Karthik Babu Nattamai Kannan

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Education

Scheller College of Business, Georgia Institute of Technology	**Atlanta, GA**
Ph.D. in Information Technology Management	August 2018
College of Engineering, Guindy - Anna University	**Chennai, India**
Bachelor of Engineering, Mechanical Engineering	1998-2002

Employment

Southern Methodist University, Cox School of Business – ITOM	8/2018-current
Georgia Institute of Technology, Scheller College of Business – ITM	8/2012-8/2018
Tata Consultancy Services	6/2002-12/2011
Consulting: Telecom companies in USA, The Home Depot, Johnson and Johnson, GE, Citigroup	

Working Papers

1. **Social Media, Flash Sales, and the Maker Movement: An Empirical Analysis** - with Jeffrey Hu and Sri Narasimhan (Reject and Resubmit at *Journal of Marketing*. Working on major revision for resubmission)
2. **Can the Mobile Internet Bridge the Digital Divide? A Large-Scale Empirical Investigation** - with Eric Overby and Sri Narasimhan (Preparing to submit to *Management Science*)
3. **Big Data Location Analytics – Retail Optimization with Mobile Location Data** - with Sri Narasimhan (Target journal *Management Science*)
4. **Wi-Fi vs. Mobile Internet – Consumer Preference for Last Mile Delivery of Internet: Evidence from a Large-Scale Field Experiment** - with Jeffrey Hu and Sri Narasimhan (Preparing to submit to *Information Systems Research*)

Research Interests

Economics of Internet and media consumption
- Internet access and adoption by channels (mobile, Wi-Fi) and geography
- Media consumption through mobile, TV and PC

Economics of e-commerce
- Social media, Maker Movement (artisan and handmade goods)

Big Data Location analytics
- Retail site selection and market optimization

Methodologies

Econometrics
Natural and field experiments
Machine Learning, Deep Learning, and Natural Language Processing
Optimization

Technical Skills

Statistical packages and tools – Stata, R (Shiny, Leaflet, TidyR/dplyr), SAS, Tableau, Matlab
Big Data tools – Spark, Hadoop, Hive, Pig
Programming languages – Python, Java, D3, SQL
Operating Systems – Mac OS, Unix, Windows

Teaching

Instructor of record
- Business Analytics - developed and taught this new undergraduate course
    - Spring 2018 (36 students – Overall instructor effectiveness rating 4.4/5)
    - Spring 2017 (38 students – Overall instructor effectiveness rating 4.85/5)
    - Fall 2015 (36 students – Overall instructor effectiveness rating 4.3/5)
    - Fall 2014 (35 students – Overall instructor effectiveness rating 3.1/5)

Teaching Assistant
- Online
    - Summer 2018 – Head TA for Online MS Analytics course 'Data Analytics for Business' for about 500 students.
- Traditional
    - Business Intelligence, Business Analytics, Business Programming, Introduction to MIS

Conference and Workshops

Conference on Information Systems and Technology (CIST), Houston, TX	October 2017
INFORMS Annual Meeting, Houston, TX	October 2017
Workshop on Quantitative Marketing and Structural Econometrics, St. Louis, MO	July 2017
Deep Learning Workshop, Atlanta, GA	April 2017
Diversity and Inclusion Workshop, Atlanta, GA	March 2017
Workshop on Information Systems and Economics (WISE), Dublin, Ireland	December 2016
Conference on Information Systems and Technology (CIST), Nashville, TN	November 2016
INFORMS Annual Meeting, Nashville, TN	November 2016
Production and Operations Management conference, Orlando, FL	May 2016
Winter Conference on Business Intelligence, Snowbird, Utah	March 2016
NBER workshop on Digitization, Stanford, CA	March 2016
ISMS Marketing Science, Baltimore, MD	July 2015
NBER workshop on Digitization, Stanford, CA	March, 2015
Northwestern-Duke Causal Inference Workshop, Chicago, IL	July 2014
INFORMS Annual Meeting, San Francisco	November 2014
Winter Conference on Business Intelligence, Snowbird, Utah	March 2014

Awards and Service

- Recipient of scholarship to attend Esri's Leadership Workshop on Location Analytics in Business
- Session chair for social media analytics at INFORMS 2017
- Session chair for Conference on Information Systems and Technology (CIST), 2016
- Recipient of President/Dean's Fellowship at Georgia Tech
- Served as anonymous referee for
  - Conference on Information Systems and Technology (CIST) - 2013, 2015
  - International Conference on Information Systems (ICIS) – 2018, 2017, 2013
  - Electronic Commerce Research – 2016, 2018

References

Dr. Sridhar Narasimhan
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Co-Director, Business Analytics Center,
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Dr. Yu (Jeffrey) Hu
Sharon A. and David B. Pearce Professor of Information Technology Management,
Co-Director, Business Analytics Center,
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