

Anuj Kumar
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RESEARCH INTERESTS

Technology enabled multi-channel operations, E-retailing, Online Product Networks, IT and delivery of education, Business value of Information Technology, Digital Goods Markets.

EDUCATION

2006-2011	Carnegie Mellon University PhD Information Systems Management	Pittsburgh, PA
2004 - 2006	Indian Institute of Management Masters in Management	Bangalore, India
1990-1992	Indian Institute of Technology Masters in Thermal Engineering	Delhi, India
1986-1990	Indian Institute of Technology (Previously University of Roorkee) Bachelors in Mechanical Engineering	Roorkee, India

EMPLOYMENT

2011- till date - Assistant Professor of Information Systems and Management, Warrington College of Business Administration, University of Florida

1994-2004 - Indian Revenue Services, Ministry of Finance, Government of India

JOURNAL PUBLICATION

1. Kumar, A., R. Telang. (2011) "Product Customization and Customer Service Cost: An Empirical Analysis." *Manufacturing and Service Operations Management*, 13(3), 347-360.
2. Kumar, A., R. Telang. (2012) "Does Web Reduce Customer Service Cost? Empirical Evidence from a Call Center" *Information Systems Research*, 23(3), 721-737.
3. Kumar, A., R. Telang, M. D. Smith (2014). "Information Discovery and the Long Tail of Motion Picture Content" *Management Information Systems Quarterly*, 38(4), 1057-1078.
4. Kumar, A., T. Yinliang (2014). "Demand Effects of Joint Product Advertising in Online Product Videos" forthcoming *Management Science*.
5. Kumar, A., K. Jerath, S. Netessine. "An Information Stock Model of Customer Behavior in Multichannel Customer Support Services." forthcoming *Manufacturing and Service Operations Management*.

PAPERS UNDER REVIEW

1. Daegon, C., A. Kumar, R. Telang. "Impact of iPhone exclusivity on smartphone demand". Manuscript under preparation for submission to *Marketing Science*.

2. Kumar, A., A. Mehra, S. Kumar. "How Physical Retail Channels Impact Customers' Online Purchase Behavior" Manuscript under preparation for submission to *Management Science*.

WORK IN PROGRESS

1. Kitchens, B., P. Pathak, A. Kumar. "Small Firms, Local Competition and Electronic Markets"
2. Kumar, A., A. Mehra. "Does personalization affect learning? A randomized experiment to evaluate adaptive learning in computer mediated delivery of education"

PEER REVIEWED CONFERENCE PRESENTATIONS AND PUBLICATIONS

1. "Electronic Markets and Geographic Competition among Small, Local Firms" selected for presentation at *Workshop in Information Systems and Economics (WISE)*. Auckland, New Zealand, December 17-19, 2014.
2. "Small Firms, Local Competition and Electronic Markets" selected for presentation at *Workshop on Information Technologies and Systems (WITS)*. Auckland, New Zealand, December 17-19, 2014.
3. "Can Facilitating Usage Improve Customer Value for Firms" *Conference of Information System and Technology (CIST)*. San Francisco, CA. November 8-9, 2014.
4. "The Impact of the Internet on Geographic Competition among Small Local Firms" *Conference of Information System and Technology (CIST)*. San Francisco, CA. November 8-9, 2014.
5. "Impact of iPhone exclusivity on smartphone demand" *Conference of Information System and Technology (CIST)*. San Francisco, CA. November 8-9, 2014.
6. "The Impact of iPhone Exclusivity on Smartphone Demand" 12th ZEW Conference on Information and Communication Technologies, Mannheim, Germany. June 16-17, 2014.
7. "Impact of iPhone exclusivity on smartphone demand" *Marketing Science Conference*. Atlanta, GA. June 12-14, 2014.
8. "The Impact of Information on Movie Sales Skewness." *International Conference on Information Systems*, Orlando, FL, December 16-19, 2012.
9. "Value of IT in Online Visual Merchandising: A randomized Experiment to Estimate the effect of Online Product Video." *Workshop in Information Systems and Economics (WISE)*. Orlando, FL, December 15-16, 2012.
10. "An Information Stock Model of Customer Behavior in Multichannel Customer Support Services." *Workshop on Information Technologies and Systems (WITS)*. Orlando, FL December 15-16, 2012
11. "Modeling Customer Behavior in Multichannel Customer Support Services: An Information Stock Approach." *Conference of Information System and Technology (CIST)*. Phoenix, AZ. October 13-14, 2012.
12. "Information Discovery and the Long Tail of Motion Picture Content" Selected for presentation at NBER Summer Institute Workshop on Economics of IT and Digitization ,Boston, MA, July 22-23, 2011
13. "The Broadcast Window Effect: Information Discovery and Cross-channel substitution patterns in Media Content." *Workshop in Information Systems and Economics (WISE)*. St. Louis, MO, December 11-12, 2010.
14. "Where'd They Go? Cross-channel media consumption patterns during Broadcast Blackout Windows." *Sixth Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*. Austin Texas, June 5-6, 2010.
15. Impact of Web Portal on Call Center: An Empirical Analysis. *Selected for presentation at Workshop in Information Systems and Economics (WISE)*. Phoenix, AZ. December. 14-15, 2009.
16. Does Web base Self-Services Substitute Telephone Calls to the Call Center: An Empirical Analysis *Conference of Information System and Technology (CIST)*. San Diego, CA. October 10-11, 2009.
17. Impact of Health Web based Self-Service on Call Center. *Fifth Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*. Pittsburgh PA, May 30-31, 2009.
18. Development of Hybrid Classification Strategy for Mining Skewed Datasets: A Case Study of Indian Customs. *The 4th ACS/IEEE International Conference on Computer Systems and Applications*. Dubai, Sharjah, UAE. March 8-11, 2006.

INVITED TALKS

1. "Impact of Facilitating Store Access on Customers' Online Purchase Behavior" Institute for Operations

Research and Management Science Annual Meeting 2014, San Francisco, October 9-12, 2014.

2. "Impact of Facilitating Store Access on Customers' Online Purchase Behavior". Faculty research seminar series at University of Florida, Gainesville, FL, 10th October, 2014.
3. "Value of IT in Online Visual Merchandising: A randomized Experiment to Estimate the effect of Online Product Video" Faculty research seminar at Indian School of Business, Hyderabad, India 6th July, 2013.
4. "Modeling Customer Behavior in Multichannel Customer Support Services: An Information Stock Approach" Marketing Research Seminar Series, University of Florida, Gainesville, FL, 19th Oct, 2012
5. "Modeling Customer Behavior in Multichannel Customer Support Services: An Information Stock Approach" Faculty seminar at Indian School of Business, Hyderabad, India 6th July, 2012.
6. "Modeling Customer Behavior in Multichannel Customer Support Services: An Information Stock Approach" Faculty seminar at INSEAD, Fontainebleau, France 1st June, 2012.
7. "Modeling Customer Behavior in Multichannel Customer Support Services: An Information Stock Approach" 2012 ISOM Workshop, University of Florida, Gainesville FL, Feb 10-11, 2012
8. "Information Discovery and the Long Tail of Motion Picture Content" Indian School of Business ,Hyderabad, India, July 8,2011
9. University of Rochester (21st February 2011- Job Talk)
10. Temple University (17th February 2011- Job Talk)
11. Georgia Institute of Technology (4th February 2011 - Job Talk)
12. University of Florida (28th January 2011 - Job Talk)
13. University of Utah (21st January 2011 - Job Talk)
14. University of Arizona (14th January 2011 - Job Talk)
15. University of Texas Dallas (19th November 2010 - Job Talk)
16. "Towards an Understanding of Cross-channel Consumption Patterns for Media Content" Wharton Interactive Media Initiative Workshop on Multichannel Consumer Behavior, Philadelphia, December 9-10, 2010.
17. "Multichannel Customer Behavior in Customer Support Services." Wharton Interactive Media Initiative Workshop on Multichannel Consumer Behavior, Philadelphia, December 9-10, 2010.
18. Product Customization and Customer Service Cost at Call Centers, Institute for Operations Research and Management Science Annual Meeting 2008, Washington DC, October 12-15, 2008.
19. Methodology for Mining Skewed and Dissimilar Training and Application Datasets with Tree Pruning- A case Study of Indian Customs Data. *The 40th Annual Convention of Computer Society of India on ICTfor National Development*. Hyderabad, India. November 9-12, 2005.
20. Leveraging Customs EDI for Enhancing Effectiveness. *The Conference on Policy in Practice: Designing and Promoting Effective Institution*. Bangalore, India. September 23-25, 2005.

TEACHING

1. PhD Econometrics
2. Advanced System Analysis And Design - An Object Oriented Approach
3. Advanced Business Database Systems
4. Management Sciences: Decision Making Under Uncertainty, Executive Education, Summer 2010 &2011
5. Telecommunication Management: Business Communication Management - Guest lecturer in Fall 2009, Summer 2010 &2011.

AWARDS AND HONORS

1. Awarded a grant for research on Value of Internet Product Video by Body Central Inc., Feb 2013.
2. Paper titled "An Information Stock Model of Customer Behavior in Multichannel Customer Support Services." Nominated for the best paper award at *Workshop on Information Technologies and Systems (WITS)*. Orlando, FL December 15-16, 2012
3. Awarded Wharton Customer Analytics Initiative Research Grant on "Innovative Approaches to Understanding Advertising Effectiveness" for "Advertising effectiveness of Visual Bundling in Online Retailing" with Tan Yinliang.

4. Awarded first runner-up award for the paper "Product Customization and Customer Service Costs: An Empirical Analysis" at INFORMS-Industry Studies Association Best Paper Prize. Pittsburgh, PA May31, 2012.
5. Awarded the Best Reviewer award at the Sixteenth Conference on Information Systems and Technology Charlotte, NC Nov 12-13, 2011.
6. Awarded Marketing Science Institute and Wharton Interactive Media Initiative Research Grant for "Towards an Understanding of Cross-channel Consumption Patterns for Media Content" with Michael D. Smith and Rahul Telang.
7. Awarded Marketing Science Institute and Wharton Interactive Media Initiative Research Grant for "Multichannel Customer Behavior in Customer Support Services." with Kinshuk Jerath and Serguei Netessine.
8. Selected among top 20 doctoral students in Information Systems area to attend the ICIS Doctoral Consortium 2010 St. Louis, MO, USA.
9. Outstanding Teaching Assistant Award. Heinz School of Information Systems and Management Carnegie Mellon University, 2009.
10. Full Tuition Fellowship, Heinz College, Carnegie Mellon University 2006-Present.
11. Gold Medal for standing First in the Master's Batch. Indian Institute of Management, Bangalore India, 2006.
12. Full Tuition Fellowship. Indian Institute of Management Bangalore India 2004-06
13. All India First Rank (99.98 percentile score) in Mechanical Engineering of Graduate Aptitude Test in Engineering 1992 -Equivalent of GRE for admissions in graduate programs in science and technology in India
14. First Rank in the Master's Batch (with 10/10 CGPA in coursework) at Indian Institute of Technology Delhi India, 1992.
15. University Prize for standing first in the B.E. Mechanical at University of Roorkee India, 1990.
16. Gold Medal for securing highest marks in Bachelor's Degree at University of Roorkee India, 1990.
17. University Silver Medal for obtaining highest marks in Applied Thermo-Science Group at University of Roorkee India, 1990.

PROFESSIONAL EXPERIENCE

Indian Revenue Services, Govt. of India, 1994-2004

SERVICE

Review for Academic Journals - Management Science, Information Systems Research, Management Information Systems Quarterly, Journal of the Association for Information Systems.
 Review for Academic Conferences - CIST, ICIS, WITS, HICSS

AFFILIATIONS

Member - Information Systems Society, Association for Information Systems, Institute for Operations Research and Management Science