

Curriculum Vitae

Ramesh Sankaranarayanan

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ACADEMIC EXPERIENCE

2004 – present **University of Connecticut** School of Business **Storrs, CT**
 Assistant Professor, MIS

EDUCATION

1999-2005 **New York University** Leonard N. Stern School of Business **New York, NY**
 Ph.D. in Information Economics: Essays on Information Systems and Contracting

1994-1996 **Indian Institute of Management** MBA in Finance, Marketing & MIS. **Ahmedabad, India**

1990-1994 **Indian Institute of Technology** B.Tech., Mechanical Engineering. **Chennai, India**

INDUSTRY EXPERIENCE

Oct. 2001 – Mar.2002; **Morgan Stanley** Institutional Equities, CRM & Data Mining **New York, NY**
 Summer 2000

1998-1999 **Wipro Technologies** Business Process re-design, SAP R/3 (FI/CO) **Bangalore, India**

1997-1998 **PricewaterhouseCoopers** Business Process re-design, SAP R/3 (FI/CO) **New Delhi, India**

1996-1997 **ICICI Ltd.** Consulting & Advisory Services, Infrastructure project finance **Mumbai, India**

RESEARCH PUBLISHED/ACCEPTED IN JOURNALS

1. Ramesh Sankaranarayanan. 2007. Innovation and the Durable Goods Monopolist: The Optimality of Frequent New-Version Releases. *Marketing Science*. **26**(6) 774-791.
2. Gedas Adomavicius, Ramesh Sankaranarayanan, Shahana Sen, Alex Tuzhilin. 2004. Incorporating Contextual Information in Recommender Systems using a Multidimensional Approach. *ACM Transactions on Information Systems*. **23**(1) 103-145.
3. Sudip Bhattacharjee, Ram Gopal, James R. Marsden, Ramesh Sankaranarayanan. "Re-Tuning the Music Industry – Can They Re-Attain Business Resonance?" Forthcoming, *Communications of the ACM*.

RESEARCH UNDER REVIEW

4. Ramesh Sankaranarayanan, Arun Sundararajan. "Electronic Markets, Search Costs and Organizational Scope." *Under advanced review, ISR*.
5. Rohit Aggarwal, Ram Gopal, Ramesh Sankaranarayanan. "Blog, Blogger and the Firm: an Analysis of Firm Policies." *Under review (R&R), MISQ*.

RESEARCH IN PROGRESS

6. "The impact of piracy on the economics of information goods recombinations: analysis and evidence from Greatest Hits album performance in the music industry." With Sudip Bhattacharjee, Ram Gopal, and James Marsden (UConn).
7. "Exclusivity and Platform Competition: Analysis of the Video Game Industry." With Ravindra Mantena (Rochester) and Sivakumar Viswanathan (Maryland).
8. "How do web-based marketing actions affect online sales? Evidence from a comparative study of book sales on Amazon and Barnes and Noble." With Anindya Ghose (NYU).
9. "Upgrades with Price Competition." With Amit Mehra and Ram Bala (ISB).

INVITED PRESENTATIONS

1. Panel discussion – Product Innovations and Management in IT. Ashish Arora (CMU), Vinay Goel (Google India Products Head), Ramesh Sankaranarayanan (Univ of Connecticut), N.R.K.Raman (CEO, i-flex), Haragopal Mangipudi (VP-Finacle, Infosys).

2. Rohit Aggarwal, Ram Gopal, Ramesh Sankaranarayanan. "Negative Blogs, Positive Outcomes: When should Firms Permit Employees to Blog Honestly?" Carnegie Mellon University, Heinz School of Public Policy. October 5, 2007.
3. Ramesh Sankaranarayanan, Arun Sundararajan. "Electronic Markets, Search Costs and Organizational Scope."
Presented at the University of Michigan, City University of New York (Baruch College), National University of Singapore, Singapore Management University, University of Connecticut, Tulane University, and Carnegie Mellon University.

PRESENTATIONS AT REFEREED CONFERENCES

1. "Upgrades with Price Competition." With Amit Mehra and Ram Bala (ISB). *International Symposium on Information Systems (ISIS) 2007*, Hyderabad, India. December 2007.
2. "Upgrades with Price Competition." With Amit Mehra and Ram Bala (ISB). *Workshop on Information Systems and Economics (WISE) 2007*, Montreal, Canada. December 2007.
3. Rohit Aggarwal, Ram Gopal, Ramesh Sankaranarayanan. "Negative Blogs, Positive Outcomes: When should Firms Permit Employees to Blog Honestly?" *NET Institute Grant*, Summer 2007.
4. "Exclusivity and Platform Competition: Analysis of the Video Game Industry." With Ravindra Mantena and Sivakumar Viswanathan. *NET Institute Conference*, New York University, April 2007. (Recipient of NET Institute Grant)
5. "Does Enabling Digital Goods Sampling pay? Evidence from the Online Book Industry." With Anindya Ghose. *International Symposium of Information Systems (ISIS)*, ISB, Hyderabad, India, December 2006.
6. "Blogs, Bloggers and the Firm: An Analysis of Employee Incentives and Firm Policies." With Rohit Aggarwal and Ram Gopal. *Workshop on Information Technologies and Systems (WITS)*, Indiana, December 2006.
7. "Exclusivity and Platform Competition: Analysis of the Video Game Industry." With Ravindra Mantena and Sivakumar Viswanathan. *Workshop on Information Systems and Economics (WISE)*, UC Irvine, December 2005.
8. Ramesh Sankaranarayanan. "Excessive Software Upgrades: Reasons and Remedies." *INFORMS Conference on Information Systems and Technologies (CIST)*, San Francisco, November 2005.
9. Gediminas Adomavicius, Ramesh Sankaranarayanan, Shahana Sen, Alexander Tuzhilin. "Context-Aware Recommender Systems." *Workshop on Information Technologies and Systems (WITS)*, Washington D.C., December 2004.
10. Ramesh Sankaranarayanan, Arun Sundararajan. "Electronic Markets, Search Costs and Organizational Scope." *North American Summer Meeting of the Econometric Society*, Brown University, June 2004.
11. Sofus A. Macskassy, Haym Hirsh, Foster Provost, Ramesh Sankaranarayanan, Vasant Dhar. "Intelligent Information Triage." *24th Annual International ACM SIGIR Conference on Research and Development in Information Retrieval (SIGIR 2001)*, New Orleans, September 2001.

RECENT PROFESSIONAL AWARDS

- Nadler Fellowship, Stern School of Business, NYU, 2003-2004.
- Ph.D. Fellowship, Information Systems Department, Stern School of Business, NYU, 1999-2003.

RESEARCH INTERESTS

- Economics & marketing of digital goods
- Electronic markets, online retailing, and inter-organizational systems
- Game theory, econometric modeling, industrial organization

TEACHING EXPERIENCE

University of Connecticut, School of Business

OPIM 203C, Business Information Systems.

NYU, Stern School of Business

C20.0046 Database Management Systems. Instructor, Fall 2003.

C20.0046 Database Management Systems. Instructor, Spring 2003.

B20.3386 Technical Foundations of Information Systems. (NYU Stern Ph.D. core course). Teaching Assistant. Fall 2002.

TEACHING INTERESTS

- *Technical IS courses:* Data management, Systems analysis and design, software engineering, Web Services.
- *Impact of IS on Firms and Markets:* Management of IS, IS Strategy, Electronic commerce
- *Use of IS in business:* Business information systems (ERP, SCM, CRM), Decision support systems for Marketing, Finance, and Accounting.

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PROFESSIONAL ACTIVITIES

- Ad-Hoc Reviewer for Information Systems Research, Management Science, Management Information Systems Quarterly, Marketing Science, Electronic Commerce Research, Information Systems Frontiers, ACM Transactions on Information Technologies, ICIS, CIST.

TECHNICAL SKILLS

- Business Process Analysis and Redesign, ERP (SAP FI/CO Functional Configuration), Java, Perl, PHP, JavaScript/AJAX, C/C++, Visual Basic, Sybase, Oracle, MySQL, Unix, MS-Access, MS-Excel, MS-PowerPoint, SAS, STATA, R.

OTHER

- **Chess Champion** (under-15), State of Andhra Pradesh. Represented state in **National Chess Championship**.