

## ANJANA SUSARLA

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### EXPERIENCE

- 2020- **Eli Broad College of Business, Michigan State University**  
Omura-Saxena Endowed Professor of Responsible AI  
Professor, Accounting and Information Systems
- 2012 -2020 **Eli Broad College of Business, Michigan State University**  
Associate Professor, Accounting and Information Systems  
(Tenured from 2015)
- 2010- 2012 **Carnegie Mellon University**  
Visiting Assistant Professor, Information Systems
- 2003-2010 **University of Washington**  
Assistant Professor, Information Systems and Operations Management
- 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

- *Association of Information Systems* Best Publication Award for 2012
- Runner-Up for *Information Systems Research* Best Published Paper Award 2012
- Ranked in the list of Top-100 Information Systems (IS) researchers by research productivity
- 2009 Microsoft Prize at the *International Network of Social Networks Analysis* Sunbelt Conference
- *Steven Schrader Best Paper* Finalist, Academy of Management Conference 2007
- Nominated for the *Outstanding Dissertation* Award, University of Texas, May 2004
- *William S. Livingston Award* for Outstanding Graduate Students, University of Texas, 2002 –2003
- Dean's Fellowship, College of Business, University of Texas, 1999-2001
- Ranked in the top 10 students in the State of Andhra Pradesh (India) Engineering Entrance Test

### RESEARCH INTERESTS

- Responsible Artificial Intelligence (AI)

- Machine Learning and Causal Inference
- Digital Transformation
- Social Media Analytics

### **SELECTED ARTICLES AND OP-EDS**

“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)
- Tech Xplore
- Tec Mundo (Brazil)
- TuQuoc (Vietnam)
- 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
- 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
- Salon

“Hate Cancel Culture? Blame Algorithms,” The Conversation, January 2020. Republished in several news outlets, including:

- Associated Press
- Fast Company
- Houston Chronicle
- Mic

- Philadelphia Inquirer
- Phys.org
- San Francisco Chronicle
- Salon
- 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:

- Altnet
- Cosmos Magazine
- Channel News Asia
- El Pais
- Esquire Italy
- Fast Company
- iAfrikaan
- Quartz
- San Francisco Chronicle
- Slate France

“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
- 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
- Mumbrella

“Why ABC Reacted so Swiftly to Roseanne’s Racist Tweet,” The Conversation, May 2018. Republished in several news outlets including:

- Newsweek Japan
- Salon

“How Artificial Intelligence Can Detect –and Create- Fake News,” The Conversation, May 2018. Republished in several news outlets including:

- Altnet

- El Pais
- International Business Times
- Pew Research
- 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
- Scroll.in

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

#### **SELECTED MEDIA MENTIONS AND PODCASTS**

- “RNC speakers come out against 'cancel culture,' unless Trump does the canceling,” Yahoo News, August 2020
- “Could an undercounted 2020 Census afflict a range of federal statistics?” Politifact, August 2020
- “Privacy Implications of TikTok,” the Nikkei, Japan, August 2020
- “What is Cancel Culture?” The Week UK, July 2020
- “What Is Cancel Culture? A Guide to The Online Phenomenon,” Huffington Post UK, July 2020
- “Qué es la cultura de la cancelación que sufren famosos como J.K. Rowling,” Huffington Post Spain, July 2020
- “3 Cybersecurity Stocks to Buy for a More Secure Tomorrow,” Investor Place and Business Insider, July 2020
- “TikTok fans and K-pop stans deluge Trump campaign with bad data,” NPR Marketplace, June 2020
- “Amid calls for social change, effects of cancel culture sow political division,” Sinclair Broadcast Group, June 2020
- “The 2020 census will take place mostly online. Experts says that raises cybersecurity concerns,” Stateside, Michigan Public Radio, March 2020
- “Study suggests guidelines to improve YouTube videos on chronic health care conditions,” EurekAlert News Releases, March 2020
- “Study Suggests Guidelines to Improve YouTube Video Content for Patients with Diabetes and Other Chronic Health Conditions,” Nephrology Times, March 2020
- “What Kevin Hart’s new docuseries says about “cancel culture”,” NPR Marketplace Morning Report, December 2019
- “Legal Aspects of Social Media Extremism,” Homeland Security Digital Library, September 2019

- “Instagram Puts Brands Ahead of People with New Scheduling Feature,” Medium OneZero, September 2019
- “Metadata Unlocks the Wonders of Data,” The Forecast by Nutanix, April 2019
- “What we are reading,” NiemanLab, Harvard University, April 2019
- “Why forgetting at work sometimes helps you make better decisions,” Fast Company, March 2019
- “Facebook’s call for global Internet regulation sparks debate,” Phys.org, April 2019
- “El llamado de Facebook a la regulación de internet enciende el debate,” El Universo, April 2019
- “Pedido do Facebook para regulamentação da Internet gera debate,” ISTOE (Brazil), April 2019
- “Social Media Promises and Perils,” Spartan Bizcast, December 2018
- “As fake news flourishes, the UK's fact-checkers are turning to automation to compete,” Wired UK, November 2018
- “Social Media Firestorms,” BYU Radio, June 2017

## **RESEARCH GRANTS**

### **External Sources Submitted to in the past 3 years**

Submitted a grant to Facebook Research on “A Deep Learning Based Augmented Intelligence Method to Detect Healthcare Misinformation on Social Media”

Submitted an interdisciplinary grant to National Science Foundation (NSF) as lead co-PI on “Predictive Analytics for Business Debtors in Chapter 11.”

Re-submitted R01 inter-university grant for the National Library of Medicine (NLM) and National Institute of Health (NIH) on “Leveraging YouTube Video Analytics for Patient Education: A Digital Therapy Tool for Clinicians to Retrieve and Recommend Understandable Videos on Chronic Disease Management” as lead co-PI.

Submitted R03 inter-university grant for the National Institute of Health (NIH) on “Prepping for Colonoscopy: A YouTube Video Analytics Approach for Patient Education,” as Investigator

Submitted an interdisciplinary grant to National Science Foundation (NSF) as non-lead Principal Investigator (PI) on “Social Network Position Fluidity: A Big Data Approach to Long Term Task Performance and Social Adjustment”

### **Internal Sources**

Finalist for the Strategic Partnership Grant from MSU

Funded Seed Grant from the Center of Business and Social 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:

- Worked with KellyOCG in analytics for streamlining procurement
- Worked with Accident Fund in building models for actuarial finance
- Worked on several projects with the State of Michigan in building predictive models for licensing
- Worked with NSF International in building supply chain analytics models for food distribution
- Worked with Blue Cross Blue Shield on churn models for insurance

- Worked with Farm Bureau to build predictive models for commercial insurance underwriting
- Worked with MSU Federal Credit Union to build predictive models for loan decisions
- Worked with Morpace to build geo-spatial intelligence based predictive models in telematics
- Worked with USAA to predict life changes from financial data
- Worked with Oakland County to build visualization-based tools
- Worked with WSA to build models for the outsourcing industry
- Worked with Disney Consumer Products on developing recommendations for global sourcing
- Consult with startups on AI, machine learning and sequential experimentation

## PUBLICATIONS

1. Y-Y Wang, C Guo, A Susarla, V Sambamurthy, “Online to Offline: The Impact of Social Media on Offline Sales in the Automobile Industry,” forthcoming at *Information Systems Research*
2. C Guo, T H Kim, A Susarla, V Sambamurthy, 2020. “Understanding Content Contribution Behavior in a Geo-Segmented Mobile Virtual Community: The Context of Waze” forthcoming at *Information Systems Research*
3. A Susarla, M Holzhaecker and R Krishnan, 2020. “Calculative Trust and Interfirm Contracts,” forthcoming at *Management Science*
4. 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.
5. 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
6. 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
7. 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
8. 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
9. 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
10. 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
11. 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
12. 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
13. 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
14. 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

15. 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
16. 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.
17. M Parameswaran, A Susarla and AB. Whinston, "P2P networking: An information sharing alternative," *IEEE Computer*, Vol. 34, No. 7, July 2001, pp. 31-38
18. 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.
19. 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**

1. Y Lu, A Susarla, K Ravindran, D Mani, "The Dynamics of Vendor Selection in Buyer-Supplier Networks for Information Technology Outsourcing: A Bayesian Estimation," under revision for 3<sup>rd</sup> round review in *MIS Quarterly*
2. X Liu, A Susarla, R Padman, "Ask the Doctor if YouTube is Right for You: An Augmented Intelligence Based Video Recommender System for Patient Education," under submission to *Information Systems Research*

### **RESEARCH IN PROGRESS**

1. "A Reinforcement Learning Approach to Understand Influence Propagation on Social Media," with Y Lu, N Langer, Y Liu, target journal: PNAS
2. "A Spatio-Temporal Analysis of Digital Resiliency during the Covid-19 Pandemic," with J Chen and U Anantkrishnan, target journal: MIS Quarterly
3. "Understanding the Role of the Sharing Economy in Gentrification," with I Kim and C Guo
4. "Recommending on Time or Category? A Product-Category Driven Approach to the Timing Decision of Online Recommendation," with M Li and X Chang, target journal: POMS
5. "A Dynamic Choice Model for Reward Redemption Behavior in E-Commerce," with X Li and Y Liu
6. "Disentangling the Effects of Persuasion from Informativeness in Advertising: A Spatial BLP Model," with Y-Y Wang and C Guo

### **BOOK CHAPTERS**

1. 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
2. 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
3. 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

4. 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.

#### **PAPERS IN REFEREED CONFERENCES**

1. X Liu, A Susarla, R Padman, "YouTube Video Analytics for Patient Self-Care of Chronic Diseases," *American Medical Informatics Association Annual Symposium*, Washington, DC, November 2019
2. 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
3. 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
4. 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
5. 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?" 22<sup>nd</sup> *INFORMS Conference on Information Systems and Technology (CIST)*, Houston, TX, October 2017
6. Y-Y. Wang and A. Susarla, "Online Word-of-Mouth Spillover Effects in the U.S. Automobile Industry," 21<sup>st</sup> *INFORMS Conference on Information Systems and Technology (CIST)*, Nashville, TN, November 2016
7. T.H. Kim, A Shortridge, V Sambamurthy and A Susarla, "Understanding User Contribution in a Social Crowdsourcing Mobile App," the 21<sup>st</sup> *INFORMS Conference on Information Systems and Technology (CIST)*, Nashville, TN, November 2016
8. B Zhang, X Liu, A Susarla, R Padman and H Chen, "YouTube Self-care Video Search: A Deep Learning Approach for Medical Knowledge Extraction," 25<sup>th</sup> *Workshop on Information Technologies and Systems*, Dallas, TX, December 2015
9. 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 36<sup>th</sup> *International Conference on Information Systems*, Dallas, TX, December 2015
10. 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 20<sup>th</sup> *INFORMS Conference on Information Systems and Technology (CIST)*, Philadelphia, PA, October 2015
11. E J Jung, A Susarla, V Sambamurthy, "Dynamics of Fundraising in Crowdfunding Platforms and Entrepreneurial Performance," the 25<sup>th</sup> *Workshop on Information Technology and Systems*, Auckland, NZ, December 2014
12. E J Jung, A Susarla, V Sambamurthy, "Evolutionary Fundraising Patterns and Entrepreneurs' Performance in Crowdfunding Platforms," the 35<sup>th</sup> *International Conference on Information Systems*, Auckland, NZ, December 2014
13. K Ravindran, Y Lu, A Susarla, V Gurbaxani, "Market Position and the Dynamics of Network Structure in IT Outsourcing," the 16<sup>th</sup> *INFORMS Conference on Information Systems and Technology (CIST)*, Charlotte, 2011
14. A Susarla and J Oh, "Cascades and Contagion on YouTube," the 15<sup>th</sup> *INFORMS Conference on Information Systems and Technology (CIST)*, Austin, 2010
15. K Ravindran, V Gurbaxani and A Susarla, "Social Networks and Contract Enforcement in IT Outsourcing," the 30<sup>th</sup> *International Conference on Information Systems*, Phoenix, December 2009

16. 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
17. K Ravindran, V Gurbaxani and A Susarla, "Social Networks and Contract Enforcement in IT Outsourcing," the 15<sup>th</sup> *Americas Conference on Information Systems*, August 2009
18. 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
19. J Oh, A Susarla and Y Tan, "Diffusion of User-Generated Content in a Social Network Structure" The 29<sup>th</sup> *International Conference on Information Systems*, Paris, December 2008
20. 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
21. S Kumar, A Susarla and V Mookerjee "Early vs. Late Participation in Extreme Programming: an Optimal Control Theoretic Approach," 17<sup>th</sup> *Workshop on Information Technology and Systems*, Las Vegas, December 2005
22. S Kumar and A Susarla, "A Model of Vendor and Client Interaction in Extreme Programming", 16<sup>th</sup> *Workshop on Information Technology and Systems*, Washington, D.C., December 2004
23. 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
24. K R. Lang, A Susarla, A Barua and AB. Whinston, "A Schumpeterian Approach to Explaining Growth in the Digital Economy," 5<sup>th</sup> International Conference, Asia-Pacific Region of *Decision Science Institute*, Tokyo, July 2000

#### **OTHER CONFERENCE AND WORKSHOP PAPERS**

1. 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
2. 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
3. X Liu, B Zhang, A Susarla, R Padman, "Visual Social Media Analytics: Impact of Medical Knowledge on User Engagement," 8<sup>th</sup> Conference on Health IT and Analytics (CHITA), Washington, DC, November 2017
4. X Liu, B Zhang, A Susarla, R Padman, "Boosting Patient Knowledge: Diabetic Self-care Video Intelligent Search Using Deep Learning," 11<sup>th</sup> *China Summer Workshop on Information Management*, Nanjing, China, June 2017
5. 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
6. 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
7. 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
8. 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

9. 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
10. 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
11. E J Jung, A Susarla, V Sambamurthy, "Dynamics of Fundraising Success in Healthcare Crowdfunding," *Workshop on Information Systems Economics*, Auckland, NZ, December 2014
12. K Ravindran, A Susarla, R Krishnan, D Mani, "Learning, Experience and Economizing on Transaction Costs," *Workshop on Information Systems Economics*, Auckland, NZ, December 2014
13. B Zhang, A Susarla, R Krishnan, "Two sided Peer Influence on Content Creation in Social Media Platforms," 8<sup>th</sup> *China Summer Workshop on Information Management*, Chengdu, China, June 2014
14. B Zhang, A Susarla, R Krishnan, "Peer Effects and Competition in Content Creation," *INFORMS Marketing Science Conference*, Atlanta, GA, June 2014
15. Y Lu, K Ravindran, A Susarla, V Gurbaxani, "Vendor Selection in Service Outsourcing," 7<sup>th</sup> Global Sourcing Workshop, Val d'Isere, France, March 2013
16. B Zhang, A Susarla, R Krishnan, "Peer Influence, Competition and Content Creation in Social Media Platforms," 8<sup>th</sup> Symposium on *Statistical Challenges in Electronic Commerce Research*, Montreal, June 2012
17. Y Lu, A Susarla, K Ravindran, V Gurbaxani, "Network Structure, Market Dynamics and Tie Formation in IT Outsourcing," 8<sup>th</sup> Symposium on *Statistical Challenges in Electronic Commerce Research*, Montreal, June 2012
18. 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
19. 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
20. 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
21. A Susarla, "A Dynamic Analysis of Competition between Content Creators in Social Media," INFORMS Annual Meeting, Charlotte, November 2011. Invited Paper
22. A Susarla, J Oh, Y Tan, "A Finite Mixture Model of Informational Cascades on Social Networks," INFORMS Annual Meeting, Charlotte, November 2011. Invited Paper
23. R Subramanyam, A Susarla, "Contractual Governance of Innovative IT Sourcing Activities," INFORMS Annual Meeting, Charlotte, November 2011. Invited Paper
24. K Ravindran, Y Lu, A Susarla, V Gurbaxani, "Network Structure and Competitive Dynamics in IT Outsourcing," INFORMS Annual Meeting, Charlotte, November 2011. Invited Paper
25. 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
26. 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
27. 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

28. R Subramanyam and A Susarla, "Knowledge Intensive IT Services: An Empirical Examination," INFORMS Annual Meeting, Austin, November 2010. Invited Paper.
29. A Susarla, J Oh and Y Tan, "Cohesion, Cascades and Contagion in Online Social Networks," INFORMS Annual Meeting, Austin, November 2010. Invited Paper
30. A Susarla, J Oh, Y Tan, "Structural Cohesion and Opinion Propagation in Online Social Networks," 6<sup>th</sup> Symposium on *Statistical Challenges in Electronic Commerce Research*, Austin, June 2010
31. 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
32. A Susarla, "Flexibility, Rent seeking and Control Rights in Contracting," INFORMS Annual Meeting, San Diego, October 2009. Invited Paper
33. A Susarla and A Barua, "Multitask Agency, Task Disaggregation and Incentives in Contracting," INFORMS Annual Meeting, San Diego, October 2009. Invited Paper
34. J Oh, A Susarla and Y Tan, "Informational Cascades and Contagion in Online Social Networks," INFORMS Annual Meeting, San Diego, October 2009. Invited Paper
35. L Shi and A Susarla, "Relational Contracts and Reputation Mechanisms," INFORMS Annual Meeting, San Diego, October 2009. Invited Paper
36. L Shi and A Susarla, "The Effects of Relational Contracts on Procurement: Evidence from Information Technology Outsourcing," the 13<sup>th</sup> Annual Conference of The *International Society for New Institutional Economics*, Berkeley, CA, June 2009.
37. J Oh, A Susarla, Y Tan, "Informational Cascades and Contagion in Online Social Networks," 5<sup>th</sup> Symposium on *Statistical Challenges in Electronic Commerce Research*, Pittsburgh, May 2009
38. K Ravindran, V Gurbaxani, A Susarla, "Social Networks and Contract Enforcement in IT Outsourcing," 5<sup>th</sup> Symposium on *Statistical Challenges in Electronic Commerce Research*, Pittsburgh, May 2009
39. K Ravindran, V Gurbaxani and A Susarla, "Network Governance in IT Outsourcing," *International Network of Social Networks Sunbelt Conference*, San Diego, March 2009
40. 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
41. 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
42. L Shi and A Susarla, "Relational Contracts in Outsourced IT Services," INFORMS Annual Meeting, Washington, D.C., October 2008. Invited Paper
43. 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
44. J Oh, A Susarla and Y Tan, "Social Networks and the Diffusion of User-Generated Digital Content: Evidence from YouTube" 4<sup>th</sup> Symposium on *Statistical Challenges in Electronic Commerce Research*, New York, May 2008
45. J Oh, A Susarla and Y Tan, "Digital Content Diffusion in a Social Network Structure," 6<sup>th</sup> *Workshop in E-Business*, Montreal, December 2007
46. 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

47. 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
48. 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)
49. 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
50. 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
51. 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
52. 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 2020, MSU BioEthics Public Seminar Series
2. October 2020, Department Seminar at University of Illinois at Chicago
3. September 2020, Virtual Digital Economy Seminar, organized jointly by UZH, ETHZ, TSE, LMU, Católica-Lisbon, TAU and Northeastern Universities
4. Summer 2020, US-India Business Council and the US Chamber of Commerce Roundtable Discussion on Approaches to Competition Law in the Digital Economy
5. Summer 2020, Webinar for the Association of Information Systems (India Chapter) on Empirical Research on Contracting in Information Systems
6. Spring 2020, Questrom School of Business, Boston University
7. Fall 2019, Invited to speak at the Program on Extremism at George Washington University (Joint with the Congressional Counter-Terrorism Caucus)
8. March 2019, Research Symposium “Creating Business Value with Fusion of Technology and Methods” at the Warrington College of Business, University of Florida, Gainesville, FL
9. March 2019, Panel on “Can We Fight Fake News Without Killing the Truth?” SXSW Festival, Austin, TX
10. November 2018, Invited Workshop on Teaching Business Analytics to Undergraduates, MBAs, and Executives, Decision Sciences Institute Annual Meeting, Chicago, IL
11. October 2018, Mack Robinson College of Business, Georgia State University, Atlanta, GA
12. May 2018, Invited Tutorial on Social Network Analysis, Annual Conference on the Production and Operations Management Society (POMS), Houston, TX
13. March 2018, McCombs School of Business, University of Texas, Austin, TX
14. February 2018, Invited Speaker at the Conference on the “Future of Work,” Carey School of Business, Arizona State University, Phoenix, AZ
15. January 2018, MIS Quarterly Special Issue Workshop, Jindal School of Business, University of Texas at Dallas, Dallas, TX
16. February 2017, Eccles School of Business, University of Utah, Salt Lake City, UT
17. November 2016, Invited Tutorial on Social Network Analysis, Decision Sciences Institute Annual Meeting, Austin, TX
18. October 2016, Fox School of Business, Temple University, Philadelphia, PA

19. September 2016, Invited Panel on Network Theory and Social Network Analysis in SCM Research, POMS/EUROMA International Conference, Havana, Cuba
20. March 2015, Scheller College of Business, Georgia Institute of Technology, Atlanta, GA
21. April 2013, United States Institute of Peace Workshop, Stanford University, Palo Alto, CA
22. May 2012, Information Systems Research Special Issue Workshop, R H Smith School of Business, University of Maryland, College Park, MD
23. January 2012, Eli Broad School, Michigan State University, East Lansing, MI
24. January 2012, Carey School, Arizona State University, Phoenix, AZ
25. March 2011, SXSW Interactive Panel on Social Broadcasting Technology, Austin, TX
26. March 2011, Carey School, Johns Hopkins University, Baltimore, MD
27. March 2011, University of Connecticut, Storrs, CT
28. February 2011, Krannert School of Business, Purdue University, W Lafayette, IN
29. February 2011, Fox School of Business, Temple University, Philadelphia, PA
30. January 2011, Kelley School of Business, Indiana University, Bloomington, IN
31. November 2010, School of Management, University of Texas at Dallas, Dallas, TX
32. October 2010, Heinz College, Carnegie Mellon University, Pittsburgh, PA
33. April 2010, Tepper School of Business, Carnegie Mellon University, Pittsburgh, PA
34. March 2009, Carlson School, University of Minnesota, Minneapolis, MN
35. April 2008, Information School, University of Washington, Seattle, WA
36. January 2008, Colloquium, Paul Merage School, University of California, Irvine, CA
37. November 2007, *Information Systems Research* Sponsored Session, INFORMS, Seattle, WA
38. 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
39. June 2004, Washington State House of Representatives Session on Offshore Outsourcing, Olympia, WA
40. April 2003, Wharton School of Business, University of Pennsylvania, Philadelphia, PA
41. February 2003, Simon School of Business, University of Rochester, Rochester, NY
42. January 2003, Purdue University, W Lafayette, IN
43. January 2003, Freeman School, Tulane University, New Orleans, LA
44. January 2003, University of Washington, Seattle, WA

## TEACHING INTERESTS

- Artificial Intelligence, Machine Learning and Interpretability
- Network Science and User-generated Content Analytics
- Digital Transformation

## 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:** Managing through the Crisis Summer Series

## 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.
- **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 Conference Committees

- Co-Chair, WISE 2021, Austin, TX, December 2021
- ICIS 2021 Track Chair, Sustainability and IS Track
- Associate Editor, Decision Sciences Journal
- Coordinator for virtual workshop for INFORMS Information Systems Society (ISS)
- WISE 2020 Best Paper Committee
- ICIS 2020 Paper-A-Thon Co-Chair
- 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
- Guest Senior Editor, *Production and Operations Management*
- Associate Editor, *MIS Quarterly* –beginning 2017

- 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
- Guest Associate Editor, *MIS Quarterly*
- 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, Academy of Management Conference 2008
- Discussant: WISE 2017, WISE 2016, WISE 2015, WISE 2011, WISE 2009, Academy of Management Conference 2008, International Conference on Information Systems 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: 8<sup>th</sup> 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, Decision Support Systems, International Conference for Information Systems, Academy of Management Conference, Workshop on Information Technology and Systems, Hawaii Conference on International Systems

### **Administrative Service at Michigan State University**

University Level Committees

- University Council/ Faculty Senate Representative

College and Departmental Level Service

- Member, College Advisory Committee (2020- )
- Member, Doctoral Program Committee (2019-)
- Chair, Search Committee for Tenure-Track position in Business Analytics (2019-2020)
- MS Business Analytics Curriculum Committee
- Broad Integrative Fellows Program
- Doctoral Program Coordinator, ITM
- 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 for the Undergraduate IS core class and responsible for significant course restructuring.

### **PhD Dissertation Committees Served On**

- Committee Member, Connor Gyusuk Lee (accepted position as Asst. Professor, IE Madrid)
- Co-Chair, Tae Hun Kim (Asst. Professor, Baylor University)
- Co-Chair, Yen-Yao Wang (Asst. Professor, Auburn University)
- Co-Chair, Kangkang Qi (Asst. Professor, Auburn University)
- Committee Member, Susanna Gallani (Asst. Professor, Harvard Business School)
- Co-Chair, Eun Ju Jung (Asst. Professor, George Mason University)
- Co-Chair, Jeong-Ha Oh (Asst. Professor, Georgia State University)

**Professional Memberships**

Association of Information Systems, Informs

**PERSONAL**

Naturalized U.S. Citizen