

RAJIV GARG

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EDUCATION

Doctor of Philosophy, Information Systems and Management – 2013
Heinz College, Carnegie Mellon University, Pittsburgh, PA

Master of Philosophy, Public Policy and Management – 2011
Heinz College, Carnegie Mellon University, Pittsburgh, PA

Master of Science, Computer Science (Databases & Networks) – 2002
University of Southern California, Los Angeles, CA

Master of Science, Electrical Engineering (Robotics & Artificial Intelligence) – 2001
University of Southern California, Los Angeles, CA

Bachelor of Technology, Electrical Engineering – 2000
Indian Institute of Technology, Banaras Hindu University, Varanasi, India

ACADEMIC EXPERIENCE

Assistant Professor, Information, Risk and Operations Management (2013 – present)
McCombs School of Business, The University of Texas at Austin, Austin, TX

JOURNAL PUBLICATIONS

Rajiv Garg, and Rahul Telang “To Be or Not to Be Linked: Online Social Networks and Job Search by Unemployed Workforce” (July 2017), *Management Science*

Rajiv Garg, and Rahul Telang “Estimating App Demand from Publicly Available Data” (December 2013, Volume 37, Number 4, pp. 1253-1264), *MIS Quarterly*

Rajiv Garg, Michael Smith, and Rahul Telang; “Measuring Information Diffusion in an Online Community”; (Fall 2011, Volume 28-2, pp 11-38), *Journal of Management Information Systems*

PAPERS UNDER REVIEW

Rajiv Garg, John Butler, and Bryan Stephens “Social Networks and Regional Advantages in Technology Entrepreneurship” <http://ssrn.com/abstract=2668918>
Under review for publication in Information Systems Research (ISR)

Rajiv Garg, and Parshuram Hotkar “Sequencing Social Media Advertising Campaigns”
<https://papers.ssrn.com/abstract=3007806>
Under review for publication in Management Science

Rajiv Garg, Haris Krijestorac, Vijay Mahajan, and Frenkel Terhofstede “Cross-Platform Spillover Effects in Consumption of Rich Digital Media” <https://ssrn.com/abstract=3011533>
Under review for publication in Marketing Science

WORKING PAPERS

Rajiv Garg, Haris Krijestorac, and Prabhudev Konana “Digital Embeddedness and Its Effect on Organizational Purchase Decisions” <https://ssrn.com/abstract=2954805>
In progress for submission to Information Systems Research

Rajiv Garg, and Anitesh Barua “The Like Economy: A Randomized Field Experiment to Assess the Value of Social Influence and Signaling”
In progress for submission to Information Systems Research

Rajiv Garg, Raj Raghunathan, Frenkel Terhofstede; “Personality Matching for Improving Mobile In-App Advertising Effectiveness”
In progress for submission to Management Science

Rajiv Garg, John Butler, and Bryan Stephens “Modeling Career Trajectory for Predicting Entrepreneurship or Executive outcomes”
In progress for submission to Strategic Management Journal

Rajiv Garg, Pat Brockett, Linda Golden, Yuxin Zhang, “Rapid Estimation of Disaster Relief Fund Distribution: Iterative Learning with Diverse Data Inputs”
In process for submission to North American Actuarial Journal

Rajiv Garg, John Butler, Dave Gibson, and Bryan Stephens “Austin Boston Silicon Valley and New York: Case Studies in the Location Choices of Entrepreneurs in Maintaining the Technopolis”
Ready for submission to Sloan Management Review

Rajiv Garg, Maytal Saar-Tsechansky; “Organic Social Influence Estimation using Adaptive Data Collection from an Online Social Network”
In data collection phase

CONFERENCE PROCEEDINGS (PEER REVIEWED)

Rajiv Garg, Haris Krijestorac, and Prabhudev Konana (2017) “Digital Embeddedness and Its Effect on Organizational Purchase Decisions”, International Conference on Information System (ICIS), Seoul, S. Korea

Rajiv Garg, Haris Krijestorac, Vijay Mahajan, and Frenkel Terhofstede (2017) “Cross-Platform Spillover Effects in Consumption of Rich Digital Media”, International Conference on Information System (ICIS), Seoul, S. Korea

Rajiv Garg, and Rahul Telang (2012) “Role of online social networks in job search by unemployed individuals”, International Conference on Information System (ICIS), Orlando, FL

Rajiv Garg, Mike Smith, and Rahul Telang (2011) “Discovery of Music through Peers in an Online Community”, Hawaii International Conference on System Sciences (HICSS), Kauai, HI

Rajiv Garg, Mino Akbarian, Weirong Zhu, João P. Hespanha, Margaret McLaughlin, Gaurav S. Sukhatme (2000) "Haptic Collaboration Over The Internet," PHANToM User Group Conference, Aspen, Colorado, USA

Rajiv Garg, Ankita Agarwal, Shilpi Joshi, J. P. Tewari (2000) "An Expert System For Motion Control of Robotic Manipulator," National Conference on Intelligent Computing and Software Engineering (ICSE), Varanasi, India

Rajiv Garg, Ankita Agarwal, J. P. Tewari (2000) "Intelligent System for Hospital Organizations," National Conference on Intelligent Computing and Software Engineering (ICSE), Varanasi, India

Rajiv Garg, V K Dutt (1999) "Strategy for Introduction of Linear Induction Motor (LIM) Based Urban Transport System in India – An Economic Analysis," International IEEE Workshop on Linear Induction Motor (LIM) Systems, Varanasi, India

CONFERENCE PRESENTATIONS (REFEREED)

Rajiv Garg, and Parshuram Hotkar (2017) "Sequencing Social Media Advertising Campaigns," DSI Conference, India

Rajiv Garg, Pat Brockett, Linda Golden, Yuxin Zhang (2017), "Rapid Estimation of Disaster Relief Fund Distribution: Iterative Learning with Diverse Data Inputs", Advances in Predictive Analytics Conference, University of Waterloo, Canada (invited)

Rajiv Garg, Raj Raghunathan, Frenkel Terhofstede; (2017) "Mobile In-App Advertising Strategies for Improved CTR and Ad-Retention", Workshop on Information Systems and Economics (WISE), Seoul, S. Korea

Rajiv Garg, Haris Krijestorac, Vijay Mahajan, and Frenkel Terhofstede (2017) "Cross-Platform Spillover Effects in Consumption of Rich Digital Media", Conference on Information Systems and Technology (CIST), Houston, TX

Rajiv Garg, John Butler, and Bryan Stephens (2017) "Modeling Career Trajectory for Predicting Entrepreneurship or Executive outcomes", Conference on Information Systems and Technology (CIST), Houston, TX

Rajiv Garg, and Parshuram Hotkar (2017) "Sequencing Social Media Advertising Campaigns," INFORMS Annual Meeting, Houston, TX

Rajiv Garg, Haris Krijestorac, Vijay Mahajan, and Frenkel Terhofstede (2017) "Cross-Platform Spillover Effects in Consumption of Rich Digital Media", Marketing Science Conference, Los Angeles, CA

Rajiv Garg, Raj Raghunathan, Frenkel Terhofstede; (2017) "Personality Matching for Improving Mobile In-App Advertising Effectiveness", Marketing Science Conference, Los Angeles, CA (invited)

Rajiv Garg, and Parshuram Hotkar (2017) "Sequencing Social Media Advertising Campaigns," POMS Conference, Seattle, WA

Rajiv Garg, and Parshuram Hotkar (2016) "Sequencing Social Media Advertising Campaigns," Conference on Digital Economy (CODE), Hyderabad, India

Rajiv Garg, and Anitesh Barua (2016) "The Like Economy: A Randomized Field Experiment to Assess the Value of Social Influence and Signaling," Statistical Challenges in E-commerce Research (SCECR), Naxos, Greece

Haris Krijestorac, Rajiv Garg, Prabhudev Konana (2016); "Impact of Digital Embeddedness on Organizational

Purchase Behaviors,” POMS Annual Conference, Orlando, FL

Rajiv Garg, John Butler, and Bryan Stephens (2015) “Social Networks and Regional Advantages in Technology Entrepreneurship,” Workshop on Information Systems and Economics (WISE), Dallas, TX

Rajiv Garg, and Anitesh Barua (2015) “The Like Economy: A Randomized Field Experiment,” Workshop on Information Systems and Economics (WISE), Dallas, TX

Haris Krijestorac, Rajiv Garg, Prabhudev Konana (2015); “Impact of Digital Embeddedness on Organizational Purchase Behaviors,” INFORMS Annual Meeting, Philadelphia, PA

Rajiv Garg, and Anitesh Barua (2014) “The Like Economy” INFORMS Annual Meeting, San Francisco, CA

Rajiv Garg, and Rahul Telang (2013) “Mobile App Demand and Price Elasticity” INFORMS Annual Meeting, Minneapolis, MN

Rajiv Garg, and Rahul Telang (2013) “App Economy: Estimating Demand and Cost Structure” The NBER Economics of IT and Digitization Workshop, Boston, MA

Rajiv Garg and Rahul Telang (2012) “Estimating the Cost and Demand Structure of Investment in App Innovation”, Workshop on Information Systems and Economics (WISE), Orlando, FL

Rajiv Garg and Rahul Telang (2012) “Deep Dive on LinkedIn: Maximizing the Job Search Outcomes from Online Social Networks”, INFORMS Annual Meeting (invited), Phoenix, AZ

Rajiv Garg and Rahul Telang (2012) “To Be or Not to Be Linked on LinkedIn: Online Social Networks and Job Search”, The NBER Economics of IT and Digitization Workshop, Boston, MA

Rajiv Garg and Rahul Telang (2012) “Linking on LinkedIn: An Empirical Analysis of Job Search using Online Social Networks”, The ZEW Conference on Information and Communication Technologies, Mannheim, Germany

Rajiv Garg and Rahul Telang (2012) “Me, My Online Friends, and My Job Search: An Empirical Analysis Measuring the Role of Online Social Connections”, Statistical Challenges in e-Commerce Research (SCECR), Montreal, Canada

Rajiv Garg and Rahul Telang (2012) “Do Social Connections Help in Finding a New Job?”, The XVIII Organization Science Winter Conference (OSWC) (pre), Steamboat Springs, CO

Rajiv Garg and Rahul Telang (2011) “Do Online Social Ties Help in Job Search?”, The 2011 Workshop on Information Systems and Economics (WISE), Shanghai, China

Rajiv Garg and Rahul Telang (2011) “Linking on LinkedIn.com: An Empirical Analysis of Job Search on Online Social Networks”, The 2011 Winter Conference on Business Intelligence, Salt Lake City, UT

Rajiv Garg, David Krackhardt, Mike Smith, and Rahul Telang (2010) “Estimating Diffusion of Music on an Online Social Network,” The 2010 Winter Conference on Business Intelligence, Salt Lake City, UT

Rajiv Garg, David Krackhardt, Mike Smith, and Rahul Telang (2009) “Peer Influence and Information Diffusion in Online Networks: An Empirical Analysis,” Conference on Information Systems and Technology (CIST), San Diego, CA

Rajiv Garg, David Krackhardt, Mike Smith, and Rahul Telang (2009) “Peer Influence and Information Diffusion in

Online Networks,” Symposium on Statistical Challenges in Electronic Commerce Research (SCECR), Pittsburgh, PA

Rajiv Garg, Wei-Min Shen (2002) “3D Docking in Metamorphic Robots (poster),” National Conference on Robotics, Naval Research Lab, Washington DC

Rajiv Garg, Mino Akbarian, João P. Hespanha, Margaret McLaughlin, Gaurav S. Sukhatme (2001) “Haptic Rendering of Earthquake Maps,” Integrated Media Systems Center Annual Conference, Los Angeles, CA

Rajiv Garg, Mino Akbarian, Weirong Zhu, João P. Hespanha, Margaret McLaughlin, Gaurav S. Sukhatme (2001) “Interaction of Heterogeneous Haptic Devices Over the WWW,” Integrated Media Systems Center Annual Conference, Los Angeles, CA

INVITED PRESENTATIONS

Georgia Institute of Technology

Indian School of Business

University of Florida

University of Michigan

University of Minnesota

University of Washington

University of South Florida

University of British Columbia

Southern Methodist University

Carnegie Mellon University

John Hopkins University

Temple University

Purdue University

Stevens Institute of Technology

Marine Science Institute, Port Aransas, TX

Texas Enterprise, Austin, TX

Spread Fast, Austin, TX

Social Distillery, Austin, TX

ACADEMIC SERVICE

Member, NTT Teaching Evaluation Committee (2017)

Member, Executive Committee, IROM Department (2016-2017)

McCombs Research Resources, Dean’s Task Force (2015-16)

PhD Student Recruiting Committee (2013-)

Faculty Recruiting Committee (2014)

Chair, NTT Recruiting (2014-15)

Co-chair, Workshop on Social and Business Analytics (WSBA) 2016

Chair, Workshop on Social and Business Analytics (WSBA) 2014

Track chair, Structural Model Application for Research in Technology (SMART), 2014, 2015

Cluster Chair, Information Systems Society (ISS), INFORMS Annual Meeting 2016, Nashville, TN
 Session Chair, INFORMS Annual Meeting 2011, 2012, 2013, 2014, 2015, 2016

Program Committee, Conference on Information Systems and Technology (CIST) 2012, 2013, 2014, 2015, 2016, 2017

Associated Editor, International Conference on Information Systems (ICIS) 2014, 2015, 2016, 2017

Reviewer:

- ✚ MIS Quarterly (MISQ)
- ✚ Management Science (MS)
- ✚ Information Systems Research (ISR)
- ✚ Journal of Management Information Systems (JMIS)
- ✚ Journal of Association of Information Systems (JAIS)
- ✚ Hawaii International Conference on System Sciences (HICSS)
- ✚ Americas' Conference on Information Systems (AMCIS)
- ✚ International Conference on Information Systems (ICIS)

DOCTORAL STUDENTS

Haris Krijestorac (chair), 2014-

Bryan Stephens (committee member), 2014-

Parshuram Hotkar (committee member), 2014-

RESEARCH FUNDINGS / GRANTS

Texas General Land Office, \$1,144,000, Linda Golden (PI), Pat Brockett (co-PI), Rajiv Garg (co-PI): "Research and Recommendations for Allocation of Federal Disaster Funding to Counties in Texas after Hurricane Harvey" (2017)

McCombs Research Excellence Grant, \$15,000 ("Mobile Advertising" 2015)

McCombs Research Excellence Grant, \$14,700 ("Like Economy" 2014)

McCombs Research Excellence Grant, \$15,000 (WSBA 2013)

RECOGNITIONS

Senior Member, IEEE

(nominated and awarded for 10+ years of significant contributions to the scientific disciplines)

Competent Communicator, Toastmasters International

Competent Leader, Toastmasters International

PROFESSIONAL EXPERIENCE

Project Manager (2004 – 2007)

National Instruments, Austin, TX

Engineering Consultant (2003 – 2004)
CH2M Hill, Santa Ana, CA

Information Technology Analyst (2002 – 2003)
TTG Consultants, Los Angeles, CA

MEDIA MENTIONS

McCombs Magazine, Parkway Magazine, Xconomy, Fortune, Forbes, Dallas Morning News, Texas Enterprise, Pittsburgh Post-Gazette