Thursday – February 27, 2020

7:00 pm – 9:00 pm  DINNER – Blue Gill Quality Food

Address: 1310 SW 13th Street Gainesville, FL 32608
(Transportation from the hotel to the restaurant will be provided by the ISOM faculty. Please be at the Hotel Lobby by 6:30 pm.)

Friday – February 28, 2020
Hough Hall Room 140

<table>
<thead>
<tr>
<th>Time</th>
<th>Title</th>
<th>Presenter</th>
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<tr>
<td>8:00 am – 9:00 am</td>
<td>BREAKFAST</td>
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<tr>
<td>9:05 am – 9:20 am</td>
<td>Welcome &amp; Introductions</td>
<td>Emre Demirezen</td>
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<tr>
<td>9:20 am – 9:55 am</td>
<td>How to Split the Pie after Making it Bigger: Incentivizing Healthcare Providers to Invest in Process Improvement</td>
<td>Glen Schmidt</td>
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<td>9:55 am – 10:30 am</td>
<td>Estimating Demand of Health Commodities in the Absence of Sales and Inventory Information</td>
<td>Aditya Jain</td>
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<tr>
<td>10:30 am – 11:05 am</td>
<td>COFFEE BREAK</td>
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<tr>
<td>11:05 am – 11:40 am</td>
<td>Rich Getting Richer? Learning and Selection Effects on the Performance of Accountable Care Organizations</td>
<td>Sezgin Ayabakan</td>
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<td>11:40 am – 12:15 pm</td>
<td>Platforms, Pricing and Piracy</td>
<td>Ramanath Chellappa</td>
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<td>12:15 pm – 2:00 pm</td>
<td>LUNCH</td>
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<td>2:00 pm – 2:35 pm</td>
<td>Effects of on-demand details and trust-enhancing messages on patient experiences with electronically consenting to share their health records for research</td>
<td>Christopher A. Harle</td>
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<td>2:35 pm – 3:10 pm</td>
<td>Showing to be Seen: Using Data Science to Discover Television Programs for Public Service Announcements</td>
<td>Balaji Padmanabhan</td>
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<td>3:10 pm – 3:40 pm</td>
<td><strong>COFFEE BREAK</strong></td>
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<tr>
<td>3:40 pm – 4:15 pm</td>
<td>The Online Channel, Trading Behavior, and Customer Performance in Financial Services: Evidence from China</td>
<td>Sunil Mithas</td>
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<tr>
<td>4:15 pm – 4:50 pm</td>
<td>Online Decision Making with Offline Data</td>
<td>David Simchi-Levi</td>
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<tr>
<td>6:30 pm – 9:00 pm</td>
<td><strong>DINNER – Leonardo 706</strong></td>
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**Saturday – February 29, 2020**
**Hough Hall Room 140**

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<td>The Role of Decision Support Systems in Attenuating Racial Biases in Healthcare Delivery</td>
<td>Hilal Atasoy</td>
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<td>11:15 am – 11:50 pm</td>
<td>Health Wearables, Gamification, and Healthful Activity</td>
<td>Idris Adjerid</td>
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<tr>
<td>11:50 – 12:00 pm</td>
<td>Concluding Remarks</td>
<td>Janice Carrillo</td>
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<tr>
<td>12:00 pm</td>
<td><strong>BOX LUNCH</strong></td>
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How to Split the Pie after Making it Bigger: Incentivizing Healthcare Providers to Invest in Process Improvement
Glen Schmidt, University of Utah

The goal of any supply chain is to make the pie bigger, and determine how to best split it (the “pie” being the cumulative supply chain profits, which, in healthcare, stem from creating high-quality patient outcomes at low cost). Our analytical model suggests the pie becomes bigger when the healthcare provider invests optimally in process improvement, but the provider’s investment depends on the payment scheme offered by the insurer (e.g., fee-for-service, a fixed fee for each given case, capitation, or some mix of these across patients). Perhaps counterintuitively, our model suggests that when the insurer naively sets the payment scheme, its profit is maximized when it offers the provider a somewhat-balanced mix of payments. However, if the insurer and provider coordinate the supply chain, then the provider more heavily invests in process improvement and the size of the pie grows – which in turn yields benefits to the insurer and provider alike as well as to patients in the form of higher quality of care at reduced cost. Finding the right scheme is a function of a number of parameters, such as the provider’s fixed versus variable cost structure and the provider’s ability to capture latent demand as it reduces waste, thereby freeing up capacity.

Estimating Demand of Health Commodities in the Absence of Sales and Inventory Information
Aditya Jain, The City University of New York (CUNY)

Unorganized retail stores in emerging economies, unlike conventional organized retail stores, are rarely equipped with point-of-sale devices. This leads to lack of data on retail sales and inventories that are crucial for effective upstream decisions made by the supplier. Existing studies in the area of inventory management have assumed availability of censored demand data (in the form of sales observations) and inventory data (order up-to levels, inventories, stockout indicators, etc.). Our study, motivated by unorganized retailing of health commodities in rural India, assumes the availability of only replenishment data. We begin by observing that replenishments are related to downstream sales through the retailer’s inventory policy. We make structural and parametric assumptions about demand and inventory policy, and develop a methodology built on the Expectation-Maximization algorithm to jointly estimate demand and the inventory policy of the retailer. We further explore values of these estimates in improving availability.

Rich Getting Richer? Learning and Selection Effects on the Performance of Accountable Care Organizations
Sezgin Ayabakan, Temple University

We investigate the sustainability of Accountable Care Organizations (ACO) and study their performance under the Medicare Shared Savings Program's (MSSP) incentive mechanisms for
population health management in the United States. Based on a national sample of ACOs studied during a five-year period between 2013 and 2017, we empirically examine the role of selection and learning/improvement effects on the sustainability of ACOs with respect to shared savings and losses incurred. Our results indicate the existence of selection effects and improvements over time among MSSP ACOs, and imply that both effects can explain dropout behavior among ACOs, and ACO switching behavior from low-risk to high-risk models. Our research also explores the determinants of ACOs' decisions to drop out, remain, or switch to high-risk incentive models that are part of the MSSP. Our results suggest that a myopic policy of moving ACOs to a high-risk (two-sided) model may lead to unintended consequences, such as ACO dropout, which in turn, may have detrimental effects on overall patient population health. We contribute to the rich literature on incentives and their impact on the economics of healthcare, and our results can better inform policy makers on proposed changes to MSSP with respect to the role of incentives in enhancing ACO participation.

**Platforms, Pricing and Piracy**
Ramnath Chellappa, Emory University

A rich literature on digital product piracy has examined the impact of pricing and protection efforts; however, extant research has generally ignored the underlying platform’s role – the two-sided market that facilitates the creation and consumption of the digital good. Through a platform model of competition in the video games industry, our paper captures the intrinsic relationship between platforms, game developers and gamers, and the impact of piracy. Our analysis throws light on an important result – that under standard licensing models, console profits are independent of piracy protection efforts thus providing a first theoretical explanation for the indifferent (to piracy) behavior of many console makers. In order to spread the risk from piracy, we introduce a form of revenue sharing where the console maker gets a commission for every legit copy downloaded. Our results suggest that this regime improves both gamer and developer welfare from licensing the platform as well as the social welfare of the duopoly.

**Effects of on-demand details and trust-enhancing messages on patient experiences with electronically consenting to share their health records for research**
Christopher A. Harle, University of Florida

Patients are frequently asked to share their personal health information for research. However, researchers have not assessed how electronic informed consents (e-consents) should be designed to increase long-term patient satisfaction with their consent decisions and understanding of the research to which they are consenting. The objective of this study was to compare the effects on patient consent experiences of three e-consent designs: (1) standard consent containing federally required information; (2) consent with additional on-demand details about the proposed research; and (3) a consent with on-demand details plus factual messages designed to enhance trust in research institutions and processes. We conducted a three-arm, parallel-group, single-blinded, randomized controlled trial from November 2017 to November 2018. The study was conducted in four outpatient family medicine clinics in north-central Florida. Participants were English-speaking, adult patients recruited from clinic waiting rooms. A total of 1,242 patients were
approached; 734 completed the consent; 510 completed six-month follow-up. Using a tablet computer, participants were randomized to 1) a standard e-consent (standard), 2) an e-consent containing standard information plus hyperlinks to additional on-demand details (on-demand), or 3) an e-consent containing standard information, on-demand hyperlinks, and factual messages about data protections and researcher training (trust-enhanced). The primary study outcomes were satisfaction with consent decision (1-5 scale) and subjective understanding (0-100), measured via survey immediately, at 1 week, and at 6 months post-consent. Participants averaged 45.5 years of age; 66.3% were female. At 6-month follow-up, compared to standard consent, participants who used the on-demand consent reported greater satisfaction (B = 0.43; SE = 0.09; P < .001) and subjective understanding (B = 18.04; SE = 2.58; P < .001). At 6-month follow-up, compared to the on-demand consent, participants who used the trust-enhanced consent reported greater satisfaction (B= 0.9; SE = 1.0; P < .001) and subjective understanding (B = 32.2; SE = 2.6, P < .001). Six months after consenting to share their health records for research, patients who used e-consents with on-demand research details and trust-enhancing messages reported higher satisfaction and understanding. Research institutions should consider developing and further validating e-consents that interactively deliver information beyond that required by federal regulations, including facts that may enhance patient trust in research.

Showing to be Seen: Using Data Science to Discover Television Programs for Public Service Announcements
Balaji Padmanabhan, University of South Florida (USF)

Television is a prominent channel for informing and educating the public about risk behaviours, chronic conditions, and other concerns. This study presents an inductive three-step methodology that is intended to help campaigns complement the lists of TV programs they select to target with their awareness messages on the nation’s epidemics like drug overdose, smoking, binge drinking, and STDs. Through high-dimensional analysis of large data on TV viewership of the entire US panel in 2016, the methodology first discovers the episodic programs whose popularities are correlated with eight risk behaviours and chronic conditions, and benchmarks the correlations against those that exist between the socio-economic status and health conditions. A series of nonparametric tests then examine the robustness of the findings and verify that a significant portion of the correlations is genuine. In the last step, the methodology applies Facebook’s split (A/B) testing platform to experimentally test the practical value of the discovered correlations in public communication. Under two series of experimental studies, we conducted 53 independent online experiments and compared the inductively discovered programs with (1) those that were most frequently targeted by the major campaigns in 2016 (e.g., Tips From Former Smokers), and (2) random, yet similar popular TV programs. The experimental results empirically corroborate the potential value of the inductively discovered correlations in reaching the audience intended for awareness messages. Overall, the findings indicate the significant potential of the proposed methodology in helping public officials in their efforts to combat conditions that are expensive both in human lives and cost to the economy.
The Online Channel, Trading Behavior, and Customer Performance in Financial Services: Evidence from China
Sunil Mithas, University of South Florida

Although many brokerage firms are using the Internet to facilitate stock transactions, little is known about whether and how the use of the online channel affects customer performance and, more importantly, how investors’ risk preferences moderate this effect on performance. This research investigates online channel usage and customer performance using a unique data set of more than 7,000 customer accounts over a 44-month period (January 2010 – August 2013) at a leading Chinese brokerage firm. The findings reveal that online channel usage is associated with higher performance in customers’ portfolio returns. Importantly, these effects differ across investors with different risk preferences; specifically, risk-averse investors earn higher profits than risk-neutral investors from using the online channel. Further analyses indicate that the higher performance for risk-averse investors, relative to that of the risk-neutral, can be explained by their higher trading frequency, but lower trading volume. In contrast, risk-seeking investors profit less from online channel usage because of their high level of both trading frequency and trading volume. We discuss the implications for research and practice.

Online Decision Making with Offline Data
David Simchi-Levi, Massachusetts Institute of Technology (MIT)

We investigate the impact of pre-existing offline data on online decision making and answer the following fundamental question: under what conditions offline data improves online learning and decision making? We demonstrate our results in the context of dynamic pricing both for parametric and non-parametric models.

The Maternity Conundrum: Can Information Technology Improve Intergenerational Health Outcomes of Mothers and of Babies?
Min Chen, Florida International University (FIU)

Health at birth is an important predictor of long-term outcomes and the wide variations in Cesarean section rates raise concerns about the quality of maternal care and have important cost implications. While information technology (IT) holds great promise for improving healthcare quality while lowering costs, it is far from certain whether and how electronic health records improve maternal and infant well-being and lower future risk in outcomes. This study constructed a unique dataset that includes rich information about medical interventions as well as a battery of maternal and birth outcomes to investigate the effect of electronic health records in the context of intergenerational health. We find evidence that hospitals’ electronic sharing of health records with outside providers is associated with an overall decrease in the probability of maternal complications and babies going to neonatal intensive care unit (NICU) as well as fewer unnecessary procedure uses in low risk deliveries.
**Saving Lives with Algorithm-Enabled Process Innovation for Sepsis Care**

Mehmet Ayvaci, University of Texas Dallas (UT Dallas)

Predictive algorithms have an increasingly important role in supporting the day-to-day operations of healthcare organizations. Yet, fully realizing the value of algorithms lies critically in the opportunity to re-engineer the related processes and redefine roles in ways that make organizations more effective. We will present two interrelated studies around algorithm-enabled process innovation (AEPI) and value creation. Our context is an AEPI effort focused on early identification and treatment of a deadly clinical condition known as sepsis. In the first part, using a rich set of clinical and nonclinical data from a hospital system, we examine the relationship between sepsis AEPI and patient mortality. Overall, we demonstrate that sepsis AEPI is effective in reducing mortality and it does so through timely diagnostic (i.e., lactates) and therapeutic (i.e., antibiotics) interventions. As time goes by, however, the timeliness of these interventions partially lapses and so does the sepsis AEPI’s reduction impact on mortality. In the second part, we seek a prescriptive answer to designing alerting mechanism to account for individual risk factors and providers’ compliance behavior. We formulate the problem of determining when to alert sepsis as a discrete-time, finite-horizon Markov Decision Process and structurally characterize threshold policies. We demonstrate how the proposed alerting mechanism can further improve outcomes in the hospital.

**The Role of Decision Support Systems in Attenuating Racial Biases in Healthcare Delivery**

Hilal Atasoy, Temple University

Although significant research has examined how technology can intensify racial and other outgroup biases, limited work has been devoted to the role information systems can play in abating them. Racial biases are particularly worrisome in healthcare, where underrepresented minorities suffer disparities in access to care, quality of care, and clinical outcomes. In this paper, we examine the role clinical decision support systems (CDSS) play in attenuating systematic biases among black patients, relative to white patients, in rates of amputation and revascularization stemming from diabetes mellitus. Using a panel of inpatient data and a difference in difference approach, results suggest that CDSS adoption significantly shrinks disparities in amputation rates across white and black patients; with no evidence that this change is simply delaying eventual amputations. Results suggest that this effect is driven by changes in treatment care protocols that match patients to appropriate specialists, rather than altering within physician decision-making. These findings highlight the role information systems and digitized patient care can play in promoting unbiased decision making by structuring and standardizing care procedures.

**Health Wearables, Gamification, and Healthful Activity**

Idris Adjerid, Virginia Polytechnic Institute and State University (Virginia Tech)

Health wearables in combination with gamification enable interventions that have the potential to increase physical activity---a key determinant of health. However, the extant literature does not provide conclusive evidence on the benefits of such gamification and how these benefits will vary across individuals and gamification features. In this paper, we investigate the effect of Fitbit leaderboards on the number of steps taken by the user. Using a unique dataset of Fitbit wearable
users, some of whom participate in a leaderboard, we find that leaderboards lead to a 370 (3.5%) step increase in the users' daily physical activity. However, we find that the benefits of leaderboard are highly heterogeneous. Surprisingly, we find that those who were highly active prior to adoption are hurt by leaderboards and walk 630 fewer steps daily post-adoption (a 5% relative decrease). In contrast, those who were sedentary prior to adoption benefited substantially from leaderboards and walked an additional 300 steps daily after adoption (a 15% relative increase). We also find that the number of other active users on the leaderboard increased benefit but that this benefit decreased with additional users. Finally, we observe that strong prior performance on the leaderboard positively impacted subsequent physical activity. Overall, our results point to generally positive, but nuanced, benefits of gamification enabled by health wearables. In a non-trivial proportion of cases, individuals opt into variants of these interventions with negative effects on their physical activity.
Idris Adjerid  
*Virginia Polytechnic Institute and State University, iadjerid@vt.edu*

Idris Adjerid is an associate professor in Business Information Technology at the Pamplin College of Business at Virginia Tech. He received his Ph.D. in information systems and management from Carnegie Mellon University and earned both an MBA and a bachelor’s degree in business information technology from Virginia Tech. His research uses econometric methods as well as lab and field experiments and consists of two, often overlapping, streams. The first stream focuses on the economics of privacy, with a focus on the intersection of behavioral economics and privacy decision-making. The second stream focuses on the economics of health care technologies. His research has been published in leading journals, including Management Science, Information Systems Research, MIS Quarterly, American Psychologist, and ACM Computing Surveys. His work and expert commentary have been cited by numerous outlets in the popular press, including The New York Times, the Wall Street Journal, the Washington Post, Wired, Politico, and USA Today.

Hilal Atasoy  
*Temple University, hilalatasoy@gmail.com*

Dr. Hilal Atasoy is an Assistant Professor at the Fox School of Business, Temple University. She has a Ph.D. and a Master’s degree in Economics from the University of Illinois, Urbana-Champaign. Her research analyzes how information systems and the associated flow of information across providers affect healthcare costs and quality, network externalities of health information technology, and the effects of digital protocols on clinical decision-making. Dr. Atasoy’s research was published in leading outlets such as Management Science, Information Systems Research, Industrial and Labor Relations Review and The Annual Review of Public Health.

Sezgin Ayabakan  
*Temple University, avabakan@temple.edu*

Sezgin Ayabakan is an assistant professor in the Management Information Systems Department at Temple University’s Fox School of Business. He graduated from the University of Texas at Dallas with a Ph.D. in Management Science in 2014. Sezgin received his M.S. degree in Industrial and Systems Engineering from the University of Florida in 2008, and a B.S. degree in Industrial Engineering from Bilkent University, Turkey. His broader research interests focus on the impact of health information technology and analytics on the cost and quality of healthcare delivery, as well as the business value of information systems on firm performance.
Mehmet Ayvaci
**University of Texas Dallas, mehmet.ayvaci@utdallas.edu**

Mehmet U. S. Ayvaci is an Associate Professor in the Jindal School of Management at the University of Texas Dallas. His research broadly addresses the grave inefficiencies in healthcare. Particularly, he studies how to better utilize the available information and resources in supporting operations in healthcare organizations. His research addresses three related themes typically within healthcare: (1) algorithmic decision making in the context of human-in-the-loop predictive algorithms and pitfalls, (2) economics of information and information technology, and (3) medical informatics/health economics using applied machine learning, cost-effectiveness, and comparative effectiveness methods.

Ramnath Chellappa
**Emory University, ramnath.chellappa@emory.edu**

Dr. Ramnath K. Chellappa is Associate Dean and Goizueta Foundation Term Professor of Information Systems & Operations Management at the Goizueta Business School, Emory University. He is also the founding Academic Director of the Master of Science in Business Analytics program at Goizueta. He was previously a Caldwell Research Fellow at Goizueta, Emory and SRITNE Distinguished Academic Fellow and Visiting Professor at the Indian School of Business, Hyderabad. Prior to joining Emory University, Prof. Chellappa served on the faculty of Marshall School of Business, University of Southern California. Prof. Chellappa's expertise is in the fields of electronic markets, pricing, digital goods piracy and economics of information security and privacy. In addition to being widely published in these areas, his work has also received multiple best paper awards in premier conferences. His research methods include analytical modeling, empirical modeling and social network analysis. He also serves on the editorial boards of Information Systems Research and MIS Quarterly. He was previously the president of the INFORMS Information Systems Society. Prof. Chellappa also works closely with the industry on the managerial aspects of information technology driven issues and frequently serves as a litigation expert on technology-related cases. He is often quoted in the popular media on information privacy and security related issues. Prof. Chellappa has received numerous awards for teaching, mostly recently the Provost’s Distinguished Teaching Award for Excellence in Graduate and Professional Education. He received his PhD from the McCombs School of Business at the University of Texas in Austin in where his work provided the first scholarly definition of the term "Cloud Computing".

Min Chen
**Florida International University, mchen2@fiu.edu**

Dr. Min Chen’s expertise lies in healthcare analytics, health economics, and outcome research. Her work has addressed issues relevant to the economics, organization, and regulation of the U.S. health care system, with a focus on using large-scale datasets and state-of-the-art techniques to measure policy impact and healthcare quality. Dr. Chen’s research has been published in high impact peer-reviewed journals and featured in media outlets. She has recently been appointed as a research economist by the National Bureau of Economic Research and invited to serve as a co-
investigator on an NIH and AHRQ funded grant. In addition to her academic experiences, Dr. Chen worked as an economic consultant at Charles River Associates and has gained valuable practical experiences working with government agencies and various healthcare organizations. Dr. Chen holds a B.A. in Economics from the Renmin University of China, as well as a Master’s degree in Public Policy from the University of Chicago and a Ph.D. in Managerial Economics & Strategy from the Kellogg School of Management at Northwestern University.

Christopher A. Harle  
*University of Florida*, charle@ufl.edu

Dr. Chris Harle is a Professor in the Department of Health Outcomes and Biomedical Informatics, and the Chief Research Information Officer (CRIO) at UF Health. Dr. Harle’s research focuses on the design, adoption, use, and value of health information systems. His primary interest is in understanding how information technology-mediated communication tools affect consumer, patient, and provider decisions and behavior. Recently, with funding from Pfizer, the National Institutes of Health (NIH), and the Agency for Healthcare Research and Quality (AHRQ), his research has focused on developing clinical decision support tools to support primary care clinicians in chronic pain care and opioid prescribing. Other recent research, funded by the NIH, focuses on developing interactive electronic informed consent processes for obtaining broad consent from patients to share their electronic health records for research studies. Dr. Harle holds an MS in Decision and Information Sciences from the University of Florida’s Warrington College of Business Administration and a PhD in information systems and management from Carnegie Mellon University’s H. John Heinz III College.

Aditya Jain  
*The City University of New York*, aditya.jain@baruch.cuny.edu

Aditya Jain's primary research interests include retail operations, supply chain management and healthcare operations. Aditya earned his PhD in Operations Management from the Simon School of Business at University of Rochester, and served as a faculty member at Indian School of Business and the Kellogg School of Northwestern University prior to joining Baruch College. His industry experience includes consulting work with fashion retailer through the retail/supply chain analytics company he co-founded and ran for some years in India.

Sunil Mithas,  
*University of South Florida*, smithas@usf.edu

Sunil Mithas is a World Class Scholar and Professor at the Muma College of Business. Mithas has taught at the Robert H. Smith School of Business at the University of Maryland, and has held visiting positions at the UNSW Business School, Sydney; the University of Mannheim in Germany; HKUST, Hong Kong; and in the Graduate School of Management at the University of California, Davis. He earned his PhD from the Ross School of Business at the University of Michigan and an engineering degree from IIT, Roorkee. He is among top information systems
scholars in the world and his interdisciplinary work in information systems, strategy, marketing, and operations management has appeared in premier business journals. He has worked on research or consulting assignments with organizations such as A. T. Kearney, Ernst & Young, Johnson & Johnson, the Social Security Administration, and the Tata Group; and is a frequent speaker at industry events for senior leaders. Identified as an MSI Young Scholar by the Marketing Science Institute, he is the author of the books Digital Intelligence: What Every Smart Manager Must Have for Success in an Information Age and Dancing Elephants and Leaping Jaguars: How to Excel, Innovate, and Transform Your Organization the Tata Way. Mithas is a Senior Editor of MIS Quarterly, and Production and Operations Management; Department Editor of Management Business Review; and serves on or has served on editorial boards of Information Systems Research, and Journal of Management Information Systems. His papers have won best-paper awards, and have been featured in practice-oriented publications such as MIT Sloan Management Review, Bloomberg, and CIO.com.

Balaji Padmanabhan
University of South Florida, bp@usf.edu

Balaji Padmanabhan is the Anderson Professor of Global Management, the Director of the Center for Analytics & Creativity and a professor in the Information Systems and Decision Sciences Department. Previously, he served as the chair of the department. He has created and taught undergraduate, MBA/MS, and doctoral courses in areas related to AI and machine learning, business/data analytics and computational thinking. In his work, he designs analytics-driven algorithms to solve business problems. Padmanabhan's specific interests and expertise include AI and machine learning, designing analytics-driven algorithms for business applications, managing analytics, building and evaluating predictive models, patterns discovery in data, business value of analytics, enabling citizen data science and applications of analytics in churn, health care, recommender systems, fraud detection and elections. He often works with industry partners on applied research and has worked with more than twenty firms on various machine learning and analytics initiatives, often with a focus on innovative applications to drive business value. His research has been published in the premier computer science and business journals and conferences including ACM KDD Proceedings, ACM RecSys, ACM Transactions on MIS, Big Data, Decision Support Systems, IEEE Transactions on Knowledge and Data Engineering, Information Systems Research, the INFORMS Journal on Computing, JAMIA, Management Science and MIS Quarterly. He serves on the editorial board and program committees of many leading academic journals and conferences in the field. Padmanabhan earned a PhD from the Stern School of Business at New York University and a B.Tech in computer science from Indian Institute of Technology Madras.
Glen Schmidt  
*University of Utah, glen.schmidt@eccles.utah.edu*

Glen Schmidt’s research focuses on new product development and supply chain management. He is a Department Chair and David Eccles Professor of Business at the University of Utah, with research and teaching materials that have been recognized in award competitions at INFORMS and POMS.

David Simchi-Levi  
*Massachusetts Institute of Technology, dslevi@mit.edu*

David Simchi-Levi is a Professor of Engineering Systems at MIT. He is considered one of the premier thought leaders in supply chain management and business analytics. His Ph.D. students have accepted faculty positions in leading academic institutes including U. of California Berkeley, Carnegie Mellon U., Columbia U., Cornell U., Duke U., Georgia Tech, Harvard U., U. of Illinois Urbana-Champaign, U. of Michigan, Purdue U. and Virginia Tech. Professor Simchi-Levi is the current Editor-in-Chief of *Management Science*, one of the two flagship journals of INFORMS. He served as the Editor-in-Chief for *Operations Research* (2006-2012), the other flagship journal of INFORMS and for *Naval Research Logistics* (2003-2005). He is an INFORMS Fellow, MSOM Distinguished Fellow and the recipient of the 2014 INFORMS Daniel H. Wagner Prize for Excellence in Operations Research Practice; 2014 INFORMS Revenue Management and Pricing Section Practice Award; 2009 INFORMS Revenue Management and Pricing Section Prize and Ford 2015 Engineering Excellence Award. He was the founder of LogicTools which provided software solutions and professional services for supply chain optimization. LogicTools became part of IBM in 2009. In 2012 he co-founded OPS Rules, an operations analytics consulting company. The company became part of Accenture in 2016. In 2014, he co-founded Opalytics, a cloud analytics platform company focusing on operations and supply chain intelligence. The company became part of the Accenture Applied Intelligence in 2018.
Haldun Aytug
https://warrington.ufl.edu/directory/person/5267/

Haldun Aytug is the Karl. F. and Nancy J. Flammer Professor and Academic Unit Head of Information Systems and Operations Management at the University of Florida. His research interests include machine learning, electronic commerce and scheduling. He has received research funding from the National Science Foundation and has published his work in Management Science, Information Systems Research, INFORMS Journal on Computing, and other academic journals. His teaching interests include business objects, data mining, and logistics. Haldun earned his PhD in Decision and Information Sciences from the University of Florida in 1993. He is a member of Institute for Operations Research and Management Science and Association for Computing Machinery. He serves on the editorial review boards of Decision Support Systems, Journal of Business Analytics and Journal of Database Management.

Seema Bandyopadhyay
https://warrington.ufl.edu/directory/person/5701/

Seema Bandyopadhyay is currently a Senior Lecturer in the department of Information Sciences and Operations Management at the University of Florida, Gainesville. Her research interests include the design, performance analysis, and optimization of computer networks. Her research has been published in journals including Journal of Management Information Systems, Journal of Operations Research Society, IEEE Transactions on Mobile Computing, IEEE/ACM Transactions on Networking and Computer Networks. Her teaching interests include computer networks and design and development of application and system software. She received the ISOM Teaching Excellence Award for the MS-ISOM Program in 2012 and was recognized as Outstanding Faculty by the College of Liberal Arts and Sciences at University of Florida in 2009. Before joining the ISOM department, she served as a lecturer in department of Computer Science and Information Science and Engineering at University of Florida and as a Visiting Assistant Professor in the School of Electrical Engineering and Computer Science, University of Central Florida, Orlando. She also worked as a research engineer in a telecom company (C-DOT) in India from 1991-1997. She received her Ph.D. degree from the School of Electrical and Computer Engineering, Purdue University, West Lafayette, in 2004. She received a Bachelor’s degree in Computer Science and Engineering from the Indian Institute of Technology, Varanasi, India, in 1991 and a Master’s degree in Computer Science and Engineering from the Indian Institute of Technology, Delhi, India, in 1997.

Subhajyoti Bandyopadhyay
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Subhajyoti (“Shubho”) Bandyopadhyay is the Ethridge Professor of Information Systems and Operations Management at the Warrington College of Business Administration at the University of Florida, Gainesville. Professor Bandyopadhyay’s areas of research interests include Net
Neutrality, Information Systems Policy, Health informatics, Offshore Outsourcing of Services and the economics of Information Systems. His work has been cited by Google in its filing to the Federal Communications Commission in support for Net Neutrality. His research has been funded by the NET Institute, the Public Utility Research Center at the University of Florida, and by a Faculty Enhancement Opportunity award by the University of Florida. His research has been published in Information Systems Research, MIS Quarterly, Marketing Science, Journal of Management Information Systems, Journal of Operations Management and Communications of the ACM, among others. He received the Judy Fisher Teaching with Technology Award in 2008 and the Graduate Teaching Award in 2011-12 from the College of Business Administration at the University of Florida. Shubho received his Ph.D. in Management Information Systems from Purdue University in 2002. Prior to his academic career, he has had several years of industry experience with IBM in India. He is a member of the INFORMS and the AIS.

Harold Benson
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Harold Benson, Professor Emeritus of Information Systems and Operations Management, earned his Ph.D. from Northwestern University in Industrial Engineering and Management Sciences in 1976. He is a member of Phi Beta Kappa. He has held the American Economic Institutions and the Knight-Ridder Chairs at the University of Florida. His research interests are in the areas of multiple criteria decision-making and global optimization. In 2004, he received the prestigious Georg Cantor Award from the International Society on Multiple Criteria Decision Making for his lifetime research contributions to multiple criteria decision making. He was a College of Business Outstanding Teacher of the Year in 1990-1991, and he received a Teaching Improvement Award from University in 1995-1996. In 2006-2007 he was named the Undergraduate Faculty Member of the Year in the ISOM department. He has authored over 75 refereed research publications. He has served as an Associate Editor for Naval Research Logistics, the Journal of Mathematical Analysis and Applications, and Operations Research Letters. Currently, he is Associate Editor of the Journal of Optimization Theory and Applications and the Journal of Global Optimization. He is also an Editorial Board Member for the International Journal of Computational and Numerical Analysis and Applications, the International Journal for Rapid Publications in Mathematics, the International Journal of Information Systems for Logistics and Management and the International Journal of Productivity and Quality Management.

Janice Carrillo
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Janice E. Carrillo is an Associate Professor and the PricewaterhouseCoopers Professor in the Warrington College of Business at the University of Florida, where she currently serves as the Director of the MSISOM program. Her general research topics of interest include: management of technology, e-commerce, supply chain management, and sustainability. Her interests in technology management were fueled by her earlier work experience as an electrical engineer. Her work has appeared in journals including Management Science, Production and Operations Management, and Decision Sciences. She also serves as a Department Editor for Decision Sciences and as a Senior Editor for Production and Operations Management.
Hsing Kenny Cheng
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Dr. Hsing Kenneth Cheng is the John B. Higdon Eminent Scholar of Information Systems and Operations Management of Warrington College of Business at the University of Florida. Prior to joining UF, he served on the faculty at The College of William and Mary from 1992 to 1998. He received his Ph.D. in computers and information systems from William E. Simon Graduate School of Business Administration, University of Rochester in 1992. Professor Cheng teaches information technology strategy, object-oriented analysis and design, managerial statistics, electronic commerce, and supply chain management. He was awarded the Warrington College of Business Administration Teacher of the Year for 2000-2001, and “Outstanding Faculty” Award, for service and teaching excellence to Professional MBA Class of 2012, Warrington College of Business, University of Florida.

Dr. Cheng’s research interests involve electronic commerce, information systems policy issues, and information technology in supply chain management. His recent research focuses on modeling the impact of Internet technology on software development and marketing, and the national debate on net neutrality. He was ranked 20th (for the period of 2009-2011) and 16th (for the period of 2010-2012) among the world’s top-100 researchers in information systems based on publications on the top three information systems journals. His “Toward a Profile of Student Piraters” article is selected by Journal of Business Ethics as one of the 49 distinguished articles (out of 4747 published papers in thirty years) in JBE’s thirty year anniversary issue. His 2012 Decision Sciences paper “Net Neutrality, Broadband Market Coverage, and Innovation at the Edge” is featured in B-School Research Briefs of Bloomberg Businessweek. His 2015 Decision Sciences paper “Estimating Social Influences from Social Networking Sites” won the best paper award of having the most significant contribution published in the Decision Sciences journal of 2015. Dr. Cheng has co-edited several special issues in various information systems journals. He has served on the program committee of many information systems conferences and workshops, and is a program co-chair for the Workshop on E-Business (2003, 2012), and Taiwan Summer Workshop on Information Management (2013).

Emre Demirezen
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Emre M. Demirezen is an Assistant Professor in the Department of Information Systems and Operations Management at the Warrington College of Business Administration, University of Florida. He received his Ph.D. in Information and Operations Management from Mays Business School at Texas A&M University. He also holds M.S. and Bachelor’s degrees in Industrial Engineering from Bogazici University in Turkey. His research interests include economics of health information technology, participation dynamics and benefits of health information exchanges, physiological modeling, value co-creation, open source software, digital supply chains, and recommender systems. His research has been published in journals such as Information Systems Research, and Production and Operations Management.
Kutsal Dogan
https://warrington.ufl.edu/directory/person/7946/

Dr. Dogan is a clinical associate professor at the Warrington College of Business at the University of Florida. Previously, he was a clinical professor and an assistant dean at Naveen Jindal School of Management at the University of Texas at Dallas. Prior to this position, Dr. Dogan was an associate professor at Ozyegin University in Istanbul (2009-2015). He also served as the associate dean (2010-2014) for undergraduate programs while at OzU and received the university-wide best educator award in 2014 and IBM Faculty Award in 2012. Dr. Dogan served on the faculty of the School of Management, at the University of Texas at Dallas as an assistant professor (2002-2009), where he received the college's Outstanding Undergraduate Teacher of the Year Award (2007).

Dr. Dogan received a BS in Management Engineering from Istanbul Technical University (1993), an MBA from Virginia Tech (1997) and his PhD in Decision and Information Systems from the University of Florida (2002).

Dr. Dogan's research interests are in management information systems, economics, and marketing. In management information systems, he is interested in economics of information products and services such as software. His works in marketing promotions mainly deal with second-degree price discrimination and its effects on consumers and competition. He is also interested in behavioral issues in marketing and economics. His articles have appeared in journals such as Information Systems Research, Decision Sciences, International Journal of Industrial Organization, Decision Support Systems, Quantitative Marketing and Economics, and Information Technology and Management. Dr. Dogan also served on the editorial boards of the Decision Sciences Journal and the International Journal of E-Business Research.

Dr. Dogan teaches courses on management information systems, data mining and business intelligence, and enterprise data and knowledge organization and management.

H. Keith Florig
https://warrington.ufl.edu/directory/person/5680/

Keith Florig is Associate Research Scholar in the Department of Information Systems and Operations Management at the University of Florida. His research addresses problems in risk management and risk communication in social-technological systems. Dr. Florig’s work has been published in Science, Risk Analysis, Journal of Risk Research, and Energy Policy, among other outlets. Dr. Florig teaches graduate courses in statistics, risk management, and crisis management.

Before coming to UF in 2010, Dr. Florig served on the faculty of the Department of Engineering and Public Policy at Carnegie Mellon University, where he earned his PhD and where he still has an affiliation as an Adjunct Associate Professor.

Dr. Florig has served on committees of the National Academies of Science, the National Council on Radiation Protection, and the Society for Risk Analysis. He also has extensive research and teaching experience in China. He has published in Chinese academic journals and has taught graduate and executive courses in risk and crisis management at several Chinese universities.
Ira Horowitz
http://warrington.ufl.edu/contact/profile.asp?WEBID=286

Ira Horowitz is Graduate Research Professor Emeritus, having retired as a full-time faculty member at the end of the 1999-2000 academic year, which marked his 28th year of service to the University of Florida. Prior to coming to the University of Florida, Dr. Horowitz, who earned his B.A. at the Johns Hopkins University (1955) and Ph.D. at the Massachusetts Institute of Technology (1959), spent twelve years on the faculty of the School of Business Administration at Indiana University. He has also held visiting faculty appointments at the University of Kansas City (1960), The Catholic University of Louvain (1968-69), Michigan State University (1978-79), Institut European d’ Administration des Affairs (1984-85; Summer 1987; Summer 1997), The City University of Hong Kong (1992-94; 1997-98), Chiba University of Commerce (Summer 1993; November 1998), and The Chinese University of Hong Kong (Spring/Summer 1995). Since his retirement, he has periodically been taken out of mothballs to teach at the University of Florida, and has held semester-long overseas teaching appointments at Adelaide University (2001), the Consortium of International Universities (Italy, 2001), City University of Hong Kong (2002, 2007), Hong Kong Polytechnic University (2005), Hellenic American University (Athens, 2007), and Hong Kong Baptist University (2013-14). Since 2002 he has been a perennial (summer) Adjunct Faculty member in the College of Business at San Diego State University. He has been a Woodrow Wilson Fellow (1955-56), Beta Gamma Sigma Distinguished Scholar (1977-78), and American Institute of Decision Sciences Fellow (1978), and is the recipient of the American Institute of Decision Sciences Distinguished Service Award (1983), Teknologie Doktor h. c. Linköping Institute of Technology (1989), and the Blue Key Distinguished Faculty Award (1990).

Dr. Horowitz served as Editor of Decision Sciences (1978-83) and Managerial and Decision Economics (1988-93), and has also served on numerous Editorial Boards. At the present time he serves on the Editorial Boards of the Managerial and Decision Economics, the Journal of Sports Economics, and the International Journals of Strategic Decision Sciences and Integrated Supply Management.


Kyung Sung Jung
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Kyung Sung Jung is a clinical assistant professor in the Department of Information Systems and Operations Management at Warrington College of Business, University of Florida. He received his Ph.D. from Jindal School of Management, The University of Texas at Dallas on August 2013. He received MBA in Foster School of Business at University of Washington, Seattle. His current research interests include online retailing, digital content in e-commerce, the healthcare operations
Gary J. Koehler
https://warrington.ufl.edu/directory/person/5455/

Gary J. Koehler is the Emeritus Professor of Management Information Systems in the Department of Information Systems and Operations Management. He received his Ph.D. from Purdue University in 1974. He has held academic positions at Northwestern University and Purdue University and between 1979-1987 was a cofounder and CEO of a high-tech company which grew to over 260 employees during that period. His research interests are in the intersection of the Operations Research, Artificial Intelligence and Information Systems areas and include such topics as genetic algorithm theory, machine learning, e-commerce, and decision support systems. He has published in journals including Management Science, Information Systems Research, Operations Research, Journal on Computing, Evolutionary Computation, Decision Sciences, Decision Support Systems, the European Journal on Operational Research, Computer Technologies and Information Systems: IIE Transactions on Operations Engineering, SIAM Journal on Control and Optimization, Discrete Applied Mathematics, and many more.

He was an area editor for Decision Support Systems and was on the editorial boards of several other journals. He has served as an expert witness for many large firms (including AT&T and Anderson Consulting), has been an External Examiner for several Universities, and has worked under grants from IBM and the National Science Foundation.

Anuj Kumar
https://warrington.ufl.edu/directory/person/5588/

Anuj Kumar is an Associate Professor of Information Systems and Management at the Warrington College of Business, University of Florida. He holds a PhD in Information Systems from Heinz School of Information Systems and Management, Carnegie Mellon University. He also holds a Bachelor’s degree in Mechanical Engineering and a Master’s degree in Thermal Engineering from Indian Institute of Technology, India, and a Master’s degree in management from Indian Institute of Management, India.

Professor Kumar research focuses on understanding how information technology affects the behavior of organizations, individuals, and the interactions between them. Specifically, his research has examined the role of information technology in three areas – (1) Omnichannel customer behavior in technology mediated multichannel operations, such as retail of traditional goods (apparel and home goods), digital goods (digital movies and music), and after sales services in insurance sector. (2) Economic value of online product recommendation network in e-
commerce. (3) Role of technology in solving societal problems, such as remedying education with the use of personalization technologies. To answer these questions, Professor Kumar has designed natural, quasi-natural, and large scale randomized experiments in real-life field settings. Professor Kumar's research has received several competitive research grants from Marketing Science Institute and Wharton Customer Analytics Initiative as well as the best paper awards in INFORMS-Industries Association awards and Workshop of Information Systems and Economics. His research has been published in top tier journals like Management Science, Information Systems Research, Manufacturing & Service Operations Management, and Management Information Systems Quarterly.

**Young Kwark**
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Young Kwark is an Assistant Professor in the Department of Information Systems and Operations Management at Warrington College of Business, University of Florida. She received her Ph.D. from Naveen Jindal School of Management, the University of Texas at Dallas on December 2013. She also received MBA in Michael G. Foster School of Business at University of Washington in Seattle. She had worked at LG CNS Co., Ltd. as a system designer and solution expert. Projects she had joined include business process management, service oriented architecture, knowledge management system, and enterprise portal. Her primary research interests are in the economics of emerging phenomena from the rise of new industries and technology changes. She is interested in the effects of user-generated content and digital content in e-commerce, emerging issues in online retail platforms, information security, and recommender systems. Her papers can be found in Decision Analysis, Information Systems Research, Management Information Systems Quarterly, and Management Science.

**Jayashree Mahajan**
[https://warrington.ufl.edu/directory/person/5569/](https://warrington.ufl.edu/directory/person/5569/)

Professor Mahajan is a Lecturer in the Department of Information Systems & Operations Management and currently teaches International Marketing in the Online and on-campus Executive MBA Programs and Advanced Managerial Statistics in the MBA/MSM Programs. She has a Ph.D. in Business from the University of Wisconsin-Madison, an MBA from the University of Windsor, and an MA in Economics from Bombay University. Professor Mahajan has been on the faculty in the Department of Marketing at the University of Florida and at the University of Arizona. While at UF, she taught Business Statistics at the undergraduate level in the electronic platform format for a number of years. At the graduate level, she has also taught Marketing Research, Marketing Decision Support Systems, and Environmental Scanning. Her research projects have examined the use of specialists and generalists in multi-product firms, examining the value of spillovers from investments in information technology for marketing activities, and examining the effects of feedback and expertise on overconfidence in marketing predictions. Her work has been published in a number of journals including *Journal of Marketing Research, International Journal of Research in Marketing, Decision Sciences Journal, European Journal of Operational Research*, and *Vikalpa (Journal of Decision Makers)*. Her research has been funded by the Marketing Science Institute and the National Science Foundation.
Megan Mocko
https://warrington.ufl.edu/directory/person/7822/

Megan Mocko is a lecturer who teaches Business Statistics for undergraduate and graduate students. Previously, she taught statistics in the UF Department of Statistics since 2001 and achieved Master Lecturer in 2013. She won two college level teaching awards and was nominated three times for the national Waller Award during her time there. In addition to her teaching, Megan’s involvement in the field of statistics education lead to her work as co-chair on the recently updated 2016 GAISE Guidelines report (Guidelines for Assessment and Instruction in Statistics Education). The revised 2016 GAISE report along with the original report released in 2005 are endorsed by the American Statistical Association. She has also served on university committees related to the use of technology on campus as well as worked on pilots of learning analytics. Megan has taught introductory statistics in multiple formats: face-to-face, hybrid, and completely online. She has used different techniques to improve learning for students in face to face classes, with learning disabilities and in the online learning environment.

Aditi Mukherjee
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Dr. Aditi Mukherjee has a Masters in Software Engineering from PSG College of Technology, India and a Ph.D. in Management (Information Systems) from Purdue University. She has been a lecturer in the Information Systems and Operations Management Department at the Warrington College of Technology at the University of Florida since 2009 and has taught at the graduate and undergraduate level. Her research interests include knowledge management and pedagogical advancements in Information Systems courses.

Adam Munson
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Adam B. Munson is a Senior Lecturer in the department of Information Systems and Operations Management at the University of Florida. He earned his Ph.D. in Environmental Engineering from the University of Florida and also holds B.S. and M.S. degrees in Mechanical Engineering and Aquatic Ecology, and an M.B.A. He also is licensed as a PE in industrial engineering. Adam has conducted extensive research on development of environmental constraints for the purpose of water supply planning and alternative water resource development. He is particularly interested in developing the lowest cost local and region-scale strategies for meeting current and future water supply demands without violating ecologic constraints on traditional water supplies. This ultimately leads towards the conjunctive use of multiple surface and ground water resources, with highly variable availability, to maximize resource yield and supply reliability. Recently Adam has been involved with the statistical modeling of historic surface water stages based on climatic indicators where stage records are too brief to span climate cycles. This impacts recourse availability by establishing a non-bias record of historic condition. Adam’s research has been published in multiple journals including the Journal of the American Water Resource Association, Florida Water Recourses Journal, and Lake and Reservoir Management.
Xiajun (Amy) Pan
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Xiajun Amy Pan is an Assistant Professor in Department of Information Systems and Operations Management at University of Florida. She holds a Ph.D. in Supply Chain and Operations Management from McCombs School of Business, University of Texas at Austin. She also holds a M.Eng. from National University of Singapore and a B.Eng. from Xi’an Jiaotong University, China.

Dr. Pan’s research interests include supply chain management, retail operations management, business analytics, and operations-marketing/information interface. She has conducted consulting projects for a large transportation company and developed decision models, saving millions of dollars for the company. She also investigates big data analytics, particularly machine learning and deep reinforcement learning, in retail operations and healthcare. Dr. Pan has published papers in top journals such as Marketing Science, Manufacturing Service and Operations Management, Production and Operations Management. She won the Wickham Skinner Award for Best Paper Published in Production and Operations Management during 2012.

Praveen Pathak
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Praveen Pathak is the Robert B. Carter Professor in the Department of Information Systems and Operations Management. He received his Ph.D. from University of Michigan at Ann Arbor in 2000. He holds a MBA from the Indian Institute of Management, Calcutta, , and a B.Tech. (Honors) from the Indian Institute of Technology. Prior to joining University of Florida, he was working as an Assistant Professor at Purdue University. His research interests are in the field of Information Retrieval, and Web Mining. He has also done research in the area of Business Process Outsourcing, and Healthcare IT. He has published in various journals including Management Science, Information Systems Research, Journal of Operations Management, Journal of Management Information Systems, Production and Operations Management, IEEE Transaction on Knowledge and Data Engineering, Decision Support Systems, Information Processing and Management, Journal of The American Society for Information Science And Technology, and IEEE Intelligent Systems. His work has also been published in various leading conferences including Proceedings of the International Conference of Information Systems, Annual Hawaii International Conference on System Sciences, Americas Conference on Information Systems, Workshop on Information Technologies and Systems, INFORMS Conference on Information Systems and Technology, and Meetings of Decision Sciences Institute.

Professor Pathak’s teaching interests are in the field of Business Data Communications Management, Data Mining, Business Statistics, and Network Security. Prof. Pathak is Member of ACM, IEEE, INFORMS, DSI, and AIS. He is on the editorial board of Decision Sciences, and Journal of Database Management, a program committee member of Workshop on Information Technologies and Systems, and Conference on Information Systems and Technology, and an ad-hoc referee for Management Science, Information Systems Research, Information Processing and Management, International Conference of Information Systems, Hawaii International Conference on System Sciences, and Americas Conference on Information Systems. Before entering
academics, Prof. Pathak had worked with Citibank, Index Computing, and Indian Telephone Industries. While at Citibank his team started the bank’s mortgage business and established it across all of India.

Anand Paul  
https://warrington.ufl.edu/directory/person/5237/  
Anand Paul is the E.R. Beall Professor in the Department of Information Systems and Operations Management. He completed his Ph.D. at the University of Texas at Austin. He holds an MBA from the Indian Institute of Management and an undergraduate degree in Electrical Engineering from the Indian Institute of Technology. He teaches courses in quantitative methods and operations management. His research interests are in supply chain management and applied probability. His research has been published in Management Science, Operations Research, M& SOM, Mathematics of Operations Research, Production and Operations Management, Marketing Science, IIE Transactions, Naval Research Logistics, European Journal of Operational Research, Journal of Mathematical Analysis and Applications, and Operations Research Letters. Prior to embarking on a career in academia, Dr. Paul worked for three years in consulting.

Selwyn Piramuthu  
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Liangfei Qiu
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Liangfei Qiu is an Associate Professor and Hough Faculty Fellow in the Department of Information Systems and Operations Management, Warrington College of Business, University of Florida. He received his Ph.D. in 2014 from the University of Texas at Austin. His current research focuses on prediction markets, social networks and social media platforms, telecommunications networks, and economics of information systems. His research has appeared in premier academic journals such as Information Systems Research, MIS Quarterly, Production and Operations Management, Journal of Management Information Systems, and Decision Support Systems. His work has been featured in leading media outlets, such as the Bloomberg Businessweek, Conversation, ScienceDaily, Medium, Economy Watch, Mashable, and Futurity. He received the INFORMS Information Systems Society Sandy Slaughter Early Career Award and Association for Information Systems (AIS) Early Career Award in 2019. He serves on the editorial board of Production and Operations Management as a Senior Editor and Decision Support Systems as an Associate Editor. He also serves on the guest editorial board of Information Systems Research special issues as an Associate Editor. He is a recipient of the 2019 Production and Operations Management Best Senior Editor Award, 2018 UF Excellence Award for Assistant Professors (University-wide award), 2018 Information Systems Research Best Reviewer Award, 2018 UF Warrington College of Business Graduate Teaching Award, 2018 and 2017 Management Science Distinguished Service Award, 2017 Production and Operations Management Outstanding Reviewer Award, 2017 ICIS Outstanding Associate Editor Award, 2015 UF Judy Fisher Teaching with Technology Award, and 2013 Decision Support Systems Excellence in Peer Review Award.

Tharanga Rajapakshe
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Tharanga Rajapakshe is an Assistant Professor in the Department of Information Systems and Operations Management. She received her doctoral degree in Management Science from the University of Texas at Dallas. She received her bachelor’s degree in Production Engineering from the University of Peradeniya, Sri Lanka. She also holds a master degree (MS) in Supply Chain Management and a professional MBA from the University of Texas at Dallas.

Tharanga’s research interests are in resolving novel issues that emerge in implementing socially responsible supply chains and in optimization theory and applications. She has published papers in the top tier journals in the area of Operations Management such as Operations Research and Production and Operations Management. Tharanga’s teaching interests are in Operations Management, Supply Chain Management, Project Management, Logistics and Distribution.

Kyung Sun (Melissa) Rhee
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Kyung Sun (Melissa) Rhee is an Assistant Professor in the Department of Information Systems and Operations Management, Warrington College of Business at the University of Florida. She has received her Ph.D. in Information Systems from Michael G. Foster School of Business at the
University of Washington, Seattle. Her bachelor’s degree in Business Administration and master's degree (MS) in Operations Management are both from Seoul National University, South Korea.

Melissa’s primary research interests are in the economics of digital markets in which intersects between information systems and digital economics. Topics of her current work vary across transportation networks, online labor market, social media, and digital marketing.

**Asoo J. Vakharia**
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Asoo J. Vakharia is the McClatchy Professor and Director of the Center for Supply Chain Management in the Warrington College of Business Administration at the University of Florida. He has Ph.D. and M.B.A. degrees in Operations Management from the University of Wisconsin and a B.COM. in Accounting and Economics from Bombay University.

Professor Vakharia is a DSI and POMS Fellow and a recipient of the DSI Distinguished Service Award. His published work (with a focus on supply chain management and sustainability) has appeared in the *Decision Sciences Journal*, the *European Journal of Operational Research*, *IIE Transactions*, the *Journal of Discrete Applied Mathematics*, the *Journal of Operations Management*, the *Naval Research Logistics Journal*, and the *Production & Operations Management Journal*. He has served as Editor of the *Decision Sciences Journal* (2009-2014) and is a co-Department Editor for the *Production and Operations Management Journal*.

Asoo’s teaching interests are in Operations/Supply Chain Management, International Logistics, Transportation and Logistics Systems, and Supply Chain Analytics. In addition to teaching in the graduate, MBA, and executive MBA programs at the University of Florida, he has also developed and taught industry specific executive development courses in SCM Analytics. His industry experience includes several years as a strategy consultant and working with firms such as AT&T Solutions Customer Care, e-Diets.com, Golden Eagle Distributors, Garrett Air Research, Motorola, Sweetheart Cups, Inc., University of Arizona Medical Center, and Vistakon, Inc.

**Yining Wang**
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Yining Wang is currently an assistant professor of Information Systems and Operations Management at the Warrington College of Business, University of Florida. He holds a PhD in Machine Learning from School of Computer Science, Carnegie Mellon University. He also holds a Bachelor of Engineering in Computer Science and Technology from Tsinghua University, China.

Prof. Wang’s research focuses on data-driven methods and machine learning approaches with applications to revenue management problems, including the problems of dynamic pricing and product assortment planning in the face of uncertainty and changing environments. He is also interested in machine learning topics such as reinforcement learning, online learning and active learning. His papers can be found in top publication venues of revenue management and machine learning, including *Operations Research, Journal of Machine Learning Research* and conference proceedings such as *NeurIPS* and *ICML*. 