RAJIV MUKHERJEE

Information, Technology & Operations Management   Office: Crow 392C
Cox School of Business   Phone:+1(214)7683457
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Dallas, Texas, 75275

ACADEMIC EXPERIENCE

- **Assistant Professor**, Cox School of Business, Southern Methodist University, August 2013-present.
- **Research Assistant**, McCombs School of Business, The University of Texas at Austin, August 2008-2013.

EDUCATION

- **Ph.D. in Information Systems Management**, Department of Information, Risk and Operations Management, The University of Texas at Austin (2013)
  Thesis Title: "Essays on Firm Strategies and Consumer Dynamics in Socially Embedded Technology Networks".
  Thesis Advisor: Anitesh Barua, The University of Texas at Austin

- **Masters in Information Systems Management,** Department of Information, Risk and Operations Management, The University of Texas at Austin (2011)
- **Masters in Electrical Engineering**, Lane Department of Computer Science and Electrical Engineering, West Virginia University (2007)
  Major: Designing Biometric Authentication Systems (Machine Learning Algorithms)
  Thesis Title: "Indexing Techniques for Fingerprint and Iris Database".
  Thesis Advisor: Arun A. Ross, Michigan State University

- **Bachelor of Science in Electronics and Telecommunication Engineering**, University of Pune, India (2003).

RESEARCH INTEREST

Economics of Information Systems, Digital Platform Strategy, Platform Economics, Network Effects, Authentication System Design and Strategy, Behavioral Economics, Social Media Analytics, Big Data and Firm Performance.

PAPERS PUBLISHED/FORTHCOMING/UNDER REVIEW

1. Basu, A., Bhaskaran, S., and Mukherjee, R., "Search and Authentication in Matching Markets." (*Management Science*, 2018).

2. Barua, A. and Mukherjee, R., "Multi-homing Revisited: Level of Adoption and Competitive Strategies." (*Forthcoming* in *Management Information Systems Quarterly*).

3. Chellappa, R. and Mukherjee, R., "Platform Preannouncement Strategies: The Strategic Role of Information in Two Sided Markets Competition." (*Forthcoming* in *Management Science*. Best Paper Runners-up Award at INFORMS e-Business Section in October, 2017).

4. Dey, D., Lahiri, A. and Mukherjee, R., "Technology based Subscription Service and Entry of a Non-essential Intermediary."

5. Dey, D., Lahiri, A. and Mukherjee, R., "Close Encounters in the Movie Industry: The Recent Feud between AMC and MoviePass."

 (All authors are listed in alphabetical order.)

WORKING DRAFT (Preparing for Submission)

6. Chellappa, R. and Mukherjee, R., "Platforms, Pricing and Piracy."

7. Mukherjee, R., Kannan, K. and Borwankar, S., "To be or not to be Social? Marketplace Design."

RESEARCH IN PROGRESS

8. Bhaskaran, S., Erat, S. and Mukherjee, R., "Mental Accounting Bias on Consumption of Services: The Effect of Subscription Pricing."

9. Basu, A., Bhaskaran, B. and Mukherjee, R., "Positioning and Authentication in Online Matching Platforms."

10. Mukherjee, R., "Platform Design."

11. Mukherjee, R. and Koch, C., "Platform Capitalism and Efficiency Gains: Evidence from the Multiple Listing Service."

12. Mukherjee, R., "Predicting Recall in Automobile Industry." (New data collected. In early stages of analysis).

OTHER PUBLICATIONS

1. Dey, D., Lahiri, A. and Mukherjee, R., "Close Encounters in the Movie Industry: The Recent Feud between AMC and MoviePass," Proceedings of the 2020 50th Hawaii International Conference on System Sciences (HICSS).

2. Mukherjee, R., "Product Introduction Strategies in the Age of Social Media," Proceedings of the 2017 50th Hawaii International Conference on System Sciences (HICSS).

3. Barua, A. and Mukherjee, R., "The Incumbency Protection Power of Network Effects: Hype or Reality?" Proceedings of International Conference on Information Systems (ICIS) 2011. *Cited by 2 according to Google Scholar.*

4. Barua, A. and Mukherjee, R., "To Commit or Not – Reputation and Preemption Strategies in Competing Technology Networks," Proceedings of International Conference on Information Systems (ICIS) 2011. (*Nominated for the Best Paper Award*).

5. Ross, A. and Mukherjee, R., "Augmenting Ridge Curves with Minutiae Triplets for Fingerprint Indexing", SPIE (International Society for Optics and Photonics), 2008. *Cited by 55 according to Google scholar.*

6. Mukherjee, R. and Ross, A., "Indexing Iris Images," Pattern Recognition, 2008. *Cited by 73 according to Google Scholar.*

7. Barua, A., Mani, D and Mukherjee, R. "Measuring the Business Impacts of Effective Data," (Academic Study sponsored by Sybase) – *Cited by 24 according to Google Scholar*.

8. Barua, A., Mani, D and Mukherjee, R. "Impacts of Effective Data on Business Innovation and Growth," (Academic Study sponsored by Sybase) – *Cited by 1 according to Google Scholar.*

9. Barua, A., Mani, D and Mukherjee, R. "Impacts of Effective Data on Operational Efficiency," (with A. Barua and D. Mani, ISB). (Academic Study sponsored by Sybase)

SPONSORED INDUSTRY RESEARCH

1. Mukherjee, R. and Barua, A., "Electronic Commerce: 'Irrational Exuberance' or No Brainer." (*Academic Study sponsored by VeriSign, Presented the research in Newseum, Washington, D.C*.)

2. Measuring the Business Impacts of Effective Data. (*Three Part Study sponsored by Sybase, a SAP company*).

SCHOLARLY PRESENTATIONS

1. Mukherjee, R., Bhaskaran, S. and Erat, S., "Mental Accounting Bias on Consumption of Services: The Effect of Subscription Pricing.", *Workshop on Experimental and Behavioral Economics in Information Systems (WEBEIS)* 2019.

2. Chellappa, R. and Mukherjee, R., "Platforms, Pricing and Piracy", Workshop for Information Systems and Economics (WISE) 2018. *Conference on the Digital Economy (CODE) 2018.*

3. Chellappa, R. and Mukherjee, R., "New Platform Announcement Strategies: A Duopoly of Two Sided Platforms", INFORMS 2017 – Best Paper Runners Up Award at *INFORMS* e-Business Section, *CODE* 2017 at ISB, Hyderabad, India.

4. Mukherjee, R., "Product Introduction Strategies in the Age of Social Media.", *50th Hawaii International Conference on System Sciences (HICSS) 2017.*

5. Mukherjee, R. and Chellappa, R., "New Platform Announcement Strategies: A Duopoly of Two Sided Platforms", *Conference of Information Systems and Technology, CIST 2015, Philadelphia. Informs, 2015. Revised version presented at WISE 2016.*

6. Mukherjee, R. and Kannan, K., "To Be or Not To Be Social: Marketplace Design", *Invited Talk at Workshop for Experimental and Behavioral Economics in Information Systems, Purdue University, 2015. Revised version presented at POMS 2016, Florida.*

7. Mukherjee, R., Bhaskaran, S. and Basu, A., "Designing Online Matching Markets", *Invited Talk at Indian Institute of Management, Calcutta, India, 2015. Invited Talk at The University of Texas at Dallas Seminar Series, 2015, Dallas, TX. Presented at WISE 2015, TEIS 2016 Costa Rica, CODE 2017 at ISB Hyderabad, India.*

8. Mukherjee, R. and Chellappa, R., "Product Introduction Strategies for Competing Platforms in Two Sided Markets.", *Invited Talk at Production and Operation Management Society, POMS 2015, Atlanta.*

9. Mukherjee, R. and Chellappa, R., "Product Introduction Strategies for Competing Platforms in Two Sided Markets.", *International Symposium on Information Systems 2014, ISB Hyderabad, India.*

10. Mukherjee, R., Bhaskaran, S. and Basu, A., "Playing God – Role of Intermediary in Matching Markets", *Invited Talk at Production and Operation Management Society, POMS 2014, Atlanta.*

11. Mukherjee, R., "Essays on Firm Strategies and Consumer Dynamics in Socially Embedded Technology Networks", *Ph.D. Dissertation.* Invited talk at Purdue University, University of Minnesota, Southern Methodist University, Temple University, University of Delaware.

12. Mukherjee, R. and Kannan, K., "Cooperating with Competition: Revelation Policies and Negotiation Strategies in Socially Embedded Marketplace", *Economics Science Association 2012, Tuscon, Arizona.*

13. Barua, A. and Mukherjee, R., "The Incumbency Protection Power of Network Effects: Hype or Reality?.", *International Conference on Information Systems (ICIS)* 2011, Shanghai, China.

14. Barua, A. and Mukherjee, R., "To Commit or Not – Reputation and Preemption Strategies in Competing Technology Networks, *International Conference on Information Systems (ICIS)* 2011, Shanghai, China. *(Nominated for the Best Paper Award*). *Revised version presented at WISE 2012.*

15. Barua, A. and Mukherjee, R., "The Incumbency Protection Power of Network Effects: Hype or Reality?.", *Doctoral Consortium, Center for International Business Education and Research,* Seattle, Washington, 2011.

16. Barua, A. and Mukherjee, R., "To Commit or Not – Reputation and Preemption Strategies in Competing Technology Networks.", *International Symposium of Information Systems, 2010, Hyderabad, India.*

17. Barua, A. and Mukherjee, R., "Live Easy or Die Hard – Impact of Network Effects on Migration in Online Communities.", *International Symposium of Information Systems, 2009, Rajasthan, India.*

SELECTED MEDIA MENTIONS OF RESEARCH

"Does Better Data Lead to Better Corporate Performance", Forbes, September, 2011.

"Smart Use of Data Drives Dollars", Texas Enterprise, June 2011.

TEACHING EXPERIENCE

- Web and Social Media Analytics (ITOM 6219 at SMU COX) Includes web analytics, network analytics and text analytics.

  Spring A 2014, 2015, 2016, 2017. Spring B 2018, 2019.

- Managerial Decision Analysis (ITOM 6202 at SMU COX) Includes decision tree analysis, Optimization, and Simulation.

  Fall B 2013,2014, 2015,2016, 2019. Spring B 2014 Summer 2017, 2018, 2019.

- Management Information System (MIS 301 at UT Austin) *Received Outstanding Teaching Award and Faculty Honor Roll*

  Spring 2012

AWARDS AND HONORS

• Best Paper Runners Up Award at INFORMS e-Business Section.	2017
• Alpha Iota Delta (Decision Sciences and Information Systems Honor Society)	2016
• Bonham Fellowship	
• Faculty Honor Roll	2012
• The University of Texas at Austin Continuing Fellowship	2012-2013
• McCombs School of Business Dean's Fellowship	2009-2012
• Scholarship from CREC (VeriSign Project)	2011
• Professional Development Award (Office of Graduate Studies)	2011
• Scholarship from CREC (Sybase Project)	2010
• Recruitment Fellowship	2008-2009
• Finalist of State Wide Business Plan Competition (WV)	2007

- Honorary Member of Eta Kappa Nu (Honorary Society for Electrical and Computer Engineers in USA) — 2007
- Finalist at National Level Robotics Competition at IIT, Bombay, India — 2003
- Several awards for engineering project and Software design and development contests. — 1999-2003
- National Mathematics Olympiad Merit Standing — 1997, 1999

INDUSTRY EXPERIENCE

- L1 Identity Solutions (now Safran), CA, USA — 2007-2008
  R & D Engineer

Researched, designed and developed large scale Iris Recognition Algorithms for SIRIS™ currently deployed all over the world including most airports.

- West Virginia University, WV, USA — 2005-2007
  Research Assistant

Researched designed and developed biometric (fingerprint/face/iris) based authentication system.

- Toshiba, Bangalore, India — 2003-2005
  Embedded Systems Engineer

Designed and developed video compression algorithms for the cellphone industry. Such algorithms enabled faster streaming at lower bandwidths.

PROFESSIONAL SERVICE

Session Chair – INFORMS annual Conference 2014, 2016, 2017, Production and Operations Management Society 2015, 2017, 2018.

Referee – Management Science, Information System Research, Management Information Systems Quarterly, Production and Operation Management Society, Decision Support System, International Conference of Information Systems, Conference of Information Systems and Technology .

Discussant – Workshop on Information Systems and Economics 2014, 2018. Theory of Economics and Information Systems 2015, 2018, 2019. Workshop

Judge – IBM Watson ITOM Case Competition 2014, 2015. ATT ITOM Case Competition 2013.

SOFTWARE/PROGRAMMING SKILLS

Mathematica, Matlab, R, Stata, SAS, C, C++, .NET, Python, MySQL, MS Access, SQL Server, DB2.