Vandana Ramachandran is a Professor (Lecturer) at the David Eccles School of Business. She received her Ph.D. from the University of Maryland, College Park, and prior to that earned her Bachelor's degree summa cum laude in Computer Science and Engineering, and Masters in Information System from the University of Arkansas, Fayetteville. Her research interests lie primarily in the domain of information systems economics, specifically the impacts of the availability of different types of information, as well as the presence of information asymmetries and frictions in digital markets. Her research work has an applied focus, and uses methodologies from econometrics, AI and machine learning to answer questions relevant for digital businesses, platforms and their participants. Her work is published in *Information Systems Research* and *Journal of Management Information Systems*, and has been presented at several peer-reviewed conferences including ICIS, WISE, CIST, IIOC, AOM, Marketing Science, ACM and others. She is also the recipient of a number of research grants from the Net Institute, the Stempler Award for Research on family owned/controlled businesses, and the Dean's Fellowship for several years. She teaches courses related to big data, data science, data structures and systems analysis and design at DESB. She enjoys working with students and is actively involved in mentoring/advising student research at the honors, undergraduate and PhD levels. In her free time, she enjoys exploring the beautiful mountains in Salt Lake with her husband and 2 dogs