

Subhajyoti “Shubho” Bandyopadhyay

George W. and Lisa O. Etheridge, Jr. Professor
Department of Information Systems and Operations Management
Warrington College of Business Administration and Hough College of Business
University of Florida, Gainesville, USA
Phone: (352) 392-5946
E-mail: shubho@ufl.edu

Education:

2002 – **Doctor of Philosophy** (Krannert Graduate School of Management, MIS)
Purdue University, West Lafayette, Indiana, USA

1993 – **Master of Business Administration** (PGDM)
Indian Institute of Management, Bangalore, India

1991 – **Bachelor of Technology** (Electrical Engineering)
Indian Institute of Technology, Kanpur, India

Professional Experience:

2017 – present: Professor, ISOM, University of Florida

2010 – 2017: Associate Professor, ISOM, University of Florida

2010 – 2017: Visiting Professor, HSE, Aalto University, Finland

2012 – 2013: Visiting Associate Professor, Hong Kong University

2002 – 2009: Assistant Professor, ISOM, University of Florida

1997 – 2001: Research and teaching assistant, Purdue University

1993 – 1997: Manager, Marketing and Business Consulting, IBM

Research Interests:

Net Neutrality
Information Systems and Public Policy
Offshore Outsourcing of Services
Economic consequences of Information Systems

Teaching Interests:

Management Quantitative Analysis

Business Statistics
Business Database Systems
Systems Analysis and Design
Electronic Commerce
Managing Technology and Change

Refereed Journal Articles:

Mei, X., Liu, Q., Cheng, H. K., Wei, L., and S. Bandyopadhyay, “Sponsored Data: Smarter Data Pricing with Incomplete Information,” *Information Systems Research*, Vol. 33, No. 1, March 2022, pp. 362–382

H. Guo, X. Zhao, G. Cai, and S. Bandyopadhyay, “The Role of Expectation-Reality Discrepancy in Mobile Service Contracts,” *Production and Operations Management*, Vol. 30, No. 11, November 2021, pp. 4160–4175

S. Li, L. Qiu, and S. Bandyopadhyay, “Optimal Pricing Model of Digital Music: Subscription, Ownership or Mixed?” *Production and Operations Management*, Vol. 29, No. 3, March 2020, pp. 688–704

S. Cho, L. Qiu, and S. Bandyopadhyay, “Vertical Integration and Zero-Rating Interplay: An Economic Analysis of Ad-Supported and Ad-Free Digital Content,” *Journal of Management Information Systems*, Fall 2020, Volume 37, Issue 4, pp. 988-1014

M. Moqri, X. Mei, L. Qiu, and S. Bandyopadhyay, “The Effect of “Following” on Contributions to Open-Source Communities,” *Journal of Management Information Systems*, Fall 2018, Vol. 35, No. 4, pp. 1188-1217

H. Guo, S. Bandyopadhyay, A. Lim, Y. Yang, and H. K. Cheng, “Effects of Competition among Internet Service Providers and Content Providers on the Net Neutrality Debate,” *MIS Quarterly*, Vol. 41 No. 2, 2017, pp. 353-370

S. Cho, L. Qiu, and S. Bandyopadhyay, “Should Online Content Providers be allowed to Subsidize Content? – An Economic Analysis” *Information Systems Research*, Vol. 27, No. 3, September 2016, pp. 580–595

H. Guo, S. Bandyopadhyay, and H. K. Cheng, “Broadband Network Management and the Net Neutrality Debate” *Production and Operations Management*, Volume 22, No. 5, September-October 2013, pp. 1287-1298

Z. Ozdemir, S. Bandyopadhyay, and J. M. Barron, “The Future of Personal Health Records in the Presence of Misaligned Incentives” *Communications of the AIS*, Vol. 31, No. 7, 2012, pp. 156-165

H. Guo, S. Bandyopadhyay, and H. K. Cheng, “Net Neutrality, Broadband Market Coverage and Innovation at the Edge” *Decision Sciences*, Vol. 43, No. 1, 2012, pp. 141-172

Z. Ozdemir, S. Bandyopadhyay, and J. M. Barron, “A Two-Sided Market Analysis of Digital Healthcare Records under Switching Costs” *Information Systems Research*, Vol. 22, No. 3, 2011, pp. 491-503

H. K. Cheng, S. Bandyopadhyay, and H. Guo, “The Debate on Net Neutrality – A Policy Perspective,” *Information Systems Research*, Vol. 22, No. 1, 2011, pp. 1-27

S. Marston, Z. Li, J. Zhang, S. Bandyopadhyay, and A. Ghalsasi, “Cloud Computing – The Business Perspective,” *Decision Support Systems*, Vol. 51, Issue 1, April 2011, pp. 176-189

S. Bandyopadhyay and A. Paul, “Equilibrium Return Policies in the Presence of Supplier Competition,” *Marketing Science*, Vol. 29, No. 5, September-October 2010, pp. 846-857

H. Guo, S. Bandyopadhyay, H. K. Cheng, and Yu-chen Yang, “Net Neutrality and Vertical Integration of Content and Broadband Services,” *Journal of Management Information Systems*, Fall 2010, Vol. 27, No. 2, pp. 249-281

Subhajyoti Bandyopadhyay and Seema Bandyopadhyay, “A Stylized Model of “Momentum” Processes – A Research Note,” *Journal of the OR Society*, Vol. 61, No. 6, 2010, pp. 1057-1062

S. Li, Y. Liu, and S. Bandyopadhyay, “Network effects in online two-sided market platforms: a research note,” *Decision Support Systems*, Vol. 49, Issue 1, May 2010, pp. 245-249

H. Demirkan, H. K. Cheng, and S. Bandyopadhyay, “Coordination Strategies in a SaaS Supply Chain,” *Journal of Management Information Systems*, Spring 2010, Vol. 26, No. 4, pp. 121–146

Subhajyoti Bandyopadhyay and Seema Bandyopadhyay, “Estimating Time Required to Reach Bid Levels in Online Auctions,” *Journal of Management Information Systems*, Winter 2009-10, Vol. 26, No. 3, pp. 275-301

W. Zhou, S. Bandyopadhyay, H. K. Cheng, and P. Pathak, “A Mechanism for Online Advertisement Placement to Deter Click Fraud,” *International Journal of Electronic Commerce*, Vol. 13, No. 2, Winter 2008-9, pp. 9-27

J. Zhang, S. Bandyopadhyay, and S. Piramuthu, “Real Option Valuation on Grid Computing,” *Decision Support Systems*, Vol. 46, 2008, pp. 333-343

R. Aron, S. Bandyopadhyay, S. Jayanty, and P. Pathak, "Monitoring Process Quality in Offshore Outsourcing: A Model and Findings from Multi-Country Survey," *Journal of Operations Management*, Vol. 26, Issue 2, March 2008, pp. 303-321

S. Bandyopadhyay, J. M. Barron, and A. Chaturvedi, "Capacity and entry issues in online exchanges," *European Journal of Operational Research*, Vol. 185, Issue 2, March 2008, pp. 849-863

S. Bandyopadhyay, J. Rees, and J. M. Barron, "Reverse Auctions with Multiple Reinforcement Learning Agents," *Decision Sciences Journal*, Vol. 39, Issue 1, February 2008, pp. 33-63

R. Sen, J. D. Hess, S. Bandyopadhyay, and J. Jaisingh, "Pricing paid placements on search engines," *Journal of Electronic Commerce Research*, Vol. 9, No. 1, 2008, pp. 33-50

S. Bandyopadhyay and P. Pathak, "Knowledge Sharing and Cooperation in Outsourcing Projects: A Game-Theoretic Analysis," *Decision Support Systems*, Vol. 43, Issue 2, March 2007, pp. 349-358

S. Bandyopadhyay and H. K. Cheng, "Liquid pricing of digital infrastructure services," *International Journal of Electronic Commerce*, Vol. 10, No.4, Summer 2006, pp. 47-72

S. Bandyopadhyay, J. Rees, and J. M. Barron, "Simulating sellers in online exchanges," *Decision Support Systems*, Vol. 41, Issue 2, 2006, pp. 500-513

S. Bandyopadhyay, J. M. Barron, and A. Chaturvedi, "Competition among sellers in online exchanges," *Information Systems Research*, Vol. 16, No. 1, 2005, pp. 47-60

J. Rees, S. Bandyopadhyay, and E. Spafford, "PFIREs: A Policy Framework for Information Security," *Communications of the ACM*, Vol. 46, Number 7, 2003, pp. 101-106

K. Altinkemer and S. Bandyopadhyay, "Bundling and distribution of digitized music over the Internet," *Journal of Organizational Computing and Electronic Commerce*, Vol. 10(3), 2000, pp. 209-224

A. Chaturvedi, S. Gupta, and S. Bandyopadhyay, "SimDS: A Simulation environment for the design of Distributed Database Systems," *The DATA BASE for Advances in Information Systems*, Vol. 29(3), Summer 1998, pp. 65-81

Journal articles under review:

"The Streaming Games: Analyzing the Revenue Models of Online Media Firms" with Garg, A., Banerjee, A., Cho, S. and Ghosh, V., submitted to *Management Science*

“Operational Innovation with Sponsored Data in the Mobile Telecom Market” with Mei, X., Liu, Q., Quan, Z., and Cheng, H. K., submitted to *Production and Operations Management*

“Beauty Contests and the Effect of Social Fintech in Trading Markets: An Economic Analysis” with Garg, A. and Liu, Q., under revision to *Journal of Management Information Systems*

“Sponsored Data: Smarter Data Pricing in the Age of Data Cap” with Mei, X., Liu, Q., and Cheng, H. K., submitted to *Journal of Management Information Systems*

“Role of Digital Divide in Optimal Sponsored Data Policy” with Pandey, N., and Bhalla, M., submitted to *Journal of Management Information Systems*

Book chapters:

Sloot, P.M.A. et al. (Eds.), Computational Science *Lecture Notes in Computer Science* 2660/2003, S. Bandyopadhyay, A. Chaturvedi, J. M. Barron, J. Rees and S. Mehta, “Simulating Sellers’ Behavior in a Reverse Auction B2B Exchange,” Springer, Berlin/Heidelberg, August 3, 2003, pp. 365-374

Refereed proceedings:

Garg, A., Qiu, L. and S. Bandyopadhyay, “Beauty Contest and Social Value of Fintech: An Economic Analysis” *INFORMS 12th Conference on Information Systems & Technology*, November 7-8, 2020

Garg, A., Qiu, L. and S. Bandyopadhyay, “Beauty Contest and Social Value of Fintech: An Economic Analysis” *AMCIS 2020 TREOs*, August 10-14, 2020

Pandey, N., Bhalla, M. and S. Bandyopadhyay, “Role of Digital Divide in Optimal Zero-Rating Policy” *Pacific Asia Conference on Information Systems (PACIS 2019)*, Xi’an, China, July 8-12, 2019

Moqri, M. and S. Bandyopadhyay, “Please Share! Online Word of Mouth and Charitable Crowdfunding” *The Fifteenth Workshop on e-Business (WeB 2016)*, Dublin, Ireland, December 10, 2016

Mei, X., Cheng, H. K., Bandyopadhyay, S. and L. Qiu, “Sponsored Data: Smarter Data Pricing in the Age of Data Cap” *The Fifteenth Workshop on e-Business (WeB 2016)*, Dublin, Ireland, December 10, 2016

Moqri, M. and S. Bandyopadhyay, "Please Share! Online Word of Mouth and Charitable Crowdfunding," *22nd Americas Conference on Information Systems*, San Diego, August 11-14, 2016

Moqri, M., Qiu, L., Horowitz, I. and S. Bandyopadhyay, "The Effect of "Following" on Contributions to Open Source Communities," *International Conference on Information Systems*, Dallas, TX, December 13-16, 2015

Cho, S., Qiu, L. and S. Bandyopadhyay, "New Marketing Platforms for Credit Card Companies: A Comparison of Social Network Promotions and Targeted Promotions," *25th Workshop on Information Technology and Systems*, Dallas, TX, December 12-13, 2015

Moqri, M., and S. Bandyopadhyay, "Identifying Research Trends in IS," *21st Americas Conference on Information Systems*, Puerto Rico, August 13-15, 2015

Karamemis, G., Vakharia, A., Bandyopadhyay, S. and Agarwal, N., "Two Dimensional Competition between Two Firms Establishing a Social Media Channel," *2015 POMS Annual Conference*, Washington, DC, May 8-11, 2015

Moqri, M., Kitchens, B. and S. Bandyopadhyay, "Visualizing Invisible Networks of Knowledge in a Scientific Discipline," *10th Annual Conference of the Social Sciences*, Gainesville, FL, March 21, 2015

Moqri, M., Kitchens, B., S. Bandyopadhyay, and H. K. Cheng, "KnowledgeMap, an Automated Classification of Research Areas in a Scientific Discipline," *24th Workshop on Information Technology and Systems*, Auckland, New Zealand, December 17-19, 2014

Moqri, M., S. Bandyopadhyay, and H. K. Cheng, "A Contract for "Crowds"," *35th International Conference on Information Systems*, Auckland, New Zealand, December 14-17, 2014

Kumar, C. and S. Bandyopadhyay, "Computer Networks, the Internet, and Green IT: Managing Computer Networks Effectively" *The Eleventh Workshop on e-Business*, Orlando, FL, December 15, 2012

S. Marston, Z. Li, S. Bandyopadhyay and A. Ghalsasi, "Cloud Computing – The Business Perspective," *HICSS-44 2011*, Koloa, HI, January 4-7, 2011

H. Guo, S. Bandyopadhyay and H. K. Cheng, "Net Neutrality and its Implications," *16th Americas Conference on Information Systems*, Lima, Peru, Aug 12-15, 2010

H. Guo, S. Bandyopadhyay and H. K. Cheng, "User Discrimination and Net Neutrality" *8th Workshop on eBusiness*, Phoenix, AZ, December 15, 2009

H. Guo, S. Bandyopadhyay and H. K. Cheng, “A Different Angle on Net Neutrality – Should we Charge Broadband Users rather than Content Providers?” *19th Workshop on Information Technologies and Systems*, Phoenix, AZ, December 14-15, 2009

Z. Ozdemir, S. Bandyopadhyay and J. M. Barron, “An Economic Analysis of Digital Health Records,” *40th Annual Decision Sciences Institute Meeting*, New Orleans, LA, November 14-17, 2009

H. K. Cheng, S. Bandyopadhyay and H. Guo, “The Vertical Integration of Content and Broadband Services: The Net Neutrality Debate,” *Pacific Asia Conference on Information Systems 2009*, Hyderabad, July 10-12, 2009

Z. Ozdemir, S. Bandyopadhyay and J. M. Barron, “Adoption of Electronic and Personal Health Records: An Economic Analysis,” *15th Americas Conference on Information Systems*, San Francisco, CA, Aug 6-9, 2009

H. K. Cheng, S. Bandyopadhyay and H. Guo, “The Debate on Net Neutrality,” *First International Conference on Information Systems, Technology and Management 2007*, New Delhi, March 12-13, 2007

V. Morabito, S. Bandyopadhyay, V. Perrone and M. Themistocleous, “Leveraging Integrated IS for Competitive Advantage,” *3rd International Conference on Enterprise Systems and Accounting (3rd ICESAcc 2006)*, Santorini Island, Greece, June 26-27, 2006

S. Bandyopadhyay and S. Bandyopadhyay, “A Game-Theoretic Analysis on the Conditions of Cooperation in a Wireless Ad Hoc Network,” *3rd International Symposium on Modeling and Optimization in Mobile, Ad-hoc and Wireless Networks, WiOpt 2005*, Trentino, Italy, April 3-7, 2005

S. Bandyopadhyay, J. Barron and A. R. Chaturvedi, “Competition among sellers in online exchanges,” *Tenth International Conference on Telecommunication Systems, Modeling and Analysis 2002*, Monterey, CA, October 3-6, 2002

J. Rees and S. Bandyopadhyay, “A Life Cycle Approach to Information Security Policy for Electronic Commerce,” *Americas Conference on Information Systems*, Long Beach, CA, August 10-13, 2000

Other publications:

S. Bandyopadhyay and H. Guo, “Internet providers have an economic incentive to offer some content at faster speeds” *LSE Business Review*, November 9, 2016

S. Bandyopadhyay, L. Qiu and S. Cho, “Net neutrality may be at risk when companies like Netflix subsidize your data” *The Conversation*, March 17, 2016

S. Bandyopadhyay and H. Guo, “The economics of net neutrality and how Verizon’s AOL deal subverts an open internet” *The Conversation*, May 20, 2015

S. Bandyopadhyay, H. K. Cheng and H. Guo, “Traffic jams, ISPs and net neutrality” *GigaOM*, November 13, 2011

S. Bandyopadhyay, H. K. Cheng, H. Guo, J. S. Holladay and J. Tag, “Building a better net?” *Politico* Opinion Editorial, September 22, 2010

S. Bandyopadhyay, A. Paul and A. Vakharia, “Guest Editorial: Special Issue on Economics of operations and information management,” *European Journal of Operational Research*, Vol. 187, Issue 3, June 2008, pp. 667-670

S. Bandyopadhyay, C. Harle and P. Pathak, “Guest Editorial: Special Issue on “Economics of Health Care Information Technology,” *Decision Support Systems*, <http://dx.doi.org/10.1016/j.dss.2012.10.041>

Intellectual Capital – Software:

Realizing the inefficiency and ineffectiveness of the current tools and methods in mapping a field of study, we have designed and developed KnowledgeMap, a document retrieval tool for exploring communities of research within a scholarly discipline. We demonstrate the application of the tool by mapping the IS discipline based on all publications in the top IS journals from 2005 through 2014 at <http://misknowledgemap.warrington.ufl.edu/>. Our results confirm the potential and the promise of KnowledgeMap in providing a holistic view of the field, identifying active and emergent areas of research, and facilitating the process of finding relevant publications.

Invited talk at national conferences:

Moqri, M. and S. Bandyopadhyay, “Please share! Online word of mouth and charitable crowdfunding,” *DSI 2016 Annual Meeting*, Austin, TX, November 19-22, 2016

“ISP Competition and Content Discrimination: Implications for Net Neutrality,” *INFORMS 2014*, San Francisco, California, November 9-12, 2014

“Subsidizing Subscriber Internet Access by Content Providers – An Economic Analysis,” *INFORMS 2014*, San Francisco, California, November 9-12, 2014

“Alternative Payment Schemes on Micro-task Crowdsourcing Platforms,” *INFORMS 2014*, San Francisco, California, November 9-12, 2014

“Tutorial – Net Neutrality and Its Implications on the Future of Online Services and Society,” *AMCIS 2010*, Lima, Peru, August 12-15, 2010

“The Debate on Net Neutrality: A Policy Perspective,” ISR-sponsored session, *INFORMS 2009*, San Diego, California, October 11-14, 2009

“The role of private health records in healthcare technology adoption,” *INFORMS 2009*, San Diego, October 11-14, 2009

“A Two-Sided Market Analysis of the Role of Online PHR systems in Digitizing Healthcare Records,” *2009 POMS Conference*, Orlando, Florida, May 1-4, 2009

“Digitizing healthcare,” *INFORMS 2008*, Washington DC, October 12-15, 2008

“To Outsource or not to Outsource in a Services Supply Chain: A Revenue Distance Measure,” *Indiana Conference on Supply Chain Design*, Bloomington, Indiana, May 2007

“Monitoring in Offshored Processes,” *INFORMS 2006*, Pittsburg, November 4-8, 2006

“Broadband Pricing, Universal Access, and Implications for Public Policy,” *INFORMS 2005*, San Francisco, November 13-16, 2005

“When Mass Customization Entails Hidden Variety,” *INFORMS 2005*, San Francisco, November 13-16, 2005

“An Economic Model of Investment in Information Security,” *INFORMS 2005*, San Francisco, November 13-16, 2005

“Cooperation in a Wireless Ad Hoc Network: A Game Perspective,” *INFORMS 2005*, San Francisco, November 13-16, 2005

“Simulating Heterogeneous Sellers in Online Exchanges,” *INFORMS 2004*, Denver, October 24-27, 2004

“A Generalized Model of Competition among Sellers in a B2B exchange,” *INFORMS 2001*, Miami, November 4-7, 2001

“Analyzing Competition among Sellers in a B2B exchange,” *The INFORMS International 2001*, Maui, Hawaii, June 17-20, 2001

Invited Presentations at other Universities:

International:

“Net Neutrality: Implications on Broadband Penetration and Public Policy” presented at Universita’ Bocconi, Milan, October 13, 2008

“The economics of the net neutrality debate” presented at the Indian Institute of Management, Ahmedabad, India, June 12, 2014

“Effects of Competition among Internet Service Providers and Content Providers on the Net Neutrality Debate” presented at the University of Hong Kong, Hong Kong, October 23, 2015

“Broadband Competition and Net Neutrality” presented at the Georgia Institute of Technology, Atlanta, April 13, 2018

National:

“The Debate on Net Neutrality: A Policy Perspective” presented at the MIS Research Workshop, Krannert Graduate School of Management, Purdue University, February 9, 2007

“To Outsource or not to Outsource in a Services Supply Chain: A Revenue Distance Measure,” *Indiana Conference on Supply Chain Design*, Bloomington, Indiana, May 2007

“The Debate on Net Neutrality: A Policy Perspective” presented at the MIS Research Workshop, Farmer School of Business Administration, Miami University, May 21, 2008

“The economics of the net neutrality debate” presented at the UF Competition Policy Workshop, June 4, 2014

Other Invited Presentations:

“Panel discussion on net neutrality” presented to the Florida Chapter of the Federal Communications Bar Association, Tallahassee, FL, September 11, 2015

“What is Net Neutrality” presented to the Gainesville chapter of The League of Women Voters, Gainesville, FL, March 18, 2015

“What is Net Neutrality and its Implications for Business” presented to the Gainesville Chamber of Commerce, Gainesville, FL, April 13, 2010

“Using Technology to Grow Your Business” presented in the Veterans Entrepreneurship Program, University of Florida, May 5, 2014

Dissertation topic:

“Essays in market power issues in electronic commerce”

Teaching Experience:

Average teaching ratings in the last three years 4.5 out of 5, department average 4.2.

Database I and II: graduate-level courses at the Warrington College of Business Administration, University of Florida

Systems Analysis and Design I and II: undergraduate and graduate-level courses at the Warrington College of Business Administration, University of Florida

Management Quantitative Analysis I: graduate-level course at the Warrington College of Business Administration, University of Florida

Introduction to Managerial Statistics: professional MBA-level course at the Warrington College of Business Administration, University of Florida

Introduction to Quantitative Methods: professional MBA-level course at Hong Kong University

Introductory Statistics: undergraduate-level course at the Helsinki School of Economics, Aalto University

Research Impact:

- **Ranked 18th among IS researchers worldwide in terms of research productivity** during 2009-2011 (measured in terms of the number of publications in the top three journals within the discipline).
- **Ranked 64th among IS researchers worldwide in terms of research publications in the top three journals** within the discipline.
- My work has been cited over 5100 times overall and 2700 times since 2016.
- The research paper “The Debate on Net Neutrality – A Policy Perspective” was one of the top ten downloaded manuscripts from the Social Sciences Research Network (SSRN) in the areas of Net Neutrality, IRPN: Innovation & Cyberlaw & Policy, Telecommunications & Regulated Industries, Electronic Shopping & Internet Issues, Other Issues Involving the Sale of Goods or Services to Consumers, eCommerce Research Forum, eBusiness & eCommerce, Information Technology & Systems, Public Choice, Information Systems & Economics, ISN Subject Matter Journals, Information Systems & eBusiness Network, Legislation & Statutory Interpretation, Center for eBusiness Working Paper Series and Information Systems & eBusiness Research Centers Papers. **It now figures in the All Time Hits (for all papers in SSRN eLibrary), being one of the top 10 Papers in the areas of Net Neutrality, Electronic Shopping and Internet Issues, Issues**

Involving the Sale of Goods or Services to Consumers and Information Systems & eBusiness Research Centers Papers. It has been published in Information Systems Research.

- The research paper “The Debate on Net Neutrality – A Policy Perspective” has been cited by Google, Inc. as part of their filing to the Federal Communications Commission in support of net neutrality (“In the Matter of Broadband Industry Practices” WC Docket No. 07-52, Comments of Google Inc., by Richard S. Whitt, Esq., Richard S. Whitt, Esq., Washington Telecom and Media Counsel, Google Inc.). An internet search generates about 125,000 web sources citing this paper as of today. The most recent citing was on Trillium Asset Management’s letter to Verizon shareholders to support a proxy vote on April 9, 2012.
- The findings of a research project on net neutrality (“The Debate on Net Neutrality – A Policy Perspective”) was mentioned in many trade journals including Computer World (March 19, 2007), PC World (April 20, 2007) Linux World (March 9, 2007), MarketPlace News (April 6, 2007), Network World (March 9, 2007) and ZDNet Australia (November 17, 2011); news sites including Science Daily (March 7, 2007), ConsumerAffairs.com (March 23, 2007), Europe Intelligence Wire (March 7, 2007), Government Technology (March 8, 2007) and Ars Technica (March 11, 2007); and several prominent online weblogs including Consumers’ Union, Save The Internet, Broadband Reports and others.
- The findings of a research project on net neutrality (“Net Neutrality, Broadband Market Coverage, and Innovation at the Edge”) was featured in BusinessWeek (June 8, 2012). It has been published in Decision Sciences.
- The research paper “Cloud Computing – A Business Perspective” was the most downloaded paper of 2013 in the journal Decision Support Systems. It has been cited over 2100 times as per Google Scholar.
- The research paper “The Debate on Net Neutrality – A Policy Perspective” was a required reading and part of the syllabus of the doctoral seminar on Information Systems at the University of California, Irvine in Spring 2009.
- The research paper “The Debate on Net Neutrality – A Policy Perspective” was a required reading and part of the syllabus of the doctoral seminar on Information Systems at the University of Texas at Dallas in Spring 2009.
- The research paper “The Debate on Net Neutrality – A Policy Perspective” was a required reading and part of the syllabus of the course IS250 (“Computer-Based Communications Networks and Systems”) at the University of California at Berkeley in Spring 2011.

- The research paper “The Debate on Net Neutrality – A Policy Perspective” was a required reading and part of the syllabus of the doctoral seminar on Information Systems at the University of Texas at Arlington in Spring 2012.
- The working paper, “Equilibrium Returns Policies in the Presence of Supplier Competition” was one of the top ten downloaded manuscripts from the Social Sciences Research Network (SSRN) in the areas of Game Theory and Bargaining Theory, Business-to-Business Marketing and Managerial Marketing. The manuscript has published in Marketing Science.
- The working paper, “An Analysis of the Adoption of Digital Health Records under Switching Costs” was one of the top ten downloaded manuscripts from the Social Sciences Research Network (SSRN) in the areas of Government Expenditures and Health. The manuscript has been published in Information Systems Research.
- The working paper, “Net Neutrality, Broadband Market Coverage and Innovation at the Edge” was one of the top ten downloaded manuscripts from the Social Sciences Research Network (SSRN) in the areas of Net Neutrality, Economics of Networks, Information Systems & Economics, eBusiness & eCommerce, Networks, Information Technology & Systems, Production, Market Structure & Pricing, Firm, Other Firm, Information Systems & eBusiness Research Centers Papers, Electronic Shopping & Internet Issues, Other Issues Involving the Sale of Goods or Services to Consumers, Entrepreneurship, Innovation, & Growth and Public Choice. The manuscript has been published in Decision Sciences.
- The working paper, “Net Neutrality and Vertical Integration of Content and Broadband Services” was one of the top ten downloaded manuscripts from the Social Sciences Research Network (SSRN) in the areas of Net Neutrality, Networks, eBusiness and eCommerce, Information Technology and Systems, Information Systems & eBusiness Research Centers Papers, Information Systems and Economics, Telecommunications & Network Models, Public Choice, Electronic Shopping & Internet Issues, Production, Market Structure & Pricing and Other Issues Involving the Sale of Goods or Services to Consumers. The manuscript has been published in the Journal of Management Information Systems.
- The working paper, “Broadband User Discrimination and the Net Neutrality Debate” was one of the top ten downloaded manuscripts from the Social Sciences Research Network (SSRN) in the areas of Firm Behavior, Innovation, Productivity, Technology, IO: Productivity, Innovation & Technology, Information Systems & Economics, IO: Theory and IO: Empirical Studies of Firms & Markets. The manuscript has been published in Production and Operations Management.
- The working paper, “Cloud Computing: The Business Perspective” was one of the top ten downloaded manuscripts from the Social Sciences Research Network (SSRN) in the areas of Information Technology and Systems, Information Systems and eBusiness Network, Innovation & Information Management (Topic) and

Innovation & Management Science eJournal, ISN Subject Matter eJournals, Accounting Technology & Information Systems, Information Systems: Behavioral and Social Methods and ARN Subject Matter eJournals. The manuscript has been published in Decision Support Systems.

- The working paper, “On the Potential Role of Independent Personal Health Record Platforms in the Digitization and Sharing of Health Records” was one of the top ten downloaded manuscripts from the Social Sciences Research Network (SSRN) in the area of Information Systems & Economics, Government Expenditures & Health, Health Economics, EPRN: Public Policies (Social) and ERPN: Social Enterprise. The manuscript has been published in Information Systems Research.
- The findings of a joint research project with the Center for Education and Research in Information Assurance and Security (CERIAS) of Purdue University was mentioned in the trade journal Computer World as a blueprint for information security in organizations. The research paper was published in the Communications of the ACM.

Past Doctoral students:

2022: Anurag Garg (currently Assistant Professor at University of Kansas, Lawrence, KS)

2018: Mahdi Moqri (currently Assistant Professor at Iowa State University, Ames, IA)

2016: Soohyun Cho (currently Assistant Professor at Rutgers University, New Brunswick, NJ)

2009: Hong Guo (currently Associate Professor at the University of Notre Dame, South Bend, IN)

2008: Wei Zhou (currently Associate Professor at ESCP Europe, Paris, France)

Honors and Awards (Research and Teaching):

Fellowship:

2011-2012: Selected as a Hough Faculty Fellow by the Warrington College of Business Administration and the Hough College of Business, University of Florida

Endowed Faculty position:

2012-2017: Selected as the Susan Cameron Professor by the Warrington College of Business Administration and the Hough College of Business, University of Florida

2017-current: Selected as the George W. and Lisa O. Etheridge, Jr. Professor by the Warrington College of Business Administration, University of Florida

Research grants and awards:

External:

2016: Awarded the NET Institute 2016 Summer Grant

2009: Awarded the NET Institute 2009 Summer Grant

University-level:

2009: Awarded the Faculty Enhancement Opportunity grant, University of Florida

2009: Awarded research grant from Public Utility Research Center, University of Florida

2007: Awarded research grant from Public Utility Research Center, University of Florida

2006: Awarded research grant from Public Utility Research Center, University of Florida

2005: Awarded research grant from Public Utility Research Center, University of Florida

College-level:

2020: Recipient of annual commitment research grant, Warrington College of Business Administration, University of Florida

2019: Recipient of annual commitment research grant, Warrington College of Business Administration, University of Florida

2018: Recipient of annual commitment research grant, Warrington College of Business Administration, University of Florida

2017: Recipient of annual competitive research grant, Warrington College of Business Administration, University of Florida

2016: Recipient of annual competitive research grant, Warrington College of Business Administration, University of Florida

2015: Recipient of annual competitive research grant, Warrington College of Business Administration, University of Florida

2014: Recipient of annual competitive research grant, Warrington College of Business Administration, University of Florida

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2004: Recipient of annual commitment research grant, Warrington College of Business Administration, University of Florida

2003: Recipient of annual commitment research grant, Warrington College of Business Administration, University of Florida

2002: Recipient of annual commitment research grant, Warrington College of Business Administration, University of Florida

Teaching awards:

2011: Awarded the Graduate Teaching Award for 2011-2012, Warrington College of Business Administration, University of Florida for excellence in teaching at the graduate level

2008: Awarded the Judy Fisher Teaching with Technology Award, Warrington College of Business Administration, University of Florida for excellence in combining teaching with technology

Others:

2000-2001: Purdue Research Foundation, Dissertation Grant

2000: Purdue University Graduate Student Association Research Travel Grant

1992-93: Merit Scholarship award, Indian Institute of Management, Bangalore, India

1987-91: Merit Scholarship award, Indian Institute of Technology, Kanpur, India

1996: IBM Special Contribution Award

1994: IBM Family Dinner Award

Professional service:

International level:

Program committee member, WITS 2017, Seoul, South Korea

Program Co-chair, Workshop on e-business, 2017, Seoul, South Korea

Program Co-chair, Workshop on e-business, 2016, Dublin, Ireland

Program committee member, WITS 2014, Auckland, New Zealand, December 17-19

Program committee member, WITS 2013, Milano, Italy, December 15

Program Co-chair, Workshop on e-business, 2012, Taipei, Taiwan

Program committee member, WITS 2011, Shanghai, China, December 3-4

Program committee member, ICISTM 2010, Bangkok, March 10-12

Track chair, Information Management, ICISTM 2009, New Delhi, March 12-13

Program committee member, WITS 2008, Paris, France, December 13-14

Track chair, Information Management, ICISTM 2008, Dubai, March 6-8

Track chair, Information Management, ICISTM 2007, New Delhi, March 12-13

National level:

Program committee member, WITS 2015, Dallas, TX, December 12-13

Program committee member, Workshop on e-business, 2015, Ft. Worth, TX

Program committee member, WITS 2012, Orlando, FL, December 15-16

Program committee member, ASIA 2012, Albany, NY, June 5-6

Program committee member, CIST 2011, Charlotte, NC, November 13-16

Session chair, Policy issues in electronic commerce, INFORMS 2011, Charlotte, NC, November 13-16

Co-organizer, Workshop on healthcare and IT, February 2011

Program committee member, ICIS 2010, St Louis, MO, December 12-15

Program committee member, Workshop on Health IT and Economics, 2010, Washington, DC, October 7-8

Program committee member, WITS 2010, St Louis, MO, December 11-12

Program committee member, WITS 2009, Phoenix, AZ, December 14-15

Session chair, Policy issues in electronic commerce, INFORMS 2008, Washington D.C., October 12-14

Session chair, Empirical investigations in electronic commerce, INFORMS 2008, Washington D.C., October 12-14

Co-Cluster chair, e-business, INFORMS 2005, San Francisco, November 14-16

Session chair, Social and public policy issues in e-business, INFORMS 2005, San Francisco, November 14-16

Co-organizer, Workshop on economic modeling in information systems and operations research, University of Florida, February 2005

Editorship in leading journals:

Senior Editor, Journal of AIS

Editor, Information Systems Frontiers

Editorial Board, special issue on Cloud Computing in Journal of Management Information Systems, 2016

Senior Editor, special issue on Operations Management and Information Systems Interface in Production and Operations Management, 2015

Co-editor, special issue on economic modeling in information systems and operations research in the European Journal of Operational Research, 2006

Co-editor, special issue on healthcare and information systems in Decision Support Systems, 2014

Professional Membership:

Member, INFORMS

Member, AIS

References:

- Prof. John M. Barron, Krannert Graduate School of Management, Purdue University
- Prof. Ira Horowitz, Emeritus Professor, Warrington College of Business Administration, University of Florida
- Prof. Gary J. Koehler, Emeritus Professor, Warrington College of Business Administration, University of Florida
- Prof. Alok Chaturvedi, Krannert Graduate School of Management, Purdue University
- Prof. Jackie Rees Ulmer, Dean, Ohio University