS 2012)*, Orlando, December. **Best Theme Paper Award**
27. Burtch, G., A. Ghose, and S. Wattal. 2012. An Empirical Examination of Cultural Differences in Online Interpersonal Exchange, *Proceedings of the International Conference on Information Systems (ICIS 2012)*, Orlando, December.
28. Wang, J., A. Ghose, and P. Ipeirotis. 2012. Money, Disclosure, and Choice: What Motivates the Creation of High-Quality Reviews? *Proceedings of the International Conference on Information Systems (ICIS 2012)*, Orlando, December.
29. Ghose, A., A. Goldfarb, and S. Han. 2011. How is the Mobile Internet Different: Search Costs and Local Activities. *Proceedings of the International Conference on Information Systems (ICIS 2011)*, Shanghai, China, December.
30. A. Ghose, S. Han, and R. Iyengar. 2011. Network Stability and Social Contagion on the Mobile Internet. *Proceedings of the International Conference on Information Systems (ICIS 2011)*, Shanghai, China, December.
31. Burtch, G., A. Ghose, and S. Wattal. 2011. An Empirical Examination of the Antecedents of Contribution Patterns in Crowdfunded Markets. *Proceedings of the International Conference on Information Systems (ICIS 2011)*, Shanghai, China, December.
32. Chan, J., and A. Ghose. 2011. Internet's Dirty Secret: Assessing the Impact of Technology Shocks on the Outbreaks of STDs *Workshop on Health IT & Economics (WHITE)*, University of Maryland at College Park. **Best Paper Award**
33. B. Li, A. Ghose, and P. Ipeirotis. 2011. Towards a Theory Model for Product Search, *Proceedings of the 20th International World-Wide Web Conference (WWW 2011)*, Hyderabad, March. **Best Paper Award**
34. B. Li, A. Ghose, and Panagiotis G. Ipeirotis. 2011. A Demo Search Engine for Products. *Proceedings of the 20th International World-Wide Web Conference (WWW), 2011*, Hyderabad, March.
35. Ding, Y., Y. Du, Y. Hu, Z. Liu, K. Ross, L. Wang, and A. Ghose. 2011. Broadcast Yourself: Understanding Youtube Uploaders. *Proceedings of the 2011 ACM SIGCOMM Conference on Internet Measurement*, Berlin, Germany.
36. Huang, Y., P. Singh, and A. Ghose. 2010. Show Me the Incentives: A Dynamic Structural Model of Employee Blogging Behavior. *Proceedings of the International Conference on Information Systems (ICIS 2010)*, St. Louis, December.
37. Ghose, A., P. Ipeirotis, and B. Li. 2010. Designing Ranking Systems for Hotels on Travel Search Engines to Enhance User Experience. *Proceedings of the International Conference on Information Systems (ICIS 2010)*, St. Louis, December.
38. Archak, N., and A. Ghose 2010. Learning-By-Doing and Project Choice: a Dynamic Structural Model of Crowdsourcing. *Proceedings of the International Conference on Information Systems (ICIS 2010)*, St. Louis, December.
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- Technology (CIST 2010)*, Austin, November.
40. Ghose, A., A. Goldfarb, and S. Han. 2010. Search Costs and Benefits on the Mobile Internet: A Comparison of Micro-blogging Responses on Mobile Devices and PCs. *Proceedings of the Conference on Information Systems and Technology (CIST 2010)*, Austin, November.
  41. Ghose, A., and S. Han. 2010. Analyzing the Impact of Social Networks, Spatial Networks and Geographical Mobility on User Behavior in the Mobile Internet. *Proceedings of the 2010 Workshop on Information Technology and Systems (WITS 2010)*, St. Louis, December.
  42. Chan, J., and A. Ghose. 2010. Examining the Antecedents and Consequences of Disclosing Medical Privacy Information Online. *Proceedings of the Workshop on Health IT and Economics (WHITE)*, Maryland, October.
  43. Ghose, A., and S. Han. 2009. An Empirical Analysis of User Content Generation and Usage Behavior in Mobile Digital Media. *Proceedings of the International Conference on Information Systems (ICIS 2009)*, Arizona, December.
  44. Ghose, A., P. Ipeirotis, and B. Li. 2009. Towards Designing Ranking Systems for Hotels on Travel Search Engines: Combining Text mining with Demand Estimation in the Hotel Industry. *Proceedings of the Workshop on Information Technology and Systems (WITS 2009)*, Phoenix, December.
  45. Ghose, A., and S. Yang. 2008. Modeling and Estimating the Relationship Between Organic and Paid Search Advertising. *Proceedings of the Workshop on Information Technology and Systems (WITS 2008)*, Paris, December. **Best Paper Award Nominee**
  46. Ghose, A., and B. Gu. 2008. Market Frictions, Demand Structure and Price Competition in Online Markets. *Proceedings of the International Conference on Information Systems (ICIS 2008)*, Paris, December.
  47. Archak, N., A. Ghose, and P. Ipeirotis. 2008. Deriving the Pricing Power of Product Features by Mining User-Generated Reviews. *INFORMS Conference on Information Systems and Technology (CIST 2008)*, Washington DC, October.
  48. Balakrishnan, K., A. Ghose, and P. Ipeirotis. 2008. The Impact of Information Disclosure on Stock Market Returns: The SOX Act and the Role of Media as an Information Intermediary. *Proceedings of the Workshop on Economics and Information Security (WEIS 2008)*, Dartmouth College, June.
  49. Ghose, A., and S. Yang. 2008. Analyzing Search Engine Advertising: Firm Behavior and Cross-Selling in Electronic Markets. *Proceedings of the World Wide Web Conference (WWW 2008)*, Beijing.
  50. Ghose, A., and S. Yang. 2008. An Empirical Analysis of Sponsored Search Performance in Search Engine Advertising. *Proceedings of the First ACM International Conference on Web Search and Datamining Conference (WSDM 2008)*, Stanford.
  51. Ghose, A., and B. Gu. 2007. Estimating Menu Costs in Electronic Markets. *Proceedings of the International Conference on Information Systems (ICIS 2007)*, Montreal, December. **Nominee for Best Overall Paper and Best Track Paper Award**
  52. Ghose, A., and S. Yang. 2007. An Empirical Analysis of Sponsored Search Performance in Search Engine Advertising. *INFORMS Conference on Information Systems and Technology (CIST 2007)*, Seattle, November.
  53. Forman, C., A. Ghose, and A. Goldfarb. 2007. Geography and Ecommerce: Measuring Convenience, Selection and Price. *INFORMS Conference on Information Systems and Technology (CIST 2007)*, Seattle, November.
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  55. Ghose, A., P. Ipeirotis, and A. Sundararajan. 2007. Opinion Mining Using Econometrics: A Case Study on Reputation Systems. *Proceedings of the Association for Computational Linguistics (ACL*

- 2007), Prague.
56. Ghose, A., and P. Ipeiritis. 2007. Towards an Understanding of the Impact of Customer Sentiment on Product Sales and Review Quality. *Proceedings of the Workshop on Information Technology and Systems (WITS 2006)*, Wisconsin, December.
  57. Forman, C., A. Ghose, and A. Goldfarb. 2006. The Impact of Location on Consumer Purchases in Electronic Markets. *Proceedings of the International Conference on Information Systems (ICIS 2006)*, Milwaukee, Wisconsin, December.
  58. Ghose, A., and B. Gu. 2006. Estimating the Costs of Price Adjustment in Electronic Markets. *Proceedings of the INFORMS Conference on Information Systems and Technology (CIST 2006)*, Pittsburgh, November.
  59. Ghose, A., and A. Sundararajan. 2006. Software Versioning and Quality Degradation? An Exploratory Study of the Evidence. *Proceedings of the INFORMS Conference on Information Systems and Technology (CIST 2006)*, Pittsburgh, November.
  60. Ghose, A., and U. Rajan. 2006. The Economic Impact of Regulatory Information Disclosure on Information Security Investments, Competition, and Social Welfare. *Proceedings of the Workshop on Economics and Information Security (WEIS 2006)*, Cambridge University, June.
  61. Ghose, A., and A. Sundararajan. 2005. Software Versioning and Quality Degradation? An Exploratory Study of the Evidence. *Proceedings of the International Conference on Information Systems (ICIS 2005)*, Las Vegas, Nevada, December.
  62. Ghose, A., K. Huang, and A. Sundararajan. 2005. Versions and Successive Generations: An Analysis of Product Line Strategies and Cannibalization in Software Markets. *Proceedings of the INFORMS Conference on Information Systems and Technology (CIST)*, San Francisco, November.
  63. Ghose, A., P. Ipeiritis, and A. Sundararajan. 2005. Reputation Premiums in Electronic Peer-to-Peer Markets: Analyzing Textual Feedback and Network Structure. *Proceedings of the ACM SIGCOMM Workshop on Economics of P2P*, Philadelphia, August.
  64. Ghose, A., and A. Sundararajan. 2005. Pricing Security Software: Theory and Evidence. *Proceedings of the Workshop on Economics and Information Security (WEIS 2005)*, Harvard University, June.
  65. Ghose, A., R. Telang, and R. Krishnan. 2005. Welfare Implications of Secondary Electronic Markets. *Proceedings of the Hawaii International Conference on System Sciences (HICSS 2005)*, Hawaii, January. **Best Paper Award Nominee**
  66. Ghose, A., M. Smith, and R. Telang. 2004. Price Elasticities and Social Welfare in Secondary Electronic Markets. *Proceedings of the International Conference on Information Systems (ICIS 2004)*, Washington D.C., December. **Best Paper Award Nominee**
  67. Ghose, A., R. Telang, and R. Krishnan. 2003. Durable Goods Competition in Secondary Electronic Markets. *Proceedings of the International Conference on Information Systems (ICIS 2003)*, Seattle December.
  68. Ghose, A., M. Smith, and R. Telang. 2003. Internet Exchanges for Used Books: An Empirical Analysis of Welfare Implications and Policy Issues. *Proceedings of the International Conference on Information Systems (ICIS 2003)*, Seattle, December.
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  70. Gal-Or, E., and A. Ghose. 2003. The Economic Consequences of Sharing Security Information. *Proceedings of the Workshop on Economics and Information Security (WEIS 2003)*, College Park, University of Maryland, May.
  71. Ghose, A., T. Mukhopadhyay, and U. Rajan. 2002. Advantage for Electronic Retailers. *Proceedings of the International Conference on Information Systems (ICIS 2002)*, Barcelona, Spain, December.
  72. Ghose, A., T. Mukhopadhyay, and U. Rajan. 2002. Impact of Referral Services on Channel Profits:



Competition between Manufacturers & Infomediaries. *Proceedings of INFORMS Conference on Information Systems and Technology (CIST 2002)*, San Jose, California, October.

## **PAPERS IN CONFERENCE AND WORKSHOP PROGRAMS**

1. Yu, P., R. Fu, and A. Ghose. 2024. Managing Social Interactions on Two-Sided Platforms: A Focus on Streamer Burnout Under Live Streaming Context. *20th Annual Symposium on Statistical Challenges in e-Commerce Research (SCECR), Portugal*.
2. Huang, H., R. Fu, and A. Ghose. 2024. Generative AI and Content-Creator Economy: Evidence from Online Content Creation Platforms. *20th Annual Symposium on Statistical Challenges in e-Commerce Research (SCECR), Portugal*.
3. Huang, H., R. Fu, and A. Ghose. 2023. The Economic Impact of Adopting Generative AI: A Multi-Platform Analysis. *Workshop on Information Systems and Economics (WISE 2023), Hyderabad*.
4. Ghose, A., H.A. Lee, K. Nam, and W. Oh. 2023. The Effects of Pressure and Self-Assurance Nudges on Product Purchases and Returns in Online Retailing: Evidence from a Randomized Field Experiment. *Workshop on Information Systems and Economics (WISE 2023), Hyderabad*.
5. Ghose, A., H.A. Lee, K. Nam, and W. Oh. 2023. The Effects of Pressure and Self-Assurance Nudges on Product Purchases and Returns in Online Retailing: Evidence from a Randomized Field Experiment. *19th Annual Symposium on Statistical Challenges in e-Commerce Research (SCECR), Colombia*.
6. Ghose, A., H.A. Lee, Y. Son, and W. Oh. 2023. Leveraging the Digital Tracing Alert in Virus Fight: The Impact of COVID-19 Cell Broadcast on Population Movement. *19th Annual Symposium on Statistical Challenges in e-Commerce Research (SCECR), Colombia*.
7. Yu, P., A. Ghose, and R. Mayya. 2022. Do Non-Monetary Virtual Gifts Enhance or Diminish Voluntary Paid Gifts? Evidence From a Video Game Live Streaming Platform. *Workshop on Information Systems and Economics (WISE 2022), Copenhagen*. **Best Student Paper Award Nominee**
8. Li, R., A. Ghose, B. Li, and K. Xu. 2022. Real-Time Purchase Prediction Using Retail Video Analytics. 2022. *INFORMS Data Science Workshop, Indianapolis*.
9. Cho, E., A. Ghose, and R. Mayya. 2022. From App to Super App: The Impact of Complementary Innovation on Platform Ecosystem. *18th Annual Symposium on Statistical Challenges in e-Commerce Research (SCECR), Spain*.
10. Sun, C., and A. Ghose. 2021. 5G Digital Infrastructure and Mobile App Usage. *Workshop on Information Systems and Economics (WISE 2021), Austin*.
11. Sun, C., P. Adamopoulos, A. Ghose, and X. Luo. 2021. Predicting Stages in the Consumer Path-Purchase Journey: An Omnichannel Deep-Learning Model. *Workshop on Information Systems and Economics (WISE 2020)*.
12. Parasurama, P., A. Ghose, P. Ipeiritis. 2021. Gender and Race Preferences in Hiring in the Age of Diversity Goals: Evidence from Silicon Valley Tech Firms. *Workshop on Information Systems and Economics (WISE 2020)*.
13. C. Sun, Z. Shi, X. Liu, and A. Ghose. 2019. The Effect of Voice AI on Consumer Purchase and Search Behavior. *Workshop on Information Systems and Economics (WISE 2019), Munich, Germany*.
14. D. Molitor, M. Spann, A. Ghose, and P. Reichhart. 2019. Location-Based Mobile Targeting: Push or Pull? *Workshop on Information Systems and Economics (WISE 2019), Munich, Germany*.
15. Todri, V, A. Ghose, and P. Singh. 2019. Trade-offs in Online Advertising: Modeling and Measuring Advertising Effectiveness and Annoyance Dynamics, *ISMS Marketing Science Conference (ISMS 2019)*, Rome, Italy.

16. Adamopoulos, P., A. Ghose, and V. Todri. 2019. The Business Value of the Internet-of-Things (IoT). 2018. Evidence from an Online Retailer. *GW Conference on the Intelligence of Things (GW IoT 2019)*, Washington DC, USA.
17. Adamopoulos, P., A. Ghose, and V. Todri. 2018. The Business Value of the Internet-of-Things (IoT). 2018. Evidence from an Online Retailer. *ISMS Marketing Science Conference (ISMS 2018)*, Philadelphia, USA.
18. C. Sun, A. Ghose, and X. Luo. 2018. Does Offline Travel Regulate Online Browsing? *Workshop on Information Systems and Economics (WISE 2018)*, San Francisco, USA.
19. P. Adamopoulos, A. Ghose, and V. Todri. 2017. The Business Value of Internet-of-Things: Evidence from an Online Retailer. *Workshop on Information Systems and Economics (WISE 2017)*, Seoul, S. Korea.
20. A. Ghose, H. Kwon, D. Lee, and W. Oh. 2017. Seizing the Commuting Moment: Contextual Targeting based on Mobile Transportation Apps, *Annual ISMS Marketing Science Conference, Los Angeles, CA, June 2017*.
21. A. Ghose, H. Kwon, D. Lee, and W. Oh. 2016. Seizing the Commuting Moment: Contextual Targeting based on Mobile Transportation Apps. *Workshop on Information Systems and Economics (WISE 2016)*, Dublin, Ireland.
22. Ghose, A., P. Singh, and V. Todri. 2015. Trade-offs in Online Advertising: Modeling and Measuring Advertising Effectiveness and Annoyance Dynamics. *Workshop on Information Systems and Economics (WISE 2015)*, Texas, USA.
23. Ghose, A., and V. Todri. 2015. Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior. *NET Institute Conference 2015*, New York, USA.
24. Chan, J., A. Ghose, and K. Xu. 2015. The Rising Star of Digital Channels. *10th Annual Symposium on Statistical Challenges in e-Commerce Research (SCECR)*, Ethiopia.
25. Ghose, A., B. Li, and S. Liu. 2015. Mobile Trajectory-based Advertising: Evidence from a Large-scale Randomized Field Experiment. *Productions and Operations Management Society Meetings. Washington DC*.
26. Ghose, A., B. Li, and S. Liu. 2015. Mobile Trajectory-based Advertising: Evidence from a Large-scale Randomized Field Experiment. *INFORMS Marketing Science Conference, Baltimore*.
27. Burtch, G., Ghose, A., and Wattal, S. 2014. The Hidden Costs of Accommodating Crowdfunder Privacy Preferences: A Randomized Field Experiment. *Marketplace Innovation Conference, Columbia University*.
28. Burtch, G., Ghose, A., and Wattal, S. 2014. The Hidden Costs of Accommodating Crowdfunder Privacy Preferences: A Randomized Field Experiment. *ZEW Conference on the Economics of Information and Communication Technologies, Mannheim, Germany*.
29. Burtch, G., Ghose, A., and Wattal, S. 2014. Do As I Say, or Do As I Do? Distinguishing Observational Learning from Word-of-Mouth Effects. *9th Annual Symposium on Statistical Challenges in e-Commerce Research (SCECR)*, Tel Aviv, Israel.
30. Burtch, G., Ghose, A., and Wattal, S. 2014. An Examination of Peer Referrals in Crowdfunding. *Crowds 2.0: New Frontiers in Crowdfunding + Crowdsourcing, NYU Stern, NY*.
31. Burtch, G., Ghose, A., and Wattal, S. 2013. The Impact of Online Privacy Controls on User Engagement: Evidence from a Randomized Experiment on a Crowdfunding Platform. *Workshop on Information Systems and Economics (WISE)*, Milan, Italy.
32. Burtch, G., Ghose A., and Wattal, S. 2013. Private Displays of Affection: An Empirical Examination of Online Crowdfunder Information Hiding. *Academic Symposium on Crowdfunding, Berkeley, CA*.
33. Burtch, G., Ghose, A., and Wattal, S. 2013. The Impact of Online Privacy Controls on User Engagement: Evidence from a Randomized Experiment on a Crowdfunding Platform. *INFORMS Annual Meeting, Minneapolis, MN*.

34. Burtch, G., Ghose, A., and Wattal, S. 2013. Secret Benefactors: Crowdfunder Information Hiding and its Implications for Fundraising Outcomes. *INFORMS Conference on Information Systems and Technology (CIST), Minneapolis, MN.*
35. Burtch, G., Ghose, A., and Wattal, S. 2013. An Empirical Examination of the Antecedents and Consequences of Information Hiding in Crowdfunded Markets. *INFORMS Marketing Science Conference, Istanbul, Turkey.*
36. Burtch, G., Ghose, A., and Wattal, S. 2013. An Empirical Examination of Online Information Hiding. *8th Symposium on Statistical Challenges in eCommerce Research (SCECR), Lisbon, Portugal.*
37. Burtch, G., Ghose, A., and Wattal, S. 2013. Cultural Differences and Geographic Proximity in Online Crowd-funding. *International Symposium on Information Systems (ISIS), Goa, India.*
38. Chan, J., A. Ghose, and R. Seamans. 2013. The Internet and Hate Crime. *Workshop on Information Systems and Economics (WISE), Milan, December.*
39. Ghose, A., S. Han, and S. Park. 2013. Analyzing the Interdependence Between Web and Mobile Advertising, *Marketing Science Conference, Istanbul, July.*
40. Molitor, D., M. Spann, and A. Ghose. 2013. Measuring the Effectiveness of Location-Based Advertising. Randomized Field Experiments Comparing PC with Mobile, *Marketing Science Conference, Istanbul, July.*
41. Ghose, A., S. Han, and S. Park. 2013. Analyzing the Interdependence Between Web and Mobile Advertising, *Wharton Customer Analytics Conference, Wharton School, May.*
42. Anindya Ghose, Panos Ipeirotis, and Beibei Li. 2012. Surviving Social Media Overload: Predicting Consumer Footprints on Product Search Engines. *Workshop on Information Systems and Economics (WISE), Orlando, December.*
43. Chan, J., and A. Ghose. 2012. Internet's Dirty Secret: Assessing the Impact of Online Intermediaries on the Outbreaks of STDs, *National Bureau of Economic Research Summer Meetings, Boston.*
44. Chan, J., and A. Ghose. 2012. Internet's Dirty Secret: Assessing the Impact of Online Intermediaries on the Outbreaks of STDs, *Statistical Challenges in E-Commerce Research (SCECR), Montreal.*
45. Ghose, A., and S. Han. 2012. Mobile Advertising and App Adoption in the New Mobile Economy, *Statistical Challenges in E-Commerce Research (SCECR), Montreal.*
46. Ghose, A., P. Ipeirotis, and B. Li. 2012. Designing Ranking Systems for Hotels on Travel Search Engines By Mining User-Generated and Crowd-Sourced Content, *Research Frontiers in Marketing Science Conference, University of Texas at Dallas, February.*
47. Ghose, A., P. Ipeirotis, and B. Li. 2011. Examining the Impact of Search Engine Ranking and Personalization on Consumer Behavior: Combining Bayesian Modeling with Randomized Field Experiments. *Workshop on Information Systems and Economics (WISE), Shanghai, December.*
48. Ghose, A., A. Goldfarb, and S. Han. 2011. How is the Mobile Internet Different? Search Costs and Local Activities. *Summer Institute of Competitive Strategy, UC Berkeley, July.*
49. Ghose, A., A. Goldfarb, and S. Han. 2011. How is the Mobile Internet Different? Search Costs and Local Activities. *Searle Research Symposium on the Economics and Law of Internet Search, Northwestern University, June.*
50. Ghose, A., A. Goldfarb, and S. Han. 2011. How is the Mobile Internet Different? Search Costs and Local Activities. *Statistical Challenges in E-Commerce Research (SCECR), University of Arizona, June.*
51. Chan, J., A. Ghose. 2011. Examining the Antecedents and Consequences of Disclosing Medical Privacy Information Online. *Winter Conference on Business Intelligence, University of Utah, Salt Lake City, March.*
52. Ghose, A., A. Goldfarb, and S. Han. 2010. Search Costs and Benefits on the Mobile Internet: An Empirical Analysis of Microblogging Behavior. *Workshop on Information Systems and Economics (WISE), St. Louis, December.*



53. Huang, Y., P. Singh, and A. Ghose. 2010. An Empirical Analyses of Dynamics in Enterprise Social Media. *Workshop on Information Systems and Economics (WISE)*, St. Louis, December.
54. Ghose, A., P. Ipeirotis, and B. Li. 2010. Estimating Demand in the Hotel Industry by Mining User-Generated and Crowd-Sourced Content. *NBER IT Economics & Productivity Workshop*, Boston, July.
55. Ghose, A., and S. Han. 2010. A Dynamic Structural Model of User Learning in Mobile Media Content. *Stanford Institute of Theoretical Economics (SITE)*, Stanford University, July.
56. Ghose, A., P. Ipeirotis, and B. Li. 2010. Estimating Demand in the Hotel Industry by Mining User-Generated and Crowd-Sourced Content. *Marketing Science Conference*, Cologne, June.
57. Ghose, A., P. Ipeirotis, and B. Li. 2010. Estimating Demand in the Hotel Industry by Mining User-Generated and Crowd-Sourced Content. *Searle Research Symposium on the Economics and Law of Internet Search*, Northwestern University, June.
58. Ghose, A., P. Ipeirotis, and B. Li. 2010. Estimating Demand in the Hotel Industry by Mining User-Generated and Crowd-Sourced Content. *Customer Insights Conference*, Yale University, May.
59. Ghose, A., and S. Han. 2009. A Dynamic Structural Model of User Learning in Mobile Media Content. *MSI-WIMI Conference*, University of Pennsylvania, Philadelphia, December.
60. Ghose, A., and S. Han. 2009. A Dynamic Structural Model of User Learning in Mobile Media Content, *SIEPR-Microsoft Conference*, Stanford University, September.
61. Ghose, A., and S. Han. 2009. A Dynamic Structural Model of User Learning in Mobile Media Content. *INFORMS Marketing Science Conference*, Ann Arbor, Michigan, June.
62. Combining Text mining with Econometrics: Monetization of User-Generated Content and Online Advertising. *CITI Conference on User-Generated Content 3.0*, Columbia University, April.
63. Ghose, A., and S. Yang. 2009. Modeling and Estimating the Relationship Between Paid and Organic Search Advertising. *Conference on the Economics of Software & Internet Industries*, Toulouse, January.
64. Ghose, A., and S. Yang. 2008. Organic vs. Paid Search Advertising. *Workshop on Information Systems and Economics (WISE)*, Paris, December.
65. Ghose, A., and S. Yang. 2008. Modeling and Estimating the Relationship Between Paid and Organic Search Advertising. *FTC and North-Western Microeconomics Conference*, Washington DC, November.
66. The Dimensions of Reputation in Electronic Markets, *INFORMS Annual Meeting*, Washington DC, October.
67. Ghose, A., and S. Yang. 2008. An Empirical Analysis of Sponsored Search Performance in Search Engine Advertising. *International Industrial Organization Conference*, Washington DC, May.
68. Ghose, A., and S. Yang. 2008. An Empirical Analysis of Sponsored Search Performance in Search Engine Advertising, *Research Frontiers in Marketing Science Conference*, University of Texas at Dallas, February.
69. Ghose, A., and S. Yang. 2008. An Empirical Analysis of Search Engine Advertising: Sponsored Search and Cross-Selling in Electronic Markets, *Leveraging Online Media and Online Marketing*, Marketing Science Institute. February.
70. Ghose, A., and S. Yang. 2007. An Empirical Analysis of Sponsored Search Performance in Search Engine Advertising, *Workshop on Information Systems and Economics (WISE 2007)*, December.
71. Ghose, A., and P. Ipeirotis. 2007. Designing Novel Review Ranking Systems: Predicting Usefulness and Impact of Reviews. *Proceedings of the Ninth International Conference on Electronic Commerce (ICEC)*, Minnesota, August.
72. Ghose, A., and S. Yang. 2007. An Empirical Analysis of Paid Placement in Online Keyword Advertising. *Proceedings of the Ninth International Conference on Electronic Commerce (ICEC)*, Minnesota, August.

73. Ghose, A., M. Smith, and R. Telang. 2007. Internet Exchanges for Used Books: An Empirical Analysis of Product Cannibalization and Welfare Implications. *Conference on Operational Excellence in Retailing, Harvard Business School, June.*
74. Ghose, A., and P. Ipeirotis. 2007. Designing Novel Review Ranking Systems on the Web: Combining Economics with Opinion Mining. *Third Research Symposium on Statistical Challenges in E-Commerce Research (SCECR), University of Connecticut, May.*
75. Ghose, A., and O. Yao. 2007. Goodbye Price Dispersion? New Evidence from Transaction Prices in Electronic Markets. *Third Research Symposium on Statistical Challenges in E-Commerce Research (SCECR), University of Connecticut, May.*
76. Forman, C., A. Ghose, and A. Goldfarb. 2007. Geography and Ecommerce: Measuring Convenience, Selection and Price. *International Industrial Organization Conference, Savannah, April.*
77. Archak, N., A. Ghose, and P. Ipeirotis. 2007. Towards Automating the Pricing Power of Product Attributes: An Analysis of Online Product Reviews. *Winter Business Intelligence Conference, Utah, February.*
78. Forman, C., A. Ghose, and A. Goldfarb. 2007. Geography and Ecommerce: Measuring Convenience, Selection and Price. *DIS Workshop, University of Florida, January.*
79. Ghose, A., and P. Ipeirotis. 2007. Designing Trusted Ranking Systems for Consumer Reviews: Combining Economics with Opinion Mining. *DIMACS Workshop on Economics of Information Security, Rutgers University, January.*
80. Ghose, A., and P. Ipeirotis. 2007. Designing Ranking Systems for Consumer Reviews: The Economic Impact of Customer Sentiment in Electronic Markets. *Proceedings of the 2007 International Conference on Decision Support Systems (ICDSS 2007), IIM Kolkata, January.*
81. Forman, C., A. Ghose, and A. Goldfarb. 2007. Geography and Ecommerce: Measuring Convenience, Selection and Price. *HICSS 20th Anniversary Symposium on Competitive Strategy, Economics, and Information Systems, Hawaii, January.*
82. Ghose, A., and B. Gu. 2006. Estimating Menu Costs in Electronic Markets. *International Symposium on Information Systems (ISIS 2006), India, December.*
83. Ghose, A., P. Ipeirotis, and A. Sundararajan. 2006. The Dimensions of Reputation in Electronic Markets. *International Symposium on Information Systems (ISIS 2006), India, December.*
84. Forman, C., A. Ghose, and A. Goldfarb. 2006. The Impact of Geographical Location on Consumer Use of Electronic Markets. *International Symposium on Information Systems (ISIS 2006), India, December.*
85. Ghose, A., and B. Gu. 2006. Is Consumer Demand Kinked? Estimating Menu Costs and Search Costs in Electronic Markets. *Workshop on Information Systems and Economics (WISE 2006), Northwestern University, Evanston, December.*
86. Ghose, A., T. Mukhopadhyay, and U. Rajan. 2006. Impact of Internet Referral Services on the Supply Chain. *INFORMS Annual Meeting, Pittsburgh, Pennsylvania, November.*
87. Ghose, A., and B. Gu. 2006. Is Consumer Demand Kinked? Estimating Menu Costs and Search Costs in Electronic Markets. *INFORMS Annual Meeting, Pittsburgh, Pennsylvania, November.*
88. Ghose, A., K. Huang, and A. Sundararajan. 2006. Versions and Successive Generations: An Analysis of Product Line Strategies and Cannibalization in Software Markets. *INFORMS Annual Meeting, Pittsburgh, Pennsylvania, November.*
89. Ghose, A., and O. Yao. 2006. Price Dispersion on the Internet: New Evidence from Transaction Prices in B2B Electronic Markets. *INFORMS Annual Meeting, Pittsburgh, Pennsylvania, November.*
90. Forman, C., A. Ghose, and A. Goldfarb. 2006. The Impact of Location on Consumer Purchases in Electronic Markets. *INFORMS Annual Meeting, Pittsburgh, Pennsylvania, November.*
91. Ghose, A. 2006. Information Uncertainty in Electronic Markets: An Empirical Analysis of Trade

- Patterns and Adverse Selection. *Proceedings of ZEW Workshop on ICT, Germany, October.*
92. Ghose, A., and K. Huang. 2006. Personalized Pricing and Quality Design. *INFORMS Marketing Science Conference, Pittsburgh, Pennsylvania, June.*
  93. Forman, C., A. Ghose, and A. Goldfarb. 2006. The Impact of Location on Consumer Purchases in Electronic Markets. *INFORMS Marketing Science Conference, Pittsburgh, Pennsylvania, June.*
  94. Ghose, A., and B. Gu. 2006. Measuring Menu Costs of Online Retailers. *INFORMS Marketing Science Conference, Pittsburgh, Pennsylvania, June.*
  95. Forman, C., A. Ghose, and A. Goldfarb. 2006. The Impact of Location on Consumer Purchases in Electronic Markets. *Conference on Operational Excellence in Retailing. Wharton School, June.*
  96. Ghose, A., P. Ipeiritis, and A. Sundararajan. 2006. The Dimensions of Reputation in Electronic Markets. *Decision and Information Sciences Workshop, University of Florida, February.*
  97. Ghose, A., P. Ipeiritis, and A. Sundararajan. 2006. The Dimensions of Reputation in Electronic Markets. *Statistical Challenges in E-Commerce Research (SCECR), University of Minnesota, May.*
  98. Forman, C., A. Ghose, and A. Goldfarb. 2006. The Impact of Location on Consumer Purchases in Electronic Markets. *Statistical Challenges in E-Commerce Research (SCECR), University of Minnesota, May.*
  99. Ghose, A., and B. Gu. 2006. Is Consumer Demand Kinked? Estimating Menu Costs and Search Costs in Electronic Markets. *Statistical Challenges in E-Commerce Research (SCECR), University of Minnesota, May.*
  100. Ghose, A., and K. Huang. 2006. Personalized Pricing and Quality Design. *International Industrial Organization Conference, Boston, Massachusetts, April.*
  101. Ghose, A., and K. Huang. 2005. Personalized Pricing and Quality Design. *Workshop on Information Systems and Economics (WISE 2005), UC Irvine, California, December.*
  102. Ghose, A., and K. Huang. 2005. A Competitive Analysis of Personalized Pricing and Quality Customization. *Proceedings of the Workshop on CRM, New York University, November.*
  103. Ghose, A., and A. Sundararajan. 2005. Pricing and Product Line Strategies for Software: Theory and Evidence. *INFORMS Annual Meeting, San Francisco, California, November.*
  104. Ghose, A., M. Smith, and R. Telang. 2005. Internet Exchanges for Used Books: An Empirical Analysis of Product Cannibalization and Welfare Implications. *INFORMS Annual Meeting, San Francisco, California, November.*
  105. Ghose, A. 2005. Used Good Trade and Adverse Selection: A Cross-Country Comparison of Electronic Secondary Markets. *INFORMS Annual Meeting, San Francisco, California, November.*
  106. Ghose, A., and A. Sundararajan. 2005. Pricing and Product Line Strategies for Software: Theory and Evidence. *Statistical Challenges in E-Commerce Research (SCECR), University of Maryland, College Park, May.*
  107. Ghose, A., M. Smith, and R. Telang. 2005. Product Cannibalization and Welfare Implications. *Statistical Challenges in E-Commerce Research (SCECR), University of Maryland, College Park, May.*
  108. Gal-Or, E., and A. Ghose. 2005. The Economic Consequences of Sharing Security Information. *International Industrial Organization Conference, Atlanta, Georgia, April.*
  109. Ghose, A., M. Smith, and R. Telang. 2005. Internet Exchanges for Used Books: Welfare Implications and Policy Issues. *International Industrial Organization Conference, Atlanta, Georgia, April.*
  110. Ghose, A., R. Telang, and R. Krishnan. 2004. Impact of Electronic Secondary Markets on Information Goods Suppliers. *Workshop on Information Systems and Economics (WISE 2004), College Park, Maryland, December.*
  111. Ghose, A., M. Smith, and R. Telang. 2004. Internet Exchanges for Used Books: An Empirical Analysis of Welfare Implications and Policy Issues. *INFORMS Annual Meeting, Denver,*

**Colorado, October.**

112. Ghose, A., M. Smith, and R. Telang. 2004. Internet Exchanges for Used Books: An Empirical Analysis of Welfare Implications and Policy Issues. *MISRC/CRITO Symposium on the Digital Divide, Minneapolis, Minnesota, August.*
113. Ghose, A., T. Mukhopadhyay, and U. Rajan. 2003. Strategic Benefits of Internet Referral Services. *International Conference on Electronic Commerce (ICEC 2003), Pittsburgh, October.*
114. Ghose, A., R. Telang, and R. Krishnan. 2003. Durable Goods Competition in Secondary Electronic Markets. *INFORMS Marketing Science Conference, College Park, University of Maryland, June.*
115. Ghose, A., T. Mukhopadhyay, and U. Rajan. 2002. Strategic Benefits of Internet Referral Services. *Workshop on Information Systems and Economics (WISE 2002), Barcelona, Spain, December.*
116. Ghose, A., V. Choudhary, T. Mukhopadhyay, and U. Rajan. 2001. Dynamic Pricing on the Internet *Workshop on Information Systems and Economics (WISE 2001), New Orleans.*

**RESEARCH GRANTS AND AWARDS**

- 2019 MSI Grant for “The Effect of Voice AI on Consumer Purchase and Search Behavior,” (with Chenshuo Sun, June Shi, and Xiao Liu), \$8,000.
- 2019 MSI Grant for “Demand Effects of the Internet-of-Things Channel,” (with Vilma Todri and Panos Adamopoulos), \$9,000.
- 2018 MSI Grant for “Using Artificial Intelligence to Automate Online-Offline Data Merger for Integrated Marketing,” (with Chenshuo Sun and Xiao Liu), \$6,500.
- 2016 NSF Grant for “Towards Building a Living Lab for mHealth Analytical and Behavioral Research using Internet of Things,” (with B. Li), \$230,000.
- 2015 Adobe Faculty Research Award for “Combining Machine Learning with Randomized Field Experiments to Improve Mobile Advertising,” (with B. Li) \$ 50,000.
- 2015 NET Institute Grant for “Towards Digital Attribution,” (with V. Todri), \$3,000.
- 2014 Wharton Customer Analytics Institute Award (with V. Todri, P. Adamapolous and P.V. Singh)
- 2014 Kauffman Grant for “Crowd funding Dynamics and its Impact on Entrepreneurial Landscape Empirical Analysis using Big Data,” (with G. Burtch and S. Wattal), \$30,000.
- 2013 Google Faculty Research Award for “Mobile Analytics in the New Mobile Economy,” \$66,500.
- 2012 Marketing Science Institute Grant for “Apps and Advertising in the Mobile Economy,” \$15,000.
- 2012 SEI-Wharton Future of Advertising Grant for “Innovative Approaches to Measuring Advertising Effectiveness,” with (S. Han), \$6,000.
- 2012 Institute on Asian Consumer Insights (ACI) Grant for “Mobile Ad Effectiveness and App Adoption in Asian Markets,” \$30,000.
- 2012 Google Faculty Research Award for “Designing Ranking Systems for Product Search Engines,” (With P. Ipeirotis), \$60,000.
- 2012 NET Institute Grant for “Impact of Internet Intermediaries on Spread of STDs,” (with J. Chan), \$7,000.
- 2012 NYU Abu Dhabi Institute Seed Grant (with V. Dhar, N. Memon, H. Nissenbaum and R. Karri).
- 2010 NSF IGERT Research and Education Program (with R. Karri, N. Menon, H. Nissenbaum, and R. Zimmerman), \$2.9 million.
- 2010 MSI-Wharton Interactive Media Initiative (WIMI) Grant for “Modeling Consumer Behavior in Social Media: Analyzing the Role of Geographical Location and Multichannel Usage in Microblogging Platforms,” (with S. Han), \$10,000.

- 2010 Wharton Interactive Media Initiative (WIMI) Grant for “Modeling and Examining the Interdependence between Search and Display Advertising,” (with A. Goldfarb and S. Bae), \$5,000.
- 2010 Google-WPP Marketing Research Award for “Modeling The Dynamics Of Consumer Behavior In Mobile Advertising And Mobile Social Networks,” \$75,000.
- 2009 NSF Federal Cyberservice SFS Grant for “ASPIRE: An SFS Program for Interdisciplinary Research and Education” (co-PI with N. Menon, H. Nissenbaum, R. Karri, and R Zimmerman), \$2.12 million.
- 2009 NYU Stern Center for Japan-US Business and Economics Studies Grant for “The Economic Value of User-Generated Multimedia Content: A Study of the Mobile Media Market in South Korea,” \$10,000.
- 2009 NET Institute Summer Grant for “A Structural Model of User Learning and Dynamics in Mobile Media Content,” (with S. Han).
- 2009 MSI-Wharton Interactive Media Initiative (WIMI) Grant for “The Economic Impact of User-Generated Content: Combining Text mining with Demand Estimation in the Hotel Industry,” (with P. Ipeirotis), \$ 6,500.
- 2009 MSI-Wharton Interactive Media Initiative Grant for “User Content Generation and Usage in Digital Media,” (with S. Han), \$ 6,500.
- 2009 NYU-Poly Research Grant for “The Economics of User-Generated Content in Online Social Media,” (with V. Dhar and K. Ross), \$73,500.
- 2008 NET Institute Summer Grant for “Impact of Product Attributes and Geography in Search Engine Advertising”
- 2007 Marketing Science Institute Grant for “An Empirical Analysis of Search Engine Advertising,” (with S. Yang), \$10,000.
- 2007 NET Institute Summer Grant for “An Empirical Analysis of Sponsored Search in Online Advertising,” (with S. Yang).
- 2007 NET Institute Summer Grant for “Using Text Analytics to Estimate the Economic Value of Online Product Reviews: An Empirical Analysis,” (with P. Ipeirotis).
- 2007 Microsoft Virtual Earth Award for “Local Search for Hotels and Restaurants using Econometrics, Spatial Data, and Image Classification,” (with P. Ipeirotis), \$35,000.
- 2007 NSF CAREER Award, “Identifying and Measuring the Economic Value of Information on the Internet,” IIS-0643847, \$498,500.
- 2006 NYU Research Challenge Fund for “Consumer Use of Electronic Markets: An Empirical Analysis of New and Used Good Markets,” \$10,500.
- 2006 Microsoft Live Labs Award for “Combining Econometric and Text Mining Approaches for Measuring the Effect of Online Information Exchanges,” (with P. Ipeirotis) \$37,500.
- 2006 NET Institute Summer Grant for “Electronic commerce and Local Competition,” (with C. Forman and A. Goldfarb).
- 2006 NET Institute Summer Grant for “Search Costs and Menu Costs in Electronic Markets: Theory and Evidence,” (with B. Gu).
- 2005 NET Institute Summer Grant for “Used Good Trade and Adverse Selection: A Cross-Country Comparison of Electronic Secondary Markets,” \$10,500.
- 2005 NET Institute Summer Grant for “Pricing and Product Line Strategies for Consumer Software,” (with A. Sundararajan).
- 2003 Finalist, Third Annual e-BRC Doctoral Support Award Competition.

## **SELECTED INVITED PRESENTATIONS, PLENARY TALKS, AND KEYNOTES**

1. November 2024: Addressing Imminent Antitrust and Regulatory Issues in AI, London.
2. November 2024: Addressing Imminent Antitrust and Regulatory Issues in AI, Brussels.
3. October 2024: Panelist & Mentor, Doctoral Consortium, INFORMS-CIST, Seattle.
4. October 2024: Thriving with AI – Deploying the House of AI for Competitive Advantage, Keynote Speech, HEC Paris.
5. September 2024: IS Research Challenges and Opportunities in the Age of Generative AI, Panelist, University of Minnesota., Minneapolis
6. September 2024: Thriving with AI – Deploying the House of AI for Competitive Advantage, Seminar, University of Southern California, Los Angeles.
7. August 2024: Thriving with AI – Maximizing Well Being in the Age of AI, AI Summer Series, NetElixir.
8. July 2024: How Academic Research Influences Global Litigations in Antitrust and Privacy, Seminar, HongKong University of Science and Technology.
9. July 2024: Thriving with AI – Deploying the House of AI for Competitive Advantage, Seminar, Korea Advanced Institute of Science and Technology, Seoul.
10. April 2024: Keynote Speech. Towards Building An AI-Based Organization: The Four Pillars Framework, IIM Americas Conference.
11. April 2024: How Academic Research Influences Global Litigations in Antitrust and Privacy, Seminar, University of Texas at Austin.
12. March 2024: Keynote. How Academic Research Influences Global Litigations in Antitrust and Privacy, Digital Economy Workshop, Erasmus University, Rotterdam.
13. December 2023. Mobile Health, Antitrust and Privacy, Seminar, Carnegie Mellon University.
14. October 2023. Mobile Health, Antitrust and Privacy, High Tower Seminar, Emory University.
15. September 2023: Keynote Speech. Towards Using AI to Improve Business and Society, World Knowledge Forum, Seoul.
16. August 2023: Keynote Speech. Building The Next Generation AI Organization: A Multi Pillar Framework, Estoril Conference, Lisbon, Portugal.
17. August 2023: Panelist. AI Unleashed, Estoril Conference, Lisbon, Portugal.
18. April 2023: Keynote Speech. Towards Building An AI-Based Organization: The Four Pillars Framework, Hi! Paris Conference, Paris, France.
19. January 2023. Empowering Patients Using Smart Mobile Health Platforms: Evidence From A Randomized Field Experiment. Seminar, Tulane University.
20. October 2022. Mobile Health, Antitrust and Privacy. Annual Marketing Camp, University of Connecticut.
21. September 2022. Mobile Health, Antitrust and Privacy. Seminar, University of Miami.
22. September 2022. Keynote Speech. Towards Building An AI-Based Organization: The Four Pillars Framework. World Knowledge Forum, Seoul, S. Korea.
23. August 2022. Keynote Speech. Towards Building An AI-Based Organization: The Four Pillars Framework. Data Driven Business, Sao Paulo, Brazil.
24. June 2022: Keynote Speech, Mobile Health, Antitrust and Privacy, National University of Singapore
25. May 2022. Keynote Speech, Empowering Patients Using Smart Mobile Health Platforms: Evidence From A Randomized Field Experiment, Workshop on Human-AI Interaction, American University.
26. April 2022: Keynote Speech, Monetizing Smartphone Data for Improving Business and Society, AIS India Chapter.
27. April 2022: Empowering Patients Using Smart Mobile Health Platforms: Evidence From A

- Randomized Field Experiment. Seminar, Northwestern University, Kellogg.
28. April 2022: Empowering Patients Using Smart Mobile Health Platforms: Evidence From A Randomized Field Experiment. Seminar, Annual Marketing Camp, Rice University.
  29. February 2022. Monetizing Academic Research: Doing Research That Matters, IIT Kharagpur, India.
  30. January 2022. Monetizing Smartphone Data for Improving Business and Society, IIM Calcutta, India.
  31. December 2021. Keynote Speech. Empowering Patients Using Smart Mobile Health Platforms: Evidence From A Randomized Field Experiment. 13th Annual Behavioral Operations Management Conference, China.
  32. August 2021. Keynote Speech. Monetizing Smart Phone Data for Improving Business and Society. National University of Singapore Global Research Forum on Computational Social Science.
  33. June 2021. Empowering Patients Using Smart Mobile Health Platforms: Evidence From A Randomized Field Experiment, Webinar, CVS-Aetna Keynote.
  34. April 2021. Empowering Patients Using Smart Mobile Health Platforms: Evidence From A Randomized Field Experiment, Webinar, IIM Udaipur.
  35. February 2021. Empowering Patients Using Smart Mobile Health Platforms: Evidence From A Randomized Field Experiment, Webinar, Dartmouth College.
  36. February 2021. Empowering Patients Using Smart Mobile Health Platforms: Evidence From A Randomized Field Experiment Digital Leadership Series, Webinar, Boston University.
  37. January 2021. Empowering Patients Using Smart Mobile Health Platforms: Evidence From A Randomized Field Experiment Webinar, Webinar, University of Georgia.
  38. November 2020. Empowering Patients Using Smart Mobile Health Platforms: Evidence From A Randomized Field Experiment Webinar, University of British Columbia.
  39. November 2020. Empowering Patients Using Smart Mobile Health Platforms: Evidence From A Randomized Field Experiment Webinar, University of Washington.
  40. October 2020. Empowering Patients Using Smart Mobile Health Platforms: Evidence From A Randomized Field Experiment Webinar, Harvard Business School.
  41. July 2020. Mobile Targeting Using Customer Trajectory Patterns, Webinar, IIM Ahmedabad.
  42. May 2020. Technology in the Post Covid World, TEDX Gateway Webinar, TED.
  43. May 2020. Mobile Targeting Using Customer Trajectory Patterns, Webinar, Virtual Digital Economy Seminar.
  44. May 2020. Trading Privacy for the Greater Social Good: How Did America React During COVID-19. Carlson School MIS Online Seminar.
  45. May 2020. Using AI, Tech and Data Science to Combat Health Pandemics, NetElixir Expert Series Webinar.
  46. May 2020. Using AI, Tech and Data Science to Combat Health Pandemics, YPO Philippines-Asia Webinar Event.
  47. April 2020. Using AI, Tech and Data Science to Combat Health Pandemics, NYU Stern Covid 19 Webinar Series.
  48. December 2019 Keynote Speech. Using AI and Blockchain to Monetize the Mobile Economy. AI Summit.
  49. November 2019 Keynote Speech. Using AI and Blockchain to Monetize the Mobile Economy. Bengal Chamber of Commerce.
  50. September 2019 Keynote Speech. Using AI and Blockchain to Monetize the Mobile Economy. Salesforce Executive Summit.
  51. September 2019 Keynote Speech. Using AI and Blockchain to Monetize the Mobile Economy. NetElixir X=Experience Conference.
  52. August 2019. Keynote Speech. Using AI and Blockchain to Monetize the Mobile Economy. MBA



- Launch Summit. NYU Stern School.
53. July 2019 Keynote Speech. Digital Marketing Analytics. Big Data and Business Analytics Conference, Harbin, China.
  54. June 2019 Keynote Speech. Winning in Omni-Channel Retail. Future of Retail Conference, Montreal.
  55. May 2019 Plenary Speech. Legal Applications of Digital Marketing, Harvard Law School, Boston.
  56. March 2019 Keynote Speech. Winning in Omni-Channel Retail. Aldar Group, Abu Dhabi, UAE.
  57. March 2019 Keynote Speech. Using AI and Blockchain to Monetize the Mobile Economy. Big Data and Business Analytics Conference, Lagos, Nigeria.
  58. February 2019 Keynote Speech. Using AI and Blockchain to Monetize the Mobile Economy. CEO Summit Latin America, Miami.
  59. February 2019 Keynote Speech. Using AI and Blockchain to Monetize the Mobile Economy. Jack List, Osaka, Japan.
  60. February 2019 Keynote Speech. Using AI and Blockchain to Monetize the Mobile Economy. Deloitte Consulting Conference, Tokyo, Japan.
  61. January 2019 Keynote Speech. Using AI and Blockchain to Monetize the Mobile Economy. Japanese Marketing Association, Tokyo, Japan.
  62. October 2018 Keynote Speech. Using AI and Blockchain to Monetize the Mobile Economy. MMA Innovate, Mobile Marketing Association, NYC.
  63. September 2018 Plenary Speech. Using AI and Blockchain to Monetize the Mobile Economy. MSI Immersion, Boston, September 2018.
  64. August 2018 Keynote Speech. Using AI and Blockchain to Monetize the Mobile Economy. Melbourne Business Analytics Conference, Melbourne, Australia.
  65. July 2018 Keynote Speech. Digital Marketing Analytics. Big Data and Business Analytics Conference, Harbin, China, July 2018.
  66. June 2018. Keynote Speech. Using AI and Blockchain to Monetize the Mobile Economy. Harvard Club of New York.
  67. May 2018. Keynote Speech. Using AI and Blockchain to Monetize the Mobile Economy. Peking University's Guanghua School of Management, New York.
  68. May 2018. Keynote Speech. Using AI and Blockchain to Monetize the Mobile Economy. ZEEMELT 2018, Mumbai.
  69. May 2018. Keynote Speech. Using AI and Blockchain to Monetize the Mobile Economy. Yale University, Center for Customer Insights.
  70. April 2018. Keynote Speech. Using AI and Blockchain to Monetize the Mobile Economy. Beijing, Plug and Play.
  71. April 2018. Keynote Speech. Using AI and Blockchain to Monetize the Mobile Economy. Peking University, Beijing.
  72. April 2018. Using AI and Blockchain to Monetize the Mobile Economy. ZAOJIU Talk, Shanghai.
  73. April 2018. Keynote Speech. Using AI and Blockchain to Monetize the Mobile Economy. Institute of Internet Industry, Tsinghua University, Beijing.
  74. April 2018. Keynote Speech. Using AI and Blockchain to Monetize the Mobile Economy. Shanghai National Accounting Institute, Shanghai.
  75. March 2018. Keynote Speech. Using AI and Blockchain to Monetize the Mobile Economy. Donga Business Review Forum, Seoul, South Korea.
  76. January 2018. Keynote Speech. Using Artificial Intelligence to Unlock the Mobile Economy. Indian School of Management & Entrepreneurship, Mumbai.
  77. January 2018. Plenary Panelist. Ethics and Artificial Intelligence. National Retail Federation Conference, New York.

78. December 2017. Keynote Speech. Using Artificial Intelligence to Unlock the Mobile Economy. Digital Leadership Summit, Seoul.
79. December 2017. Invited Speaker. Measuring the Effectiveness of Mobile Marketing: Evidence from Multiple Field Experiments, Tel Aviv University, Israel.
80. December 2017. Keynote Speech. Using Artificial Intelligence to Unlock the Mobile Economy. Korea Internet Corporation Association, Seoul.
81. November 2017. Fireside Chat. Artificial Intelligence and Education. Leverage Edu, New Delhi.
82. November 2017. Plenary Speech. Artificial Intelligence and the Mobile Economy. Thinkers50 Conference, London.
83. October 2017. Keynote Speech. Using Artificial Intelligence to Unlock the Mobile Economy. Masters and Business Conference, Singularity University, Poland
84. October 2017. Keynote Speech. Using Artificial Intelligence to Unlock the Mobile Economy. Ignite Conference, University of Minnesota.
85. September 2017. Plenary Speech. Using Artificial Intelligence to Unlock the Mobile Economy. Behavioral Economics in Action Research, University of Toronto.
86. August 2017. Speech. Using Artificial Intelligence to Unlock the Mobile Economy, London.
87. July 2017. Keynote Speech. Big Data and Business Analytics Summer Conference, Harbin.
88. July 2017. Plenary Speech. TAP: Unlocking the Mobile Economy. Yello Mobile Digital Marketing Group, Seoul.
89. July 2017. Plenary Speech. TAP: Unlocking the Mobile Economy. KP Financial Services Group, Seoul.
90. June 2017. Keynote Speech. TAP: Unlocking the Mobile Economy. Innovation Connect Economy Conference, Singapore.
91. June 2017. Keynote Speech. TAP: Unlocking the Mobile Economy. WPP-J. Walter Thompson Digital Conference, Shanghai.
92. May 2017. Plenary Speech. TAP: Unlocking the Mobile Economy. CKGSB Knowledge Series, NYC.
93. January 2017. Invited Speaker. Measuring the Effectiveness of Mobile Marketing: Evidence from Multiple Field Experiments, University of Miami.
94. December 2016. Invited Speaker. Measuring the Effectiveness of Mobile Marketing: Evidence from Multiple Field Experiments, Cornell University, Ithaca.
95. November 2016. Keynote Speech. Towards Revolutionizing New Frontiers in Mobile Marketing. CTAM Think, Annual Meeting, New York.
96. September 2016. Plenary Speech. Towards Revolutionizing New Frontiers in Mobile Marketing. Teradata PARTNERS Conference, Atlanta.
97. July 2016. Keynote Speech. Data Analytics in Digital Marketing, Harbin Institute of Technology, China.
98. June 2016. Plenary Speaker. Organization of Economic Cooperation and Development (OECD) Annual Meetings, Paris. Title: "Data and Algorithms."
99. April 2016. Keynote Speech. Revolutionizing Mobile Marketing Using Data Science, Philips Behavioral Analytics Summit, Eindhoven, The Netherlands.
100. April 2016. Keynote Speech. Revolutionizing Mobile Marketing Using Data Science, Latent View Conference, Chicago.
101. February 2016. Plenary Speech. New Frontiers in Mobile Marketing Analytics, Personalizationpalooza, New York.
102. February 2016. Plenary Speech. Towards Revolutionizing New Frontiers in Mobile Marketing Using Data Science, MSI Conference, New York.
103. February 2016. Plenary Speech. Using New Media in Islamic Banking, International Forum on

- Islamic Finance, Khartoum, Sudan.
104. February 2016. Keynote Speech. A Social Media and Digital Marketing Strategy for Banks, Bank of Khartoum, Sudan.
  105. November 2015. Keynote Speech. Business Alliance: IT & Marketing Analytics, Milan.
  106. October 2015. Keynote Speech, Towards Revolutionizing New Frontiers in Mobile Marketing Using Data Science, Digital Big Data, Smart Life & Mobile Marketing Analytics, New York.
  107. October 2015. Plenary Panelist, Consumer Analytics Using Wearable and Mobile Technologies, Association of Consumer Research Roundtable, New Orleans.
  108. October 2015. Keynote Speech. Using Randomized Field Experiments to Measure Mobile Marketing Effectiveness, Unleashing Data Summit: Innovations in Marketing, Research, Insights and Branding, New York.
  109. September 2015. Invited Speaker. Measuring the Effectiveness of Mobile Marketing: Evidence from Multiple Field Experiments, Yale China India conference, New York.
  110. September 2015. Invited Speaker. Measuring the Effectiveness of Mobile Marketing: Evidence from Multiple Field Experiments, Georgia State University, Atlanta.
  111. September 2015. Plenary Speech. MIXX Canada, Interactive Advertising Bureau of Canada, Toronto.
  112. August 2015 Keynote Speech. Crowdfunding in the Digital Economy, NYU Stern MBA Class of 2017, New York.
  113. June 2015. Keynote Speech. Harvard Business Review, Latin America Conference, Sao Paulo, Brazil. Title: "Big Data and Analytics."
  114. June 2015. Keynote Speech. Data Analytics in Digital Marketing, Harbin Institute of Technology, China.
  115. June 2015. Plenary Speaker. Organization of Economic Cooperation and Development (OECD) Annual Meetings, Paris. Title: "The New Production Revolution."
  116. June 2015. Invited Speaker. ESSEC Business School. Title: "Randomized Field Experiments in Mobile Marketing."
  117. June 2015. Invited Speaker. HEC. Title: "Randomized Field Experiments in Mobile Marketing."
  118. May 2015. Invited Speaker. University of Minnesota. Title: "Randomized Field Experiments in Mobile Marketing."
  119. May 2015. Invited Speaker. Adobe, San Jose. Title: "Combining Machine Learning With Randomized Field Experiments in Mobile Marketing."
  120. May 2015. Invited Speaker. Stanford University. Title: "Randomized Field Experiments in Mobile Marketing."
  121. May 2015. Invited Speaker. John Hopkins University. Title: "Randomized Field Experiments in Mobile Marketing."
  122. April 2015. Invited Speaker. Rotman School (Marketing), University of Toronto. Title: "Randomized Field Experiments in Mobile Marketing."
  123. April 2015. Invited Speaker. KAIST University, Seoul. Title: "Randomized Field and Natural Experiments in Mobile Marketing."
  124. February 2015. Invited Speaker. University of British Columbia. Title: "Randomized Field and Natural Experiments in Mobile Marketing."
  125. February 2015. Invited Speaker. Arizona State University. Title: "Randomized Field and Natural Experiments in Mobile Marketing."
  126. February 2015. Plenary Speech. Big Data Summit, Toronto.
  127. December 2014. Keynote Speech. NYCE Day. Title: "Randomized Field Experiments in Mobile Marketing."
  128. November 2014. Invited Speaker, David Eccles School of Business (Marketing), University of Utah,

- Title: “Randomized Field Experiments in Mobile Marketing.”
129. June 2014. Keynote Speech. Start-Up Grind, Shanghai. Title: “Big Data=Big Value.”
  130. June 2014. Keynote Speech. BTO Conference, Milan, Italy. Title: “Leveraging Mobile for Digital Innovation.”
  131. June 2014. Invited Speaker. Milan, Italy. Title: “Innovations in Mobile Marketing.”
  132. May 2014. Invited Speaker, Foster School of Business (Marketing), University of Washington, Seattle. Title: “Analyzing the Interdependence between Web and Mobile Advertising: A Randomized Field Experiment.”
  133. April 2014. Invited Speaker. KAIST University, Seoul. Title: “Randomized Field Experiments in Mobile Marketing.”
  134. March 2014: Keynote Speech. Workshop on Social & Business Analytics, University of Texas, Austin. Title: “Big Data, Randomized Field Experiments and Mobile Marketing Analytics.”
  135. December 2013. Keynote Speech. BTO Conference, Milan, Italy. Title: “Leveraging Mobile for Digital Innovation.”
  136. November 2013. Keynote Speech. Future of Business Event, NYU Stern. Title: “Using Big Data to Leverage The Mobile Consumer.”
  137. November 2013. Panel Moderator. Stern Graduate Marketing Association, NYU. Title: “Solving the Digital Equation.”
  138. October 2013. Plenary Speech. eBeverage Conference. Denver. Title: “Big Data and Mobile Analytics.”
  139. October 2013. Keynote Speech. Data Science and Big Data Initiative, Charlotte. Title: “Using Big Data to Leverage The Mobile Consumer.” September 2013. Keynote Speech. NYU Stern Alumni, New York. Title: “Using Big Data to Leverage the Mobile Consumer.”
  140. September 2013. Plenary Speech. NYC Media Lab Research Summit, New York. Title: “Tapping into Crowd funding.”
  141. August 2013. Keynote Speech. Digital Summit, Hyderabad. “Mobile Economy and Location-Based Marketing.”
  142. August 2013. Keynote Speech. MBA Launch Summit. NYU Stern School. Title: “Technology, Innovation, and the Role of Business in Society.”
  143. August 2013. Keynote Speech. Undergraduate Orientation. NYU Stern School. Title: “Technology, Innovation, and the Role of Business in Society.”
  144. June 2013. Keynote Speech. E-Metrics Conference, Chicago. Title: “Mobile Analytics: Apps, Advertising, and Commerce in the New Mobile Economy.”
  145. May 2013. Plenary Panelist. The Economist Innovation Forum Conference, San Francisco. Title: “Mind the Gap: Resolving the Skills Gap in Data Analytics.”
  146. May 2013. Invited Speaker. Innovative Approaches to Measuring Advertising Effectiveness Conference, Wharton School. Title: “Analyzing the Interdependence Between Web and Mobile Advertising.”
  147. April 2013. Invited Speaker. ESSEC Business School, (Marketing). Paris. Title: “Apps, Advertising, and Commerce in the New Mobile Economy.”
  148. April 2013. Invited Speaker. Heinz School, Carnegie Mellon, Pittsburgh. Title: “Apps, Advertising, and Commerce in the New Mobile Economy.”
  149. March 2013. Invited Speaker. Cheung Kong Graduate School of Business, (Marketing). Beijing. Title: “Ranking Products on Search Engines.”
  150. March 2013. Invited Speaker. Fudan University, (Marketing). Shanghai. Title: “Ranking Products on Search Engines.”
  151. March 2013. Invited Speaker. Tsinghua University School of Economics and Management,

- (Marketing). Beijing. Title: "Ranking Products on Search Engines."
152. March 2013. Invited Speaker. Paul Merage School of Business, University of California, Irvine. Title: "Ranking Products on Search Engines."
  153. February 2013. Invited Speaker. Lerner School of Business, University of Delaware, Newark. Title: "Ranking Products on Search Engines."
  154. February 2013. Webinar. International Institute of Business Analysis. Title: "Mobile Analytics: Apps, Advertising, and Commerce in the New Mobile Economy."
  155. January 2013. Plenary Speech. Minnesota Big Data Analytics Conference. University of Minnesota, Minneapolis. Title: "Mobile Analytics: Apps, Advertising, and Commerce in the New Mobile Economy."
  156. January 2013. Plenary Speech. Advertising and Data Science Congress. NYU Stern. Title: "Mobile Analytics: Apps, Advertising, and Commerce in the New Mobile Economy."
  157. January 2013. Invited Speaker. Boston University, Boston. Title: "Ranking Products on Search Engines."
  158. December 2012. Invited Speaker. Harvard Business School (Marketing), Boston. Title: "Apps, Advertising, and Commerce in the New Mobile Economy."
  159. December 2012. Invited Speaker. Big Data Conference. MIT, Boston. Title: "Mobile Analytics: Apps, Advertising, and Commerce in the New Mobile Economy."
  160. December 2012. Invited Speaker. David Eccles School of Business. University of Utah. Title: "Apps, Advertising, and Commerce in the New Mobile Economy."
  161. November 2012. Keynote Speech. Big Data and Business Analytics. BTO Conference, Rome, Italy.
  162. November 2012. Keynote Speech. Digital Marketing Summit, Indian School of Business. Title: "Mobile Analytics: Apps, Advertising, and Commerce in the New Mobile Economy."
  163. October 2012. Plenary Speech. Orange Institute. Title: "Mobile Analytics."
  164. October 2012. Invited Speaker. TED lecture series. TEDxNYU. Title: "Mobile Marketing Trends."
  165. September 2012. Moderator. NYU Stern Center for Measurable Marketing. Panel on "Measurable Marketing in the Path to Purchase."
  166. August 2012. Keynote Speech. Launch 2012. NYU Stern School. Title: "Technology, Innovation, and the Role of Business in Society."
  167. May 2012. Plenary Speech. IBC Workshop, Institute of E-Commerce & Digital Markets (LMU) in Munich, Germany. Title: "Social Media and Digital Marketing Trends."
  168. May 2012. Invited Speaker. London Business School (Marketing). Title: "London Interplay Between Search and Social Media: Designing Ranking Systems for Search Engines."
  169. April 2012. Invited Speaker. Korea University, Seoul. Title: "Apps, Advertising, and Commerce in the New Mobile Economy."
  170. April 2012. Invited Speaker. University of Texas at Austin, Austin. Title: "Interplay Between Search and Social Media: Designing Ranking Systems for Search Engines."
  171. March 2012. Invited Speaker. Wharton School, Philadelphia. Title: "Interplay Between Search and Social Media: Designing Ranking Systems for Search Engines."
  172. March 2012. Keynote Speech. Allianz Group-CIO Conference, Milan, Italy. Title: "Outlook 2013: Social Media and Digital Marketing Trends."
  173. March 2012. Plenary Speech. BTO Conference, Milan, Italy. Title: "Social Media and Digital Marketing Trends."
  174. March 2012. Invited Speaker. University of Connecticut, Storrs. Title: "Interplay Between Search and Social Media: Designing Ranking Systems for Search Engines."
  175. February 2012. Moderator. Carlson School, University of Minnesota. Panel on "Leveraging Social Media for Business."

176. February 2012, Moderator. Stern in Africa Conference, NYU Stern. Panel on “Emerging Industries in Africa.”
177. November 2011. Invited Speaker. UCLA (Economics), Los Angeles. Title “Interplay Between Search and Social Media: Designing Ranking Systems for Search Engines.”
178. November 2011. Invited Speaker. Michigan State, East Lansing. Title: “Interplay Between Search and Social Media: Designing Ranking Systems for Search Engines.”
179. October 2011. Invited Speaker. Harvard Business School, Boston. Title: “Interplay Between Search and Social Media: Designing Ranking Systems for Search Engines.”
180. September 2011. Invited Speaker. University of Arizona, Tucson. Title: “Interplay Between Search and Social Media: Designing Ranking Systems for Search Engines.”
181. August 2011. Keynote Speech. Launch 2011. NYU Stern School. Title: “Technology, Innovation, and the Role of Business in Society.”
182. June 2011. Plenary Panelist. Statistical Challenges in Ecommerce Research (SCECR) conference, Rio De Janeiro, Brazil. Title: “Smart-Everything: Cyber Analytics Platforms and Real-Time Monitoring of the Real World.”
183. May 2011. Plenary Panelist. NYU Stern Conference on Measurable Marketing in a Digital World. Title: “Cross Media Effectiveness Measurement.”
184. May 2011. Invited Speaker. Rising Star Speaker Series, Case Western University. Cleveland. Title: “Designing Ranking Systems for Hotels on Travel Search Engines By Mining User-Generated and Crowd-Sourced Content.”
185. May 2011. Plenary Panelist. India World Conference, New York. Title “India’s IT Industry: The End of the Beginning.”
186. May 2011. Invited Speaker. MIT (Sloan Marketing), Boston. Title: “Designing Ranking Systems for Hotels on Travel Search Engines By Mining User-Generated and Crowd-Sourced Content.”
187. April 2011. Invited Speaker. Columbia University (GSB Marketing), New York. Title: “Designing Ranking Systems for Hotels on Travel Search Engines By Mining User-Generated and Crowd-Sourced Content.”
188. April 2011. Invited Speaker. Seoul National University, Seoul. Title: “Designing Ranking Systems For Hotels on Travel Search Engines By Mining User-Generated and Crowd-Sourced Content.”
189. January 2011. Invited Speaker. MSI Young Scholar’s Conference, Utah. Title: “Search and Social Media in the Digital Economy: A Research Agenda.”
190. December 2010. Plenary Panelist. Workshop on Information Systems and Economics, Phoenix, Arizona. Title: “Whither WISE.”
191. October 2010. Invited Speaker. University of Maryland, College Park. Title: “Designing Ranking Systems for Hotels on Travel Search Engines By Mining User-Generated and Crowd-Sourced Content.”
192. October 2010. Invited Speaker. Distinguished Speaker Series, Georgia Tech, Atlanta, October. Title: “Designing Ranking Systems for Hotels on Travel Search Engines By Mining User-Generated and Crowd-Sourced Content.”
193. September 2010. Plenary Panelist. Workshop on Interdisciplinary Studies in Information Security and Privacy, Abu Dhabi. Title: “Privacy Issues in Social Media and Ecommerce.”
194. September 2010. Invited Speaker. Harvard University (Economics), Boston. Title: “Designing Ranking Systems for Hotels on Travel Search Engines By Mining User-Generated and Crowd-Sourced Content.”
195. September 2010. Invited Speaker. George Mason University, Washington DC. Title: “Designing Ranking Systems for Hotels on Travel Search Engines By Mining User-Generated and Crowd-Sourced Content.”
196. July 2010. Invited Speaker. NBER IT Economics & Productivity Workshop, Boston. Title:

- “Estimating Demand in the Hotel Industry by Mining User-Generated and Crowd-Sourced Content.”
197. July 2010. Invited Speaker. Stanford Institute of Theoretical Economics (SITE), Stanford University. Title: “A Dynamic Structural Model of User Learning in Mobile Media Content.”
  198. June 2010. Invited Speaker. Workshop on Digital Business Models, Paris. Title: “Estimating Demand in the Hotel Industry by Mining User-Generated and Crowd-Sourced Content.”
  199. June 2010, Plenary Speech. L2 Mobile Commerce Clinic at NYU Stern. Title: “Mobile Trends, Consumers, and Social Media.”
  200. April 2010. Invited Speaker. Temple University. Title: “Estimating Demand in the Hotel Industry by Mining User-Generated and Crowd-Sourced Content.”
  201. February 2010. Invited Tutorial. Carlson School. University of Minnesota. Title: “Structural Econometric Modeling: Static and Dynamic Models.”
  202. February 2010. Invited Speaker. University of Minnesota. Title: “Estimating Demand in the Hotel Industry by Mining User-Generated and Crowd-Sourced Content.”
  203. September 2009. Invited Speaker. Internet Economics Conference, Stanford University. Title: “User Content Generation and Usage Behavior in Multi-Media Settings: A Dynamic Structural Model of Learning.”
  204. April 2009. Invited Speaker. Columbia University. Title: “Combining Text mining with Econometrics: Monetization of User-Generated Content and Online Advertising.”
  205. April 2009. Invited Speaker. Microsoft Research, Boston. Title: “Search Engine Advertising: Sponsored Search, Organic Search, and User-Generated Content in Electronic Markets.”
  206. September 2009. Invited Speaker. Internet Economics Conference, Stanford University. Title: “User Content Generation and Usage Behavior in Multi-Media Settings: A Dynamic Structural Model of Learning.”
  207. April 2009. Invited Speaker. Columbia University. Title: “Combining Text mining with Econometrics: Monetization of User-Generated Content and Online Advertising.”
  208. April 2009. Invited Speaker. Microsoft Research, Boston. Title: “Search Engine Advertising: Sponsored Search, Organic Search, and User-Generated Content in Electronic Markets.”
  209. April 2009. Invited Speaker. Heinz College, Carnegie Mellon University. Title: “Search Engine Advertising: Sponsored Search, Organic Search, and User-Generated Content in Electronic Markets.”
  210. March 2009. Invited Speaker. Wharton School, University of Pennsylvania. Title: “Search Engine Advertising: Sponsored Search, Organic Search, and User-Generated Content in Electronic Markets.”
  211. March 2009. Keynote Speech. Ecommerce and Banking 3.0 Conference, Frankfurt, Germany. Title: “User Generated Content and Monetization in the New Economy.”
  212. March 2009. Invited Speaker. University of Goethe-Frankfurt. Title: “Search Engine Advertising: Sponsored Search, Organic Search, and User-Generated Content in Electronic Markets.”
  213. March 2009. Invited Speaker. University of Connecticut. Title: “Search Engine Advertising: Sponsored Search, Organic Search, and User-Generated Content in Electronic Markets.”
  214. February 2009. Invited Speaker. University of Calgary. Title: “Search Engine Advertising: Sponsored Search, Organic Search, and User-Generated Content in Electronic Markets.”
  215. February 2009. Invited Speaker. Purdue University. Title: “Search Engine Advertising: Sponsored Search, Organic Search, and User-Generated Content in Electronic Markets.”
  216. February 2009. Invited Speaker. University of California at Irvine. Title: “Search Engine Advertising: Sponsored Search, Organic Search, and User-Generated Content in Electronic Markets.”
  217. November 2008. Invited Speaker. University of Texas at Dallas. Title: “Search Engine Advertising: Sponsored Search, Organic Search, and User-Generated Content in Electronic Markets.”
  218. November 2008. Invited Speaker. Polytechnic University of NYU. Title: “Search Engine Advertising: Sponsored Search, Organic Search, and User-Generated Content in Electronic Markets.”



219. November 2008. Invited Speaker. Speaker on the Square Series, NYU. Title: "User Generated Content, Panel on Technology in the Digital Age."
220. October 2008. Invited Speaker. McGill University. Title: "Search Engine Advertising: Sponsored Search, Organic Search, and User-Generated Content in Electronic Markets."
221. May 2008. Invited Speaker. University of Washington, Seattle. Title "Search Engine Advertising: Sponsored Search, Organic Search, and User-Generated Content in Electronic Markets."
222. March 2008. Invited Speaker. IBM Research. Mining User-Generated Content Using Econometrics: A Case Study on Reputation Systems.
223. February 2008. Invited Speaker. Yahoo Research. Mining User-Generated Content Using Econometrics: A Case Study on Reputation Systems.
224. February 2008. Invited Speaker. Marketing Science Institute. Title: "An Empirical Analysis of Search Engine Advertising: Sponsored Search in Electronic Markets."
225. November 2008. Invited Speaker. Speaker on the Square Series, NYU. Title: "User Generated Content, Panel on Technology in the Digital Age."
226. October 2008. Invited Speaker. McGill University. Title: "Search Engine Advertising: Sponsored Search, Organic Search, and User-Generated Content in Electronic Markets."
227. May 2008. Invited Speaker. University of Washington, Seattle. Title "Search Engine Advertising: Sponsored Search, Organic Search, and User-Generated Content in Electronic Markets."
228. March 2008. Invited Speaker. IBM Research. Mining User-Generated Content Using Econometrics: A Case Study on Reputation Systems.
229. February 2008. Invited Speaker. Yahoo Research. Mining User-Generated Content Using Econometrics: A Case Study on Reputation Systems.
230. February 2008. Invited Speaker. Marketing Science Institute. Title: "An Empirical Analysis of Search Engine Advertising: Sponsored Search in Electronic Markets."
231. November 2007. Invited Speaker. University of Minnesota, Minneapolis. Title: "The Dimensions Of Reputation in Electronic Markets."
232. June 2007. Invited Speaker. City University of Hong Kong. Title: "The Dimensions of Reputation In Electronic Markets."
233. June 2007. Invited Speaker. Hong Kong University of Science and Technology. Title: "The Dimensions of Reputation in Electronic Markets."
234. June 2007. Invited Speaker. Nanyang Business School, Singapore. Title: "The Dimensions of Reputation in Electronic Markets."
235. June 2007. Invited Speaker. Singapore Management University. Title: "The Dimensions of Reputation in Electronic Markets."
236. June 2007. Invited Speaker. National University of Singapore. Title: "The Dimensions of Reputation in Electronic Markets."
237. June 2007. Invited Speaker. Conference on Operational Excellence in Retailing. Harvard University (HBS). Title: "Internet Exchanges for Used Books: An Empirical Analysis of Product Cannibalization and Welfare Implications."
238. June 2007. Invited Speaker. Triennial Invitational Choice Symposium, Wharton School. Personalized Pricing and Quality Design.
239. February 2007. Invited Speaker. University of Texas at Austin. Title: "Geography and Ecommerce: Measuring Convenience, Selection and Price."
240. January 2007. Invited Speaker. University of Florida. Title: "Geography and Ecommerce: Measuring Convenience, Selection and Price."
241. November 2006. Invited Speaker. Moore School of Business, University of South Carolina. Geography and Ecommerce: Measuring Convenience, Selection, and Price.

242. November 2006. Invited Speaker. Marketing Lunchtime Seminar, NYU Stern School of Business. Title: "Geography and Ecommerce: Measuring Convenience, Selection, and Price."
243. June 2006. Invited Speaker. Conference on Operational Excellence in Retailing. Wharton School. Title: "The Impact of Location on Consumer Purchases in Electronic Markets."
244. April 2006. Invited Speaker. Drexel University. Title: "Personalized Pricing and Quality Design."
245. January 2006. Invited Speaker. Ohio State University. Title: "Internet Exchanges for Used Books: An Empirical Analysis of Product Cannibalization and Welfare Implications."
246. February 2004: Invited Speaker. University of Southern California. Title: "Impact of Internet Referral Services on the Supply Chain."
247. February 2004. Invited Speaker. University of Arizona. Title: "Impact of Internet Referral Services on the Supply Chain."
248. February 2004. Invited Speaker. University of Maryland at College Park. Title: "Impact of Internet Referral Services on the Supply Chain."
249. February 2004. Invited Speaker. University of California at Irvine. Title: "Impact of Internet Referral Services on the Supply Chain."
250. February 2004. Invited Speaker. Tulane University. Title: "Impact of Internet Referral Services on The Supply Chain."
251. February 2004. Invited Speaker. University of Connecticut. Title: "Impact of Internet Referral Services on the Supply Chain."
252. February 2004. Invited Speaker. New York University. Title: "Impact of Internet Referral Services on the Supply Chain."
253. January 2004. Invited Speaker. University of Alberta. Title: "Impact of Internet Referral Services on The Supply Chain."

### **SELECTED CONFERENCE PRESENTATIONS**

1. October 2024: Invited Speaker. Career Advice for Junior Scholars. INFORMS CIST Doctoral Consortium, Seattle.
2. June 2023: Invited Speaker. Career Advice for Junior Scholars. INFORMS Marketing Science Doctoral Consortium, Miami.
3. August 2019. Invited Speaker. Title: AI and Blockchain in Marketing. Emory University Conference, Atlanta.
4. June 2019. Invited Speaker. Title: AI and Blockchain in Omni Channel Marketing. INFORMS Marketing Science Conference, Rome.
5. June 2019. Invited Speaker. Title: AI and Blockchain in Marketing. AMA Seth Annual Marketing Conference, New York.
6. June 2018. Invited Speaker. Title: Using AI and Blockchain in Marketing. INFORMS Marketing Science Conference.
7. October 2014. Invited Speaker, INFORMS Annual Conference, Thought Leader Series. Title: "Randomized Field Experiments in Mobile Marketing."
8. May 2014. Conference Presentation. Crowds 2.0 Conference, NYU Stern School. Title: "Privacy Controls and Anonymity in Crowd funding."
9. November 2013. Conference Presentation. Mapping Mobile Conference, NYU Stern School. Title: "Randomized Field Experiments to Measure ROI of Mobile Advertising and Mobile Coupons."
10. June 2013. Conference Presentation. Marketing Science Conference, Istanbul. Title: "Estimating Cross Platform and Cross Device Synergies Between Web and Mobile Advertising."
11. June 2011. Conference Presentation. Statistical Challenges in ecommerce Research (SCECR)

- conference, Rio De Janeiro, Brazil. Title: “How is the Mobile Internet Different?”
12. June 2011. Conference Presentation. ZEW Conference, Mannheim. Title: “Designing Ranking Systems for Hotels on Travel Search Engines By Mining User-Generated and Crowd-Sourced Content.”
  13. June 2010. Conference Presentation. Marketing Science Conference, Cologne. Title: “Estimating Demand in the Hotel Industry by Mining User-Generated and Crowd-Sourced Content.”
  14. June 2010. Conference Presentation. Searle Research Symposium on the Economics and Law of Internet Search, Northwestern University. Title: “Estimating Demand in the Hotel Industry by Mining User-Generated and Crowd-Sourced Content.”
  15. May 2010. Customer Insights Conference, Yale University. Conference Presentation. Title: “Estimating Demand in the Hotel Industry by Mining User-Generated and Crowd-Sourced Content.”
  16. December 2009. Conference Presentation. Workshop on Information Technology and Systems (WITS), Phoenix. Title: “Towards Designing Ranking Systems for Hotels on Travel Search Engines: Combining Text mining with Demand Estimation in the Hotel Industry.”
  17. December 2009. Conference Presentation. MSI-WIMI Conference, University of Pennsylvania, Philadelphia. Title: “User Content Generation and Usage Behavior in Multi-Media Settings: A Dynamic Structural Model of Learning.”
  18. August 2009. Conference Presentation. Marketing Dynamics Conference, NYU Stern, August. Title: “User Content Generation and Usage Behavior in Multi-Media Settings: A Dynamic Structural Model of Learning.”
  19. June 2009. Conference Presentation. Marketing Science Conference, University of Michigan, Ann Arbor. Title: “User Content Generation and Usage Behavior in Multi-Media Settings: A Dynamic Structural Model of Learning.”
  20. January 2009. Conference Presentation. The Economics of the Internet and Software, Toulouse. Title: “Modeling and Estimating the Relationship Between Organic and Paid Search Advertising.”
  21. December 2008. Conference Presentation. International Symposium on Information Systems (ISIS), ISB, Hyderabad. Title: “Modeling and Estimating the Relationship Between Organic and Paid Search Advertising.”
  22. December 2008. Conference Presentation. International Conference on Information Systems (ICIS), Paris. Market Frictions, Demand Structure and Price Competition in Online Markets.
  23. December 2008. Conference Presentation. Workshop on Information Systems and Economics (WISE), Paris. Title: “Modeling and Estimating the Relationship Between Organic and Paid Search Advertising.”
  24. December 2008. Conference Presentation. Workshop on Information Technology and Systems (WITS), Paris. An Empirical Analysis of Search Engine Advertising: Sponsored and Organic Search in Electronic Markets.
  25. November 2008. Conference Presentation. Federal Trade Commission, Washington DC. Title: “Modeling and Estimating the Relationship Between Organic and Paid Search Advertising.”
  26. October 2008. Conference Presentation. INFORMS Annual Meeting, Washington DC. Title: “The Dimensions of Reputation in Electronic Markets.”
  27. October 2008. Conference Presentation. INFORMS CIST, Washington DC. Title: “Deriving the Pricing Power of Product Features by Mining User-Generated Reviews.”
  28. August 2008. Conference Presentation. International Workshop on Data mining and Audience Intelligence for Advertising. ADKDD. Las Vegas. Title: “Comparing Performance Metrics in Organic Search with Sponsored Search Advertising.”
  29. June 2008. Conference Presentation. Marketing Science Conference, Vancouver. Title: “An Empirical Analysis of Search Engine Advertising: Sponsored Search in Electronic Markets.”
  30. May 2008. Conference Presentation. International Industrial Organization Conference, Washington

- DC. Title: “An Empirical Analysis of Search Engine Advertising: Sponsored Search in Electronic Markets.”
31. April 2008. Conference Presentation. NET Institute Conference, NYU. Title: “An Empirical Analysis of Search Engine Advertising: Sponsored Search in Electronic Markets.”
  32. February 2008. Conference Presentation. ACM WSDM Conference, Stanford University. Title: “An Empirical Analysis of Search Engine Advertising: Sponsored Search in Electronic Markets.”
  33. December 2007. Conference Presentation. International Conference on Information Systems (ICIS) Montreal. Title: “Estimating Menu Costs in Electronic Markets.”
  34. December 2007. Conference Presentation. Workshop on Information Systems and Economics (WISE), Montreal. Title: “Towards Empirically Modeling Consumer and Firm Behavior in Sponsored Search Advertising.”
  35. November 2007. Conference Presentation. Conference on Information Systems and Technology (CIST), Seattle. Title: “An Empirical Analysis of Search Engine Advertising: Sponsored Search in Electronic Markets.”
  36. November 2007. Conference Presentation. INFORMS, Seattle. Title: “Examining the Relationship Between Reviews and Sales: The Role of Reviewer Identify Disclosure in Electronic Markets.”
  37. August 2007. Conference Presentation. International Conference on Electronic Commerce (ICEC), Minnesota. Title: “Designing Novel Review Ranking Systems: Predicting Usefulness and Impact.”
  38. August 2007. Conference Presentation. International Conference on Electronic Commerce (ICEC), Minnesota. Title: “An Empirical Analyses of Paid Placement in Online Keyword Advertising.”
  39. May 2007. Conference Presentation. Statistical Challenges in E-Commerce. Title: “Designing Novel Review Ranking Systems on the Web: Combining Economics with Opinion Mining.”
  40. April 2007. Conference Presentation. NET Institute Conference, New York University. Title: “Geography and Ecommerce: Measuring Convenience, Selection and Price.”
  41. January 2007. Conference Presentation. DIMACS Workshop, Rutgers University. Title: “Designing Trusted Ranking Systems for Consumer Reviews: Combining Economics with Opinion Mining.”
  42. January 2007. Conference Presentation. International Conference on Decision Support Systems (ICDSS), IIM Kolkata, India. Title: “Designing Ranking Systems for Consumer Reviews: The Economic Impact of Customer Sentiment in Electronic Markets.”
  43. December 2006. Conference Presentation. International Symposium on Information Systems (ISIS), ISB, Hyderabad. Title: “Estimating Menu Costs in Electronic Markets.”
  44. December 2006. Conference Presentation. International Symposium on Information Systems (ISIS), ISB, Hyderabad. Title: “The Dimensions of Reputation in Electronic Markets.”
  45. December 2006. Conference Presentation. International Symposium on Information Systems (ISIS), ISB, Hyderabad. Title: “The Impact of Location on Consumer Use of Electronic Markets.”
  46. December 2006. Conference Presentation. Workshop on Information Technology and Systems (WITS), Milwaukee. Title: “Towards an Understanding of the Impact of Customer Sentiment on Product Sales and Review Quality.”
  47. December 2006. Conference Presentation. International Conference on Information Systems (ICIS), Milwaukee. Title: “The Impact of Location on Consumer Purchases in Electronic Markets.”
  48. December 2006. Conference Presentation. Workshop on Information Systems and Economics (WISE), Northwestern University, Evanston. Title: “Search Costs, Demand Structure and Long Tail in Electronic Markets: Theory and Evidence.”
  49. November 2006. Conference Presentation. INFORMS Annual Meeting, Pittsburgh. Title: “Impact of Internet Referral Services on the Supply Chain.”
  50. November 2006. Conference Presentation. INFORMS Annual Meeting, Pittsburgh. Title: “Estimating Menu Costs in Electronic Markets.”

51. November 2006. Conference Presentation. INFORMS Annual Meeting, Pittsburgh. Title: "The Impact of Location on Consumer Purchases in Electronic Markets."
52. November 2006. Conference Presentation. INFORMS Conference on Information Systems and Technology (CIST), Pittsburgh. Title: "Software Versioning and Quality Degradation? An Exploratory Study of the Evidence."
53. October 2006. Conference Presentation. ZEW Conference on ICT, Mannheim. Title: "Information Uncertainty in Electronic Markets: An Empirical Analysis of Trade Patterns and Adverse Selection."
54. June 2006. Conference Presentation. Workshop on Economics and Information Security (WEIS), Cambridge University. Title: "The Economic Impact of Regulatory Information Disclosure on Information Security Investments, Competition, and Social Welfare."
55. June 2006. Conference Presentation. INFORMS Marketing Science Conference, Pittsburgh. Title: "Personalized Pricing and Quality Design."
56. May 2006. Conference Presentation. Statistical Challenges in E-Commerce Research, University of Minnesota. Title: "The Dimensions of Reputation in Electronic Markets."
57. April 2006. Conference Presentation. International Industrial Organization Conference, Boston. Title: "Personalized Pricing and Quality Design."
58. April 2006. Conference Presentation. NET Institute Conference, New York University. Title: "Used Good Trade and Adverse Selection in Electronic Secondary Markets."
59. March 2006. Conference Presentation. Impact of Internet Referral Services on the Supply Chain. ISR Workshop, University of Michigan at Ann Arbor.
60. February 2006. Conference Presentation. University of Florida. Title: "The Dimensions of Reputation in Electronic Markets."
61. December 2005. Conference Presentation. International Conference on Information Systems (ICIS), Las Vegas. Title: "Software Versioning and Quality Degradation? An Exploratory Study of the Evidence."
62. December 2005. Conference Presentation. Workshop on Information Systems and Economics (WISE), UC Irvine, California. Title: "Personalized Pricing and Quality Design."
63. November 2005. Conference Presentation. Workshop on CRM, New York University. Title: "A Competitive Analysis of Personalized Pricing and Quality Customization."
64. November 2005. Conference Presentation. INFORMS Annual Meeting, San Francisco, California. Title: "Pricing and Product Line Strategies for Software: Theory and Evidence."
65. November 2005. Conference Presentation. INFORMS Annual Meeting, San Francisco, California. Title: "Used Good Trade and Adverse Selection: A Cross-Country Comparison of Electronic Secondary Markets."
66. June 2005. Conference Presentation. Workshop on Economics of Information Security, Harvard University, Boston. Title: "Pricing Security Software."
67. May 2005. Conference Presentation. Statistical Challenges in ecommerce Research. Maryland. Title: "Pricing and Product Line Strategies for Consumer Software: Evidence from Amazon."
68. April 2005. Conference Presentation. International Industrial Organization Conference. Atlanta. Title: "The Economic Incentives for Sharing Security Information."
69. January 2005. Conference Presentation. Hawaiian International Conference on System Sciences. Hawaii. Title: "Effect of Electronic Secondary Markets on the Supply Chain."
70. December 2004. Conference Presentation. Workshop on Information Systems and Economics (WISE). University of Maryland at College Park. Title: "Impact of Secondary Electronic Markets on Information Goods Suppliers."
71. December 2003. Conference Presentation. International Conference on Information Systems (ICIS). Seattle, WA. Title: "Durable Goods Competition in the Presence of Secondary E-Marketplaces."

72. December 2003. Conference Presentation. International Conference on Information Systems (ICIS). Seattle, WA. Title: "Internet Exchanges for Used Books: An Empirical Investigation into Welfare Implications and Policy Issues."
73. October 2003. Conference Presentation. International Conference on E-Commerce (ICEC). Pittsburgh, PA. Title: "Strategic Benefits of Internet Referral Services."
74. October 2003. Conference Presentation. Conference on Information Systems and Technology (CIST), Atlanta, GA. Title: "Dynamic Pricing: A Strategic Advantage for Electronic Retailers."
75. June 2003. Conference Presentation. Workshop on Economics of Information Security. University of Maryland at College Park. Title: "The Economic Incentives for Sharing Security Information."
76. December 2002. Conference Presentation. Workshop on Information Systems and Economics (WISE). Barcelona, Spain. Title: "Impact of Internet Referral Services on the Supply Chain."
77. December 2002. Conference Presentation. International Conference on Information Systems (ICIS). Barcelona, Spain. Title: "Dynamic Pricing: A Strategic Advantage for Internet Retailers."
78. November 2002. Conference Presentation. INFORMS Conference on Information Systems and Technology (CIST), San Jose. Title: "Impact of Referral Services on Channel Profits: Competition between Manufacturers and Info mediaries."

## **TEACHING**

- MBA: Digital Marketing Analytics, NYU Fall 2024. (Instructor Rating: 5/5)
- MSBA: Digital Marketing Analytics, NYU Summer 2024. (Instructor Rating: 4.6/5)
- MBA: Digital Marketing Analytics, NYU Winter 2024. (Instructor Rating: 4.6/5)
- MBA: Digital Marketing Analytics, NYU Fall 2023. (Instructor Rating: 5/5)
- MSBA: Digital Marketing Analytics, NYU Summer 2023. (Instructor Rating: 4.7/5)
- EMBA: Digital Marketing Analytics, NYU Spring 2023. (Instructor Rating: 4.9/5)
- MBA: Digital Marketing Analytics, NYU Winter 2023. (Instructor Rating: 4.9/5)
- MBA: Digital Marketing Analytics, NYU Summer 2022. (Instructor Rating: 4.9/5)
- MSBA: Digital Marketing Analytics, NYU Summer 2022. (Instructor Rating: 4.74/5)
- EMBA: Digital Marketing Analytics, NYU Spring 2022. (Instructor Rating: 4.4/5)
- MBA: Digital Marketing Analytics, NYU Winter 2022. (Instructor Rating: 4.7/5)
- MSBA: Digital Marketing Analytics, NYU Summer 2021. (Instructor Rating: 4.75/5)
- EMBA: Digital Marketing Analytics, NYU Spring 2021. (Instructor Rating: 4.9/5)
- MBA: Digital Marketing Analytics, NYU Winter 2021. (Instructor Rating: 4.5/5)
- MSBA: Digital Marketing Analytics, NYU Summer 2020. (Instructor Rating: 4.7/5)
- MBA: Digital Marketing Analytics, NYU Summer 2020. (Instructor Rating: 4.5/5)
- EMBA: Digital Marketing Analytics, NYU Spring 2020. (Instructor Rating: 4.6/5)
- MBA: Digital Marketing Analytics, NYU Fall 2019. (Instructor Rating: 4.8/5)
- MBA: Digital Marketing Analytics, NYU Summer 2019. (Instructor Rating: 4.8/5)
- MSBA: Digital Marketing Analytics, NYU Summer 2019. (Instructor Rating: 4.8/5)
- EMBA: Digital Marketing Analytics, NYU Spring 2019. (Instructor Rating: 4.8/5)
- MSBA: Digital Marketing Analytics, NYU Summer 2018. (Instructor Rating: 4.7/5)
- MBA: Digital Marketing Analytics, NYU Summer 2018. (Instructor Rating: 4.6/5)
- EMBA: Digital Marketing Analytics, NYU Spring 2018. (Instructor Rating: 4.8/5)

- MBA: Digital Marketing Analytics, NYU Fall 2017. (Instructor Rating: 6.8/7)
- MBA: Digital Marketing Analytics, NYU Summer 2017. (Instructor Rating: 6.7/7)
- MSBA: Digital Marketing Analytics, NYU Summer 2017. (Instructor Rating: 6.6/7)
- EMBA: Digital Marketing Analytics, NYU Spring 2017. (Instructor Rating: 6.8/7)
- UG: Social Media and Digital Marketing Analytics, NYU Fall 2016. (Instructor Rating: 6.7/7)
- MBA: Digital Marketing Analytics, NYU Fall 2016. (Instructor Rating: 6.8/7)
- Exec Ed: Leveraging Social Media and Digital Marketing, Spring 2016. (Instructor Rating: 6.5/7)
- MBA: Digital Marketing Analytics, NYU Summer 2016. (Instructor Rating: 6.6/7)
- MSBA: Digital Marketing Analytics, NYU Summer 2016. (Instructor Rating: 6.4/7)
- EMBA: Digital Marketing Analytics, NYU Spring 2016. (Instructor Rating: 6.6/7)
- UG: Social Media and Digital Marketing Analytics, NYU Fall 2015. (Instructor Rating: 6.7/7)
- MBA: Digital Marketing Analytics, NYU Summer 2015. (Instructor Rating: 6.6/7)
- Exec Ed: Leveraging Social Media and Digital Marketing, Spring 2015. (Instructor Rating: 6.5/7)
- TRIUM MBA: Social Media & Digital Marketing Analytics, NYU Fall 2015. (Instructor Rating: 4.5/5)
- MSBA: Digital Marketing Analytics, NYU Summer 2015. (Instructor Rating: 6.6/7)
- EMBA: Social Media and Digital Marketing Analytics, NYU Spring 2015. (Instructor Rating: 6.4/7)
- UG: Social Media and Digital Marketing Analytics, NYU Fall 2014. (Instructor Rating: 6.8/7)
- TRIUM MBA: Social Media & Digital Marketing Analytics, NYU Fall 2014. (Instructor Rating: 4.5/5)
- MSBA: Digital Marketing Analytics, NYU Summer 2014. (Instructor Rating: 6.9/7)
- MBA: Digital Marketing Analytics, NYU Summer 2014. (Instructor Rating: 6.3/7)
- Exec Ed: Leveraging Social Media and Digital Marketing, Spring 2014. (Instructor Rating: 6.9/7)
- Exec Ed: Leveraging Social Media and Digital Marketing, Fall 2013. (Instructor Rating: 6.7/7)
- EMBA: Social Media and Digital Marketing Analytics, NYU Spring 2014. (Instructor Rating: 6.85/7)
- UG: Social Media and Digital Marketing Analytics, NYU Fall 2013. (Instructor Rating: 6.7/7)
- MSBA: Social Media and Digital Marketing Analytics, NYU Fall 2013. (Instructor Rating: 6.8/7)
- TRIUM MBA: Social Media & Digital Marketing Analytics, NYU Fall 2013. (Instructor Rating: 3.9/5)
- MBA: Social Media and Digital Marketing Analytics, NYU Summer 2013. (Instructor Rating: 6.5/7)
- Exec Ed: Leveraging Social Media and Digital Marketing, Spring 2013. (Instructor Rating: 6.0/7)
- MBA: Social Media and Digital Marketing Analytics, NYU Fall 2012. (Instructor Rating: 6.0/7)
- UG: Social Media and Digital Marketing Analytics, NYU Fall 2012. (Instructor Rating: 6.2/7)
- UG: IT in Business & Society: UG Core, NYU Fall 2010. (Instructor Ratings: 6.5/7, 6.6/7)
- UG: Electronic Commerce and Social Media: NYU Fall 2009. (Instructor Rating: 6.0/7)
- UG: IT in Business & Society: UG Core, NYU Fall 2008. (Instructor Ratings: 6.6/7, 6.7/7)
- UG: Electronic Commerce: UG Elective, NYU Fall 2008. (Instructor Rating: 6.6/7)
- UG: IT in Business & Society: UG Core, NYU Fall 2007. (Instructor Ratings: 6.6/7, 6.7/7)
- UG: Electronic Commerce: UG Elective, NYU Fall 2007. (Instructor Rating: 6.8/7)
- UG: IT in Business & Society: UG Core, NYU Fall 2006. (Instructor Ratings: 6.8/7, 7/7)
- UG: Electronic Commerce: UG Elective, NYU Fall 2006. (Instructor Rating: 6.7/7)
- UG: IT in Business & Society: UG Core, NYU Fall 2005. (Instructor Ratings: 6.6/7, 6.8/7, 6.6/7)
- UG: IT in Business & Society: UG Core, NYU, Fall 2004. (Instructor Ratings: 6.2/7, 6.3/7)
- UG: MIS, CMU, Summer 2003. (Instructor Rating: 5/5).

## **PROFESSIONAL SERVICE (JOURNALS)**

- **Department Editor** – *Management Science* (July 2020 – Present)
- **Senior Editor** – *Information Systems Research* (September 2012 – December 2020)
- **Associate Editor** – *Management Science* (Jan 2009 – June 2020)
- **Associate Editor** – *Management Science* Special Issue on Business Analytics (August 2012)
- **Associate Editor (Ad Hoc)** – *Management Science* (2008 – 2009)
- **Associate Editor** – *Information Systems Research* (Jan 2009 – December 2012)
- **Associate Editor (Ad Hoc)** – *MIS Quarterly* (2010 – Present)
- **Associate Editor** – *MIS Quarterly*, Special Issue on “Perspectives on Trust in Information Systems,” 2009
- **Editorial Board** – *Information Systems Research*, Special Issue on “Digital Systems & Competition,” 2008
- **Reviewer** – *American Economic Review*, *Decision Support Systems*, *Economic Theory*, *Electronic Commerce Research and Applications*, *IEEE Transactions on Knowledge and Data Engineering*, *International Journal of Electronic Commerce*, *Information Systems Research*, *International Journal of Industrial Organization*, *Journal of Economics and Management Strategy*, *Journal of Industrial Economics*, *Journal of Management Information Systems*, *Management Science (Information Systems)*, *Management Science (Marketing)*, *Marketing Science*, *Journal of Marketing Research*, *MIS Quarterly*, *Operations Research Letters*, *Production and Operations Management*
- **Panel Member** – *Hong Kong Research Grants Council* (2014 – 2020)

## **PROFESSIONAL SERVICE (CONFERENCES & WORKSHOPS)**

- **WISE Co-Chair** – Workshop on Information Systems and Economics (WISE), 2017, Seoul, December.
- **Track co-Chair** – E-Business and Mobile, International Conference on Information Systems (ICIS) 2016, Dublin.
- **Conference Co-Chair** – Workshop on Information Systems and Economics (WISE), 2014, Auckland, December.
- **Track co-Chair** – Economics of Information Systems, International Conference on Information Systems (ICIS) 2012, Orlando.
- **Senior Program Committee** – ACM Electronic Commerce Conference 2012, Spain, June.
- **Senior Program Committee** – ACM Electronic Commerce Conference 2011, San Jose, June.
- **Program Committee** – INFORMS Conference on Information Systems and Technology (CIST) 2012, October.
- **Program Committee** – INFORMS Conference on Information Systems and Technology (CIST) 2010, Austin, November.
- **Program Committee** – The First International Workshop on Opinion Mining for Business Intelligence (OMBI 2010), Toronto, August.
- **Program Committee** – Workshop on Social Media Analytics (SOMA 2010), Washington DC, July.
- **Program Committee** – ACM Electronic Commerce Conference 2010, Boston, June.
- **Conference Co-Chair** – INFORMS Conference on Information Systems and Technology (CIST), 2009, San Diego, October.
- **Conference Co-Chair** – Workshop on Information Systems and Economics (WISE), 2008, Paris,



December.

- **Conference Co-Organizer** – First New York Computer Science and Economics Day (NYCE Day), 2008, September.
- **Steering Committee Member** – Second New York Computer Science and Economics Day (NYCE Day), 2009, November.
- **Conference Co-Chair** – Fourth Symposium on Statistical Challenges in Ecommerce Research (SCECR) 2008, NY, May.
- **Track Chair** – Pacific Asia Conference on Information Systems (PACIS) 2009, India, July (Ecommerce Track).
- **Track Chair** – Pacific Asia Conference on Information Systems (PACIS) 2008, China, July (Economics of Information Systems Track).
- **Associate Editor** – International Conference on Information Systems (ICIS) 2009, Phoenix, December (Economics of Information Systems Track).
- **Associate Editor** – International Conference on Information Systems (ICIS) 2008, Paris, December (Economics of Information Systems Track).
- **Associate Editor** – International Conference on Information Systems (ICIS) 2007, Montreal, December (*Web-Based Information Systems Track*).
- **Associate Editor** – International Conference on Information Systems (ICIS) 2007, Montreal, December (*Economics and Business Value of Information Systems Track*).
- **Program Committee** – ACM Electronic Commerce Conference 2009, Stanford, June.
- **Program Committee** – World Wide Web Conference 2009 (WWW), Spain, May.
- **Program Committee** – World Wide Web Conference 2008 (WWW), Beijing, May (*Social Networks and Web 2.0 Track and Internet Monetization Track*).
- **Program Committee** – International Conference on Web Search and Data Mining (WSDM) 2008, Stanford University, February.
- **Program Committee** – Workshop on Interdisciplinary Studies in Security and Privacy, 2008 (WISSP), NYU-Polytechnic, September.
- **Program Committee** – International Conference on Electronic Commerce 2007 (ICEC), Minnesota, August.
- **Program Committee** – Workshop on Economics of Information Security 2007 (WEIS), Pittsburgh, June.
- **Program Committee** – INFORMS Conference on Information Systems and Technology (CIST) 2007, Seattle, November.
- **Program Committee** – ACM Electronic Commerce Conference 2007, San Diego, June.
- **Program Committee** – International Conference on Decision Support Systems 2007, Kolkata, January.
- **Program Committee** – International Symposium of Information Systems 2006, Hyderabad, December.
- **Associate Editor** – International Conference on Information Systems 2006 (ICIS), Milwaukee, December (*Economics of Information Systems Track*).
- **Associate Editor** – International Conference on Information Systems 2006 (ICIS), Milwaukee, December (*General Track*).
- **Program Committee** – INFORMS Conference on Information Systems and Technology 2006 (CIST), Pittsburgh, November 2006.
- **Program Committee** – INFORMS Conference on Information Systems and Technology 2005

(CIST), San Francisco, November 2005.

- **Session Chair** – CIST 2008, WEIS 2007, June, Pittsburgh, ICDSS 2007, Kolkata, January, INFORMS 2006, (*ISR Sponsored Cluster*), Pittsburgh, November, INFORMS (*IS Economics Cluster*) 2005, San Francisco, November, INFORMS CIST 2005, San Francisco, November.
- **Discussant** – Workshop in Information Systems and Economics 2011 (Shanghai), Workshop in Information Systems and Economics 2010 (St. Louis), Workshop in Information Systems and Economics 2009 (Phoenix), International Industrial Organization Conference 2008 (Washington DC), International Conference on Information Systems 2007(Montreal), ZEW Workshop on ICT 2006 (Germany), Workshop in Information Systems and Economics 2006 (Evanston), Statistical Challenges in Electronic Commerce 2006 (Minneapolis), International Industrial Organization Conference 2006 (Boston), International Industrial Organization Conference 2005 (Atlanta), Workshop in Information Systems and Economics 2005 (Irvine).

### **UNIVERSITY SERVICE**

- NYU Senate 2020 – 2023
- NYU Senate Financial Affairs Committee 2020 – 2023
- Academic Director, Master in Business Analytics 2017 – Present
- Capstone Co-Director, Master in Business Analytics 2016 – Present
- Director, Center for Business Analytics 2015 – 2018
- Co-Director, Center for Business Analytics 2012 – 2015
- IOMS Core Curriculum Review Committee 2017 – 2018
- MBA Core Curriculum Review Committee 2016
- MSBA Curriculum Review Committee, 2015 – 2016
- External Review Committee, OPIM Department, Wharton School, 2015
- IOMS Executive Committee, 2013 – 2018
- Stern Dean’s Faculty Advisory Committee, 2012 – Present
- Stern MBA Launch Committee, 2011 – 2014
- NYU Stern-Poly Collaboration Taskforce Committee, 2011
- Stern Doctoral Program Review Committee, 2010
- Stern Research Resources Committee, New York University, 2010 – Present
- Track Director for Interactive Marketing, CeDER, NYU Stern, 2009 – 2010
- Panel Judge in India Leadership Exchange Program Competition, 2009
- AACSB Review Junior Faculty Team, Stern School, 2009
- IS faculty member, Stern Undergraduate Honors Program, 2006 – 2012
- Ph.D. Committee, IOMS Department, Stern School, 2005 – 2006, 2009 – Present
- Coordinator, Information Systems Research Seminar series, Stern School, 2005 – 2007
- Stern School Team India Committee under Dean Kim Corfman, 2008 – 2009
- Panelist on “Life and Lifestyle for Untenured Faculty Members,” New Faculty Orientation at Stern School, New York University 2006, 2007, 2008
- Promotion & Tenure Review Committee, IOMS Department, Stern School, 2006
- Strategic Planning Meeting, Stern School, 2006
- Faculty Recruitment Committee, IOMS Department, Stern School, 2005 – 2006
- Panelist on “Effective Teaching Strategies,” New Faculty Orientation at NYU Stern, 2005

- Doctoral Student Committee, Carnegie Mellon University, 2002 – 2004

### **POST-DOCTORAL STUDENT SUPERVISION**

1. Dr. Hilah Levin (Post Doctoral Advisor, NYU, 2019 – 2020)
2. Dr. Sang-Pil Han (Post Doctoral Advisor, NYU, 2008 – 2011) (Now Assistant Professor at Arizona State University)
3. Dr. Sung-Hyuk Park (Post Doctoral Advisor, NYU, 2012 – 2014) (Now Assistant Professor, KAIST)
4. Dr. Dominik Molitor (Post Doctoral Advisor), NYU, 2015 – 2016 (Now Assistant Professor at Fordham University)

### **DOCTORAL STUDENT SUPERVISION**

1. Peiyan Yu – 6<sup>th</sup> year, Stern School, TOPS Department
2. Rubing Li – 4<sup>th</sup> year, Stern School, TOPS Department
3. Hongxian Huang – 3<sup>rd</sup> year, Stern School, Marketing Department
4. Hyesoo Lee – 2<sup>nd</sup> year, Stern School, TOPS Department
5. Prasanna Parasurama – Stern School, (co-Chair) (Assistant Professor at Emory University)
6. Chenshuo Sun – Stern School (Chair), (now Assistant Professor at National University of Singapore)
7. Andrew Lee – KAIST (Thesis Committee), (now Assistant Professor at University of Texas at Dallas)
8. Carlos Fernandez – Stern School, (Thesis Committee), (now Assistant Professor at Hong Kong University of Science and Technology)
9. Shunyuan Zhang – Tepper School, Carnegie Mellon University (Thesis Committee), (Assistant Professor at Harvard Business School)
10. Vilma Todri – Stern School, (Chair), (Assistant Professor at Emory University)
11. Panos Adamopoulos – Stern School (Thesis Committee), (Assistant Professor at Emory University)
12. Xuan Ye – Stern School (Thesis Committee), (Assistant Professor at Boston College)
13. Yuqian Xu – Stern School (Thesis Committee), (Assistant Professor at University of Illinois at Urbana Champaign)
14. Jason Chan – Stern School (Chair), (Assistant Professor at Carlson School, University of Minnesota)
15. Beibei Li – Stern School, (co-Chair), (Assistant Professor at Carnegie Mellon University)
16. Gordon Burtch – Fox School of Business, Temple University (co-Chair), (Assistant Professor at Carlson School, University of Minnesota)
17. Yan Huang – Heinz College, Carnegie Mellon University (Thesis Committee), (Assistant Professor at Ross School, University of Michigan)
18. Ke-Wei Huang – Stern School, IOMS Department (Thesis Committee), (Assistant Professor at National University of Singapore)
19. Zheyin (Jane) Gu – Stern School, Marketing Department (Thesis Committee), (Assistant Professor at SUNY Albany)
20. Rong Zheng – Stern School, IOMS Department (Thesis Committee), (Assistant Professor at Hong Kong University of Science and Technology)
21. Manuel Arriaga – Stern School, IOMS Department (Thesis Committee), (Assistant Professor at Cambridge University)
22. Nikolay Archak – Stern School, IOMS Department (Thesis Committee), (Six Sigma)
23. Sanghee Bae – Stern School, Marketing Department (Thesis Committee)
24. Mingdi Xin – Stern School, IOMS Department (Proposal Committee), Graduated 2009 (now

Assistant Professor at University of California at Irvine)

25. Akhmed Umyarov – Stern School, IOMS Department (Proposal Committee), Graduated 2010
26. Zubin Jelveh – 6<sup>th</sup> year Student, NYU Poly
27. Wally Wang – 2<sup>nd</sup> year Student, Stern School, IOMS Department

### **UNDERGRADUATE STUDENT SUPERVISION**

1. Sanjana Gupta – Stern School (Undergraduate Honors Thesis Advisor)
2. Prita Kumar – Stern School (Undergraduate Honors Thesis Advisor)
3. Rohan Deshpande – Stern School (Undergraduate Project Advisor)
4. Pratik Mehta – Stern School (Undergraduate Honors Thesis Advisor)
5. Aileen Chua – Stern School (Undergraduate Honors Thesis Advisor)
6. Elliott Finch – Stern School (Undergraduate Honors Thesis Advisor)

### **PROFESSIONAL MEMBERSHIPS**

- **International Advisory Board:** NUS Centre for Computational Social Science and Humanities (2024- Present)
- **Research Council Member:** Wharton Customer Analytics Institute (2011 – 2017)
- **Scientific Advisory Board:** Hi! PARIS, France (2020 – Present)
- **Faculty Affiliate:** Marketing Science Institute (2008 – Present)
- **Member:** Association of Information Systems (AIS), Information Systems Society (ISS), INFORMS, Marketing Science Society, American Economic Association (AEA)

### **SELECTED CONSULTING & INDUSTRY ENGAGEMENTS**

Alibaba, Apple, Bank of Khartoum, W. R. Berkley Corporation, CBS, CTBC Taiwan, Dataxu (acquired by Roku), Delhivery, DFS Group, EYWAMEDIA, Facebook (Meta), Fox Corporation, Google, HCL-Hewlett Packard, HR Ratings Mexico, IBM, iBUS, Leverage Edu, Lucidity, Marico India, Microsoft, Netcore Cloud, NBCUniversal, OneVest, PayPal, Pinterest, Recobell, Revenue Roll, Samsung, Shinsegae, Showtime, Snapchat, 3TI Solutions, Tamoco, TD Bank, Tinder, Travelocity, Verizon, Yahoo, ZeroWeb, 1-800 Contacts.

### **INDUSTRY POSITIONS**

2024 – Present	Board of Advisors, Black Hill Fund
2023 – Present	Board of Directors, Delhivery
2022 – Present	Advisor, Revenue Roll
2020 – Present	Senior Consultant (Affiliated Expert), Compass Lexecon
2020 – 2024	Governing Board of ICISA, Comptroller and Auditor General of India (CAG)
2020 – Present	Advisor, Scale Asia Ventures
2020 – 2021	Advisor, Trippal
2019 – 2022	Advisor, Netcore Cloud
2018 – 2024	Advisor, Tamoco
2018 – Present	Advisory Board, All India Gaming Federation

2018 – 2021	Advisor, Lucidity
2018 – 2019	Advisor, Adrealm
2018 – 2022	Advisor, ZeroWeb
2017 – Present	Advisor, Leverage Edu
2017 – Present	Advisor, iBUS
2017 – Present	Advisor, EYWAMEDIA
2017 – 2020	Affiliated Scientific Expert, Analysis Group
2017 – 2020	Affiliated Scientific Expert, Keystone Strategy
2014 – 2020	Affiliated Scientific Expert, Cornerstone Research
2014 – 2018	Advisor, OneVest
2013 – 2017	Chief Data Scientist, 3TI Solutions
1999 – 2000	Senior Consultant, IBM
1998 – 1999	Business Development Manager, HCL-Hewlett Packard
1997	Management Trainee, Glaxo SmithKline Beecham

### **SELECTED PRESS COVERAGE & OPINION PIECES**

1. ***Crunchbase News***, August 2024
2. ***CFO Brew***, August 2024
3. ***AP News***, June 2024
4. ***The Washington Post***, June 2024
5. ***Fast Company***, June 2024
6. ***US News***, June 2024
7. ***Fortune***, February 2024
8. ***The Economic Times***, July 2023
9. ***Poets & Quants***, June 2023
10. ***The Washington Post***, April 2023
11. ***ANA***, February 2023
12. ***Yahoo Finance***, January 2023
13. ***Yahoo Finance***, June 2022
14. ***Vox***, June 2022
15. ***NBC News***, February 2022
16. ***Los Angeles Times***, February 2022
17. ***NPR/Marketplace***, January 2022
18. ***Forbes***, November 2021
19. ***Consumer Reports***, November 2021
20. ***Quartz***, August 2021
21. ***CNN***, July 2021
22. ***Quartz***, June 2021
23. ***Quartz***, April 2021
24. ***Campaign Asia***, March 2021
25. ***Quartz***, March 2021
26. ***Hindusthan Times***, March 2021
27. ***Adweek***, December 2020

28. *Marketplace*, November 2020
29. *Adweek*, November 2020
30. *Business Insider*, October 2020
31. *Business Insider*, October 2020
32. *Quartz*, September 2020
33. *Business Because*, September 2020
34. *Quartz*, September 2020
35. *BBC*, July 2020
36. *Money Control*, June 2020
37. *Wall Street Journal*, May 2020
38. *Yahoo Finance*, April 2020
39. *LiveMint*, April 2020
40. *The Economic Times*, April 2020
41. *Forbes*, April 2020
42. *LiveMint*, April 2020
43. *NDTV*, March 2020
44. *AdExchanger*, February 2020
45. *Campaign Asia*, February 2020
46. *Forbes*, January 2020
47. *Knowledge@Wharton*, December 2019
48. *Quartz*, December 2019
49. *Channel Futures*, December 2019
50. *Quartz*, December 2019
51. *Quartz*, November 2019
52. *The Economic Times*, July 2019
53. *CNN*, June 2019
54. *CNBC*, May 2019
55. *Marketplace*, April 2019
56. *Quartz*, April 2019
57. *Science Daily*, March 2019
58. *CNN*, March 2019
59. *Quartz*, February 2019
60. *CNBC*, January 2019
61. *The Quartz*, January 2018
62. *Forbes*, December 2018
63. *Science Daily*, November 2018
64. *Market Watch*, November 2018
65. *CNN*, September 2018
66. *CNBC*, September 2018
67. *Fox 4KC*, September 2018
68. *The Quartz*, September 2018
69. *Consumer Affairs*, September 2018
70. *NPR Marketplace*, September 2018
71. *The Quartz*, August 2018

72. *CNBC TV*, June 2018
73. *NASDAQ TV*, June 2018
74. *CNBC TV*, June 2018
75. *The Wall Street Journal*, June 2018
76. *AdAge India*, May 2018
77. *Harvard Business Review*, May 2018
78. *Adweek*, May 2018
79. *The Economic Times*, April 2018
80. *The Quartz*, April 2018
81. *The Economic Times*, April 2018
82. *INC*, March 2018
83. *The Quartz*, March 2018
84. *The Quartz*, February 2018
85. *The Washington Post*, January 2018
86. *Voice of America*, January 2018
87. *Associated Press*, January 2018
88. *The Economic Times*, January 2018
89. *The Quartz*, January 2018
90. *The Entrepreneur*, December 2017
91. *US News*, December 2017
92. *The Quartz*, December 2017
93. *DBR Korea*, December 2017
94. *Hankyung Korea*, December 2017
95. *MarketWatch*, November 2017
96. *mHealthIntelligence*, November 2017
97. *The Quartz*, October 2017
98. *Engadget*, September 2017
99. *NBC News*, August 2017
100. *Business Insider*, August 2017
101. *The Globe and Mail*, July 2017
102. *Bloomberg View*, June 2017
103. *The Economic Times*, June 2017
104. *MarketWatch*, June 2017
105. *The Economic Times*, May 2017
106. *The Quartz*, May 2017
107. *CNBC*, April 2017
108. *ReCode*, April 2017
109. *The Economic Times*, April 2017
110. *AdExchanger*, April 2017
111. *The Quartz*, March 2017
112. *NPR Marketplace*, January 2017
113. *The Quartz*, January 2017
114. *Knowledge at Wharton*, January 2017
115. *Market Watch*, December 2016

116. *The Quartz*, December 2016
117. *The Street*, December 2016
118. *NBC News*, November 2016
119. *Knowledge at Wharton*, November 2016
120. *WIRED*, November 2016
121. *San Francisco Chronicle*, October 2016
122. *CKGSB Knowledge*, October 2016
123. *ABC News*, October 2016
124. *WIRED*, October 2016
125. *The New York Post*, September 2016
126. *NPR Marketplace*, September 2016
127. *NPR Marketplace*, July 2016
128. *The Quartz*, July 2016
129. *The Quartz*, May 2016
130. *The Quartz*, April 2016
131. *CNBC*, March 2016
132. *OZY*, March 2016
133. *The Daily Mail*, February 2016
134. *OZY*, February 2016
135. *Business Because*, December 2015
136. *Investors' Business Daily*, November 2016
137. *OZY*, November 2015
138. *NDTV*, September 2015
139. *The Entrepreneur*, August 2015
140. *The Conversation*, August 2015
141. *Business Because*, July 2015
142. *The New York Times*, June 2015
143. *Business Because*, May 2015
144. *The Economist*, May 2015
145. *BBC World News*, March 2015
146. *The Financial Times*, March 2015
147. *USA Today*, February 2015
148. *Washington Post*, February 2015
149. *The Economist*, January 2015
150. *National Public Radio*, January 2015
151. *Newsweek*, January 2015
152. *The Guardian*, January 2015
153. *The Toronto Sun*, January 2015
154. *Bloomberg Media*, January 2015
155. *The Economic Times*, January 2015
156. *The Business Standard*, January 2015
157. *The Economic Times*, December 2014
158. *USA Today*, December 2014
159. *OZ*, December 2014



160. *Bloomberg Media*, October 2014
161. *LA Times*, October 2014
162. *Business Week*, September 2014
163. *The Wall Street Journal*, September 2014
164. *MBAPrograms*, June 2014
165. *The Programmatic Mind*, June 2014
166. *USA Today*, May 2014
167. *Ecommerce Times*, March 2014
168. *Bloomberg TV*, March 2014
169. *Time*, March 2014
170. *National Review Online*, March 2014
171. *Business2Community*, March 2014
172. *Business Week Poets and Quants*, February 2014
173. *Mobile Marketer*, November 2013
174. *Ecommerce Times*, November 2013
175. *National Public Radio*, October 2013
176. *Ecommerce Times*, October 2013
177. *Xinhua*, October 2013
178. *Time*, September 2013
179. *PC World*, September 2013
180. *BusinessWeek*, July 2013
181. *Fox Business*, July 2013
182. *Wired*, June 2013
183. *Forbes*, June 2013
184. *MIT Technology Review*, April 2013
185. *LA Times*, April 2013
186. *Washington Post*, February 2013
187. *TechNewsWorld*, January 2013
188. *National Public Radio*, January 2013
189. *US News*, November 2012
190. *CNBC*, October 2012
191. *Ecommerce Times*, October 2012
192. *Daily Finance*, September 2012
193. *Knowledge @ Wharton*, September 2012
194. *SmartMoney*, August 2012
195. *New York Daily News*, July 2012
196. *NBC*, May 2012
197. *MSNBC*, May 2012
198. *Ignites, Financial Times*, May 2012
199. *MSNBC*, May 2012
200. *Knowledge @ Wharton*, May 2012
201. *Xinhua, China Daily*, May 2012
202. *National Public Radio*, May 2012
203. *Washington Post*, April 2012

204. *Forbes*, April 2012
205. *Wall Street Journal - Mint*, April 2012
206. *Forbes*, February 2012
207. *NYU Stern Op-Ed*, February 2012
208. *Knowledge @ Wharton*, November 2011
209. *BBC News*, November 2011
210. *NYU Stern Op-Ed*, October 2011
211. *Financial Times*, October 2011
212. *Slate*, May 2011
213. *Harvard Business Review*, May 2011
214. *Freakonomics*, April 2011
215. *Forbes*, March 2011
216. *Bloomberg Business Week*, March 2011
217. *The New York Times*, March 2011
218. *MTV*, August 2010
219. *WebProNews*, December 2009
220. *Forbes*, May 2009
221. *The New York Times*, September 2005
222. *The New York Times*, July 2005

## Expert Depositions and Testimony

1. Deposition of Anindya Ghose, in *In re Facebook, Inc., IPO Securities and Derivative Litigation*, on behalf of *Facebook, Inc. and the Defendants*, United States District Court, Southern District of New York, Case No. 1:12-md-02389 (April 30, 2015).
2. Deposition of Anindya Ghose, in *In re Appraisal of AOL Inc.*, on behalf of *Petitioners*, Court of Chancery of the State of Delaware, Consolidated C.A. No. 11204-VCG (February 14, 2017).
3. Deposition of Anindya Ghose, in *In re Facebook, Inc., IPO Securities and Derivative Litigation*, on behalf of *Facebook, Inc. and the Defendants*, United States District Court, Southern District of New York, Case No. 1:12-md-02389 (February 22, 2017).
4. Trial Testimony of Anindya Ghose, in *In re Appraisal of AOL Inc.*, on behalf of *Petitioners*, Court of Chancery of the State of Delaware, Consolidated C.A. No. 11204-VCG (March 7, 2017).
5. Deposition of Anindya Ghose, in *Federal Trade Commission v. I-800 Contacts*, on behalf of *I-800 Contacts and the Defendants*, Docket No. 9372 (March 14, 2017).
6. Trial Testimony of Anindya Ghose, in the matter of determination of rates and terms for making and distributing phonorecords (phonorecords III) Docket No. 16-CRB-0003-PR (2018-2022) on behalf of *Apple, Inc.* (March 23, 2017).
7. Trial Testimony of Anindya Ghose, in the matter of determination of rates and terms for making and distributing phonorecords (phonorecords III) Docket No. 16-CRB-0003-PR (2018-2022) on behalf of *Apple, Inc.* (April 12, 2017).
8. Trial Testimony of Anindya Ghose, in *Federal Trade Commission v. I-800 Contacts*, on behalf of *I-800 Contacts and the Defendants*, Docket No. FTC-9372 (May 10, 2017).
9. Deposition of Anindya Ghose, in *Snapchat, Inc. v. Vaporstream*, on behalf of Snapchat and the Defendants, Case No. 2:17-cv-220 (June 6, 2018).
10. Deposition of Anindya Ghose, in *Fuse Chicken LLC v. Amazon.com*, on behalf of *Fuse Chicken*, Case No. 5:17-cv-01538 (January 14, 2019).
11. Deposition of Anindya Ghose, in *Natalia Karasik, et al. v. Yahoo! Inc., Yahoo! Canada Co., Oath, Altaba and Verizon*, on behalf of *Yahoo*, Court File No. CV-16-566248-00CP (August 27, 2019).
12. Deposition of Anindya Ghose, in *Social Tech v. Apple Inc.*, on behalf of *Apple*, Case No. 3:18-cv-05945-VC (September 18, 2019).
13. Deposition of Anindya Ghose, in *In re Snapchat, Inc., IPO Securities and Derivative Litigation*, on behalf of *Snap, Inc. and the Defendants*, United States District Court, Central District of California,

Case No. 2:17-cv-03679-SVWAGR (December 16, 2019).

14. Trial Testimony of Anindya Ghose, in *Marcus Wide of Grant Thornton (British Virgin Islands) Ltd. and Hugh Dickson of Grant Thornton Spst. Services (Cayman) Ltd., as joint liquidators of Stanford International Bank v. Toronto-Dominion Bank* litigation, on behalf of *TD Bank* (March 9-10, 2021).
15. Deposition of Anindya Ghose, in *Sean Rad et al. v. IAC/Interactivecorp, Match Group, Inc., and Match Group, LLC*, on behalf of *Tinder Plaintiffs*, Case No. 654038/2018 (June 7, 2021).
16. Deposition of Anindya Ghose, in *District of Columbia v. Facebook, Inc.*, on behalf of *Facebook, Inc.*, Case No. 2018 CA 008715 B (March 22, 2022).
17. Deposition of Anindya Ghose, in *Securities & Exchange Commission (SEC) v. Eric Dalius et al.*, on behalf of *SEC*, Case No. 2:18-cv-08497-CJC-E (April 18, 2022).
18. Deposition of Anindya Ghose, in *Csupo et al. v. Alphabet (Google)*, on behalf of *Alphabet (Google)*, Case No. 19CV352557 (March 21, 2023).
19. Deposition of Anindya Ghose, in *Rodriguez et al. v. Alphabet (Google)*, on behalf of *Alphabet (Google)*, Case No. 3:20-cv-04688-RS (July 13, 2023).
20. Deposition of Anindya Ghose, in *Federal Trade Commission v. Meta Platforms, Inc.*, on behalf of *Meta Platforms*, Case No. 1:20-cv-03590-JEB (January 29, 2024).
21. Deposition of Anindya Ghose, in *United States of America, et al. v. Google LLC*, on behalf of *Google LLC*, Case No. 1:23-cv-00108-LMB-JFA (March 6, 2024).
22. Deposition of Anindya Ghose, in *Maximilian Klein, et al. v. Meta Platforms, Inc.*, on behalf of *Meta Platforms*, Case No. 3:20-cv-08570-JD (March 14, 2024).
23. Deposition of Anindya Ghose, in *Smartmatic USA Corp, Smartmatic International Holding B.V., and SGO Corporation Limited v. Fox Corporation, Fox News Network LLC, Lou Dobbs, Maria Bartiromo, Jeanine Pirro, and Sidney Powell*, on behalf of *Fox Corporation*, Case No. 151136/2021 (June 13, 2024).
24. Deposition of Anindya Ghose, in *Martinez v. Pinterest, Inc. et al.*, on behalf of *Pinterest*, Case No. RG21112456 (July 10, 2024).