RAKESH MALLIPEDDI

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ACADEMIC EMPLOYMENT

The Ohio State University, Fisher College of Business, Columbus, OH
Assistant Professor of Operations and Business Analytics   June 2022 - Present

Tulane University, A.B. Freeman School of Business, New Orleans, LA
Assistant Professor of Management Science   July 2019 - May 2022

Texas A&M University, Mays Business School, College Station, TX
Instructor and Research Assistant   August 2014 - May 2019

EDUCATION

Mays Business School, Texas A&M University
Ph.D., Business Administration (Information and Operations Management)   2014-2019

Oakland University
M.S., Industrial and Systems Engineering   2007-2008

The Ohio State University
B.S., Mechanical Engineering   2002-2005

RESEARCH PUBLICATIONS

> **FT 50**: *Top 50 Journals used in Financial Times Research Rankings*
> **UTD 24**: *Top 24 Journals for UT Dallas Top 100 Business School Research Rankings*

1. Mallipeddi, R. R., Kumar, S., Sriskandarajah, C., & Zhu, Y. (2021). A Framework for Analyzing Influencer Marketing in Social Networks: Selection and Scheduling of Influencers. ***Management Science, 68(1), 75-104.*** [FT 50, UTD24]

2. Mallipeddi, R. R., Janakiraman, R., Kumar, S., & Gupta, S. (2021). The Effects of Social Media Content Created by Human Brands on Engagement: Evidence from Indian General Election 2014. ***Information Systems Research***, 32(1), 212-237. [FT 50, UTD24]

3. Kumar, S., & Mallipeddi, R. R. (2022). Impact of Cybersecurity on Operations and Supply Chain Management: Emerging Trends and Future Research Directions. ***Production and Operations Management*** (Forthcoming). [FT 50, UTD24]

4. Akturk, M., Mallipeddi, R.R., & Jia, X. (2022). Estimating Impacts of Logistics Processes on Online Customer Ratings: Consequences of Providing Technology-Enabled Order Tracking Data to Customers. ***Journal of Operations Management***, 68(6-7), 775-811. [FT 50, UTD24]

PAPERS UNDER REVIEW

5. Mallipeddi, R.R., Demirezen, E., Kumar, S., Gopal, R., "*How Much to Open, How Fast to Fix and Develop?*"
   - Invited for 4th round at **MIS Quarterly** (FT 50, UTD24)
   - *First Round Decision: Reject & Resubmit; Second and Third Round Decision: Major Revision*
   - Best Paper Nomination for the INFORMS eBusiness Best Paper Award, Houston, TX, Oct 2017.

6. Mallipeddi, R.R., Kumar, S., *"Secure the Chain: Supply Chain Cybersecurity Issues in the Era of Industry 4.0"*
   - Invited for 2nd round at **Production and Operations Management** (FT 50, UTD24)
   - *First Round Decision: Major Revision*

7. Mallipeddi, R.R., Jia, X., Mahajan, A., *"The Impact of Board Member Gender Diversity on Supply Network Structure"*
   - Under Review at **Production and Operations Management** (FT 50, UTD24)

WORKING PAPERS | WORK-IN-PROGRESS

8. Mallipeddi, R.R., Mittal, C., Stauffer, J., Zhu, Y., *"Wait time Perception and Patient Satisfaction."*

9. Mallipeddi, R.R., Jung, K., Kumar, S, Sriskandarajah, C., *"Optimization Issues in Influencer Marketing."*

10. Mallipeddi, R.R., Mahajan, A., Kumar, S., *"The Effects of Corporate Social Irresponsibility on the Market Value of Firms and Competitors."*

11. Mallipeddi, R.R., Kumar, S., *"Social Media Strategies During Product Recall."*

12. Mallipeddi, R.R., Kumar, S., *"The Effects of Social Media Content on Policy Implementation."*

HONORS AND AWARDS

Research and Teaching:

- *Elwood Buffa Doctoral Dissertation Award*, 2020 Annual Conference of Decision Sciences Institute.
    - This award recognizes outstanding doctoral dissertation research in the development of theory or methodology for decision sciences, and/or the application of theory or methodology in the decision sciences.
- *Finalist Best Dissertation Proposal Award*, 2019 Workshop on Information Technologies and Systems, Santa Clara, California.
- *IBM Service Science Best Student Paper Award (Third Place)*, 2018 Annual INFORMS Meeting, Phoenix, AZ, November 2018.
    - IBM Research sponsored award, which is intended to celebrate high-quality research generated by PhD students.
- *Senator Phil Gramm Doctoral Fellowship for Scholarly Excellence in Research and Teaching*, Texas A&M University, 2018.

o   One of the most competitive and prestigious awards given to a PhD student at Texas A&M University

- ▪ ***Dean's Award for Outstanding Research by a Doctoral Student***, Mays Business School, Texas A&M University, 2017.

- ▪ ***Information and Operations Management Department Fellowship***, Texas A&M University, 2014 – 2019.

- ▪ ***Mays PhD Enhancement Fellowship***, Texas A&M University, 2014-2019.

- ▪ ***Research Travel Fellowship***, Texas A&M University, 2014-2019.

- ▪ ***Travel Grant***, *Center for International Business Education and Research*, Texas A&M University, 2015.

Service:

- ▪ ***Outstanding Service Recognition (Co-AVP Sponsorship)***, 31st Annual POMS Conference, May 2021.

- ▪ ***Outstanding Reviewer Recognition at Production and Operations Management Journal***, 29th Annual POMS Conference, May 2018.

TEACHING

A.B. Freeman School of Business, Tulane University

Evaluation Question:
- o   Overall, I would recommend this instructor. (5 – Strongly Agree; 4 – Agree) *[Since Fall 2020]*
- o   How would you rate the instructor? (7 – V Highly; 6 – Highly, 5 – Above Average) [*Before Fall 2020*]

- ▪ **Business Analytics Practicum** *(MGSC 7000)*, Masters in Business Analytics Program
  - – Fall 2022 | 2 Sections | Enrollment: 48
    - – Instructor Rating: **4.62/5.00** (Mean); **5.00/5.00** (Median)

  - – Spring 2021 | 1 Section | Enrollment:15 (Online)
    - – Instructor Rating: **4.92/5.00** (Mean); **5.00/5.00** (Median)

  - – Spring 2021 | 1 Section | Enrollment:18
    - – Instructor Rating: **4.60/5.00** (Mean); **5.00/5.00** (Median)

  - – Fall 2020 | 2 Sections | Enrollment:60
    - – Instructor Rating: **4.60/5.00** (Mean); **5.00/5.00** (Median)

- ▪ **Introduction to Business Analytics** *(MGSC 3010),* Core Undergraduate Course
  - – Spring 2020 | 3 Sections | Enrollment: 90
    - – Instructor Rating: **6.60/7.00**; **6.50/7.00**; **6.50/7.00** (Mean)

Mays Business School, Texas A&M University

- ▪ *Operations Management (SCMT 364)*, Core Undergraduate Course
  - – Spring 2019 | 1 Section | Enrollment: 29
    - – Instructor Effectiveness: **4.70/5.00**

  - – Fall 2017 | 1 Section | Enrollment: 38
    - – Instructor Effectiveness: **4.43/5.00**

–   Fall 2016 | 1 Section | Enrollment: 28
     –   Instructor Effectiveness: **4.71/5.00**

ACADEMIC SERVICE AND LEADERSHIP

Society Leadership:

- VP Communications – Production and Operations Management Society (2022-2025)
- Co-Associate Vice President for Sponsorship – Annual POMS Conferences (2020 - present)
- Co-director – POMS PhD Job Search Workshop

Editorial Review Board:
- *Production and Operations Management Journal*
- *Decision Science Journal*

Guest Senior Editor:
- *Production and Operations Management Journal*

Associate Editor:
- *International Conference on Information Systems*

Conference Leadership:

- Track Chair – *Gig Economy and Social Media Research Track* at Annual DSI Conference – Houston (November 2022)
- Program Chair – 32nd Annual POMS Conference (2022)
- Track chair – *Election & Political Management* at 32nd Annual POMS Conference – Virtual (April 2022)
- Track chair – *Election Management* at 31st Annual POMS Conference – Virtual (April 2021)
- Track chair – *Cybersecurity and System Resilience Track* at Annual DSI Conference – Virtual (November 2020)
- Track chair - *Finance and Economics Management Track* at Annual DSI Conference – Chicago (November 2018)
- Track chair - *Finance and Operations Management Track* at 29th Annual POMS Conference – Houston (May 2018)

Faculty Recruitment Committee:

- Professor of Practice Search Committee Chair, 2020-2021
- Visiting Professor Search Committee Chair, 2020-2021; 2021-2022
- Tenure-Track Faculty Recruitment Committee, 2019-2020; 2020-2021; 2021-2022

Curriculum Committee – Executive Masters Programs Curriculum Committee

2021-22 Freeman School Strategic Task Force Member – Online Programs

Social Media Coordinator: Production and Operations Management Society (2015-present)
(http://poms.org/2019/01/2019_officers_and_board_member.html)
     –   *Article published in POMS Chronicle (Volume 23, Number 1, page 4)*
     –   *Article published in POMS Chronicle (Volume 25, Number 2, page 8)*

Session Chair:
- 31st Annual POMS Conference, April 2021
- 2019 Annual Meeting of the DSI, November 2019

- 2018 Annual INFORMS Meeting, Phoenix, Arizona, November 2017
- 2017 Annual INFORMS Meeting, Houston, Texas, October 2017
- 2016 Annual Meeting of the Decision Sciences Institute, Austin, Texas, November 2016

Reviewer:
- Management Science (MS)
- Production and Operations Management (POM)
- Journal of Operations Management (JOM)
- Manufacturing and Service Operations Management (MSOM)
- Naval Research Logistics (NRL)
- MIS Quarterly (MISQ)
- ACM Transactions on Management Information Systems (TMIS)
- Conference on Information Systems and Technology (CIST)
- Workshop on Information Technology and Systems (WITS)
- Journal of Management Information Systems (JMIS)
- Design Science Research in Information Systems and Technology

Summary of Reviews Submitted by Journal

Journal	Total
POM	42
JMIS	2
MSOM	2
JOM	5
TMIS	4
MIS Q	4
ISR	8
MS	1
NRL	1
IJOC	1
Total	70

Workshop Program Committee Member:
- *Program Committee* – 28th Workshop on Information Technologies and Systems (WITS), California, December 2018
- *Program Committee* – 27th WITS, South Korea, December 2017
- *Program Committee* – 26th WITS, Ireland, December 2016
- *Program Committee* – 25th WITS, Texas, December 2015

Doctoral Consortium:
- Doctoral Consortium at 2016 Annual Meeting of DSI, Austin, Texas, Nov 2016,
- Doctoral Consortium at 27th Annual POMS Conference, Orlando, Florida, May 2016,
- 7th Doctoral Consortium Meeting on International Operations Management, Indiana, September 2015

INVITED SEMINARS

- Mays Business School, Texas A&M University, April 2021 [*Ph.D. Seminar*]
- University of North Texas, March 2021
- Tulane University, November 2018
- Florida Gulf Coast University, November 2018

REFEREED CONFERENCE PROCEEDINGS/PRESENTATIONS

1. Mallipeddi, R. R., "Essays on Operational Problems in Digital Economy" **(Best Dissertation Proposal)** – *Workshop on Information Technologies and Systems*, December 17-18, 2018, Santa Clara, California.

2. Mallipeddi, R. R., Zhu, Y., Kumar, S., Sriskandarajah, C., "A Framework for Influencer Marketing on Social Media Platforms" – *Conference on Information Systems and Technology*, November 03-04, 2017, Phoenix, Arizona.

3. Mallipeddi, R. R., Kumar, S., Janakiraman, R., Gupta, S., "The Effects of Social Media Tone on Engagement: Evidence from Indian General Election 2014" – *Conference on Information Systems and Technology*, October 21-22, 2017, Houston, Texas.

4. Demirezen, E., Mallipeddi, R. R., Kumar, S., Gopal, R., "Effects of Openness on the Development and Maintenance of Software" – *Workshop on Information Systems and Economics*, December 12-13, 2015, Richardson, Texas.

5. Demirezen, E., Mallipeddi, R., Kumar, S., Gopal, R., "How Fast to Patch & How Much to Open? - Effects of Open Source on Software Development and Maintenance" – *Conference on Information Systems and Technology*, October 31-November 1, 2015, Philadelphia, Pennsylvania.

SELECTED CONFERENCE PRESENTATIONS

- "The Effects of ESG Violations on Firm Value" – *2022 Annual INFORMS Meeting (Oct 2022) - Invited Session,* Indianapolis, IN.

- "Estimating the Impact of Operations and Logistics Processes on Online Customer Ratings" – *32nd Annual POMS Conference (April 2022) – Invited Session, virtual conference*

- "Workshop on Social Networks" – *2021 Annual DSI Meeting (Nov 2021) – Invited Professional Development Workshop Series, virtual conference*

- "Open and Shut Case: Impacts of Openness on Development and Maintenance" – *31st Annual POMS Conference (May 2021) – Invited Session, virtual conference*.

- "Open and Shut Case: Impacts of Openness on Development and Maintenance" – *2020 Annual DSI Meeting (Nov 2020) – Invited Session, virtual conference*.

- "Supply Chain Cybersecurity Issues in the Era of Industry 4.0: Current Analytics Literature and Future Research Agenda" – *2020 Annual DSI Meeting (Nov 2020) – Invited Session, virtual conference*.

- "A Framework for Analyzing Influencer Marketing in Social Networks: Selection and Scheduling of Influencers" – *2019 Annual INFORMS Meeting (Nov 2019) - Invited Session,* Seattle, Washington.

- "A Framework for Analyzing Influencer Marketing in Social Networks: Selection and Scheduling of Influencers" – *30th Annual POMS Conference (May 2019) - Invited Session,* Washington D.C.

- "The Effects of Reputational Shocks on Market Value of Firms" – *2018 Annual DSI Meeting (Nov 2018)* – Chicago.

- "How Much to Open, How Fast to Fix and Develop? Impacts of Open Innovation on New Software Development and Maintenance" – *2018 Annual INFORMS Meeting (Nov 2018) - Invited Session,* Phoenix, Arizona.

- "A Framework for Analyzing Influencer Marketing in Social Networks: Selection and Scheduling of Influencers" – *2018 Annual INFORMS Meeting (Nov 2018) – Best Paper Competition Session,* Phoenix, Arizona.

- "An Optimization Framework for Influencers in Social Media" – *2018 Annual INFORMS Meeting (Nov 2018) - Invited Session,* Phoenix, Arizona.

- "Models for Identification of Influencers in Social Networks" – *29th Annual POMS Conference (May 2018) – Invited Session,* Houston, Texas.

- "The Effects of Open Innovation on New Software Development and Maintenance" – *29th Annual POMS Conference (May 2018) – Invited Session,* Houston, Texas.

- "The Spillover Effects of Negative Media on Supply Chain Partners" – *29th Annual POMS Conference (May 2018) – Invited Session,* Houston, Texas.

- "How Much to Open, How Fast to Fix and Develop? Impacts of Openness on Software Development and Maintenance" – *2017 Annual INFORMS Meeting (Oct 2017) – Invited Session,* Houston, Texas.

- "Network Seeding on Social Media" – *2017 Annual INFORMS Meeting (Oct 2017) – Invited Session,* Houston, Texas.

- "The Effects of Social Media Sentiment on Engagement" – *2017 Annual INFORMS Meeting (Oct 2017) - Invited Session,* Houston, Texas.

- "The Effects of Social Media Sentiment on Engagement" – *28th Annual POMS Conference (May 2017) – Invited Session,* Seattle, Washington.

- "Models for Identifying Network Seeders" – *28th Annual POMS Conference (May 2017) – Invited Session,* Seattle, Washington.

- "How Much to Open? Impacts of Openness on Software Development and Maintenance" – *28th Annual POMS Conference (May 2017) – Invited Session,* Seattle, Washington.

- "How Much to Open, How Fast to Fix and Develop? Impacts of Openness on Software Development and Maintenance" – *2016 Annual INFORMS Meeting (November 2016) – Invited Session,* Nashville, Tennessee.

- "The Effects of Social Media Sentiment on Engagement" – *2016 Annual INFORMS Meeting (November 2016) – Invited Session,* Nashville, Tennessee.

- "How Much to Open, How Fast to Fix? Effects of Openness on the Development and Maintenance of Software" – *27th Annual POMS Conference (May 2016) – Invited Session,* Orlando, Florida.

- "Evolution of Social Media Sentiments for Individual Human Brands: Evidence from Indian Election" – *26th Annual POMS Conference (May 2015) – Invited Session,* Washington D.C.

- "How Fast to Patch & How Much to Open?" – *26th Annual POMS Conference (May 2015) – Invited Session,* Washington D.C.

INDUSTRY EXPERIENCE

- **Director/Operations Head** – *Maks Group*, Hyderabad, India (2009-2014)
- **Lean Manufacturing Consultant** – *Tech Cast Inc.*, Myerstown, PA (2008)
- **Manufacturing Engineer** – *Recycled Polymeric Materials LLC.*, Detroit, MI (2007-2008)
- **Robotics Engineer** – *Synergetic Engineering LLC.*, Auburn Hills, MI (2005-2007)