ANJANA SUSARLA

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EXPERIENCE

	Eli Broad College of Business, Michigan State University
2025	Faculty Director, Center for Ethical and Socially Responsible Leadership
2020-	Omura-Saxena Endowed Professor of Responsible AI
	Professor, Accounting and Information Systems
2012 -2020	Associate Professor, Accounting and Information Systems
2010- 2012	**Carnegie Mellon University**
	Visiting Assistant Professor, Information Systems
2003-2010	**University of Washington**
	Assistant Professor, Information Systems and Operations Management
	(On leave of absence in 2007 and 2009)
1997-1999	**Ramco Systems Corporation, India**
	IT Consultant: Responsibilities included Business Process Configuration, ERP Implementation, Consulting and Software Development

EDUCATION

1999-2003 **McCombs School of Business, University of Texas at Austin**
PhD, Information Systems

1995-1997 **Indian Institute of Management**, **Calcutta, India**
MBA, Finance and General Management

1991-1995 **Indian Institute of Technology**, **Chennai, India**
B. Tech., Mechanical Engineering

HONORS AND AWARDS

- *Practical Impacts Award* from the Institute for Operations Research and the Management Sciences Information Systems Society (INFORMS ISS), 2025
- *Haim Mendelson Teaching Innovation Award* from the Institute for Operations Research and the Management Sciences Information Systems Society (INFORMS ISS), 2022
- *Academic Leadership Award* from the Responsible AI Institute, 2021
- *Broad Integrative Fellow,* Eli Broad College of Business, Michigan State University, 2014
- *Association of Information Systems* Best Publication Award for 2012
- Runner-Up for *Information Systems Research* Best Published Paper Award 2012
- 2009 Microsoft Prize at the *International Network of Social Networks Analysis* Sunbelt Conference
- *Steven Schrader Best Paper* Finalist, Academy of Management Conference 2007

- *William S. Livingston Award* for Outstanding Graduate Students, University of Texas, 2002 –2003

RESEARCH INTERESTS

- Responsible Artificial Intelligence (AI)
- Digital Transformation
- AI and Health Literacy

RESEARCH GRANTS

Grants Awarded

- R01 inter-university grant from the National Library of Medicine (NLM) and National Institute of Health (NIH) as lead Co-Principal Investigator (PI) on "Leveraging YouTube Video Analytics for Patient Education: A Digital Therapy Tool for Clinicians to Retrieve and Recommend Understandable Videos on Chronic Disease Management" (8/1/2021, R01LM013443, $984,784)

External Grants Submitted to in the past three years.

- Research grant to MSU Research Foundation as lead PI (with Henry Ford Health System)
- Inter-university grant to NSF as lead PI on "Human-AI Collaboration for Learning and Cognition in Health Literacy"
- Inter-university grant to NSF as lead Co-PI on "Design and Evaluation of a Digital Platform for Health Literacy: AI/ML Methods for Video Analytics"
- Lead PI for the Michigan State University Team for "Michigan Mobility Engine: AI-powered Research and Innovation Advancing Next Generation Mobility" proposal submitted to the NSF Regional Innovation Engines Program
- Submitted inter-university R01 grant to NIH as lead Co-PI on "Leveraging YouTube Video Analytics for Health Literacy: A Digital Therapy Tool to Curate How-To Videos for Actionable Guidance on Chronic Disease Management"
- Submitted inter-university grant to NSF as lead Co-PI on "Digital Therapeutics for Health Literacy: Assessing the Impact of YouTube Health Video Analytics on Misinformation, Engagement and Learning."
- Submitted inter-university R01 grant to NIH as lead Co-PI on "Leveraging YouTube Video Analytics for Patient Education: A Digital Therapy Tool for Clinicians to Retrieve and Recommend Actionable and Inclusive Videos from Credible Sources on Chronic Disease Management."
- Submitted a grant to Facebook Research as lead PI on "A Deep Learning Based Augmented Intelligence Method to Detect Healthcare Misinformation on Social Media."

PUBLICATIONS

1. P Dhillon, J Chen, S Ma, A Susarla, "Climate Influencers and Public Discourse on Social Media: Evidence from Adverse Climate Change Incidents," forthcoming, *npj Climate Action*
2. K Pothugunta, X Liu, A Susarla, R Padman, "CAAC: Co-attentive Actionability Classification for Assessing Patient Education Videos," 2026. *INFORMS Journal on Computing,* 38(4):1075-1089
3. R. D. Gopal, J. Li, K. Reimer, S. Sarker, P.V. Singh, A. Susarla, M. Bichler, J.B. Thatcher. 2025. "Inventing with Machines: Generative AI and the Evolving Landscape of IS Research," *Information Systems Research*, 36(4):1949-1967

4. X Liu, Susarla A, Padman R, "Promoting Health Literacy with Human-in-the-Loop Video Understandability Classification of YouTube Videos: Development and Evaluation Study," 2025. *Journal of Medical Internet Research* 27: e56080
5. K Pothugunta, A Susarla, X Liu, R Padman, "Assessing Inclusion and Representativeness on Digital Platforms for Health Literacy: Evidence from YouTube," 2024. *Journal of Biomedical Informatics*, Volume 157, 104669, ISSN 1532-0464
6. S Sarker, A Susarla, R Gopal, J Thatcher, "Toward Democratizing Knowledge through Academic Journals: A Proposal for Harnessing the Power of AI and Human Collaboration," 2024. *Journal of Association for Information Systems*, 25(1): 158-171
7. A Susarla, R Gopal, J B Thatcher, S Sarker, "The Janus Effect of Generative AI: Charting the Path for Responsible Conduct of Scholarly Activities in Information Systems," 2023. *Information Systems Research*, 34(2): 399-408
8. K Qi, P Rahmati, S Han, Jeong, Y., Rahmati, P., A Susarla, V Sambamurthy. "Product Differentiation in IT Industries: The Interplay of M&A and In-house Innovation, and exploitative innovation orientation," 2023. *Journal of the Association for Information Systems*, 24(4), 1102-1131.
9. Y Lu, A Susarla, K Ravindran, D Mani, "Machine Learning Approaches to Understand IT Outsourcing Portfolios," *Electronic Commerce Research,* January 2023. DOI:10.1007/s10660-022-09663-4
10. Y-Y Wang, C Guo, A Susarla, V Sambamurthy, "Online to Offline: The Impact of Social Media on Offline Sales in the Automobile Industry," *Information Systems Research*, June 2021, 32(2): 582-604
11. C Guo, T H Kim, A Susarla, V Sambamurthy, "Understanding Content Contribution Behavior in a Geo-Segmented Mobile Virtual Community: The Context of Waze" *Information Systems Research*, December 2020, 31(4): 1398–1420
12. A Susarla, M Holzhacker and R Krishnan, 2020. "Calculative Trust and Interfirm Contracts," *Management Science.* November 2020, 66(11): 5465–5484
13. X Liu, B Zhang, A Susarla, R Padman. "Go to You Tube and Call Me in the Morning: Use of Social Media for Chronic Conditions," *MIS Quarterly*, March 2020, 44(1): 257-283.
14. A Susarla and T Mukhopadhyay, "Can Outsourcing of Information Technology Foster Innovations in Client Organizations? An Empirical Analysis," *MIS Quarterly,* September 2019, 43(3): 929-949
15. A Susarla, J Oh, Y Tan, "Influentials, Imitables or Susceptibles? Virality and Word of Mouth Conversations in Online Social Networks," *Journal of Management Information Systems*, June 2016, 33(1): 139-170
16. K Ravindran, A Susarla, D Mani and V Gurbaxani "Social Capital and Contract Duration in Buyer-Supplier Networks for Information Technology Outsourcing," *Information Systems Research*, June 2015, 26(2): 379- 397
17. A Susarla, "Contractual Flexibility, Rent Seeking and Renegotiation Design: An Empirical Analysis of Information Technology Outsourcing Contracts," *Management Science*, July 2012, 58(7): 1388-1407
18. A Susarla, J Oh and Y Tan, "Social Networks and the Diffusion of User-Generated Content: Evidence from YouTube," *Information Systems Research*, March 2012, 23(1): 23-41
19. A Susarla and A Barua, "Contracting Efficiency and New Firm Survival in Markets Enabled by Information Technology," *Information Systems Research,* June 2011, 22(2): 306-324
20. A Susarla, A Barua and A. B. Whinston, "Multitask Agency, Modular Architecture and Task Disaggregation in SaaS," *Journal of Management Information Systems*, Spring 2010, 26(4): 89–119.

21. A Susarla, R Subramanyam and P Karhade, "Contractual Provisions to Mitigate Holdup: Evidence from Information Technology Outsourcing," *Information Systems Research*, March 2010, 21(1): 37-55
22. A Susarla, A Barua and A. B. Whinston, "A Transaction Cost Perspective of the "Software as a Service" Business Model," *Journal of Management Information Systems,* Fall 2009, 26(2): 205–240.
23. R Subramanyam and A Susarla, "Contracting, Incentives and Inter-Organizational Routines in Information Technology Outsourcing," *Academy of Management Best Paper Proceedings,* Academy of Management, 2007
24. A Susarla, A Barua and A. B. Whinston, "Understanding the 'Service' Component of Application Service Provision: An Empirical Analysis of Satisfaction with ASP Services," *MIS Quarterly,* March 2003, 27(1): 919-123
25. A Susarla, A Barua and A. B. Whinston, "Making the most of an ASP relationship," *IEEE IT Professional*, Vol. 3, No. 6, November/December 2001, pp. 63-67.
26. M Parameswaran, A Susarla and AB. Whinston, "P2P networking: An information sharing alternative," *IEEE Computer*, Vol. 34, No. 7, July 2001, pp. 31-38
27. A Susarla, A Barua and A. B. Whinston, "Myths about outsourcing to Application Service Providers," *IEEE IT Professional*, Vol. 3, No. 3, May/June 2001, pp. 32-35.
28. A Susarla, M Parameswaran and A. B. Whinston, "Emerging market structures in the digital supply chain,' *IEEE IT Professional*, September/October 2000.

PAPERS UNDER REVIEW/ WORK IN PROGRESS

1. J Chen, L Brandimarte, A Susarla, "Does Artificial Intelligence (AI) Improve Perceptions of Human Creativity? Assessing AI-Augmented Creativity of Large Language Models (LLMs)"
2. K H Lee, A Susarla, "Credit by Code: Spatial Diffusion in Algorithmic Underwriting"
3. J Venkatesh, S Basuroy, A Susarla, "Transparency as Strategic Constraint: Firm Responses to the Elimination of Price Obfuscation"
4. P Pal, A Susarla, "Algorithm or Creative? A Three-Arm Experimental Design for Decomposing Algorithmic Bias in Platform A/B Tests"
5. Z Tian, A Susarla, "Substitutes or Complements? The Causal Impact of User-Generated AI Summaries on Video Engagement"
6. M Nguyen, A Susarla, X Liu, R Padman, "From Evidence to Action: Causal and Counterfactual Machine Learning for Health Video Engagement"
7. M Nguyen, X Liu, A Susarla, "Aloha Theory: An Indigenous Hawaiian Framework for Human-AI Harmony"
8. H Nguyen, A Susarla, "Does Generative AI Reverse the Superstar Firm Dynamic? Evidence on Firm Performance and Industry Concentration"
9. X Ni, A Wu, A Susarla, MS Krishnan, V Krishnapriya, "Algorithmic Advice and Human Decision Making in a Rural Agrarian Context"
10. N Ramaraju, T Abdo, A Susarla, S Seshadri, "AI-generated videos and human-AI collaboration for health literacy in chronic care"
11. K H Lee, A Susarla, "Contrasting human and LLM evaluation in platform curation decisions"
12. Z Tian, X Liu, A Susarla, "LLMs as Annotator or Judge? Contrasting Model-based and Model-free explanations in Patient Education"
13. S Ghosh, S Chakraborty, M Sharma, A Susarla, "Maybe You Should Talk to Someone": The Role of Online Communities on Mental Healthcare"
14. U Ananthakrishnan, J Chen, A Susarla, "The great reset that never was: The fitness sector in the aftermath of the Covid-19 pandemic"

BOOK CHAPTERS

1. A Susarla, "Agent-only Social Platforms: Multi-agent Coordination, Value Alignment and Safety," in *Agentic Technologies - Rearchitecting Work, Decision Making, and Organizational Design* edited by K. Hu, S. Kumar and N. Joglekar
2. A Susarla, "Addressing Health Literacy Disparities with Artificial Intelligence," in *Healthcare Transformation with AI: Tackling the Iron Triangle*, Springer Series in Healthcare Management and Innovation, eds M. Moshref Javadi, S. Seshadri, U. Mukherjee, M. Ahsen, D. Sumkin, Springer Publishing
3. A Susarla, "Artificial Intelligence (AI) Ethics and Organizational Transformation," in *Research Handbook on AI and organizational transformation*, ed. J. Gibbs and E. Vaast, Elgar Publishing
4. A Susarla, "Unraveling the Impact of Social Media on Extremism: Implications for Technology Regulation and Countering Violent Extremism (CVE)," Invited Policy Chapter in the *Legal Perspectives in Technology* series from the George Washington University Program on Extremism (in conjunction with the Congressional Counterterrorism Caucus)
5. K Ravindran, A Susarla, R Krishnan, D Mani, "The Mediating Effect of Formal Contractual Controls in the Relationship Between Experience and Contract Design," Lecture Notes in Business Information Processing, Volume 236, pp. 52-61, ed. Oshri I, J Kolstarsky, L. P. Willcocks, Springer International, Switzerland, December 2015
6. A Susarla, A Barua and A B. Whinston, "Understanding the service aspect of application service providers," in *Information Systems Outsourcing: Enduring Themes, Emergent Patterns and Future Directions*, eds R. Hirscheim, A. Heinzl and J. Dibbern, Springer-Verlag, Berlin 2006
7. A Susarla, D Liu and A.B. Whinston, "Peer to Peer technology for enterprise knowledge management," in Handbook of Knowledge Management, ed. C. Holsapple, Springer –Verlag, Berlin 2003.

SELECTED ARTICLES, WRITINGS AND OP-EDS (Forbes articles listed on my website)

"Trump's AI security order acknowledges risks but stops short of regulating industry," June 2026. The Conversation

"How states are placing guardrails around AI in the absence of strong federal regulation," August 2025. The Conversation. Republished in Fast Company

"How 2025 Grads Can Break Into the AI Job Market," Innovation & Tech Today. May 2025

"The Stargate AI Project: America's $500 Billion Bet - But at What Cost?" The Fast Mode. February 2025

"Meta shift from fact-checking to crowdsourcing spotlights competing approaches in fight against misinformation and hate speech," The Conversation. January 2025

"AI, Cryptocurrencies and Data Privacy: Comparing the Harris and Trump records on Technology Regulation," The Conversation. October 2024. Republished in NDTV, Quartz, Slate France, San Francisco Chronicle and Yahoo News

"Generative AI could leave users holding the bag for copyright violations," The Conversation. March 2024. Republished in Fast Company, NextGov, San Francisco Chronicle and Yahoo News.

"AI is here – and everywhere: 3 AI researchers look to the challenges ahead in 2024," The Conversation. January 2024. Republished in Yahoo News and Scientific American.

"Forget dystopian scenarios – AI is pervasive today, and the risks are often hidden," The Conversation. November 2023. Republished in Yahoo News and San Francisco Chronicle.
"Biden administration executive order tackles AI risks, but lack of privacy laws limits reach," The Conversation. November 2023. Republished in PBS, Yahoo News and UPI.

Written Statement submitted to the U.S. Senate Committee on Homeland Security and Governmental Affairs for a Hearing on Governing AI Through Acquisition and Procurement, July 2023

"FTC probe of OpenAI: Consumer protection is the opening salvo of US AI regulation," The Conversation. July 2023. Republished in NextGov and Yahoo News.

"How can Congress regulate AI? Erect guardrails, ensure accountability and address monopolistic power," The Conversation. May 2023. Republished in Fast Company, Gizmodo, NextGov and Yahoo News.

"Should you pay for Meta's and Twitter's verified identity subscriptions? A social media researcher explains how the choice you face affects everyone else," The Conversation. March 2023. Republished in Fast Company, Gizmodo, Scroll.in and Yahoo News.

"Twitter cut off in Turkey amid earthquake rescue operations – a social media expert explains the danger of losing the microblogging service in times of disaster," The Conversation. February 2023 Republished in: Fast Company, Scientific American and Yahoo News.

"Five Essential Reads on Twitter's Turbulent Year," The Conversation. December 2022. Republished in Business Standard, Fast Company and Indian Express.

"Twitter lifted its ban on COVID misinformation – research shows this is a grave risk to public health," The Conversation. December 2022. Republished in: Fast Company, Phys.Org and Salon.

"What the world would lose with the demise of Twitter: Valuable eyewitness accounts and raw data on human behavior, as well as a habitat for trolls," The Conversation. November 2022. Republished in several outlets, including ABC News, Channel News Asia, Economic Times (India), NDTV (India), Salon, Scroll.in and Yahoo News.

"Experts grade Facebook, TikTok, Twitter, YouTube on readiness to handle midterm election misinformation," The Conversation, October 2022. Republished in several outlets, including Fast Company, Haaretz (Israel), Scientific American, Snopes and Yahoo News.

"Elon Musk's plans for Twitter could make its misinformation problems worse," The Conversation, April 2022. Republished in several outlets, including Business Standard (India), Channel News Asia, How Stuff Works, PBS and Scroll (India).

"Elon Musk's bid spotlights Twitter's unique role in public discourse – and what changes might be in store," The Conversation, April 2022. Republished in several outlets, including Economic Times (India), Haaretz, The Hindu Business Line (India, India Today (India), NDTV (India), The Stuff (New Zealand) and Yahoo News.

"Breaking the bias: Why gender matters in standards," Opinion for the International Telecommunications Union (the ICT division of the UN), March 2022.

"Why Zelenskyy's 'selfie videos' are helping Ukraine win the PR war against Russia," The Conversation, March 2022. Republished in several news outlets, including Asia Times, Associated Press, Haaretz (Israel), The Scroll (India), The Wire (India) and Yahoo News.

"What will 2022 bring in the way of misinformation," The Conversation, December 2021. Republished in in several news outlets, including Atlanta Journal -Constitution, Economic Times (India), Gizmodo, The Print, Salon, Scientific American, Snopes and Talking Points Memo.

"Panel: What is one thing Congress could and should do about Facebook and why?" The Conversation, November 2021. Republished in several news outlets, including Yahoo News, Fast Company and Houston Chronicle.

"Big tech has a vaccine misinformation problem – here's what a social media expert recommends," The Conversation, July 2021. Republished in several news outlets, including Economic Times (India), Haaretz (Israel), Mint (India) and Outlook India.

"The Strange and Wondrous World of Mitigating Bias Through AI," Responsible AI Institute Blog Post, June 2021.

"Sabes cómo funcionan los algoritmos? Es la manera de saber si nos manipulan," El Pais, April 2021, republished in El Pais International Edition as "How algorithmic recommendations can push internet users into more radical views and opinions," April 2021.

"If Big Tech has the will, here are ways research shows self-regulation can work," The Conversation, February 2021. Republished in several news outlets, including Business Mirror (Philippines), Business Standard (India), Fast Company, Houston Chronicle, Snopes and Yahoo News.

"People become less likely to contribute to a virtual public good like Wikipedia or Waze if they know many others are already doing it," The Conversation, February 2021. Republished in several news outlets, including Associated Press, Houston Chronicle, Phys.org and Yahoo News.

"Biases in algorithms hurt those looking for information on health." The Conversation, July 2020. Republished in several news outlets, including Becker's Hospital Review, Business Standard (India), Fast Company, Houston Chronicle, Nigeria Sun, Nieman Journalism Lab, Pew Research, Repha (France), Tec Mundo (Brazil), TuQuoc (Vietnam) and Yahoo News.

"TikTok teens and the Trump campaign: How social media amplifies political activism and threatens election integrity," The Conversation, June 2020. Republished in several news outlets, including Associated Press, Channel News Asia, Fast Company, Houston Chronicle, LifeHacker and Media Innovation (Japan)

"The Census Goes Digital – 3 Things to Know," The Conversation, February 2020. Republished in several news outlets, including Houston Chronicle, San Francisco Chronicle, Snopes, Phys.org, Public Radio International and Salon.

"Hate Cancel Culture? Blame Algorithms," The Conversation, January 2020. Republished in several news outlets, including Associated Press, Fast Company, Houston Chronicle, Philadelphia Inquirer, Phys.org, San Francisco Chronicle, Salon and Yahoo News.

"The new digital divide is between people who opt out of algorithms and people who don't", The Conversation, April 2019. Republished in several news outlets, including Alternet, Cosmos Magazine, Channel News Asia, El Pais, Esquire Italy, Fast Company, iAfrikaan, Quartz, San Francisco Chronicle and Slate.

"Users need to play a role in how we regulate Tech giants," Fast Company, March 2019.

"3 ways that big data reveals what you really like to watch, read and listen to," The Conversation, January 2019. Republished in several news outlets, including Asian Correspondent, Associated Press, Phys.org, The Quint, Seattle Post-Intelligencer and the World Economic Forum.

"Facebook begins to shift from being a free and open platform into a responsible public utility," The Conversation, August 2018. Republished in several news outlets, including Houston Chronicle, Salon and Mumbrella.

"Why ABC Reacted so Swiftly to Roseanne's Racist Tweet," The Conversation, May 2018. Republished in several news outlets including Newsweek Japan and Salon.

"How Artificial Intelligence Can Detect –and Create- Fake News," The Conversation, May 2018. Republished in several news outlets including Alternet, El Pais, International Business Times, Pew Research and Salon.

"Analytics Behind March Madness Bracketology," MSU Today, March 2018.

"How Social Media Turned United Airlines' PR Flub into a Firestorm," The Conversation, April 2017. Republished in several news outlets including Associated Press, Business Standard (India), The Independent (Singapore), The Observer and Scroll.in

"The big data behind Cyber Monday," MSU Today, November 2016.

SELECTED MEDIA MENTIONS AND PODCASTS

1. "Is OpenAI's decision to shut down Sora a bad sign for the AI industry and proposed data centers?" Yahoo News, March 27, 2026
2. "AI Researchers Sound the Alarm about Dangers of the Technology," CNN This Morning Weekend with Victor Blackwell, February 15, 2026
3. "MSU researchers use AI to improve online health information accuracy," WILX Lansing, November 12, 2025
4. "Why Congress May Push Back on State AI Regulations," CNET, May 15, 2025

5. "Facebook, Instagram Fact-Checking Has Ended: What That Means for You," CNET, April 7, 2025
6. "DeepSeek fails multiple security tests, experts warn businesses," The National Desk, February 12, 2025
7. "Facebook community note system concerns researchers," WLNS, January 27, 2025
8. "The creator economy braces for a TikTok ban," Fox Business Rundown, January 17, 2025
9. "Time's ticking: Here's what's happening with the TikTok ban," State News, January 16, 2025
10. "The potential impacts of the incoming TikTok ban," WILX Lansing, January 15, 2025
11. "Binary Minds: AI in Education," PBS/WKAR, December 12, 2024
12. "Will AI Audio Replace Podcasts? Not So Fast," Scientific American, December 11, 2024
13. "Binary Minds: AI in Healthcare," PBS/WKAR, November 11, 2024
14. "The technology powering modern elections," WOSU Public Media, November 5, 2024
15. "Garbage in, garbage out': AI fails to debunk disinformation, study finds," Voice of America, October 21, 2024
16. "Binary Minds: AI in Art," PBS/WKAR, October 16, 2024
17. "Michigan man arrested for AI-generated child abuse material," WILX, Lansing, MI, September 26, 2024
18. "Why an AI rent algorithm used by landlords is accused of price fixing," MLive, Detroit, MI, September 25, 2024
19. "Artificial Intelligence used to spread misinformation amid election year," WILX, Lansing, MI, September 25, 2024
20. "AI in politics: MSU expert shares tips for knowing what's real," WILX, Lansing, MI, August 15, 2024
21. "Senators advance bipartisan effort to regulate deepfakes," NPR/ Marketplace Tech, August 15, 2024
22. "MSU professor warns of AI misinformation as presidential election approaches," News 3 Channel, Lansing, MI, August 13, 2024
23. "Judge rules Google holds illegal monopoly," CBS News Detroit, August 8, 2024
24. "Changing the Landscape of Healthcare as we Know it—The Role and Impact of AI," INFORMS Webinar, August 8, 2024
25. "Eminem's New Album Prompted Gen X to Declare a TikTok 'War' on Gen Z," Wired, July 25, 2024
26. "Pixels and Perspectives: The Intersection of AI and Art," WKAR and PBS Nova, June 27,2024
27. "Lawmakers push for deep fake regulation," WLNS, May 21, 2024
28. "Local TikTok Influencer responds to possible ban," WILX, March 14, 2024
29. "Unleashing AI superpowers in the fight against fraud," Money Travels podcast by Visa, March 2024
30. "A Conversation on AI," WKAR/ NOVA, January 2024
31. "Why poor AI is skewing representation," Hewlett Packard Enterprise Podcast, January 2024
32. "Gender gap in STEM persists among Gen Z," NPR/ Marketplace, December 6, 2023
33. Interview on Stateside, Michigan Radio, December 4, 2023
34. "A conversation on artificial intelligence and how it's impacting our lives," MSU Today Podcast, November 2023
35. "Sam Altman ouster spotlights rift over extinction threat posed by AI," ABC News, November 2023
36. "AI's Growing Influence on Elections," Bloomberg Technology Live, November 7, 2023
37. "Everything to know about Elon Musk's 'everything app," NBC News, July 2023

38. "Unconscious Bias: Is AI dividing us?" Hewlett Packard Enterprise Technology Untangled Podcast, July 2023
39. "Mitigating the risk of 'extinction': As the capabilities of AI grow, so do calls for regulation," Texas Public Radio, June 2023
40. "Elon Musk promised this week that false election claims 'will be corrected' on Twitter but they're thriving on the platform unchecked," Fortune, May 2023
41. "False Claims of a stolen election thrive on Twitter even as Musk promises otherwise," AP News, May 2023
42. "The expanding AI hall of shame," Politico, May 2023
43. "Why poor AI is skewing representation," Hewlett Packard Enterprise Technology Now Podcast, March 2023
44. "Why visual misinformation online can be tough to stop," NPR/ Marketplace Tech, January 2023
45. "Rooting for Twitter to fail? We could lose valuable data if that happens," Behind the Headlines Podcast, January 2023
46. "Elon Musk to release Fauci files this week," Mint (India), January 2023
47. "Tesla Twitter Impersonator Shares Aim of Spoof Amid Blue Tick 'Horror Show'," Newsweek, November 2022
48. "Deepfake videos on TikTok can be fun. They can also be malicious," NPR/Market Place Tech, November 2022
49. "Neue Radikalisierung vor den US-Midterms?," Interview on Tagesschau with German Television studio ARD, November 2022
50. Guest on "Technology Untangled" Podcast with Hewlett Packard Enterprise Group, November 2022
51. Guest on "In Her Ellement" Podcast with Boston Consulting Group, October 2022
52. "The ABCs of AI, Algorithms and Machine Learning," NPR/ Market Place Tech, July 2022 (re-aired September 2022)
53. "The Day with Brent Goff," interview on Deutsche Welle, Germany, April 2022
54. "How social media is influencing the Ukraine war," WLNS, Lansing, March 2022
55. "Misinformation or potent symbol? An out-of-date yearbook photo of masked 2nd graders raises questions," Yahoo News, January 2022
56. "The tech legacy of tracking the Jan. 6 insurrectionists," NPR/ Market Place Tech, also on BBC World Business Report and BBC Business Matters, January 2022
57. "Are you addicted to social media?" WNLS, Lansing, October 2021
58. "MSU expert breaks down Facebook whistleblower's claims," WNLS, Lansing, October 2021
59. "How I Know Facebook Can't Fix the Problems It Profits From," Daily Beast, July 2021
60. Infinium Talk Show "Artificial Intelligence," July 2021
61. "Simplify for Success," podcast with Meru Data, July 2021
62. "Responsible AI podcast with Anjana Susarla," Fiddler.ai, June 2021
63. "Volver a socializar: Un reto pospandémico," PubliNews (Guatemala), April 2021
64. "Anyone with an iPhone can now make deepfakes. We aren't ready for what happens next." Washington Post, April 2021
65. "It's a Worry That Big Tech Companies Have So Much Power Over the Information We Consume," Sputnik International, February 2021
66. "GameStop Has to Go Down but the Implications Are Strange," Investor Place and Business Insider, February 2021
67. "12 Autonomous Vehicle Stocks to Buy in 2021," Yahoo Finance, December 2020

68. "5 Self-Driving Car Stocks with the Most Potential Moving into 2021," Investor Place, December 2020
69. "Nasza siła to ignorowanie. Ofiarami kultury kasowania bywają też zwykli Amerykanie," Dziennik Gazeta Prawna (Poland), December 2020
70. "Let's Talk About Cancel Culture," Group Chat, BBC Asian Network, October 2020
71. "7 Telehealth Stocks Paving the Digital Medicine Landscape," Investor Place, October 2020
72. "3 Telehealth Stocks Ready for Flu Season," Investor Place, October 2020
73. "Qué es y a quiénes castiga la cultura de la cancelación," Montevideo Portal (Uruguay), October 2020
74. "RNC speakers come out against 'cancel culture,' unless Trump does the canceling," Yahoo News, August 2020
75. "Could an undercounted 2020 Census afflict a range of federal statistics?" Politifact, August 2000
76. "Privacy Implications of TikTok," the Nikkei, Japan, August 2020
77. "Sæt dig ind i tidens store internetfænomen, før det rammer dig selv," Politiken (Denmark), August 2020
78. "As 'cancel culture' activism peaks, big tech and its algorithms quietly fuel the flames," Fox News, July 2020
79. "What is Cancel Culture?" The Week UK, July 2020
80. "What Is Cancel Culture? A Guide to The Online Phenomenon," Huffington Post UK, July 2020
81. "Qué es la cultura de la cancelación que sufren famosos como J.K. Rowling," Huffington Post Spain, July 2020
82. "3 Cybersecurity Stocks to Buy for a More Secure Tomorrow," Investor Place and Business Insider, July 2020
83. "TikTok fans and K-pop stans deluge Trump campaign with bad data," NPR Marketplace, June 2020
84. "Amid calls for social change, effects of cancel culture sow political division," NBC, June 2020
85. "Amid calls for social change, effects of cancel culture sow political division," Sinclair Broadcast Group, June 2020
86. "The 2020 census will take place mostly online. Experts says that raises cybersecurity concerns," Stateside, Michigan Public Radio, March 2020
87. "Study suggests guidelines to improve YouTube videos on chronic health care conditions," EurekAlert News Releases, March 2020
88. "Study Suggests Guidelines to Improve YouTube Video Content for Patients with Diabetes and Other Chronic Health Conditions," Nephrology Times, March 2020
89. "What Kevin Hart's new docuseries says about "cancel culture"," NPR Marketplace Morning Report, December 2019
90. "Legal Aspects of Social Media Extremism," Homeland Security Digital Library, September 2019
91. "Instagram Puts Brands Ahead of People with New Scheduling Feature," Medium OneZero, September 2019
92. "Metadata Unlocks the Wonders of Data," The Forecast by Nutanix, April 2019
93. "What we are reading," NiemanLab, Harvard University, April 2019
94. "Facebook's call for global Internet regulation sparks debate," Phys.org, April 2019
95. "El llamado de Facebook a la regulación de internet enciende el debate," El Universo, April 2019
96. "Pedido do Facebook para regulamentação da Internet gera debate," ISTOE (Brazil), April 2019

97. "Why forgetting at work sometimes helps you make better decisions," Fast Company, March 2019
98. "Computers Know You Better Than Family," WNLS, Lansing, February 2019
99. "Social Media Promises and Perils," Spartan Bizcast, December 2018
100. "As fake news flourishes, the UK's fact-checkers are turning to automation to compete," Wired UK, November 2018
101. "Social Media Firestorms," BYU Radio, June 2017

PAPERS IN REFEREED CONFERENCES

1. K H Lee, A Susarla, "Algorithmic Infrastructure and Market Coordination in Credit Markets," International Conference in Information Systems, Lisbon, Portutal, December 2026
2. P Pal, A Susarla, "Structural Analysis of Algorithm Bias in Online Ad Auctions," *American Marketing Association Summer Conference*, Chicago, IL, August 2025
3. J Venkatesh, S Basuroy, A Susarla, "Hidden Fees to Open Books: The Impact of Surcharge Price Transparency," *American Marketing Association Summer Conference*, Chicago, IL, August 2025
4. K Pothugunta, X Liu, A Susarla, R Padman, "Evaluating Actionable Guidance in Patient Education Videos using Transformers-based Approach," *34th Workshop on Information Technologies and Systems*, Bangkok, Thailand, December 2024
5. J Chen, L Brandimarte, A Susarla, "GPT-DATector: Increasing accuracy and decreasing bias in GPT detectors using creativity measures," *34th Workshop on Information Technologies and Systems*, Bangkok, Thailand, December 2024
6. K Pothugunta, X Liu, A Susarla, R Padman, "Classifying Actionable Information in Videos using HST-CAT: Hybrid Spatiotemporal Cross-Attention Transformer," Proceedings of the 45th *International Conference on Information Systems,* Bangkok, Thailand, December 2024
7. J Chen, L Brandimarte, A Susarla, "Does Increasing Reliance on Artificial Intelligence (AI) Boost Creativity? Assessing AI-Augmented Creativity with Large Language Models (LLMs)," *INFORMS Conference on Information Systems and Technology* (CIST) 2024, Seattle, WA
8. K Pothugunta, X Liu, A Susarla, R Padman, "Evaluating Actionable Guidance in Patient Education Videos using Transformers-based Approach," INFORMS *Workshop on Data Science* 2024, Seattle, Washington, USA
9. S Ghosh, M Sharma, S Chakraborty, A Susarla, "Maybe You Should Talk to Someone": The Role of Online Communities on Mental Healthcare," the 44th *International Conference on Information Systems,* Hyderabad, India, December 2023
10. K Pothugunta, X Liu, A Susarla, R Padman, "Assessing Bias and Fairness in YouTube Videos on Healthcare: Analytics Using Face and Speech Recognition Methods," INFORMS *Workshop on Data Science* 2022, Indianapolis, IN
11. Mei Li, X Xi, X Chang, S Kumar and A Susarla, "There Is a Time for Everything: Repurchase Timing and Demand-Driven Online Recommendations," *INFORMS Conference on Information Systems and Technology* (CIST) 2022, Indianapolis, IN
12. K Pothugunta, X Liu, A Susarla, R Padman, "On Curating Responsible and Representative Healthcare Video Recommendations for Patient Education and Health Literacy: An Augmented Intelligence Approach," KDD 2022 *Workshop on Data Science and Artificial Intelligence on Responsible Recommendation*, Washington DC, August 2022
13. U Anantakrishnan, J Chen, A Susarla, "Examining the Digital Resilience of the Fitness Sector During the COVID-19 Pandemic," 26th *INFORMS Conference on Information Systems and Technology* (CIST), Newport Beach, CA, October 2021

14. X Liu, A Susarla, R Padman, "Machine Learning Approaches for Accessible Public Health Information about COVID-19," *International Conference on Learning Representations* (ICLR) AI for Public Health Workshop, May 2021
15. Y Guo, X Liu, A Susarla, R Padman, 2020, "YouTube Video Analysis for Patient Health," *Workshop on Information Technologies and Systems* (Virtual)
16. X Liu, A Susarla, R Padman, 2019, "YouTube Video Analytics for Patient Self-Care of Chronic Diseases," *American Medical Informatics Association Annual Symposium*, Washington, DC, November 2019
17. X Liu, A Susarla, R Padman, "Ask the Doctor if YouTube is Right for You: An Augmented Intelligence Video Recommender System for Patient Education," *Artificial Intelligence for Data Discovery and Reuse Conference*, Pittsburgh, PA, May 2019
18. X Liu, B Zhang, A Susarla, R Padman, "YouTube for Patient Education: A Deep Learning Approach for Understanding Medical Knowledge from User-Generated Videos," 2018 *KDD Workshop on Machine Learning for Medicine and Healthcare*, London, UK, August 2018
19. T H Kim, C Guo, A Susarla and V Sambamurthy, "Does User Engagement Enhance Social Welfare? The Effectiveness of User-Crowdsourced Content in Improving Urban Transportation," *2nd INFORMS Workshop on Data Science*, Phoenix, AZ, November 2018
20. T H Kim, C Guo, A Susarla and V Sambamurthy, "The Impact of Virtual Crowdedness on User Contributions in a Mobile App Platform: Prosocial Behavior or Bystander Effect?" 22nd *INFORMS Conference on Information Systems and Technology* (CIST), Houston, TX, October 2017
21. Y-Y. Wang and A. Susarla, "Online Word-of-Mouth Spillover Effects in the U.S. Automobile Industry," 21st *INFORMS Conference on Information Systems and Technology* (CIST), Nashville, TN, November 2016
22. T.H. Kim, A Shortridge, V Sambamurthy and A Susarla, "Understanding User Contribution in a Social Crowdsourcing Mobile App," the 21st *INFORMS Conference on Information Systems and Technology* (CIST), Nashville, TN, November 2016
23. B Zhang, X Liu, A Susarla, R Padman and H Chen, "YouTube Self-care Video Search: A Deep Learning Approach for Medical Knowledge Extraction," 25th *Workshop on Information Technologies and Systems*, Dallas, TX, December 2015
24. Y-Y Wang, A Susarla, V Sambamurthy, "The Untold Story of Social Media on Offline Sales: The Impact of Facebook in the U.S. Automobile Industry," the 36th *International Conference on Information Systems*, Dallas, TX, December 2015
25. Y-Y Wang, A Susarla, V Sambamurthy, "Clicks to Bricks: The Impact of Social Media and User-Generated Content on Offline Sales in the Automobile Industry," the 20th *INFORMS Conference on Information Systems and Technology* (CIST), Philadelphia, PA, October 2015
26. E J Jung, A Susarla, V Sambamurthy, "Dynamics of Fundraising in Crowdfunding Platforms and Entrepreneurial Performance," the 25th *Workshop on Information Technology and Systems*, Auckland, NZ, December 2014
27. E J Jung, A Susarla, V Sambamurthy, "Evolutionary Fundraising Patterns and Entrepreneurs' Performance in Crowdfunding Platforms," the 35th *International Conference on Information Systems*, Auckland, NZ, December 2014
28. K Ravindran, Y Lu, A Susarla, V Gurbaxani, "Market Position and the Dynamics of Network Structure in IT Outsourcing," the 16th *INFORMS Conference on Information Systems and Technology (CIST), Charlotte, 2011*
29. A Susarla and J Oh, "Cascades and Contagion on YouTube," the 15th *INFORMS Conference on Information Systems and Technology* (CIST), Austin, 2010
30. K Ravindran, V Gurbaxani and A Susarla, "Social Networks and Contract Enforcement in IT Outsourcing," the 30th *International Conference on Information Systems*, Phoenix, December 2009

31. K Ravindran, A Susarla and V Gurbaxani, "Social Networks and Contract Enforcement in IT Outsourcing," 14th *INFORMS Conference on Information Systems and Technology*, San Diego, 2009
32. K Ravindran, V Gurbaxani and A Susarla, "Social Networks and Contract Enforcement in IT Outsourcing," the 15th *Americas Conference on Information Systems*, August 2009
33. K Ravindran, V Gurbaxani and A Susarla, "Social Networks and Contract Enforcement in IT Outsourcing," the 9th *Pacific Asia Conference on Information Systems*, Hyderabad, India, July 2009
34. J Oh, A Susarla and Y Tan, "Diffusion of User-Generated Content in a Social Network Structure" The 29th *International Conference on Information Systems*, Paris, December 2008
35. L Shi and A Susarla, "Relational Contracts and Forms of Explicit Contracts: Evidence from IT Outsourcing Contracts" *Society for Labor Economists Annual Meeting*, New York, May 2008
36. S Kumar, A Susarla and V Mookerjee "Early vs. Late Participation in Extreme Programming: an Optimal Control Theoretic Approach," 17th *Workshop on Information Technology and Systems*, Las Vegas, December 2005
37. S Kumar and A Susarla, "A Model of Vendor and Client Interaction in Extreme Programming", 16th *Workshop on Information Technology and Systems*, Washington, D.C., December 2004
38. A Susarla, A Barua and AB. Whinston, "Multitasking and Incentives in Application Service Provider Contracts for Customer Relationship Management," *Americas Conference on Information Systems*, Dallas, August 2002
39. K R. Lang, A Susarla, A Barua and AB. Whinston, "A Schumpeterian Approach to Explaining Growth in the Digital Economy," 5th International Conference, Asia-Pacific Region of *Decision Science Institute*, Tokyo, July 2000

OTHER CONFERENCE AND WORKSHOP PAPERS

1. A Shrey, A Choo, A Susarla, "Substitutability Risks in Automotive Supply Chains," Decision Sciences Institute Annual Meeting, Orlando, FL, November 2025
2. Krishna Pothugunta, Xiao Liu, Anjana Susarla and Rema Padman, Assessing Inclusion and Representativeness on Digital Platforms for Health Education: Evidence from YouTube, 10th *Int. Conf. on Machine Learning, Optimization & Data Science*, Tuscany, Italy, September 2024
3. J Venkatesh, A Susarla, S Basuroy, "The Effect of Transparency on Market Demand: Evidence from AirBnb," *Statistical Challenges in Ecommerce Research* (SCECR), Lisbon, Portugal, June 2024
4. M Nguyen, A Susarla, X Liu, R Padman, "Combining Causal Machine Learning and Counterfactual Explanations to Understand Health Literacy and Engagement in Digital Platforms," *Statistical Challenges in Ecommerce Research* (SCECR), Lisbon, Portugal, June 2024
5. J Chen, L Brandimarte, A Susarla, "Does Artificial Intelligence (AI) Improve Perceptions of Human Creativity? Assessing AI-Augmented Creativity with Large Language Models (LLMs)," *Statistical Challenges in Ecommerce Research* (SCECR), Lisbon, Portugal, June 2024
6. Zhang R, J Shin, K Schulz, X Liu, A Susarla, R Padman, "YouTube Video Analytics for Patient Education: An Exploratory Clustering of Obstructive Sleep Apnea Videos," the 19th world congress on medical and health informatics (MedInfo), Sydney, Australia, July 2023
7. Guo Y, X Liu, A Susarla, R Padman, "YouTube Videos for Public Health Literacy? A Machine Learning Pipeline to Curate Covid-19 Videos," the 19th world congress on medical and health informatics (MedInfo), Sydney, Australia, July 2023
8. K Pothugunta, X Liu, A Susarla, R Padman, "Actionability Assessment in A Video Retrieval and Recommendation System for Patient Education," *Statistical Challenges in Ecommerce Research* (SCECR), Bogota, Colombia, June 2023
9. P Dhillon and A Susarla, "Natural Disasters and Framing of Climate Change Events in Social Media: An Empirical Investigation on YouTube," *Statistical Challenges in Ecommerce Research* (SCECR), Bogota, Colombia, June 2023

10. J Chen, U Anantakrishnan, A Susarla, "We see algorithmic bias everywhere, but for the stock market reaction: An empirical analysis of AI Ethics breaches," *Statistical Challenges in Ecommerce Research* (SCECR), Bogota, Colombia, June 2023
11. K Pothugunta, X Liu, A Susarla, R Padman, "Fair and Trustworthy Recommendations Using Augmented Intelligence and Machine Learning Methods," *Statistical Challenges in Ecommerce Research* (SCECR), Madrid, Spain, June 2022
12. X Liu, A Susarla, R Padman, "Harnessing User-Generated Content for Patient Education: Evidence from YouTube," *Workshop on Information Systems and Economics*, Austin, TX, December 2021
13. X Liu, A Susarla, R Padman, "Go to YouTube and Call Me in the Morning," 7th Int. Conf. on Machine Learning, Optimization & Data Science, Cumbria, UK, October 2021 (Awarded Best Talk)
14. Y Liu, Y Lu, A Susarla, N Langer, "Deep Graph Representation Learning to Measure Influence Propagation on Social Media," *Statistical Challenges in Ecommerce Research* (SCECR), Virtual
15. I Kim, C Guo, A Susarla, 2021. "The Impact of Crime on the Sharing Economy in Urban Areas," POMS Annual Conference (Virtual)
16. M Li, X Xiong, X Chang, S Kumar and A Susarla, 2021. "People Don't Know What They Want until You Show It to Them. But When?" POMS Annual Conference (Virtual)
17. X Liu, A Susarla, R Padman, 2020, "Addressing Public Health Literacy Disparities through Machine Learning: A Human in the Loop Augmented Intelligence based Tool for Public Health," *Neurips* Machine Learning for Public Health Workshop (awarded best lightning talk, also selected as a Spotlight talk for the Neurips 2020 Covid-19 Symposium)
18. Y Lu, A Susarla, K Ravindran, D Mani, 2020, "Machine Learning Approaches to Understand IT Outsourcing Portfolios," *Workshop on Information Systems Economics* (Virtual)
19. X Liu, B Zhang, A Susarla, R Padman, "Go to YouTube and Call Me Tomorrow: Visual Social Media Analytics for Patient Self Care," *Workshop on Information Systems Economics,* Seoul, South Korea, December 2017
20. T H Kim, C Guo, A Susarla and V Sambamurthy, "Prosocial Behavior or Bystander Effect? The Role of Virtual Crowdedness in Encouraging User Contribution of a Mobile Virtual Community," *Workshop on Information Systems Economics,* Seoul, South Korea, December 2017
21. X Liu, B Zhang, A Susarla, R Padman, "Visual Social Media Analytics: Impact of Medical Knowledge on User Engagement," 8th Conference on Health IT and Analytics (CHITA), Washington, DC, November 2017
22. X Liu, B Zhang, A Susarla, R Padman, "Boosting Patient Knowledge: Diabetic Self-care Video Intelligent Search Using Deep Learning," 11th *China Summer Workshop on Information Management*, Nanjing, China, June 2017
23. Y-Y Wang, A Susarla, R Calantone, Y Lu, V Sambamurthy, "Social Media Engagement Spillovers in the U.S. Automobile Industry," *Workshop on Information Systems Economics,* Dublin Ireland, December 2016
24. K Qi, A Susarla, V Sambamurthy, "Effect of Merger and Acquisition on R&D, Intangibles, and Product Differentiation," *Workshop on Information Systems Economics,* Dallas, TX, December 2015
25. X Liu, B Zhang, A Susarla, R Padman, H Chen, "Visual Social Media Analytics for Patient Centric Care," The 6th Annual *Workshop on Health IT and Economics*, Washington, DC, October 2015
26. E J Jung, V Sambamurthy, A Susarla, "Crowdfunding for Healthcare Innovation," POMS *Workshop on Patient-Centric Health Care Management in the Age of Analytics*, Bloomington, Indiana, October 2015

27. Y-Y Wang, A Susarla, V Sambamurthy, R Calantone, "The Untold Story of Social Media on Offline Sales: The Impact of Facebook in the U.S. Automobile Industry," *INFORMS Marketing Science*, Baltimore, MD, June 2015
28. K Ravindran, A Susarla, R Krishnan, D Mani, "Learning, Experience and Economizing on Transaction Costs–An Empirical Analysis of IT Outsourcing Contracts," 9th Global Sourcing Workshop, La Thuile, Italy, February 2015
29. E J Jung, A Susarla, V Sambamurthy, "Dynamics of Fundraising Success in Healthcare Crowdfunding," *Workshop on Information Systems Economics*, Auckland, NZ, December 2014
30. K Ravindran, A Susarla, R Krishnan, D Mani, "Learning, Experience and Economizing on Transaction Costs," *Workshop on Information Systems Economics*, Auckland, NZ, December 2014
31. B Zhang, A Susarla, R Krishnan, "Two-sided Peer Influence on Content Creation in Social Media Platforms," 8th *China Summer Workshop on Information Management*, Chengdu, China, June 2014
32. B Zhang, A Susarla, R Krishnan, "Peer Effects and Competition in Content Creation," *INFORMS Marketing Science Conference*, Atlanta, GA, June 2014
33. Y Lu, K Ravindran, A Susarla, V Gurbaxani, "Vendor Selection in Service Outsourcing," 7th Global Sourcing Workshop, Val d'Isere, France, March 2013
34. B Zhang, A Susarla, R Krishnan, "Peer Influence, Competition and Content Creation in Social Media Platforms," 8th Symposium on *Statistical Challenges in Electronic Commerce Research*, Montreal, June 2012
35. Y Lu, A Susarla, K Ravindran, V Gurbaxani, "Network Structure, Market Dynamics and Tie Formation in IT Outsourcing," 8th Symposium on *Statistical Challenges in Electronic Commerce Research*, Montreal, June 2012
36. B Zhang, A Susarla, R Krishnan, "A Dynamic Analysis of Competition between Content Creators in Social Media Platforms," *Winter Conference on Business Intelligence*, Salt Lake City, Utah, March 2012
37. A Susarla, T Mukhopadhyay, "Credible Commitments and Contingent Control Rights in Contracting for IT-Enabled Innovation" *Workshop on Information Systems Economics* (WISE), Shanghai, China, December 2011
38. Y Lu, A Susarla, K Ravindran, V Gurbaxani, "Network Structure and Tie Formation in IT Outsourcing," *Workshop on Information Systems Economics* (WISE), Shanghai, December 2011
39. A Susarla, "A Dynamic Analysis of Competition between Content Creators in Social Media," INFORMS Annual Meeting, Charlotte, November 2011. Invited Paper
40. A Susarla, J Oh, Y Tan, "A Finite Mixture Model of Informational Cascades on Social Networks," INFORMS Annual Meeting, Charlotte, November 2011. Invited Paper
41. R Subramanyam, A Susarla, "Contractual Governance of Innovative IT Sourcing Activities," INFORMS Annual Meeting, Charlotte, November 2011. Invited Paper
42. K Ravindran, Y Lu, A Susarla, V Gurbaxani, "Network Structure and Competitive Dynamics in IT Outsourcing," INFORMS Annual Meeting, Charlotte, November 2011. Invited Paper
43. A Susarla, J Oh, Y Tan, "Word of Mouth Cascades and Social Influence on YouTube," Winter *Conference on Business Intelligence*, Salt Lake City, Utah, March 2011
44. A Susarla, J Oh, Y Tan, "Word of Mouth Dynamics in Online Social Networks: Investigating Social Influence Cascades on YouTube," *Workshop in Information Systems Economics (WISE)*, St Louis, December 2010
45. A Susarla, A Barua, P Konana and AB Whinston, "Assessing the Impact of Complementarity in Information Integration and Inter-Organizational Coordination," *International Symposium on Information Systems*, Hyderabad, India, December 2010

46. R Subramanyam and A Susarla, "Knowledge Intensive IT Services: An Empirical Examination," INFORMS Annual Meeting, Austin, November 2010. Invited Paper.
47. A Susarla, J Oh and Y Tan, "Cohesion, Cascades and Contagion in Online Social Networks," INFORMS Annual Meeting, Austin, November 2010. Invited Paper
48. A Susarla, J Oh, Y Tan, "Structural Cohesion and Opinion Propagation in Online Social Networks," 6th Symposium on *Statistical Challenges in Electronic Commerce Research*, Austin, June 2010
49. L Shi and A Susarla, "Relational Contracts, Reputation Capital and Explicit Contracts: Evidence from Information Technology Sourcing," The 8th Annual *International Industrial Organization Conference*, Vancouver, B.C., May 2010
50. A Susarla, "Flexibility, Rent seeking and Control Rights in Contracting," INFORMS Annual Meeting, San Diego, October 2009. Invited Paper
51. A Susarla and A Barua, "Multitask Agency, Task Disaggregation and Incentives in Contracting," INFORMS Annual Meeting, San Diego, October 2009. Invited Paper
52. J Oh, A Susarla and Y Tan, "Informational Cascades and Contagion in Online Social Networks," INFORMS Annual Meeting, San Diego, October 2009. Invited Paper
53. L Shi and A Susarla, "Relational Contracts and Reputation Mechanisms," INFORMS Annual Meeting, San Diego, October 2009. Invited Paper
54. L Shi and A Susarla, "The Effects of Relational Contracts on Procurement: Evidence from Information Technology Outsourcing," the 13th Annual Conference of The *International Society for New Institutional Economics*, Berkeley, CA, June 2009.
55. J Oh, A Susarla, Y Tan, "Informational Cascades and Contagion in Online Social Networks," 5th Symposium on *Statistical Challenges in Electronic Commerce Research*, Pittsburgh, May 2009
56. K Ravindran, V Gurbaxani, A Susarla, "Social Networks and Contract Enforcement in IT Outsourcing," 5th Symposium on *Statistical Challenges in Electronic Commerce Research*, Pittsburgh, May 2009
57. K Ravindran, V Gurbaxani and A Susarla, "Network Governance in IT Outsourcing," *International Network of Social Networks Sunbelt Conference*, San Diego, March 2009
58. A Susarla, A Barua and AB. Whinston, "Task Complementarity, Modular Architecture and Incentives in Contracting for "Software as a Service" *International Symposium on Information Systems*, Hyderabad, India, December 2008
59. J Oh, A Susarla and Y Tan, "Diffusion of User-Generated Digital Content in a Social Network Structure," INFORMS Annual Meeting, October 2008. Invited Paper
60. L Shi and A Susarla, "Relational Contracts in Outsourced IT Services," INFORMS Annual Meeting, Washington, D.C., October 2008. Invited Paper
61. V Gurbaxani, K Ravindran and A Susarla, "Social Networks and Governance of Information Technology Outsourcing Contracts," *INFORMS* Annual Meeting, Washington, D.C., October 2008. Invited Paper
62. J Oh, A Susarla and Y Tan, "Social Networks and the Diffusion of User-Generated Digital Content: Evidence from YouTube" 4th Symposium on *Statistical Challenges in Electronic Commerce Research*, New York, May 2008
63. J Oh, A Susarla and Y Tan, "Digital Content Diffusion in a Social Network Structure," 6th *Workshop in E-Business*, Montreal, December 2007
64. A Susarla and R Subramanyam, "Renegotiation Design, Efficient Adaptation and Ex Post Performance in Information Technology Outsourcing: A Test of Incomplete Contract Theory" *Workshop on Information Systems Economics* (WISE), Montreal, December 2007

65. A Susarla and A Barua, "Transactional Alignment and Survival of IT-enabled Organizational Forms: Evidence from Application Service Providers" at the *International Symposium on Information Systems*, Hyderabad, India, December 2006
66. P Karhade, R Subramanyam and A Susarla, "Contract Term and Extensibility: An Empirical Analysis of IT Outsourcing Contracts," *Workshop on Information Systems Economics* (WISE), Irvine, December 2005 (authors names listed in alphabetical order)
67. A Susarla, A Barua, P Konana, AB. Whinston, "Operational Impact of Information Sharing between Firms" *Workshop in Information Systems Economics* (WISE), College Park, Maryland, December 2004
68. A Susarla, A Barua and AB. Whinston, "Task complementarities and Incentives in Application Service Provider Contracts," *Workshop in Information Systems Economics* (WISE), Barcelona, December 2002
69. A Susarla, A Barua and AB. Whinston, "An Empirical Investigation of Contract Choices in the Application Service Provider Markets" *Workshop in Information Systems Economics* (WISE), New Orleans, December 2001
70. A Susarla, A Barua and AB. Whinston, "Complementarities in E-Business Practices,' *Multi-Channel Conference on E-Business*, Austin, November 2000

INVITED TALKS/ TUTORIALS/ PANELS/ PRESENTATIONS

1. November 2026, Seminar Speaker, University of Michigan Ross School, Ann Arbor, MI
2. November 2026, Panelist, "Starting an Academic Career for New and Prospective Faculty in Data Science," INFORMS Annual Meeting, San Francisco, CA
3. October 2026, Distinguished Speaker Series, University of Massachusetts Amherst Isenberg School, Amherst, MA
4. September 2026, Seminar Speaker, Desaultes School, McGill University, Montreal, Canada
5. September 2026, Ross School of Business, University of Michigan, Ann Arbor MI
6. July 2026, Panelist, Human -AI Workshop, University of Oxford, UK
7. June 2026, Guest Advisor, City University Summer IS Workshop, Hong Kong
8. April 2026, Panelist, AI: From Code to Consequences Workshop, Tulane University
9. February 2026, Broad College Speaker Series, Michigan State University, East Lansing, MI
10. February 2026, Speaker, University of Pittsburgh Business Conference on Healthcare and AI, Pittsburgh, PA
11. January 2026, Panelist, Editor's Panel, Auditing Midyear Meeting, San Antonio, TX
12. January 2026, Keynote Speaker, Social Contagion, AI, & Democracy Workshop, University of Virginia, Charlottesville, VA
13. December 2025, Keynote Speaker, Health Information Technology Symposium (pre-ICIS SIG workshop), Nashville, TN
14. October 2025, Mentor, Information Systems Society Doctoral Consortium, Atlanta, GA
15. October 2025, Panelist, Session on "Accelerating Basic Research Into Applied Innovation," MSU Data Science + AI Summit, East Lansing, MI
16. September 2025, Plenary Speaker, Wharton Generative AI Conference, San Franciso, CA
17. August 2025, Speaker, Midwest Healthcare Management Conference, Champaign-Urbana, IL
18. July 2025, Invited Speaker, Professional Development Workshop, Unlocking the Power of AI in Higher Education: AI Use-cases in Research and Teaching Innovation, Academy of Management Conference, Copenhagen, DK
19. May 2025, Panelist, AI for Social Good, POMS Annual Conference, Atlanta, GA
20. May 2025, Panelist, Generative AI in Business: Shaping Tomorrow's Innovations, POMS Annual Conference, Atlanta, GA

21. May 2025, Panelist, AI and the Future of Knowledge, MSU AI Summit, East Lansing, MI
22. April 2025, University of Delaware, Newark, DE
23. April 2025, Speaker, Henry Ford + MSU Innovation Symposium, East Lansing, MI
24. April 2025, Keynote, AI-Integration in Workplaces Conference, University of Oklahoma, Norman, OK
25. February 2025, Seminar Speaker, University of Rochester, Rochester, NY
26. February 2025, Seminar Speaker, University of Illinois, Champaign-Urbana, IL
27. November 2024, Keynote, Promises and Pitfalls of AI for Research and Scholarship Integrity Conference, East Lansing, MI
28. October 2024, Panelist, AI is Impacting Democracy! Safeguarding Freedom in the Automation Age, MSU Library and Judith Center, East Lansing, MI
29. October 2024, Panelist, Informing AI Ethics, INFORMS Annual Meeting, Seattle, WA
30. October 2024, Panelist, Impact of AI on New Product Development, INFORMS Annual Meeting, Seattle, WA
31. September 2024, Virtual Speaker, Stockholm School of Economics
32. September 2024, Panelist, STATE of Global Supply Chain Management Conference, Michigan State University Broad College of Business, East Lansing, MI
33. September 2024, Keynote speaker, Data & Artificial Intelligence Symposium (DAISY), University of Florida, Jacksonville, FL
34. August 2024, Panelist, Responsible AI for Health Symposium (RAIHS), Johns Hopkins University, Washington, DC
35. August 2024, Panelist, Building Value with AI, Customer Experience Conference, General Motors, Detroit, MI
36. August 2024, Mentor, Academy of Management CTO Division Junior Faculty Consortium, Chicago, IL
37. May 2024, Keynote speaker, Conference on Business Analytics, University of Illinois at Chicago, Chicago, IL
38. April 2024, Tutorial on Responsible AI, the 34th Annual POMS Conference, Minneapolis, MN, USA
39. April 2024, Panelist on Artificial Intelligence and Society Implications, the 34th Annual POMS Conference, Minneapolis, MN, USA
40. April 2024, Panelist on Exploring the Frontier: Generative AI Research in Business, the 34th Annual POMS Conference, Minneapolis, MN, USA
41. April 2024, Presentation to the Board of Directors of the Small Business Association of Michigan, Lansing, MI
42. March 2024, Distinguished Speaker, Iowa State Faculty Senate Spring Conference March 2024
43. March 2024, Coffee with the Profs Series organized by the MSU Alumni Office
44. March 2024, Keynote speaker at the Brand Protection Strategy Summit organized by the MSU Center for Anti-Counterfeiting and Product Protection (ACAPP)
45. March 2024, UN Focus Group Meeting on AI for Natural Disasters (organized jointly with UMBC and the NASA Goddard Research Center).
46. February 2024, Annual IS Research Workshop, Arizona State University, Phoenix, AZ
47. November 2023, Fox School of Business, Temple University
48. November 2023, Distinguished Speaker for the Global Institute for Artificial Intelligence & Business Analytics, Temple University
49. October 2023, Panelist on Generative AI: Opportunities and Effects on DMDA Research, INFORMS Data Mining and Decision Analytics Workshop, Phoenix, AZ

50. September 2023, Michigan Nutrition and Dietetics Educators and Preceptors (MiNDEP) Fall Meeting, East Lansing, MI
51. June 2023, Panelist, Generative AI: Opportunities and Challenges, SCECR Workshop, Bogota, Colombia
52. May 2023, Keynote Speaker on Generative AI, Lowe's Corporation, Charlotte, NC
53. April 2023, General Motors Panel on Generative AI, Detroit, MI
54. April 2023, Marshall School of Business, University of Southern California, Los Angeles, CA
55. March 2023, Invited Speaker, WITS Feeder Workshop, Warwick University, Warwick, UK
56. February 2023, Invited Speaker, Economic Science Institute, Chapman University, Orange, CA
57. Jan 2023, Keynote speaker, 6th Joint International Conference on Data Science & Management of Data, Mumbai, India
58. November 2022, Front Range of Machine Learning Alliance Seminar Series, Virtual
59. September 2022, Eller College of Business, University of Arizona, Tuscon, AZ
60. July 2022, Fireside Chat on Inclusive Communications with AI, iShield AI, Virtual
61. July 2022, INCOSE AI working group Invited Speaker
62. July 2022, IIT Madras Invited Speaker
63. July 2022, Editorial Speaker on Debunking Disinformation and Defense panel at the NextGov Emerging Tech Summit
64. June 2022, Invited Panelist, Interdisciplinary Forum on Law, Economics and Information Systems, Goethe Universitat, Frankfurt, Germany
65. May 2022, Keynote Speaker, General Motors Trends and Foresight Forum, Detroit, MI
66. May 2022, Distinguished Speaker, Inclusive Product Management Summit, Foster School of Business, University of Washington, Seattle
67. April 2022, Panelist on Misinformation and its Impact on Healthcare, 2022 Michigan State of Reform Health Policy Conference, Lansing, MI
68. March 2022, IDE Seminar Series, Sloan School of Management, MIT, Boston, MA
69. March 2022, Keynote Speaker, World Telecommunication Standardization Assembly organized by the ITU-T (the ICT division of the UN), Geneva, Switzerland
70. February 2022, Information Technology Research Seminar Series, Stern School of Business, New York University, New York, NY
71. February 2022, University of Pittsburgh Research Seminar Series, Pittsburgh, PA
72. January 2022, Broad Doctoral Committee Topics in Recent Trends, Michigan State University
73. January 2022, Plenary Speaker, Management Accounting Midyear Meeting
74. October 2021, Virtual Seminar, Rensselaer Polytechnic Institute
75. September 2021, Invited Panelist for the National Journal roundtable discussion on health misinformation.
76. May 2021, Responsible AI Podcast with Fiddler, Virtual
77. February 2021, Virtual Seminar, University of Maryland
78. February 2021, Virtual Seminar, McGill University
79. December 2020, Speaker, Northwestern University and Adobe Research Joint Workshop on Digital Marketing and Computer Science
80. November 2020, MSU Bio Ethics Public Seminar Series
81. October 2020, Department Seminar at the University of Illinois at Chicago
82. September 2020, Virtual Digital Economy Seminar, organized jointly by UZH, ETHZ, TSE, LMU, Católica-Lisbon, TAU and Northeastern Universities
83. Summer 2020, US-India Business Council and the US Chamber of Commerce Roundtable Discussion on Approaches to Competition Law in the Digital Economy

84. Summer 2020, Seminar for the Association of Information Systems (India Chapter) on Empirical Research on Contracting in Information Systems
85. Spring 2020, Questrom School of Business, Boston University
86. Fall 2019, Invited Speaker at the Program on Extremism at George Washington University (Joint with the Congressional Counter-Terrorism Caucus)
87. March 2019, Research Symposium "Creating Business Value with Fusion of Technology and Methods" at the Warrington College of Business, University of Florida, Gainsville, FL
88. March 2019, Panel on "Can We Fight Fake News Without Killing the Truth?" SXSW Festival, Austin, TX
89. November 2018, Invited Workshop on Teaching Business Analytics to Undergraduates, MBAs, and Executives, Decision Sciences Institute Annual Meeting, Chicago, IL
90. October 2018, Mack Robinson College of Business, Georgia State University, Atlanta, GA
91. May 2018, Invited Tutorial on Social Network Analysis, Annual Conference on the Production and Operations Management Society (POMS), Houston, TX
92. March 2018, McCombs School of Business, University of Texas, Austin, TX
93. February 2018, Invited Speaker at the Conference on the "Future of Work," Carey School of Business, Arizona State University, Phoenix, AZ
94. February 2017, Eccles School of Business, University of Utah, Salt Lake City, UT
95. November 2016, Invited Tutorial on Social Network Analysis, Decision Sciences Institute Annual Meeting, Austin, TX
96. October 2016, Fox School of Business, Temple University, Philadelphia, PA
97. September 2016, Invited Panel on Network Theory and Social Network Analysis in SCM Research, POMS/EUROMA International Conference, Havana, Cuba
98. March 2015, Scheller College of Business, Georgia Institute of Technology, Atlanta, GA
99. April 2013, United States Institute of Peace Workshop, Stanford University, Palo Alto, CA
100. May 2012, Information Systems Research Special Issue Workshop, R H Smith School of Business, University of Maryland, College Park, MD
101. January 2012, Eli Broad School, Michigan State University, East Lansing, MI
102. January 2012, Carey School, Arizona State University, Phoenix, AZ
103. March 2011, SXSW Interactive Panel on Social Broadcasting Technology, Austin, TX
104. March 2011, Carey School, Johns Hopkins University, Baltimore, MD
105. March 2011, University of Connecticut, Storrs, CT
106. February 2011, Krannert School of Business, Purdue University, W Lafayette, IN
107. February 2011, Fox School of Business, Temple University, Philadelphia, PA
108. January 2011, Kelley School of Business, Indiana University, Bloomington, IN
109. November 2010, School of Management, University of Texas at Dallas, Dallas, TX
110. October 2010, Heinz College, Carnegie Mellon University, Pittsburgh, PA
111. April 2010, Tepper School of Business, Carnegie Mellon University, Pittsburgh, PA
112. March 2009, Carlson School, University of Minnesota, Minneapolis, MN
113. April 2008, Information School, University of Washington, Seattle, WA
114. January 2008, Colloquium, Paul Merage School, University of California, Irvine, CA
115. November 2007, *Information Systems Research* Sponsored Session, INFORMS, Seattle, WA
116. Panel Member, University of Washington Forum on Knowledge, Labor and the Economy held by the Harry Bridges Center for Labor Studies, University of Washington, 2006-2007
117. June 2004, Washington State House of Representatives Session on Offshore Outsourcing, Olympia, WA
118. April 2003, Wharton School of Business, University of Pennsylvania, Philadelphia, PA
119. February 2003, Simon School of Business, University of Rochester, Rochester, NY

120. January 2003, Purdue University, W Lafayette, IN
121. January 2003, Freeman School, Tulane University, New Orleans, LA
122. January 2003, University of Washington, Seattle, WA

TEACHING INTERESTS

- Responsible AI and AI Ethics
- Machine Learning and Interpretability
- Network Science and User-generated Content Analytics

CORPORATE ENGAGEMENT IN AI/ANALYTICS

Consulted and/or worked on analytics projects with firms in various industries on technical, strategic, and educational issues. Some include:

1. Collaboration with Clinicians from various Healthcare Organizations and Policy Makers from Google Health and YouTube Health Partnerships Team.
2. Experiential engagement with Responsible AI Institute, Lucid.ai and Cognitive Scale for a practicum on Responsible AI
3. Worked with Stoneridge in developing predictive models for inventory management.
4. Worked with Perrigo in developing predictive models to match supply and demand.
5. Worked with Health Alliance Plan in developing predictive models for health analytics
6. Consumers Energy in developing predictive models for workplace safety.
7. Worked with Stryker in developing predictive models for Medical Technology/ Device spending.
8. Worked with Commonwealth Associates in developing models for human resources utilization.
9. Worked with Cymorg in developing NLP based metrics for business decision making.
10. Worked with KellyOCG in analytics for streamlining procurement.
11. Worked on several projects with the State of Michigan in building predictive models for licensing.
12. Worked with NSF International in building supply chain analytics models for food distribution.
13. Worked with Blue Cross Blue Shield on churn models for insurance.
14. Worked with Farm Bureau to build predictive models for commercial insurance underwriting.
15. Worked with MSU Federal Credit Union to build predictive models for loan decisions.
16. Worked with Morpace to build geo-spatial intelligence based predictive models in telematics.
17. Worked with USAA to predict life changes from financial data.
18. Worked with Oakland County to build visualization-based tools.
19. Worked with Accident Fund to build predictive models for actuarial finance.
20. Worked with WSA to build models for the outsourcing industry.
21. Worked with Disney Consumer Products on developing recommendations for global sourcing.
22. Consulted with startups on AI, machine learning and sequential experimentation.

TEACHING EXPERIENCE

Executive Education for the Broad College

- **Is COVID-19 Accelerating the Digital Transformation? Using AI and ML for Supply Chain Resilience**: Joint with University of Dubai, Middle East Logistics High Institute, S. P. Jain Institute of Management and Times Professional Learning
- **Digital disruption from COVID-19**
- **A Framework for Responsible Artificial Intelligence**

- **Generative AI and Digital Transformation**

Courses Taught

At Michigan State University

- **ACC321: Accounting Information Systems** (Undergraduate). This class provides an overview of Control in the context of Enterprise Information Systems. Topics covered include Internal Controls with Accounting Information Systems, Business Process and Data Models for Accounting Information Systems.
- **ITM 891: Doctoral Seminar in Networks, Markets and Information Systems** (Graduate). This is a new doctoral seminar that I designed. This course provides an overview of quantitative concepts and methods used for analysis of large-scale social networks.
- **MKT 829: Web and Digital Marketing Analytics** (Graduate). This is a new course that I designed. This class provides an overview of the collection and analysis of information from the web, including predicting future behavior, search engine optimization, landing page optimization, designing web-based experiments and mobile analytics. Course Rating: 4/5
- **ITM 881: Social Network Analytics** (Graduate). This is a new course that I designed. This class aims to provide students with an in-depth understanding of the tools and methods of network science. Applications of these techniques span a broad range of business contexts including social media analytics, supplier networks, and collaborative commerce.
- **ITM 888: Fall Business Analytics Capstone** (Graduate). I mentor several groups of students for an experiential learning based corporate practicum where we work with a live business data. The objective is to deliver predictive insights to organizations using a deep dive understanding of business, technology and data. My experience includes working with organizations in insurance, telematics, healthcare, automotive, retail, banking and other sectors.
- **ACC 822: Spring Business Analytics Capstone** (Graduate). I mentor the entire cohort of MSBA students to solve a real-world business objective. In the last iteration of this course, the students developed a set of solutions for the client organization (a large global organization) with the aim of streamlining the entire procurement function of the organization.
- **ITM 885: Applying Analytics to Solve Business Problems** (Graduate). This is a new course that I designed. This course applies data mining and business analytic modeling techniques to solve live business problems in partnership with companies.
- **HCM 825: Healthcare Analytics** (Graduate). This is a new course that I designed. This course covers the state-of-the art developments in the area of analytics for healthcare.'
- **MBA 891: Special Topics in AI and Enabling Technologies** (Graduate). This is a new course I designed and covers predictive and generative artificial intelligence (AI), including the application of Large Language Models (LLMs).
- **Area Champion for the Leaders in Digital Transformation program for MBA students:** This is an initiative geared on building an experiential learning competency enabling strategies, tactics, and practices in executing digital transformations in contemporary firms that harness analytic thinking.

At Carnegie Mellon University

- **70-451: Management Information Systems** (Undergraduate Core). This class provides an overview of strategic impacts of technology and digital transformation. Topics covered include Digital Transformation and Industry Transformation with IT.

- **70-455: Database Management and Business Analytics** (Undergraduate). This class provides an overview of Database Schema Design, Data Modeling Methods and Business Analytics.
- **70-453: Systems Analysis and Design** (Undergraduate). This class provides an overview of business process design and requirement analysis in a Unified Modeling Language (UML) framework. Topics covered include Requirements Analysis, Business Process Modeling, Object Oriented Design, Functional and Structural Modeling, and Project Management.

At the University of Washington

- **IS300: Introduction to Information Systems** (Undergraduate Core). Responsible for course restructuring that resulted in lower class sizes and overhaul of curriculum. This class is designed to equip students with a vocabulary, key concepts, and frameworks to understand the central role of IT in the modern enterprise. Topics covered are Hardware/ Software Industry Transformation, E-Commerce and Data Communications, IT and Decision Support and Information Systems Strategy. Hands-on exercises to tools such as Excel, Access, FrontPage, Visio, and MS Project are provided through a lab module.
- **IS530: Managing IS Resources** (Graduate). This was an MBA elective that I designed. Topics covered include issues involved in Systems Development, Enterprise Integration, IT Applications Infrastructure and Sourcing of IT Services. In the past this class was offered to students in the daytime MBA as well as the Global MBA program.
- **IS582: PhD Seminar in Contract Theory**. This was a doctoral seminar that I designed. This course provides a formal treatment of the tools of contract theory. Topics include moral hazard, adverse selection, incomplete contracts and decision rights, and applications to research in the area of information systems and management.
- **IS445: Database Management** (Undergraduate). This course provides students with an understanding of the design of database schemas and the implementation of database systems. Topics covered include an understanding of database terminology, data modeling methods, structured query language (SQL), developing and querying databases in Oracle 9i/MS-Access, and transactions management.

At the University of Texas

- Teaching Assistant - **Systems Analysis & Design** (Undergraduate) Fall 1999
- Teaching Assistant - **Business Information Systems** (Undergraduate) Spring 2000

PROFESSIONAL ACTIVITIES/ SERVICE

Editorial Boards and Professional Service

- Advisory Board Member, ACM Transactions in Management Information Systems (TMIS)
- INFORMS ISS Doctoral Consortium Mentor, Atlanta, GA, October 2025
- Senior Editor, MIS Quarterly, 2024- 2029
- Senior Editor, Production and Operations Management Journal, 2024-
- Guest Associate Editor, M&SOM
- Co-Editor, ACM TMIS Special Issue on Agentic AI and the Future of Work
- INFORMS AI Advocacy Governance Committee, 2025-2027
- INFORMS AI Integration Ad Hoc Committee, 2025, 2026
- CIST 2024 Best Student Paper Award Committee

- Academy of Management CTO Junior Faculty Consortium Mentor, Chicago, Illinois, August 2024
- INFORMS Artificial Intelligence Roadmap Ad Hoc Committee, 2024
- ICIS 2025 Track Chair, Responsible and Ethical AI Track
- ICIS 2024 Track Chair, AI in Business and Society Track
- ECIS 2025 Track Chair, Social Media and Metaverse
- Editorial Board Member, ISR Special Issue on Analytical Creativity
- Associate Editor, Information Systems Research, 2023-2024
- ICIS 2022 Doctoral Consortium Faculty Mentor, Copenhagen, Denmark, December 2022
- Editorial Board Member, MIS Quarterly Special Issue on Social Justice
- Best Student Paper Committee, CIST 2022
- Co-Chair, WISE 2021, Austin, TX, December 2021
- ICIS 2021 Track Chair, Sustainability and IS Track
- Associate Editor, Decision Sciences Journal
- DEI mentoring for INFORMS Information Systems Society (ISS)
- WISE 2020 Best Paper Committee
- ICIS 2020 Paper-A-Thon Co-Chair
- CIST 2020 Best Student Paper Award Committee
- WITS 2020 Program Committee
- ICIS 2019 Track Chair, Sustainability and IS Track
- CIST 2019 Best Student Paper Award Committee
- Editorial Board Member, Special Issue on "Humans, Algorithms, and Augmented Intelligence: The Future of Work, Organizations and Society," *Information Systems Research*
- Editorial Board Member, Special Issue on "FinTech – Innovating the Financial Industry Through Emerging Information Technologies," *Information Systems Research*
- ICIS 2018 Track Chair, Social Media and Digital Collaboration Track, San Francisco, December 2018
- ICIS 2017 Panel Member, Research Methods Panel, Seoul, S Korea, December 2017
- ICIS 2017 Paper-a-Thon Mentor, Seoul, S Korea, December 2017
- Associate Editor, *MIS Quarterly* 2017-2020
- Co-Chair, INFORMS CIST, Nashville, TN, November 2016
- ICIS 2015 Doctoral Consortium Faculty Mentor, Dallas, TX, December 2015
- Cluster Chair, Information Systems Society Sponsored Cluster, INFORMS Annual Meeting, Philadelphia, PA, November 2015
- Senior Editor, Special Issue of *Production and Operations Management* on "Operations Management and Information Systems Interface" June 2015
- Associate Editor, *Information Systems Research*, 2011 - 2016
- Track Chair, Information Systems Strategy and Design Track, Decision Sciences Institute Conference 2014, Tampa, FL
- Editorial Board Member, *Electronic Commerce Research*, 2014-
- Executive Editor, *Information Systems Frontiers,* 2012-
- Area Editor, *Electronic Commerce Research and Applications* Journal, 2008-
- Associate Editor, *Information Systems Research* Special Issue on Social Media

- Associate Editor, *MIS Quarterly* Special Issue on Sustainability and IS
- Editorial Review Board Member, *Journal of Database Management,* 2008-2011
- Grant Proposal Reviewer for the *National Science Foundation*
- Associate Editor for peer-reviewed Conferences: Economics of IS Track and General Track, International Conference on Information Systems, Dublin, December 2016; Economics and Value of IS, International Conference on Information Systems, Dallas, December 2015; Economics of IS Track and E-Commerce Track, International Conference on Information Systems, Auckland, December 2014; Reshaping Society through IS Design Track and Service Management and IS Track, International Conference on Information Systems, Milan, December 2013; Digital and Social Networks Track and Economics of IS Track, International Conference on Information Systems, Orlando, December 2012; Economics of IS Track, International Conference on Information Systems, Shanghai, December 2011; Economics of IS Track, International Conference on Information Systems, St. Louis, December 2010; IT Strategy and Leadership Track, International Conference on Information Systems, Phoenix, December 2009; Research Methods Track, International Conference in Information Systems, Phoenix, December 2009; Featured Industries Track, International Conference on Information Systems, Paris, December 2008
- Session Chair: INFORMS CIST 2014, INFORMS CIST 2011, INFORMS 2011, INFORMS 2010, INFORMS CIST 2009, INFORMS 2009, INFORMS 2008, INFORMS 2007, AOM2008
- Discussant: WISE 2017, WISE 2016, WISE 2015, WISE 2011, WISE 2009, Academy of Management Conference 2008, ICIS 2006, WISE 2004
- Program Committee Member: INFORMS Conference on Information Systems and Technology (CIST) 2015, 2014, 2013, 2012, 2011, 2010, 2009, 2008, 2006, 2005; Workshop on Information Technologies and Systems (WITS) 2009, 2008, 2007; Economics of IS Track, Asia Pacific Conference on Information Systems, 2006
- Publicity Chair: 8th Workshop on E-Business (WeB), Phoenix, 2009

Ad-Hoc Reviewer

Management Science (for IS, Marketing and Operations Management), Information Systems Research, MIS Quarterly, Journal of Management Information Systems, Decision Sciences Journal, International Conference for Information Systems, Academy of Management Conference, Workshop on Information Technology and Systems

Administrative Service at Michigan State University

University Level Committees

- University Committee on Faculty Tenure 2024-2027
- University Council/ Faculty Senate Representative 2013-2015
- Member, MSU AI Ethics Workgroup

College and Departmental Level Service

- Member, College Advisory Committee (2020-2024)
- Chair, Doctoral Program Committee (2023-)
- Chair, Search Committee for Tenure-Track position in Business Analytics (2019-2020)
- MS Business Data Science and Analytics Curriculum Committee (2024-2025)
- Broad Integrative Fellows Program

- Doctoral Program Coordinator, ITM (2014-)
- Member, Search Committee for Tenure-Track position in Business Analytics (2014-2015)
  Member, Search Committee for Tenure-Track position in Business Analytics (2015-2016)
- Curriculum Review Committee for Restructuring Undergraduate Business Analytics
- MBA Business Analytics Concentration Task Force
- PhD Curriculum Review Committee (2013-2014)
- Ph.D. Admissions Committee (2012-2013, 2014-2015)
- Departmental Advisory Committee (2014-2016)

Administrative Service at Carnegie Mellon University

- Curriculum Restructuring for IS/IT Major (now renamed Business Information Technology)

Administrative Service at the University of Washington

- Served on the MBA and Undergraduate Curriculum Review Committees
- Faculty Advisor for Undergraduate Case Competitions
- Course Coordinator - Undergraduate IS core and responsible for significant course restructuring.

PhD Dissertation Committees Served On (First placement)

1. Committee Member: Janhavi Venkatesh, Marketing
2. Committee Member: Sanaz Hasanzadeh Fard, Computer Science and Engineering
3. Chair: Krishna Pothugunta, ITM (Notre Dame University)
4. Chair: Jiaoping Chen, ITM (University of Baltimore)
5. Committee Member: Inkyu Kim (San Diego State University)
6. Chair: Yimo Liu, ITM (JP Morgan)
7. Committee Member: Connor Gyusuk Lee, SCM (IE Madrid)
8. Co-Chair: Tae Hun Kim, ITM (Baylor University)
9. Co-Chair: Yen-Yao Wang, ITM (Auburn University)
10. Co-Chair: Kangkang Qi, ITM (Auburn University)
11. Committee Member: Susanna Gallani, Accounting (Harvard Business School)
12. Co-Chair: Eun Ju Jung, ITM (George Mason University)
13. Co-Chair, Jeong-Ha Oh (Georgia State University)

Post-doctoral students mentored

- Minh Nguyen (Florida Atlantic University)

Professional Memberships

Association of Information Systems, INFORMS, POMS, Academy of Management