Sudip Bhattacharjee

http://www.business.uconn.edu/person/sudip-bhattacharjee/

Dept of Operations and Information Management   Phone: +1-860-712-9877
School of Business   Email: sudip.bhattacharjee@gmail.com
University of Connecticut
Google Scholar: https://scholar.google.com/citations?user=5cK6tJAAAAAJ&hl=en

EDUCATION

Ph.D., Management Science & Systems, SUNY at Buffalo
B.Tech (Hons.), Mechanical Engg., Indian Institute of Technology, Kharagpur, India

EXPERIENCE

- Professor, School of Business, University of Connecticut, 2017-present
- Associate Professor, School of Business, University of Connecticut, 2005-2017
- Assistant Professor, School of Business, University of Connecticut, 1998-2005
- Senior Research Fellow, Data Analytics, US Census Bureau, Aug 2018-present
- Chief, Center for Big Data Research and Applications, Census Bureau, Aug 2016-July 2018

LEADERSHIP EXPERIENCE

- Senior Research Fellow, Data Analytics, US Census Bureau, Aug 2018-present
- Chief, Center for Big Data Research and Applications, Census Bureau, Aug 2016-July 2018
  Dr. Sudip Bhattacharjee serves as the Senior Research Fellow in the Research and Methodology Directorate at the Census Bureau. He previously served as Chief, Center for Big Data Research and Applications. The Research and Methodology Directorate is the hub of the Census Bureau's scientific activity. **Through his leadership, Dr. Bhattacharjee directly supervises multiple research projects in the area of data analytics, which**
  - focus on improving current Census Bureau data products and operations,
  - create new insights by combining administrative data sources, public information and core Census data assets, and
  - develop collaborative research programs with other Federal agencies and external partners.

  Dr. Bhattacharjee also leads outreach activities, including research collaboration and data dissemination with academic and industry researchers.

- Chair, Computing Task Force, US Census Bureau, Aug 2016-Mar 2018
  Led a team of subject matter and technology experts, and reported to the Census Bureau Deputy Director, to design the next generation infrastructure for Census Bureau secure data and computing requirements. This design formed the core for current Census Bureau technology infrastructure implementation.

- Executive Director, MBA Programs, University of Connecticut, Jan 2009-June 2010
  - **Implemented the first international course for Fulltime MBA students.** Students take a 2-week course on European business, law and culture at EM Lyon. Instructors are EM Lyon professors. Students live and travel independently in a foreign environment. The

course includes field trips and optional cultural experiences. **It has been successfully running every year since January 2010.**

- o **Introduced a new course focused on communications and project management**, two critical skills that all students needed to excel in internships and the job market.
- o **Streamlined the admissions process of the fulltime MBA program.** Initiated major updates that culminated in adoption of state of the art processes and online admissions systems.
- o Revamped first year course offering schedule to tighten and focus the first year experience.

- Assistant Dept. Head, OPIM, University of Connecticut, Aug 2010-Aug 2012

- Member, NITRD Interagency Working Group (IWG) for Big Data, Jan 2018-present
- Member, NITRD Interagency Working Group (IWG) for AI, May 2022-present
  NITRD (Networking and Information Technology Research and Development) seeks to provide the research and development (R&D) foundations for assuring continued U.S. technological leadership and meeting the needs of the Federal Government for advanced information technologies. **It reports to the Office of Science and Technology Policy (OSTP) of the US White House.**

Editorial Services:
- **Journal Special Issue Editor:**
  - Decision Support Systems (2021-2023)
  - ACM Transactions on Management Information Systems (2016-2017)
- **Associate Editor, Information Systems Research** (Jan 2010 – Dec 2014)
- **General Co-Chair,** The Fifth IEEE International Conference On Big Data Service And Applications, April 4-9, 2019, San Francisco East Bay, CA, USA.
- **Co-chair, INFORMS CIST 2014** (Conference on Information Systems and Technology)

- **Doctoral dissertation:**
  Chair/Co-chair:
  - Arda Zuber, OPIM (completed June 2022)
  - Aindrila Chakraborty, OPIM (completed June 2018)
  - Kaveepan Lertwachara, OPIM (co-chair) (completed July 2004)
  Committee member:
  - Mohsen Emadikhiav, OPIM (completed May 2020)
  - Annie Jiang, Marketing (completed December 2006)

- Coach and Judge, INFORMS Edelman Award, 2018-2022
- Member, INFORMS Advocacy Governance Committee, Jan 2020-present
- Member, INFORMS AI Committee, Jan 2021-present

ACADEMIC HONORS

- **INFORMS Edelman Awards judge,** appointed by INFORMS Board, 2019-2021
- *Member, INFORMS AI Committee*, Jan 2021-present
- *Senior Research Fellow, Data Analytics*, US Census Bureau, Aug 2020-present
- On deputation to the US federal govt through an Interagency Personnel Agreement (IPA):
  - *Senior Research Fellow, Data Analytics*, US Census Bureau, Aug 2018-July 2020
  - *Chief, Center for Big Data Research and Applications*, US Census Bureau, Aug 2016 – July 2018.
- *Ackerman Scholar,* University of Connecticut School of Business, 2005-2011.
- *Franz Edelman Award for Achievement in Operations Research and the Management Sciences - Semi-finalist,* INFORMS, 2006-07
- *Best Research Article*, University of Connecticut School of Business, for paper entitled "Do Artists Benefit From Online Music Sharing?", 2005.
- **CIDRIS Research Fellow** (Center for Internet Data & Research Intelligence Services), 2005-2008.
- *Graduate Teaching Award* **(MBA),** University of Connecticut School of Business, 2004.
- *Innovation in Teaching Award,* University of Connecticut School of Business, 2002.
- *CIBER Research Fellow* (Center for International Business Education and Research), 2000-02.
- **Omega Rho**, International Honor Society for Operations Research, 1996-present.
- **Beta Gamma Sigma** *(lifetime member, by invitation only).*

EXTERNAL GRANTS:

- SCC-IRG Track 1: Empowering and Enhancing Workers Through Building A Community-Centered Gig Economy. National Science Foundation. Oct 2020 – Sep 2023. $2,013,764.
- Interagency Personnel Agreement (IPA), US Census Bureau. Aug 2019-July 2020. $245,000.
- Interagency Personnel Agreement (IPA), US Census Bureau. Aug 2018-July 2019. $230,000.
- Interagency Personnel Agreement (IPA), US Census Bureau. Aug 2016-July 2018. $585,000.

VISITING APPOINTMENTS

- Visiting Researcher, GE Global Research Center, Aug 2013-Aug 2015
- Visiting Faculty, EM Lyon Business School, Lyon, France, 2010-2018
- Visiting Faculty, Indian School of Business, India, 2015-2018

JOURNAL SPECIAL ISSUE EDITOR

- Decision Support Systems, "Special Issue: Business and Government Applications of Text Mining & Natural Language Processing (NLP) for Societal Benefit", Sep 2022. Eds. Bhattacharjee, S., Delen, D., Kumar, A., Ghasemaghaei, M., Ngai, E.

- ACM Transactions on Management Information Systems, "Special Issue: WITS 2015 Selected Papers", Aug 2017, Eds. Bhattacharjee, S., V. Jacob, Z. Jeffrey Jiang, S. Kumar.

RESEARCH CONSULTING

- Faculty Advisor and Research Consultant, GE/UConn *edgelab*, 2006-2011
    - A unique industry-academia partnership. Data-driven projects involved deep academic research, had top management support, and had at least $1 million benefit to the business.
    - Projects conducted as a team. Team consisted of one or two academic faculty members (including me), 3 to 5 students (mostly Masters and Ph.D., and a few bright undergraduate ones), and members of the sponsoring organization.
    - Over 95% of 150+ projects were implemented by the company. Some projects led to patent applications (I was part of one patent filing process), and others have been converted to top-tier research publications, case studies, and presentations at top tier conferences and universities.
- State of Connecticut, Office of Policy and Management and Office of Consumer Counsel, CT Ultra HighSpeed Broadband Internet (CT-Gig), Economic Analysis (Dec 2014 – June 2018).

REFEREED PUBLICATIONS

- Emadikhiav, M., S. Bhattacharjee, R. Day, D. Bergman, "A decision support framework for integrated lane identification and long-term backhaul collaboration using spatial analytics and optimization". Decision Support Systems, 2024, forthcoming.

- Bhattacharjee, S. D. Delen, M. Ghasemaghaei, A. Kumar, Eric W.T. Ngai, "Business and government applications of text mining & Natural Language Processing (NLP) for societal benefit: Introduction to the special issue on "text mining & NLP". Decision Support Systems, Vol. 162, Sep 2022, pp.113867.

- Zhdanov, D., S. Bhattacharjee, M. Bragin, "Incorporating FAT and privacy aware AI modeling approaches into business decision making frameworks". Decision Support Systems, Vol. 155, Apr 2022, pp.113715.

- Biswas, B., A. Mukhopadhyay, S. Bhattacharjee, A. Kumar, D. Delen, "A text-mining based cyber-risk assessment and mitigation framework for critical analysis of online hacker forums", Decision Support Systems, July 2021.

- Cuffe, J., Bhattacharjee, S., Etudo, U., Smith, J.S., Basdeo, N., Burbank, N., Roberts, S.R., "Using Public Data to Generate Industrial Classification Codes", NBER CRIW Conference (Conference on Research in Income and Wealth): Big Data for 21st Century Economic Statistics, Bethesda, MD, March 15-16, 2019.

- Chakraborty, A., Bhattacharjee, S., Marsden, J., Shankar, R., Swanson Katz, E., Vallee Jr., W. L., "Predictive models to measure the impact of fiber-optic broadband speeds on local towns and communities", Telematics and Informatics, Vol. 35, May 2018, pp. 1408-1420.

- Bhattacharjee, S., V. Jacob, Z. Jeffrey Jiang, S. Kumar, "Introduction to the WITS 2015 special issue of ACM Transactions on Management Information Systems", ACM Transactions on Management Information Systems (TMIS), Vol. 8, No. 2-3, Aug 2017, pp.4e.

- X. Bai, S. Bhattacharjee, Boylu, F., R.D. Gopal, "Growth Projections and Assortment Planning of Commodity Products across Multiple Stores: A Data Mining and Optimization Approach", <u>INFORMS Journal on Computing</u>, Vol. 27, No. 4, Fall 2015, pp.619-635.

- S. Bhattacharjee, J. Cruz, "Economic Sustainability of Closed Loop Supply Chains: A Holistic Model for Decision and Policy Analysis", <u>Decision Support Systems</u>, Vol. 77, September 2015, pp. 67-86.

- Bhattacharjee, S., J.R. Marsden and H. Singh, "An approach to identify influential building blocks and linkages in an information resource network", <u>Decision Support Systems</u>, Vol. 52, Issue 1, Dec 2011, pp. 217-231.

- Wang, J., Z. Yang and S. Bhattacharjee, "Same Coin, Different Sides: Differential Impact of Social Learning on Two Facets of Music Piracy", <u>Journal of Management Information Systems</u>, Vol. 28, No. 3, Winter 2011-12, pp. 343-384.

- Bhattacharjee, S., R. D. Gopal, J.R. Marsden and R. Sankaranarayanan, "Digital Goods and Markets: Emerging Issues and Challenges", <u>ACM Transactions on Management Information Systems</u>, Vol. 2, Issue 2, June 2011, pp. 8:1-8:14.

- Bhattacharjee, S., R. D. Gopal, J.R. Marsden, R. Sankaranarayanan and R. Telang, "To Theme or Not To Theme: Can Theme Strength be the Music Industry's "Killer App"?", <u>Decision Support Systems</u>, December 2009, Vol. 48, No. 1, pp. 141-149.

- Bhattacharjee, S., R. D. Gopal, J.R. Marsden and R. Sankaranarayanan, "Re-tuning the music industry to attain business resonance," <u>Communications of the ACM</u>, June 2009, Vol. 52, No. 6, pp.136-140.

- Bhattacharjee, S., R. D. Gopal, K. Lertwachara, J.R. Marsden and R. Telang, "The Effect of Digital Sharing Technologies on Music Markets: A Survival Analysis of Albums on Ranking Charts", <u>Management Science</u>, September 2007, Vol. 53, No. 9, pp. 1359-1374. **(Lead article in Management Science)**.

- Bhattacharjee, S., R. D. Gopal, K. Lertwachara, and J.R. Marsden, "Stochastic Dynamics of Music Album Lifecycle: An Analysis of the New Music Landscape", <u>International Journal on Human-Computer Studies</u>, 2007, Vol. 65, No.1, 85-93.

- Bhattacharjee, S., Gopal, R. D., Lertwachara, K., and Marsden, J., "Impact of Legal Threats on Individual Behavior: An Analysis of Music Industry Actions and Online Music Sharing," <u>Journal of Law and Economics</u>, April 2006, Vol. 49, No. 1, 91-114.

- Bhattacharjee, S., R. D. Gopal, K. Lertwachara, and J.R. Marsden, "Consumer Search and Retailer Strategies in the Presence of Online Music Sharing", <u>Journal of Management Information Systems</u>, 2006, Vol. 23, No. 1, Pages 129-159.

- Bhattacharjee, S., H. Zhang, R. Ramesh, Dee H. Andrews, "A Decomposition and Guided Simulation Framework for Large-Scale System Design: A Study in QoS-capable Intranets with Fixed and Mobile Components", <u>INFORMS Journal on Computing</u>, Summer 2007, Vol. 19, No. 3, pp. 429-442.

- Gopal, R. D., S. Bhattacharjee, G. L. Sanders, "Do Artists Benefit From Online Music Sharing?", <u>The Journal of Business</u>, May 2006, vol. 79, no. 3, Pages 1503-1534.

- Bhattacharjee, S., R. D. Gopal, K. Lertwachara, and J.R. Marsden, "Whatever Happened To Payola? An Empirical Analysis Of Online Music Sharing", <u>Decision Support Systems</u>, 2006, Vol. 42, No. 1, pp. 104-120.

- Bhattacharjee, S., Gopal, R. D., Lertwachara, K., and Marsden, J., "Using P2P Sharing Activity to Improve Business Decision Making: Proof of Concept for Estimating Product Life-Cycle," <u>Electronic Commerce Research and Applications</u>, Spring 2005, Vol. 4, Issue 1, Pages 14-20.

- Bhattacharjee, S., Y. Alex Tung and Bhavik Pathak, "Author Experiences with the IS Journal Review Process", <u>Communications of the AIS</u>, June 2004, vol. 13, article 37.

- Gopal, R.D., G.L. Sanders, S. Bhattacharjee, M. Agrawal, S. Wagner, "A Behavioral Model of Digital Music Piracy", <u>Journal of Organizational Computing and Electronic Commerce</u>, 2004, vol. 14, no. 2, pp. 89-105.

- Bhattacharjee, S., R.D. Gopal, G.L. Sanders, "Digital Music And Online Sharing: Software Piracy 2.0?", <u>Communications of the ACM</u>, July 2003, vol. 46, no. 7, pp. 107-111.

- Bhattacharjee, S., R. Ramesh, Stanley Zionts, "A Design Framework for e-Business Infrastructure Integration and Resource Management", <u>IEEE Transactions on Systems, Man and Cybernetics</u>, August 2001, vol. 31, no. 3, pp. 304-319.

- Bhattacharjee, S., R. Ramesh, "Enterprise Computing Environments and Cost Assessment: An Object-Oriented Framework", <u>Communications of the ACM</u>, October 2000, vol. 43, no. 10, pp. 74-82.

- Bhattacharjee, S., R. Ramesh, "A Multi-Period Profit Maximizing Model for Retail Supply Chain Management: An Integration of Demand and Supply-side Mechanisms", <u>European Journal of Operational Research</u>, May 2000, vol. 122, no.3, pp. 584-601.

BOOK CHAPTERS
- Rook L, Bhattacharjee S, Ketter W., "Incorporating Social Values for Cooperation in Energy Trading and Balancing Research", <u>Energy Sustainability through Retail Electricity Markets: The Power Trading Agent Competition (Power TAC) Experience</u>, Eds. Collins, J., Ketter, W., Symeonidis, A.L., 2023 Jul 26 (pp. 179-196). Cham: Springer International Publishing.

- Bhattacharjee, S., R. D. Gopal, J.R. Marsden and R. Sankaranarayanan, "Economic Determinants of Piracy of Digital Goods: Using Market Forces to Shape a Secure Solution", <u>Annals of Emerging Research in Information Assurance, Security and Privacy Services</u>, Eds. H. Raghav Rao & S. Upadhyaya, Elsevier, 2008.

- Bhattacharjee, S., R. D. Gopal, J.R. Marsden and R. Telang, "A Survival Analysis of Albums on Ranking Charts", <u>Peer To Peer Video As A Mass Medium</u>, Eds. Eli Noam & Lorenzo Pupillo, Springer, March 2008.

OTHER RESEARCH

- **Patent Application:** Bhattacharjee, S., C. Kalish, R. Sen, S. Chen, B.L. DiMarzio, Q. Wu, R. Sankaranarayanan, G.C. Vellutino, "Method And System For Mobile Asset Management", Application Number 12/421,764, US Patent Office, October 2010. **(25 citations)**
- ***Semi-finalist in Franz Edelman Award for Achievement in Operations Research and the Management Sciences 2006-07.***
  S. Bhattacharjee, R.D. Gopal, C. Kalish, M. Drury, M. Chawla, *Shaping a New Growth Strategy for GE Polymershapes: A Multi-Criteria Decision Model to Calibrate and Predict Branch Performance*" was **judged to be among the 12 outstanding examples** of management science and operations research practice in the world. The Committee was very favorably impressed with our multi-criteria decision making models, that included advanced data mining and optimization tools, to develop a sustainable growth strategy for a Fortune 100 company.

PAPERS UNDER REVIEW and WORKING PAPERS

- Several.

KEYNOTES AND INVITED PRESENTATIONS

- **BLS (Bureau of Labor Statistics) Data Science User Group.** "Classifying Businesses into NAICS codes using a Text Mining and Machine Learning Platform", online presentation, May 25, 2021.

- **BLS (Bureau of Labor Statistics) Data Science User Group.** "Increasing Survey Response Rates and Decreasing Costs by Combining Numeric and Text Mining Strategies on Survey Paradata", online presentation, May 11, 2021.

- **American University, Mathematics and Statistics Colloquium.** "A Text Mining and Machine Learning Platform to Classify Businesses into NAICS codes." Washington DC, February 18, 2020.

- **University of Connecticut, School of Business.** "Classifying Businesses into NAICS codes using Text Mining and Machine Learning, and how you can conduct your own Census Bureau projects." Storrs, CT, Oct 25, 2019.

- **US Census Bureau.** "Designing a Sustainable Backhaul Framework in Transportation using GPS and Sensor Data, Data Mining and Optimization", Suitland, MD, April 4, 2019.

- **NBER, CRIW Conference (Conference on Research in Income and Wealth):** Big Data for 21st Century Economic Statistics. "Using Public Data to Generate Industrial Classification Codes", Bethesda, MD, March 15-16, 2019.

- **Arizona State University.** "Designing a Sustainable Backhaul Framework in Transportation using GPS and Sensor Data, Data Mining and Optimization." Tempe, AZ, Feb 18, 2019.

- **IIT Kharagpur.** Institute-wide presentation. "Sustainable Backhaul Framework in Transportation: Using GPS, Sensors, Data Mining and Optimization', Kharagpur, India, Jan 11, 2019.

- **Tata Consultancy Services. TCS Research and Innovation.** "Empty Trailer Backhaul Brokering: Enhancing Revenue and Environmental Sustainability", Kolkata, India, Dec 29, 2017.

- **ICICI Bank.** "Big Data and its social benefits: Measuring and making society better", Mumbai, India, Dec 28, 2017.

- **Nagarro University and Nagarro.com.** Thought Leaders@Nagarro Initiative. "Big Data and its social benefits: Measuring and making society better", New Delhi, India, Dec 18, 2017.

- **Analytics Center of Excellence, Social Security Administration.** "Smart Grid Balancing: Impact of Information Transparency and Social Values on a Public Good Infrastructure", Woodlawn, MD, June 13, 2017.

- **5th Eurostat Methodological Network Seminar.** "Big Data and Social Benefits: Measuring and Making Society Better", European Statistical headquarters, Luxembourg, May 12, 2017.

- **Big Data Institute, Data Science Seminar Series.** "Smart Grid Balancing: Impact of Information Transparency and Social Values on a Public Good Infrastructure", Temple University, April 14, 2017.

- **Keynote speaker, Analytics Day: From Data to Decisions.** "Big Data and Social Benefits: Measuring and Making Society Better", University of Waterloo, April 7, 2017.

- **AT&T Distinguished Speaker Series**, "The Effect of Information Transparency and Social Values on Smart Grid Balancing", University of Texas at San Antonio, March 31, 2017.

- **Keynote speaker, Michigan Institute for Data Science (MIDAS) Annual Symposium.** Title: "Big Data and Social Benefits: Measuring and Making Society Better". Nov 15-16, 2016.

- "Smart Grid Balancing: Impact of Information Transparency and Social Values on a Public Good Infrastructure", Georgia State University, October 19, 2016.

- "The Effect of Information Transparency and Social Values on Smart Grid Balancing", University of Texas at Dallas, Sep 23, 2016.

- "Data Driven Decision Models & Big Data in Operations and Transportation Research", US Census Bureau Headquarters, Washington DC, Nov 24, 2015.

- "Combining Data Analytics and Optimization to Connect Global Patterns with Local Constraints: An Application in Assortment Planning and Growth Projections", INSEAD Paris, May 28, 2015.

- "Combining Data Analytics and Optimization: An Application in Retail Markets", HEC Paris, May 29, 2015.

- "Economic Impact of Gig Networks", Yale University, May 4, 2015, Connecticut Office of Consumer Counsel & City of New Haven Forum.
    Presentation video here: http://ct-n.com/ctnplayer.asp?odID=11499. My presentation starts at 2:45 hrs, with an introduction by Catherine Smith, Commissioner, Department of Economic and Community Development at 2:42 hrs. Results are composite of PhD research and UConn MSBAPM capstone project.

- "Data Driven Decision Models", GE Global Research Center, Nov 2013.

- "Combining Data Mining and Optimization: An Application in Retail Markets", Rotterdam School of Management, Erasmus University, Netherlands, June 2013.

- "Systems Dynamics Modeling: Concepts and Applications", EM Lyon Business School, Lyon, France, June 2013.

- "Combining Data Mining and Optimization: An Application in Retail Markets", *Quality and Productivity Research Conference 2013*, GE Global Research Center, Niskayuna, NY, June 2013.

- "Data Analytics and Energy Informatics in Transportation Models", Sponsored/Invited track, *INFORMS Annual Meeting*, Phoenix AZ, October 2012.

- "Closed Loop Supply Chains: A Systems Dynamics Model for Analyzing Sustainable Business Policies for Shared Partners in a Chain", Sponsored/Invited track, *INFORMS Annual Meeting*, Phoenix AZ, October 2012.

- "Business Analytics in Education and Research", Sponsored/Invited track, *INFORMS Annual Meeting*, Phoenix AZ, October 2012.

- "Growth Projections and Product Assortments across Multiple Stores: Combining Data Analytics and Optimization to Connect Global Patterns with Local Constraints", *A2012 SAS Analytics Conference,* Las Vegas, Nevada October 8-9, 2012. (**Hour long presentation - 1 out of 7 invited presenters.**)

- "Growth Projections and Product Assortments across Multiple Stores: Combining Data Analytics and Optimization to Connect Global Patterns with Local Constraints", Indian School of Business, Hyderabad, India, Aug 2012.

- "Systems Dynamics Models and Applications", EM Lyon Business School, Lyon, France, June 2012.

- "Empty Trailer Backhaul Brokering to Enhance Revenue and Energy Savings in Transportation Services", Rotterdam School of Management, Erasmus University, Netherlands, May 2012.

- "Growth Projections and Product Assortments across Multiple Stores: Combining Data Analytics and Optimization to Connect Global Patterns with Local Constraints", *Selects Presentation*, *INFORMS Conference on Business Analytics and Operations Research*, April 15-17, 2012, Huntington Beach, CA. (**Hour long presentation – 1 out of 35 presenters.**)

- "Quantifying Growth and Product Assortment Decisions Across Multiple Retail Stores: Combining Data Analytics and Optimization to Connect Global Patterns with Local Constraints", University of North Carolina at Greensboro, March 2012.

- "A parsimonious methodology for recommendation systems with minimal data attributes and span of multiple years", Indian Institute of Management, Kolkata, India, December 2011.

- "Systems Dynamics Models", EM Lyon Business School, Lyon, France, Jan 2011.

- "Data Management", EM Lyon Business School, Lyon, France, Jan 2011.

- **Keynote speaker** at Tolland County Superior Court, 2010 Law Day ceremony, "Research insights in the digital music market: Carving the way for other digital products", organized by Tolland County Bar Association, May 3, 2010, Rockville, Connecticut.

- "Data Analytics for International Education", a presentation to the International Executive Council, University of Connecticut, on methods, scope and management of data analytics processes for international education. April 26, 2010.

- "Empty Trailer Backhaul Brokering to Enhance Revenue and Environmental Sustainability", *Selects Presentation*, *INFORMS Conference on Business Analytics and Operations Research*, April 20, 2010, Orlando, Florida. (**Hour long Selected presentation.**)

- COUNTER Conference on intellectual property, counterfeiting & filesharing, Manchester, UK. March 23-24, 2010. Part of a two-year European Commission Framework 7 funded research project examining intellectual property, counterfeiting and file sharing.

- "Reconciling the Demands of Research and Teaching", EM Lyon Business School, Lyon, France, January 11, 2010. Presentation to faculty and PhD students at EM Lyon.

- "Data Driven Decision Making", Vinod Gupta School of Management, Indian Institute of Technology, Kharagpur, India, August 13, 2009. A presentation to faculty and students at VGSOM.

- "The Effect of Digital Sharing Technologies on Music Markets: A Survival Analysis of Albums on Ranking Charts", Quality, Statistics and Reliability Cluster of *INFORMS National Meeting*, Washington DC, October 12, 2008. (**Research appeared as a lead article in Management Science in 2007.**)

- "Supply and Value Chain Integration: Data-Driven Decision Making", National School of Hotel Management, India (India's largest college of hotel management training). The event was hosted at the prestigious *Bengal Club, Kolkata, India.* July 4, 2008. (**Seminar designed and delivered to over 50 directors and top executives of multinational companies.**)

- "Supply Chain Standardization: The Steel Industry Scenario", a state of the art review, *GE Research Center, GE Crotonville*. May 16, 2008. (**Participants in the Executive Briefing included top officials of Arcelor Mittal and GE, including GE CEO Jeffrey Immelt and various business unit heads from both companies.**)

- "Consumer Search and Retailer Strategies in the Presence of Online Music Sharing", Warrington College of Business Administration, University of Florida, Feb 23, 2007.

- "Stochastic Dynamics of Music Album Lifecycle: An Analysis of the New Market Landscape", Indian Institute of Management, Kolkata, India, Jan 12, 2006.

- **Keynote speaker** at music business event "Sputnik turntabledays: Back to the Music - Forward 2 Business", Germany, May 18, 2002.

SELECTED MEDIA MENTIONS

- **UConn Today**, "Op-Ed: Respond to the 2020 Census to Save Money, Save Lives, and Be Counted", April 7, 2020, https://tinyurl.com/y8tvxv4p
- **Business Insider,** "7 Big Data Stocks Fighting Coronavirus On and Off the Charts", Mar 27, 2020, https://investorplace.com/2020/03/7-big-data-stocks-fighting-coronavirus-on-and-off-the-charts/
- **Hartford Business,** "Study: Faster Internet not a boon to all of CT", July 16, 2018, https://tinyurl.com/y7a3yfo4
- **Stamford Advocate,** "Broadband companies, public officials set sights on super-fast internet", January 7, 2018, https://tinyurl.com/y728bck4
- **University of Connecticut School of Business,** "To Gigabit or Not", 14 October 2015, https://www.business.uconn.edu/2015/10/14/to-gigabit-or-not/
- **National Post, Toronto**, "Taking It All, and Then Some: Is Owning More Music Than You Can Possibly Listen To Digital Avarice?", 1 April, 2008
- **Washington Post**, "The Cyberspace Battle of the Bands", 14 April 2002
- **Business Week,** "Superstars Sing the Online Blues", 27 May, 2002
- **San Francisco Chronicle**, "New Musical Acts Get Lift From Internet - Downloading Levels Field", 17 April 2002
- **Der Spiegel**, "Käse-Häppchen schrecken Käufer ab", 24 April 2002
- **slashdot.org**, "The Music Business and the Internet", 16 April 2002

MEDIA APPEARANCES

- National Public Radio (NPR), "Recruiting workers in Information Technology", Interviewed by Neena Satija, broadcast on Aug 27, 2012.
- Connecticut Public Television (CPTV), "UConn: From The Campus," Interviewed by Stuart J. Brown, broadcast on July 1, 2003
- Keynote speaker at music business event "Sputnik turntabledays: Back to the Music - Forward 2 Business", Germany, May 18, 2002

SERVICE: RESEARCH AND PROFESSIONAL LEVEL

Doctoral dissertation:

Chair/Co-chair:
- Arda Zuber, OPIM (completed June 2022)
- Aindrila Chakraborty, OPIM (completed June 2018)
- Kaveepan Lertwachara, OPIM (co-chair) (completed July 2004)

Committee member:
- Mohsen Emadikhiav, OPIM (completed May 2020)
- Annie Jiang, Marketing (completed December 2006)

Editorial Services:
- **Journal Special Issue Editor:**
  - Decision Support Systems (2021-2023)
  - ACM Transactions on Management Information Systems (2016-2017)
- **Associate Editor, Information Systems Research** (Jan 2010 – Dec 2014)
- Executive Editor, Information Systems Frontiers (2010 -)
- Special Issue Editor (CIST 2014), Information Systems Frontiers (2014-16)
- Guest Associate Editor, Management Information Systems Quarterly (2011 - 13)
- Guest Associate Editor, Decision Sciences (2011 - 15)
- Editorial Review Board member, Information Systems Research, Special Issue on *Digital Systems and Competition* (2008-09)
- Associate Editor, *ICIS* (International Conference on Information Systems) (2005, 2006, 2012)
- **Reviewer:** Management Science; Information Systems Research; INFORMS Journal on Computing, Journal of Management Information Systems; Communications of the ACM; IEEE Transactions on SMC; IEEE Transactions on Engineering Management; Decision Support Systems; European Journal of Operational Research; Information Systems Frontiers Journal; International Journal of Systems Science; International Conference on Information Systems (ICIS); others.

Conference Chair and Committee Member:
- **INFORMS Advocacy Governance Committee**, Member (Jan 2020-present)
- **INFORMS AI Committee**, Member (Jan 2021-present)
- **INFORMS Edelman Awards judge,** appointed by INFORMS Board (2019-2021)
- **INFORMS Edelman Awards coach**: Microsoft (2018-19), US Census Bureau (2021-22)
  - Responsibility includes helping the finalist team with their writing of an INFORMS Interfaces paper, interfacing between the team and the Edelman judges, providing feedback and suggestions for their finalist presentation (which is recorded and shared publicly), and helping them prepare for the Edelman Gala. It may also entail visiting their work location to help prepare the material and meet team members, including high ranking executives who reinforce the achievement.
- **INFORMS Edelman Awards verifier** (2016-2022)

- - Verification of semi-finalists usually happen by reading technical papers, followed by in-depth interviews of technical and high level business personnel from the respective organizations.
- **INFORMS Edelman Awards Committee** (2014-2022)
(Known as the Olympics of OR, the Edelman Awards committee selects the best research in Operations Research and Analytics in a verifiable implementation, with significant organizational and societal benefits)
- **General Co-Chair,** The Fifth IEEE International Conference On Big Data Service And Applications, April 4-9, 2019, San Francisco East Bay, CA, USA.
- **Co-chair, INFORMS CIST 2014** (Conference on Information Systems and Technology)
- **Committee member, NITRD Interagency Working Group (IWG) for Big Data** (2017-)
- **Committee member, NITRD Interagency Working Group (IWG) for AI** (2022-)
  - NITRD Program (Networking and Information Technology Research and Development) is the Nation's primary source of federally funded work on advanced information technologies (IT) in computing, networking, and software. The multiagency NITRD Program seeks to provide the research and development (R&D) foundations for assuring continued U.S. technological leadership and meeting the needs of the Federal Government for advanced information technologies. The NITRD Program also seeks to accelerate development and deployment of advanced information technologies in order to maintain world leadership in science and engineering, enhance national defense and national and homeland security, improve U.S. productivity and economic competitiveness, protect the environment, and improve the health, education, and quality of life of all Americans.
- **INFORMS Selects Committee** (2013-present)
  - (Selects 50-60% of the analytics presentations in INFORMS Conference on Business Analytics and Operations Research – hour long presentations of deep analytics and OR research in real-life scenarios)
- **Review Coordinator, WITS 2015** (Workshop on Information Technology and Systems)

Panel:
- Organizer and Moderator, "Developing Academia-Government Research Partnerships," WITS 2017 (Workshop on Information Technology and Systems), Seoul, South Korea.
- Organizer and Moderator, "The Next Research Frontier in Social, Mobile, Analytics, Cloud and Security", CIST 2014, San Francisco CA.
(Panelists included **Piero P. Bonissone**, Chief Scientist - GE Global Research, **Laura Haas**, Director - Accelerated Discovery Lab, IBM Research, **Robert Stackowiak,** Vice President - Information Architecture and Big Data, Oracle)
- NSF (National Science Foundation) panel reviewer

Outreach:
- Consultant to Secretary of State, Connecticut: Connecticut Business Gateway and e-business portal (2011 - 2017).
- State of Connecticut, Office of Policy and Management and Office of Consumer Counsel, CT Ultra HighSpeed Broadband Internet (CT-Gig), Economic Analysis (Dec 2014 – June 2018).

Program Committee:
- Doctoral Consortium Faculty Mentor, AMCIS 2011.
- Track Chair, Information Systems Security and Privacy, Americas Conference on Information Systems (AMCIS) (2011)
- INFORMS CIST (Conference on Information Systems and Technology) (2007, 2009-)
- WITS - Workshop on Information Technology and Systems (2004-06, 2008-)
- International Symposium on Information Systems, Hyderabad, India (2006-09).
- International Conference on Smart Grid Technology, Economics and Policies (SG-TEP) (2012 -)
- Editorial Review Board member, International Journal of Enterprise Information Systems
- Co-editor, Information Systems Society (2007-2011)

University Level:
- University Information and Technology Services Search Committee, reports to CIO (2010-11)
- University Faculty Advisory Committee on Technology (2007-2010).

School of Business Level:
- Executive Director, MBA Programs (Jan 2009-Jun 2010). (**details below**)
- MBA Program Committee (2015-)
- Masters Program Committee (MPC) (2008-09, 2012-13)
- Database Committee (2011-2013). Chair (2015-16).
- *Chair*, Full-Time MBA Redesign Committee (2008-09).
- Undergraduate Teaching Committee member (2002-03, 2004-06, 2010-11). Chair (2006-07).
- Project Coordinator and Faculty Researcher, *edgelab* (GE's premiere academic research lab) (2005-2011).
- Scholarships Committee (2003, 2005-06, 2011-12).
- Vice President, Beta Gamma Sigma Project Committee (2001-02).
- Global Programs Committee member (2000-01).
- Teaching and Learning Enhancement Committee member (1999-00).

Executive Director, MBA Programs, University of Connecticut (Jan'09-Jun'10):
- **Implemented the first international course for Fulltime MBA students.** Students take a 2-week course on European business, law and culture at EM Lyon. Instructors are EM Lyon professors. Students live and travel independently in a foreign environment. The course includes field trips and optional cultural experiences. **It has been successfully running every year since January 2010.**
- **Introduced a new course focused on communications and project management**, two critical skills that all students needed to excel in internships and the job market.
- **Streamlined the admissions process of the fulltime MBA program.** Initiated major updates that culminated in adoption of state of the art processes and online admissions systems.

- Revamped first year course offering schedule to tighten and focus the first year experience.

Department Level:
- Promotion, Tenure and Reappointment Committee (2006-07, 2017-)
- Member, PhD Recruitment Committee (2016-present)
- Chair, PhD Recruitment Committee (2015-16)
- Faculty Recruiting Committee (2001-2002, 2009-2010, 2015-16). Chair (2005-06).
- Assistant Department Head (Aug 2010-12)
- Ph.D. Committee (2008-2009, 2015-)
- Joint minor in Business Analytics with Dept. of Computer Science, UConn (2015-)
- Master of Science in Business Analytics and Project Mgmt. Committee (2010-13)
- Masters Program Committee (2008-)
- CIDRIS Grants Committee (2005-2008)
- MIS Internship Coordination and Supervision (2000-2011)
- MBA Concentration Development Committee (2003)
- Faculty advisor for Information Management Association (IMA) (2001-2008)
- Undergraduate Curriculum Committee (2004-2008). Chair (2005-06)
- Gladstein MIS Research Lab computer committee (2002- present)
- In charge of Oracle Academic Initiative (OAI). Responsible for Oracle software management for department, student login accounts management across courses, coordinating installation, configuration, licensing, support and upgrade issues (1999-present)

GRANTS AND PROPOSALS

External:

- Interagency Personnel Agreement (IPA), US Census Bureau. Aug 2019-July 2020. $245,000. Funded.
- Interagency Personnel Agreement (IPA), US Census Bureau. Aug 2018-July 2019. $230,000. Funded.
- Interagency Personnel Agreement (IPA), US Census Bureau. Aug 2016-July 2018. $585,000. Funded.
- S. Bhattacharjee and Dmitry Zhdanov, "Machine Learning and Big Data Analytics for Video on Demand Services", *Comcast Center of Excellence for Security Innovation*, 2014. Not funded.
- "Accenture Analytics – Education and Training, RFP." (2012). Not funded.
- S. Bhattacharjee and A. Tung, "Synergizing Transportation Operations to Enhance Environmental and Revenue Impact: A Data Analytics and Optimization Approach Using Location-Aware Information", *Sustainable and Livable Transportation Systems for Smart Growth, Center for Transportation and Livable Systems at UConn, an NSF funded center.* $109,400. March 2011. Not funded.
- *Indo-US Science and Technology Forum (IUSSTF)* grant for workshop on "Trans-national (US-India) collaborative working group on Cyber-security, Cyber-crime and Cyber-forensics", to be held in India in August 2009. $123,000. November 2008. Funded.
- Co-PI, "CRI: CRD - Advanced Community Resource Development to Support the Next Generation of Internet-Data Enabled Research," *National Science Foundation.* $780,521. Submitted Aug 2007. Not funded.
- Co-PI, "CRI: IAD – Advanced infrastructure to support the next generation of Internet enabled research via commonality networks", *National Science Foundation.* $790,719. Submitted Nov 2006. Not funded.
- Co-PI: " III-CXT: Development and use of commonality networks in identifying, collecting, and understanding the market impacts of consumer generated Internet information", *National Science Foundation.* $886,671. Submitted Nov 2006. Not funded.

Internal:

- "Supply Chain Fluctuations in Manufacturing: Impact on Customer Service Levels", CITI *Summer Research Grant,* 2016.
- "Smart grid balancing using gamification, human behavior, social media and mobile technologies", CITI *Summer Research Grant,* 2015.
- "Supply Chain Fluctuations in Manufacturing: Impact on Customer Service Levels", U.S. CIBER (Center for International Business and Educational Research), 2014.
- "Balancing the Smart-Grid using Gamification and Social Media: An experimental investigation", *Summer Research Grant, NorthEast Utilities Foundation*, 2014.
- "Balancing Games: A Comparative Study of Individual and Social Incentives for Smart Grid Balancing", *Summer Research Grant,* CITI, 2013.
- *CITI (Connecticut Information Technology Institute) Summer Research Award* (2005-2007, 2009-2011).
- *University of Connecticut Summer Research Award* (1999, 2000)

- *University of Connecticut CIBER (Center for International Business Education and Research) Research Grant* (2000-02).
- *University of Connecticut Faculty Development Award* (2002).

TEACHING

Designed and taught a graduate level capstone course that involves a semester-long live data analytics project in partnership with a company or government organization (OPIM 5770). Successfully delivered multiple projects over several semesters to different organizations.

I have taught courses at all levels and at multiple campuses in the University of Connecticut (Storrs, Hartford, Stamford). My class performance has been well above departmental and school average ratings, and I have earned several teaching awards.

Several of the course numbers listed below have been developed by me (or redesigned from scratch) and taught multiple times with vastly different content, and several have been taught as overloads in multiple campuses. I have also developed or redesigned several courses that have been subsequently taught by other faculty.

Ph.D. level:
- OPIM 6203: Ph.D. Seminar. Topics: Database Design Theory, Systems Dynamics
- Guest lectures in PhD seminars on specialized topics

MBA/MS/EMBA level:
- OPIM 5770: Advanced Business Analytics and Project Management:
  - *Designed a live data analytics project course with a corporate/govt. partner to teach analytic modeling and deliver value-added models and solutions. Teaches students to model, manage and deliver an analytics project, and communicate results effectively to client partner.*
- OPIM 5671: Data Mining and Business Intelligence:
  - *Redesigned course and introduced Forecasting and Text Mining.*
- OPIM 5272: Business Process Modeling and Data Management
  - *Redesigned course for blended online and classroom based instruction (2009)*
  - *Delivered to fulltime as well as part time students (2009)*
  - *Completely redesigned course with integration of Process Modeling (2008)*
- OPIM 372: Database Systems
  - *Full time MBA students, and others from different departments across university*
- OPIM 5165: Management Information Systems
- OPIM 300: IT Security and Auditing:
  - *Designed and delivered new course to MBA students.*
- OPIM 300: Database Design and Web Integration:
  - *New course developed and delivered for Executive MBA students in Stamford*
- OPIM 372: Database Systems course for part-time students in Hartford campus

Undergraduate level:
- OPIM 204: Operations Management
- OPIM 221: Database Management Systems
  - *Completely revamped course, differentiated from Systems Analysis and Design. Introduced Oracle database as SQL teaching tool.*
- OPIM 222: Network Design and Applications
  - *Redesigned course completely.*

- OPIM 298: Data Warehousing
  - *Designed and delivered new course to undergrad students.*
- OPIM 298: Advanced Database Development
- OPIM 298: Network and Telecommunications

PROFESSIONAL CERTIFICATIONS
- Certified Novell Administrator (CNA) for Novell NetWare.

CONFERENCE PROCEEDINGS AND PRESENTATIONS

- Bhattacharjee, S., Smith, J. C., Etudo, U., "Classifying Businesses into NAICS codes using a Text Mining and Machine Learning Platform", 2021 Federal Computer Assisted Survey Information Collection Workshops (FedCASIC 2021), April 14, 2021.
- Bhattacharjee, S., Etudo, U., Basdeo, N., Alaoui, S., "Increasing Survey Response Rates and Decreasing Costs by Combining Numeric and Text Mining Strategies on Survey Paradata", 2021 Federal Computer Assisted Survey Information Collection Workshops (FedCASIC 2021), Virtual conference, April 13, 2021.
- Bhattacharjee, S., Etudo, U., Basdeo, N., "Increasing survey response rates and decreasing costs by combining numeric and text mining strategies on survey paradata", 2nd Annual BigSurv20 – Big Data Meets Survey Science, Netherlands (online in 2020), Nov 6, 13, 20, 27, Dec 4, 2020.
- Bhattacharjee, S., Etudo, U., Smith, J. C., "A text mining and machine learning platform to classify businesses into NAICS codes", 2nd Annual BigSurv20 – Big Data Meets Survey Science, Netherlands (online in 2020), Nov 6, 13, 20, 27, Dec 4, 2020.
- Bhattacharjee, S., Emadikhiav, M., Day, R., Bergman, D., "Designing a Sustainable Backhaul Framework using Telematics Sensor Data and Analytics", 29th Workshop on Information Technology and Systems (WITS), Munich, Germany, December 18-20, 2019.
- Zuber, A., Etudo, U., Bhattacharjee, S., "Online Armies and Movements in the Social Media Age: Framing and Mobilization", 29th Workshop on Information Technology and Systems (WITS), Munich, Germany, December 18-20, 2019.
- Cuffe, J., Bhattacharjee, S., Etudo, U., Smith, J.S., Basdeo, N., Burbank, N., Roberts, S.R., "Using Public Data to Generate Industrial Classification Codes", NBER CRIW Conference (Conference on Research in Income and Wealth): Big Data for 21st Century Economic Statistics, Bethesda, MD, March 15-16, 2019.
- Chakraborty, A., Bhattacharjee, S., Raghu, T.S., "Senator, Please Protect My Data: A Textual Analysis of Factors That Help in Passing Data Protection Legislation", 2019 Winter Conference on Business Analytics, Snowbird, Utah, March 7-9, 2019.
- Bhattacharjee, S., R. Day, M. Emadikhiav, "Running (on) Empty: Designing a Sustainable Backhaul Framework using Telematics Sensor Data and Analytics", Poster, 2019 Winter Conference on Business Analytics, Snowbird, Utah, March 7-9, 2019.
- Bhattacharjee, S., R. Day, M. Emadikhiav, "Telematics Sensor Data Analytics for Sustainable Business: Transportation and Backhaul Collaboration", Poster, 28th Workshop on Information Technology and Systems (WITS), Santa Clara, CA, December 16-18, 2018.
- Chakraborty, A., Bhattacharjee, S., Marsden, J., "Impact of Broadband Speed on Local Economies: A Causal Model and Decision Aid for Internet Infrastructure Development in Local Towns and Municipalities", INFORMS Conference on Information Systems and Technology (CIST), Phoenix AZ, November 2-4, 2018.
- Chakraborty, A., Bhattacharjee, S., Raghu, T.S., "A Text Mining Methodology to Predict Success of Passing Information and Communication Technology (ICT) Legislation," Workshop on Information Technology and Systems (WITS), Seoul, South Korea, December 2017.
- Chakraborty, A., Bhattacharjee, S., Raghu, T.S, "Tracing and Predicting Success of Information and Communication Technology (ICT) Legislation through Text Mining," INFORMS Conference on Information Systems and Technology (CIST), Houston TX, October 2017.

- Chakraborty, A., Bhattacharjee, S., Marsden, J.R., "Impact of Broadband Internet Speed and Market Competition on Local Economic Growth", <u>Workshop on Information Technology and Systems (WITS)</u>, Dublin, Ireland, December 2016.
- Chakraborty, A., Bhattacharjee, S., Marsden, J.R., "The Impact of Broadband Speed and Market Competition on Economic Growth of Local Towns and Communities", <u>INFORMS Conference on Information Systems and Technology (CIST)</u>, Nashville TN, November 2016.
- Bhattacharjee, S., Goyal, P., Han, X., Ketter, W., Rook, L., "Smart Grid Balancing: Estimating the Impact of Information Transparency and Social Values on a Public Good Infrastructure", <u>Statistical Challenges in Electronic Commerce Research (SCECR)</u>, 2016, Naxos, Greece, June 2016.
- Chakraborty, A., Bhattacharjee, S., Marsden, J.R., Shankar, R., "Predictive Models to measure the Impact of Fiber-Optic Broadband Expansion on Local Towns and Municipalities", <u>2016 Winter Conference on Business Intelligence</u>, Salt Lake City, Utah, February 2016.
- Xu Han, Sudip Bhattacharjee, Wolfgang Ketter and Laurens Rook, "Is Altruism Overrated? Effects of Information Transparency and Social Value Orientation on Smart Grid Balancing", Poster presentation, CIST 2014, San Francisco CA, November 2014. **(Poster Award winner)**.
- S. Bhattacharjee, Onur Dulgeroglu, Kimberly Mallory, Erdem Telatar, "Big Data Analytics to Improve Operational Decision Making in Rail Networks", *INFORMS Annual Meeting*, San Francisco CA, November 2014.
- J. Cruz and S. Bhattacharjee, "Economic Sustainability of Closed Loop Supply Chains: A Holistic Decision and Policy Analysis", *INFORMS Annual Meeting*, San Francisco CA, November 2014.
- Sudip Bhattacharjee, Xu Han, Wolfgang Ketter and Laurens Rook, "Impact of Information Transparency and Social Value Orientation on Smart Grid Balancing", *INFORMS Annual Meeting*, San Francisco CA, November 2014.
- Laurens Rook, Sudip Bhattacharjee, Xu Han, Wolfgang Ketter, "Is Altruism Overrated? Effects of Information Transparency and Social Value Orientation on Smart Grid Balancing", *Statistical Challenges in Electronic Commerce Research (SCECR)*, 2014, Tel Aviv, Israel, June 2014.
- "A Comparative Study of Individual and Group Incentives for Grid-Balancing", *INFORMS Annual Meeting*, Minneapolis, MN, October 2013.
- J. Cruz and S. Bhattacharjee, "Closed Loop Supply Chains: A Systems Dynamics Model for Analyzing Sustainable Business Policies for Shared Partners", Proc. Of 18th International Symposium on Logistics, Vienna, Austria, 7-10 July 2013.
- J. Cruz and S. Bhattacharjee, "A Holistic model for analyzing sustainable business policies for shared partners in a supply chain; You do not have access to modify this field. A Holistic model for analyzing sustainable business policies for shared partners in a supply chain", Proc. 26th European Conference on Operational Research, July (3rd Quarter/Summer) 2013.
- "Data Analytics and Energy Informatics in Transportation Models", *INFORMS Annual Meeting*, Phoenix AZ, October 2012.
- J. Cruz and S. Bhattacharjee, "Closed Loop Supply Chains: A Systems Dynamics Model for Analyzing Sustainable Business Policies for Shared Partners in a Chain", *INFORMS Annual Meeting*, Phoenix AZ, October 2012.

- "Business Analytics in Education and Research", SAS Forum, *INFORMS Annual Meeting*, Phoenix AZ, October 2012.
- "Growth Projections and Product Assortments across Multiple Stores: Combining Data Analytics and Optimization to Connect Global Patterns with Local Constraints", *A2012 Analytics Conference,* Las Vegas, Nevada October 8-9, 2012.
- S. Bhattacharjee, M. Bragin, and D. Zhdanov, "A parsimonious methodology for recommendation systems on datasets with minimal attributes and large time span", Statistical Challenges in Electronic Commerce Research (SCECR), 2012, Montreal, Quebec, Canada, June 28-29, 2012.
- F. Boylu, S. Bhattacharjee, X. Bai, R.D. Gopal, "Quantifying Growth and Product Assortment Decisions Across Multiple Retail Stores: Combining Data Analytics and Optimization to Connect Global Patterns with Local Constraints", Statistical Challenges in Electronic Commerce Research (SCECR), 2012, Montreal, Quebec, Canada, June 28-29, 2012.
- S. Bhattacharjee, F. Boylu, X. Bai, R.D. Gopal, "Growth Projections and Product Assortments across Multiple Stores: Combining Data Analytics and Optimization to Connect Global Patterns with Local Constraints", *INFORMS Conference on Business Analytics and Operations Research*, April 15-17, 2012, Huntington Beach, CA.
- S. Bhattacharjee, F. Boylu, X. Bai, R.D. Gopal, "Quantifying Growth and Product Assortment Decisions Across Multiple Retail Stores: Combining Data Analytics and Optimization to Connect Global Patterns with Local Constraints", 2012 Winter Conference on Business Intelligence, University of Utah, Salt Lake City, Utah, 2012.
- S. Bhattacharjee, A. Tung, M. Denton, C. Kalish, "Empty Trailer Backhaul Brokering to Enhance Revenue and Environmental Sustainability", INFORMS Conference on O.R. Practice, Orlando, FL, April 2010.
- S. Bhattacharjee, M. Bragin, and D. Zhdanov, "Accurate Recommendations of Online Movie Ratings: Large Data Sets with Low Dimensions and Span of Multiple Years", 2010 Winter Conference on Business Intelligence, University of Utah, Salt Lake City, Utah, 2010.
- S. Bhattacharjee, Cruz, J. and H. Singh, "Closed Loop Supply Chains: A Systems Dynamics Model for Analyzing Sustainable Business Policies for Shared Partners in a Chain", International Workshop on Supply Chain Models For Shared Resource Management, Brussels, Belgium, January 21-22, 2010.
- D. Zhdanov, M. Bragin, S. Bhattacharjee, "Accurate Predictions of Online Movie Ratings: A Challenge to Improve Personalized Recommender Systems", INFORMS Conference on Information Systems and Technology (CIST), Washington DC, October 2009.
- S. Bhattacharjee, "Intellectual Property and Piracy", Indo-US Conference and Workshop on Cyber Security, Cyber Crime and Cyber Forensics, Kochi, India, Aug 19-21, 2009.
- S. Bhattacharjee, M. Bragin, and D. Zhdanov, "Data-driven Prediction of Consumer Choice", 2009 CORS/INFORMS International Meeting, Toronto, Canada, June 14-17, 2009.
- S. Bhattacharjee, M. Bragin, and D. Zhdanov, "A Million Dollar Reward: Accurate Online Prediction of Movie Ratings", Fifth Symposium on Statistical Challenges in e-Commerce Research, Carnegie Mellon University, Pittsburgh, PA, May 30-31, 2009.
- Singh, H., S. Bhattacharjee, and J.R. Marsden, "A Social Network Analysis of Influential Research Articles and Outlets for e-business Research: A State of the Art Review", 7th Workshop on e-Business (WeB 2008), Paris, France, December 13, 2008.

- Bhattacharjee, S., R. D. Gopal, K. Lertwachara, J.R. Marsden and R. Telang, "The Effect of Digital Sharing Technologies on Music Markets: A Survival Analysis of Albums on Ranking Charts", ***Invited Presentation***, <u>INFORMS National Meeting</u>, Washington DC, October 12-15, 2008.
- Bhattacharjee, S., J.R. Marsden, and H. Singh, "Influential Research in Information Systems: A Social Network Analysis of Research in Digital Goods", <u>INFORMS National Meeting</u>, Washington DC, October 12-15, 2008.
- Cruz, J., S. Bhattacharjee and H. Singh, "Closed-loop Supply Chain Management: A System Dynamics Approach", <u>INFORMS National Meeting</u>, Washington DC, October 12-15, 2008.
- Singh, H. and S. Bhattacharjee, "Classifying Research Literature on Online Markets and Digital Goods: Application of SAS Text Mining", <u>SAS 10th Annual Data Mining Conference M2007</u>, Las Vegas, NV, October 2007.
- Bhattacharjee, S., R. D. Gopal, J.R. Marsden, and R. Telang, "Emerging Technologies and Digital Goods Markets: Are Music Albums Hurt by P2P Sharing?", <u>International Symposium of Information Systems</u>, Hyderabad, India, December 2006.
- Bhattacharjee, S., R. D. Gopal, J.R. Marsden, K. Lertwachara, and R. Telang, "The Effect of P2P File Sharing on Music Markets: A Survival Analysis of Albums on Ranking Charts", <u>NET Institute Conference on Network Economics</u>, New York NY, April 21, 2006.
- Bhattacharjee, S., R. D. Gopal, and J.R. Marsden, "Impact of Market Innovations on Music Album Life-Cycle: Lessons for Intellectual Property Rights", <u>First International Conference on Management of Globally Distributed Work</u>, Bangalore, India, December 2005.
- Bhattacharjee, S., R. D. Gopal, J.R. Marsden and R. Telang, "Do Emerging Digital Technologies Really Hurt the Music Market? An Empirical Analysis of Music Album Survival", <u>INFORMS Conference on Information Systems and Technology (CIST)</u>, San Francisco, CA, November 2005.
- Bhattacharjee, S., R. D. Gopal, and J.R. Marsden, "Impact of Technology on Music Album Life-Cycle Changes: Lessons for Intellectual Property Rights", *Information Security in the Knowledge Economy*, ASU <u>CABIT 3rd Annual Security Symposium</u>, Tempe, AZ, September 2005.
- Bhattacharjee, S., R. D. Gopal, K. Lertwachara, and J.R. Marsden, "Impact of Online P2P Sharing Networks on the Life Cycle of Albums on the Billboard Chart", <u>CORS-INFORMS Joint International Meeting</u>, Banff, May 2004.
- Bhattacharjee, S., R. D. Gopal, K. Lertwachara, and J.R. Marsden, "Economics of Online Music", <u>International Conference on Electronic Commerce</u>, Pittsburgh, Oct 2003.
- Bhattacharjee, S., R. D. Gopal, K. Lertwachara, and J.R. Marsden, "Internet Data - Tracking Individual Market and Non-Market Choices and Actions", workshop on Revolutionary Strategies And Tactics In Research Design And Data Collection For E-Business Management Research, <u>International Conference on Electronic Commerce</u>, Pittsburgh, Oct 2003.
- Bhattacharjee, S., R. D. Gopal, K. Lertwachara, and J. Marsden, "No More Shadow Boxing with Online Music Piracy: Strategic Business Models to Enhance Revenues", <u>Proceedings of the Thirty-Sixth Hawaii International Conference on System Sciences (HICSS-36)</u>, Hawaii, Jan 2003.
- Bhattacharjee, S., R.D. Gopal, G.L. Sanders, "The Internet and Free Music: How Can The Recording Industry Turn This Minefield In Its Favor?", <u>Proceedings of the Decision Sciences Institute National Conference</u>, San Francisco, Nov 2001.

- Bhattacharjee, S., Sudipta Bhattacharya, "Global Supply Chains: New Models to Enhance Value through IT-enabled Systems", World Markets Series Business Briefing on Global Electronic Commerce, organized by the Committee for Trade, Industry and Enterprise Development, United Nations Economic Commission for Europe, June 2000.
- Bhattacharjee, S., Sudipta Bhattacharya, "In Congruence with Goals", Economic Times of India, April 16, 2000.
- Bhattacharjee, S., A. F. Salam and H. R. Rao, "Internet-based Technologies: Value Creation for the Customer and the Value Chain Across Industries", Proceedings of the Association of Information Systems Conference, Milwaukee, August 1999.
- Bhattacharjee, S., R. Ramesh, "An Object-Oriented Modeling Framework for an Enterprise-wide Distributed Computing System", Proceedings of the Association for Information Systems, Americas Conference, Baltimore, Aug 1998.
- Bhattacharjee, S. and R. Ramesh, "A Multi-Period Profit Maximizing Model for Retail Supply Chain Management", INFORMS National Meeting, Montréal, Quebec, April 26-29, 1998.
- Ramesh, R. and S. Bhattacharjee, "The Traveling Salesman Problem: A Tabu Search & Ejection Chain Approach", INFORMS National Meeting, Montréal, Quebec, April 26-29, 1998.
- Bhattacharjee, S., A. F. Salam and H. R. Rao, "A Managerial Decision Support System for Client/Server Computer Network Configuration: A Performance and Resource Utilization Approach", Proceedings of the Association for Information Systems, Americas Conference, Indianapolis, Aug 15-17, 1997.