Ravi Bapna

Curtis L. Carlson Chair in Business Analytics and Information Systems; Academic Director, Carlson Analytics Lab; Program Director of MS-Business Analytics

EDUCATION

- **PhD 1999**
  Business Administration, Operations & Information Management, University of Connecticut
- **BT 1993**
  Computer Engineering, Manipal Institute of Technology, Mangalore University, India

EXPERTISE

- Social Media
- Big Data
- Business Analytics
- Online Strategies and Monetization
- Online Auctions
- Economics of IT

ABOUT

Bapna's research and scholarship views the billion strong, online social-graph as a giant global laboratory, a sandbox to gain a deeper causal understanding of how consumers, firms, industries and societies are being reshaped by the social media and big-data revolution. He teaches graduate students, executives, CIOs and CMOs on how to leverage the digital revolution for competitive advantage. His professional interests have resulted in research, consulting and executive education engagements with a variety of leading US and Indian companies. He regularly delivers keynote addresses on the leveraging big-data and social media to industry bodies and corporations.

His research interests are in the areas of social media, big-data analytics, peer influence, monetization and design of Freemium communities, online dating and matching, economics of information systems, human capital issues in the IT services industry, online auctions, e-market design, Grid computing, and the design of the IT organization. His research has been extensively published in a wide array of journals such as *Management Science, Informs Journal on Computing, Statistical Science, Information Systems Research, Journal of Retailing, MIS Quarterly, Decision Sciences, CACM, Naval Research Logistics, DSS, EJOR and ITM.* His views have featured in the *Financial Times, Wall Street Journal, Minnesota Public Radio, Star Tribune, LiveMint, India Knowledge @ Wharton, The Economic Times* and *Business Today*.

RECENT WORKS

1. Bapna, R., Umyarov. A., 2015, “Do Your Online Friends Make You Pay? A Randomized Field Experiment in an Online Music Social Network,” forthcoming in *Management Science.*
2. Mehra A., Langer, N., Bapna, R., Gopal, R., 2014, “Examining Returns to Training and Human Capital Investments for IT Services Firms,” forthcoming in *MIS Quarterly*.

3. Bapna, R., Langer, A., Mehra, A., Gopal, R., Gupta, A., "Examining Return on Human Capital Investments in the Context of Offshore IT Workers," *Management Science*, March 2013, 59, pp.641-658.