VANDANA RAMACHANDRAN
Department of Operations and Information Systems
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ACADEMIC WORK EXPERIENCE

Professor (Lecturer) of Information Systems (2022 – present)

Associate Professor (Lecturer) of Information Systems (2017- 2022)

Assistant Professor of Information Systems (until 2017)

EDUCATION

Ph.D., Information Systems, 2010   University of Maryland, College Park
Minor Area: Economics

M.S. in Information Systems, 2003   University of Arkansas, Fayetteville

B.S. in Computer Science and Engineering, **2002**   University of Arkansas, Fayetteville
Summa cum Laude, Minor Area: Math

RESEARCH

PUBLICATIONS

- *Do Fit Opinions Matter? The Impact of Fit Context on Online Product Returns*
  Yang Wang, Vandana Ramachandran, and Olivia Sheng
  Information Systems Research (March 2021)

- *Quality Uncertainty and the Performance of Online Sponsored Search Markets: An Empirical Investigation*
  Animesh Animesh, Vandana Ramachandran, and Siva Viswanathan
  Information Systems Research (March 2010), 21(1), pp.190-201

- *Managers' Judgments of Performance in IT Services Outsourcing.*
  Vandana Ramachandran and Anand Gopal
  Journal of Management Information Systems (Spring 2010), 26(4), pp. 181-218

EDITORIAL

- Business and Information Systems Engineering and Marketing.
  Martin Spann, Oliver Hinz and Vandana Ramachandran
  Business and Information Systems Engineering (April 2013), 5, 127-128

WORKING PAPERS

- *Effects of Alignment between patient Needs and Social Support on Patient Emotion Change: Multi-class Analysis of Posts and Replies in an Online cancer Community.*
  With Anqi Xu, Xiao Liu and Paul Hu

- *Product Trial versus Online Product Fit Opinions: A Balancing Act on Fit Uncertainty*
  with Yang Wang, Olivia Sheng, and Bill Moore

- *Weekend Effect in Internet Search Advertising?*
  with Hemant Bhargava

- *Clicks to Conversion: States of Shopping and the role of Online Information*
  with Siva Viswanathan and Hank Lucas

- *Online Product Information and Traditional Quality Signals in Used Good Markets: The Value of Certification.*
  with Siva Viswanathan

WORKS IN PROGRESS

- *Do Green Initiatives help Hotel Ratings?*
  With Anwar Chutoo and Paul Hu

- *Investing in Equity Crowdfunding: Does Following Syndicates Pay Off?*

- *Crowdfunding the Next Hit: Learning from Peers in Micro-funding Online Experience Goods*
  With Chris Ward

- *Signals of Success: Collective Dynamics in Crowdsourcing Contests.*

CONFERENCE PRESENTATIONS

- *Examining the fit between patient need and social support – A deep learning based multi-label classification approach.*
  o **International Conference of Information Systems**, Munich, Dec 2019.
  o **INFORMS Conference on Information Systems and Technology,** 2020(V)

- *Product Trial versus Online Product Fit Opinions: A Balancing Act on Fit Uncertainty*
  o **Statistical Challenges in E-Commerce Research (SCECR)** on June 27-28, 2017 in Ho Chi Minh City, Vietnam

- *The Causal Impact of Fit Valence and Fit Reference on Online Product Returns*
  o **INFORMS Conference on Information Systems and Technology,** Nashville, Nov 2016
  o **International Conference of Information Systems**, Dublin, Dec 2016

- *Product Trial versus Online Product Fit Opinions: A Balancing Act on Fit Uncertainty*

- o **INFORMS Marketing Science Conference**, Baltimore, June 2016

- *Quality versus Fit – The Differential Impact of Online Opinions on Product Purchase and Return*
  - o **INFORMS Conference on Information Systems and Technology**, Philadelphia, Nov 2015
- *WOM, Movie Stars and Fans: Foreign Movie Demand Prediction Using Derived Networks*
  - o **INFORMS Conference on Information Systems and Technology**, San Francisco, Nov 2014

- *Weekend Effect in Internet Search Advertising?*
  - o **Workshop on Information System Economics**, Shanghai 2011

- *Clicks to Conversion: The Impact of Product and Price Information.*
  - o **Conference on Information Systems and Technology**, Charlotte, November 2011
  - o Invited Presentation at **Marketing Science** in the Sponsored Special Track on *Internet and Interactive Marketing*, Houston, June 2011
  - o **International Conference of Information Systems**, St. Louis, Dec 2010 in the *Economics of Information Systems* track

- *Searching Under the Influence? Explaining Beer Price Dispersion in New York City.*
  - o **International Industrial Organization Conference**, Vancouver, May 2010 - Pricing track
  - o **Workshop on Information System Economics**, Phoenix, December 2009 - Pricing track

- *Crowdfunding the Next Hit: Microfunding Online Experience Goods*
  - o **INFORMS** Austin, Oct 2010 in the *Information Systems* track
  - o **Workshop on Computational Social Science and the Wisdom of Crowds**, **NIPS**, Amherst, 2010

- *Collective Dynamics in Resolving Uncertainty in Crowdsourced Markets*
  - o **INFORMS** Austin, Oct 2010 in the *Information Systems* track

- *Crowdsourcing the Next Best Idea: An Empirical Examination of Collective Dynamics in Resolving Quality Uncertainty.*
  - o **Sunbelt**- the International Network for Social Network Analysis, Trento, Italy, June 2010 in the *Social Influence track*
  - o **INFORMS** San Diego, Oct 2009 in the Information Systems Track

- *Click-Tracks: Understanding Consumers' Online Information Search Behaviors and Purchase Outcomes in Online Retailing.*
  - o **INFORMS** San Diego, Oct 2009 in the *Information Systems* Track

- *Does Online Information Substitute or Complement Traditional Quality Signals?*
  - o **Workshop on Information Systems Economics**, Montreal, Dec 2007
  - o **Global Technology Management Consortium**, Sophia Antipolis, France, June 2007.

- *The Impact of Online Information on the Purchase of Certified Used Cars.*
  - o **Conference on Information Systems and Technology**, Seattle, November 2007

- o **INFORMS** Conference, Seattle, November 2007 in the *Information Systems Economics* Track
  - o **Association for Consumer Research** Conference, Memphis, October 2007
  - o **E-markets** schmooze, University of Maryland, October 2007
  - o **Statistical Challenges in E-commerce Research Workshop** (**SCECR**), CIBER, University of Connecticut, May 2007.

- *An Empirical Investigation of the Performance of Online Sponsored Search Markets.*
  - o **International Conference of Electric Commerce**, Minneapolis, 2007 (***Best Paper Nomination)***
- *Are Managers' Judgments of Performance Consistent with Objective Outcomes? Testing the Input Bias in the Field.*
  - o **Academy of Management** Conference, Philadelphia, August 2007

- *Modeling the link between online search, customization and purchase outcomes.*
  - o **Statistical Challenges in E-commerce Research** Workshop, Connecticut, May 2007.

- *Quality Uncertainty and Adverse Selection in Sponsored Search Markets.*
  - o **Invited** talk at TUILES Information, Operations and Management Sciences department workshop series, Stern School of Business, **New York University**, March 27, 2007.
  - o **International Conference on Information Systems**, Milwaukee, December 2006
  - o **Conference on Information Systems and Technology**, Pittsburgh, November 2006

- *Competition in Sponsored Search Auctions: Do High Quality Firms Bid More?*
  - o **INFORMS** Conference, Pittsburgh, November 2006 in the *Online Auctions* track.

- *Online Advertisers' Bidding Strategies for Search, Experience, and Credence Goods: An Empirical Investigation.*
  - o First Sponsored Search workshop held in conjunction with the **Association for Computing Machinery** conference on *Electronic Commerce* in Vancouver, CA, June 2005

- *IT Capabilities and firm strategy: A configurational perspective.*
  - o **Global Technology Management Consortium** in Groningen, Netherlands, June 2005.

- *Bounded by sense-making and limited by cognition- Subjective perceptions of performance in offshore software projects.*
  - o R.H. Smith School of Business, **University of Maryland**, College Park, Spring 2005.

TEACHING

GRADUATE COURSES
- IS 6410 Systems Analysis and Design
- IS 6615 Data Structures and Algorithms
- IS 6493 Big Data and Data Science

UNDERGRADUATE COURSES
- IS 4415 Data Structures and Algorithms
- IS 4430 Systems Analysis and Design
- IS 3596 IT Certifications

MBA
- IS 6010 Information Systems - Competing in the Analytics Age (Full-time MBA, Online MBA)

HONORS
- IS 4999 Information Systems Honors

INDEPENDENT Studies
- Python Models for Analyzing Twitter Sentiment, Spring 2019
- Android App Development, Summer 2017
- Data Science using Python, Summer 2017
- Data Transformation w/ Apache Spark, Summer 2017
- Exploring the Power of Crowdsourcing using Mobile Apps, 2011-2012
- Networks in Online Crowdsourced Communities, Summer 2009, Summer 2010

FIELD STUDY
- Geo-mapping: Improving Wayfinding at Snowbird Ski and Summer Resort, Fall 2013
- Internet Search Strategies for Library Digital and Special Collections, Spring 2012

SERVICE

UNIVERSITY OF UTAH – OIS Department

- **PhD co-advisor**
  - Yang Wang (University of Wisconsin, Milwaukee)

- **PhD Committee Member,** OIS Department, University of Utah
  - Dr. Bo Wen (Northern Arizona University)
  - Dr. Jessica Sheng (California State University Northridge)
  - Dr. Anqi Xu (Bentley University)
  - Anwar Chutoo, ABD (University of Mauritius)
  - Dr. Amin Morid (Santa Clara University)
  - Dr. Jongtae Yu (KFUPM Business School, Riyadh)
  - Dr. Yuanyuan Gao (SUNY, New Paltz)

- Dr. Chong Oh (University of Utah)
- Dr. Hanfen Hu (University of Nevada, Las Vegas)
- Dr. Iljoo Kim (St. Joseph's University)

- **OIS Department Honors Coordinator**, 2011- 2023
  - Mentored and advised 3-5 honors student every year for 3 semesters each
  - Arranged meetings to give feedback and practice research presentations

- **IS Study Abroad Program Faculty Director,** 2023 – present
  - Organized a program for 27 IS minor students in Korea and Japan, Summer 2024
  - Organized a program for 23 IS minor students in Italy and Spain, Spring 2023
  - Organized a program for 32 IS minor students in Korea and Japan, Summer 2023

- **Data competitions and hackathons**
  - Co-organizer, Generative AI hackathon, University of Utah, Spring 2023
  - Co-organizer, Game Day Analytics, Spring 2021

- **Undergraduate Research Opportunities Program UROP Mentor, University of Utah**
  - Kenneth Cobabe, "Crowdlending models" 2017-2018
  - Sergio Juarez, "Empirical Analysis of The Participation Behaviors of Investors on Crowdfunding Platforms", 2016-2017

- **Undergraduate Honors Thesis Advisor, OIS Department, University of Utah**
  - Ryan McBride, "Presidential Prediction Models: Using down ballot election results", 2023
  - Emily Barrett, "Understanding and Mitigating AI biases", 2022
  - Alexa Maciel, "An examination of chronic patients receiving psychosocial support through online health communities", 2021
  - Shane Rayhill, "Recommender Systems", 2019
  - Cole Stevenson, "Healthcare IT", 2018-2019
  - Francisco Juarez-Cardenas, "DACA and Immigration through the lens of Google Trends", 2017-2018
  - Sergio Juarez, "Empirical Analysis of The Participation Behaviors of Investors on Crowdfunding Platforms", 2016-2017
  - Hong Pham, "Exploring the power of crowdsourcing using mobile apps", 2011-2012.
  - Kent Johnson, "Data Models and Data Ownership in the 21st Century", 2011-2012
  - Richard Kimball, When Does Crowd Knowledge Outweigh Expert Knowledge? 2010-2011

- **Masters Projects Advisor**
  - Sarah Allen, Max Holmes. Web-application for Milvetcom, 2021
  - Derek Stout, Tyler Burgi, Tracy McKellar, Meghna Sathe, Dimitrios Mumulidisz, Anti Tampering Tape Control System for NuSkin, 2018-2019
  - Ben Lacusta, Ritu Soni, Brian Reed, AI Chatbot for Younique, 2018
  - Benedetta Renso, Parminder Gill, Harish Ramesh, and Srinidhi Siddagangaiah, Ancestry.com – Identifying Shipment Cost Inconsistencies, 2017-2018
  - Ian Ritchie, Akanksha Joshi and Christopher Eberhart, Athletics Department – Tracking Donations, 2017-2018

- Aman Kaushal and Niharika Rajwadha, Analytics Dashboard for JD Analytics LLC, 2016
- Aarthy Barathy and Chris Romero, Leonardo Museum: Art or Science, 2016
- Collin Burton, Crowdfunding for Cancer Research with Huntsman, 2013
- Jeff Chu and Cory Schulties, Bluecoat K9: Community Ratings, 2009-2010

- **MSIS Graduation/Degree Audit committee,** 2015- current
- **MSBA Graduation/Degree Audit committee,** 2017- 2023
- **MSIS Curriculum committee,** 2017-2019

UNIVERSITY OF UTAH – DESB

- **Undergraduate Research Council, Founding Member, DESB representative**, 2023 - 2026
- **University Undergraduate Council Member, DESB Representative,** 2018-2021
- **Conference Co-chair and organizing committee,** Winter Conference on Business Intelligence, Snowbird, Utah 2010-2015, 2017, 2019
- **External Relations Committee,** 2008-2009

ACADEMY/EXTERNAL

Guest Editor (Journal Special Issue)
- Special Issue Editor (intersection of Business Information Systems and Marketing) Business and Information Systems Engineering and Marketing, Vol. 3, Issue 3, June 2013 With Martin Spann and Oliver Hinz

Associate Editor (Conference tracks)
- Associate Editor**,** Economics and Value of IS track, International Conference of Information Systems, 2010, 2012, 2013, 2015, 2017
- Associate Editor, Organizational Communication and Information Systems (OCIS track), Academy of Management Conference, Montreal, Aug 2010

Program Committee
- Program Committee**,** Conference of Information Systems &Technologies, INFORMS 2010- 2017
- Program Committee**,** International Conference on Mobile Business ICMB/GRM 2010, Athens, Greece, Jun 2010

Session Chair
- Session Chair, Economics of IS cluster, ICIS 2012, Orlando, Dec 2012
- Session Chair, Crowdsourced Markets and Communities, Information Systems Cluster, Sponsored Session, INFORMS, Austin, Nov 2010

Ad-hoc Reviewer
- Management Science, Management Information Systems Quarterly, Information Systems Research, Journal of Management Information Systems, International Journal of Electronic Commerce, ACM Transactions on MIS, IEEE Transactions on Engineering Management, Production and Operations Management

ACADEMIC HONORS, GRANTS AND AWARDS

- **Masters Teaching Award**, OIS Department, University of Utah 2022
- **Undergraduate Research Grant**, **UROP,** for "Crowdlending", University of Utah 2018
- **Undergraduate Research Grant, UROP** for "Empirical Analysis of The Participation Behaviors of Investors on Crowdfunding Platforms", University of Utah 2017
- **Teaching Grant, CTLE** Center for Technology and Learning Excellence, 2012
- **Best Reviewer Award,** CIST 2012
- **Best Paper Award Nomination** for **"**An Empirical Investigation of the Performance of Online Sponsored Search Markets**"** International Conference of Electronic Commerce, Minneapolis, 2007.
- **Nominated for ICIS Doctoral Consortium 2007.**
- **Doctoral Consortium Participant,** America's Conference on Information Systems, August 2007.
- **Research Grant** for "The Impact of Online Information on the Purchase of Certified Used Cars"**.** *NET Institute*, New York University, Summer 2007.
- **Gerald and Deana Stempler Award for Research** on family-owned and family-controlled businesses, Robert H Smith School of Business, University of Maryland, April 2007.
- **Research Mentor, Smith Undergraduate Research Fellow Program,** 2006-2008. Helped supervise undergraduate research projects for Corey Martin and Danny Jamal
- **Research Grant** for "Quality uncertainty and adverse selection in sponsored search markets" *NET Institute*, New York University, Summer 2005.
- **Invited Participant**, *Information Systems Economics Workshop*, *New York University*, 2005
- **Graduate Research Assistantship,** Robert H. Smith School of Business, 2003-2008.
- **Dean's Fellowship for Summer Research,** Robert H. Smith School of Business, 2003-2008.
- Information Technology Research Center Graduate Research **Assistantship,** Walton College of Business, University of Arkansas, 2002-2003.
- Chancellor's **full scholarship,** University of Arkansas, 1998-2002.
- **Chancellor's** list, College of Engineering, University of Arkansas, 1999-2002.
- **Dean's** list, College of Engineering, University of Arkansas, 1998-2002.