

Vidyanand Choudhary

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EDUCATION

Ph.D, Management, December 1998

Krannert Graduate School of Management, Purdue University, West Lafayette, Indiana
Dissertation Title: Economic Analysis of Selling and Renting Software in eCommerce
Chair: Prof. Alok R. Chaturvedi

Master of Science, Industrial Engineering, May 1997

School of Industrial Engineering, Purdue University, West Lafayette, Indiana
Specialization: Operations Research

Bachelor of Technology, Computer Science & Engineering, May 1994

Indian Institute Of Technology, New Delhi

ACADEMIC WORK EXPERIENCE

- | | |
|-----------------------|---|
| 2002 - Present | Assistant Professor, Paul Merage School of Business,
University of California, Irvine, Irvine, California |
| 1999 - 02 | Assistant Professor, Graduate School of Industrial Administration,
Carnegie Mellon University, Pittsburgh, PA |
| 1998 - 99 | Instructor, Graduate School of Industrial Administration,
Carnegie Mellon University, Pittsburgh, Pennsylvania |

PUBLICATIONS

Articles in Refereed Journals

12. Choudhary, V. (forthcoming) "Use of Pricing Schemes for Differentiating Information Goods," *Information Systems Research*.
11. Choudhary, V. and R. K. Tyagi, (forthcoming) "Economic Incentives to Adopt Electronic Payment Schemes under Competition," *Decision Support Systems*.
10. Bhargava, H. K. and V. Choudhary, (2008), "Research Note: When is Versioning Optimal for Information Goods?" *Management Science*, Vol. 54, No. 5, May, pp. 1029-1035.
9. Choudhary, V., (2007) "Comparison of Software Quality under Perpetual Licensing and Software as a Service," *Journal of Management Information Systems*, Vol. 24, No.2, pp. 141-165.
8. Yoo, B., V. Choudhary, and T. Mukhopadhyay, (2007), "Electronic B2B Marketplaces with Different Ownership Structures," *Management Science*, Vol. 53, No. 6, pp. 952-961.
7. Hosanagar, K., R. Krishnan, J. Chuang, and V. Choudhary, (2005) "Pricing and Resource Allocation in Caching Services with Multiple Levels of QoS," *Management Science*, Vol. 51, No. 12, pp. 1844-1859.
6. Choudhary, V., A. Ghose, T. Mukhopadhyay, and U. Rajan, (2005) "Personalized Pricing and Quality Differentiation," *Management Science*, Vol. 51, No. 7, pp 1120-1130.
5. Bhargava, H. K., and V. Choudhary, (2004) "Economics of an Information Intermediary with Aggregation Benefits", *Information Systems Research*, Vol. 15, No. 1, pp. 22-36, March.
4. Yoo, B., V. Choudhary, and T. Mukhopadhyay, (2002) "A model of Neutral B2B Intermediaries", *Journal of Management Information Systems*, Vol. 19, No. 3, pp. 43-68, Winter.
3. Bhargava, H. K., and V. Choudhary, (2001) "Information Goods and Vertical Differentiation", *Journal of Management Information Systems*, Vol. 18, No. 2, pp. 85-102, Fall.
2. Bhargava, H., V. Choudhary, and R. Krishnan, (2000) "Pricing and Product Design: Intermediary Strategies in an Electronic Market", *International Journal of Electronic Commerce*, Vol. 5, No. 1, pp. 37-56, Fall.
1. Choudhary, V., K. Tomak, and A. Chaturvedi, (1998) "Economic Benefits of Software Renting", *Journal of Organizational Computing and Electronic Commerce*, Vol. 8, No. 4, pp. 277-305.

Completed Working Papers and Work In Progress

1. Choudhary, V. and J. Yang, "Intensity of Competition and IT investment, Risk and Return," Under revision for second round submission to *Information Systems Research*.
2. Choudhary, V. and Z.Z. Zhou, "Design of Proprietary Software Quality and Usability to Compete with Open Source Software."
3. Bhargava, H.K. and V. Choudhary, "Competition in Established Markets: The Role of Network Effects and Switching Costs."

Articles in Refereed Conference Proceedings

1. "Impact of Competition from Open Source Software on Proprietary Software," with Z.Z. Zhou, Proceedings of the *Twelfth INFORMS Conference on Information Systems and Technology (CIST)*, Seattle, Washington, November 2007.
2. "Software as a Service: Implications for Investment in Software Development", Proceedings of the *40th Hawaii International Conference on System Sciences (HICSS)*, Waikoloa, Hawaii, January 2007.
3. "Personalized Pricing – A Strategic Advantage for Electronic Retailers", with Ghose, A., Mukhopadhyay, T., Rajan, U., Proceedings of the *Eighth INFORMS Conference on Information Systems and Technology (CIST)*, Atlanta, Georgia, 2003.
4. "Optimal Pricing and Capacity Allocation in Vertically Differentiated Web Caching Services," with Chuang, J., Hosanagar, K. and Krishnan, R., Proceedings of the *23rd International Conference on Information Systems (ICIS)*, Barcelona, Spain, December 2002.
5. "Dynamic Pricing: A Strategic Advantage for Electronic Retailers", with Ghose, A., Mukhopadhyay, T., Rajan, U., Proceedings of the *23rd International Conference on Information Systems (ICIS)*, Barcelona, Spain, December 2002.
6. "Neutral Vs Biased Marketplaces: A Comparison of Electronic B2B Marketplaces with Different Ownership Structures", with Mukhopadhyay, T., and Yoo, B., Proceedings of the *22nd International Conference on Information Systems (ICIS)*, New Orleans, Louisiana, December 2001. (**Best Paper Award**)
7. "Pricing Strategies of Electronic B2B Marketplaces with Two-Sided Network Externalities", with Mukhopadhyay, T., and Yoo, B., Proceedings of the *35th Hawaii International Conference on System Sciences (HICSS)*, Waikoloa, Hawaii, January 2002.
8. "Second Degree Price Discrimination for Information Goods", with Bhargava, H., Proceedings of the *34th Hawaii International Conference on System Sciences (HICSS)*, Maui, Hawaii, January 2001. (**Nominated for Best Paper Award**)

9. "On Analyzing Interactions in a Software Agent Marketplace", with Arora, A., Kannan, K., Krishnan, R., and Padman, R., Proceedings of the *10th Workshop on Information Technology and Systems (WITS)*, Brisbane, Australia, December 2000. (**Best Paper Award**)
10. "Analysis of an Intermediary's Strategies in Electronic Markets for Decision Technologies", with Bhargava, H., Krishnan, R., and Lee, K.B., Proceedings of the *20th International Conference on Information Systems (ICIS)*, Charlotte, North Carolina, December 1999.
11. "Effect of Network Externalities on Software Pricing", with Chaturvedi, A., and Tomak, K., Proceedings of the *31st Hawaii International Conference on System Sciences (HICSS)*, Kohala Coast, Hawaii, January 1998.
12. "An Economic Model for Microrenting in Electronic Commerce", with Chaturvedi, A., and Tomak, K., in Proceedings of the *3rd AIS Americas conference*, Indianapolis, Indiana, August 1997.

Conference Presentations

1. "The Impact of Intensity of Industry Competition and Uncertainty on IT investment," with Jingyu Yang, *Twentieth Workshop on Information Systems and Economics (WISE)*, Paris, France, December 2008.
2. "Intensity of Competition and IT investment, Risk and Return: A Theoretical Model," with Jingyu Yang, *International Symposium on Information Systems*, Hyderabad, India, December 2007.
3. "Design of Proprietary Software Quality and Usability to Compete with Open Source Software," with Zach Z. Zhou, *Nineteenth Workshop on Information Systems and Economics (WISE)*, Montreal, Quebec, Canada, December 2007.
4. "Impact of Competition from Open Source Software on Proprietary Software Quality and Social Welfare," with Zach Z. Zhou, *INFORMS Annual Conference*, Seattle, Washington, Nov 2007.
5. "Our Society and the Business of Information Technology," Invited Speaker at NEDO Workshop on Photonic Networking for the Future, Anaheim, California, March 2007.
6. "Software as a Service vs. Perpetual Licensing: Implications for Software Quality", *INFORMS Annual Conference*, Pittsburgh, Pennsylvania, Nov 2006.
7. "Optimal Mix of Pricing Schemes for Differentiated Information Goods", *Seventeenth Workshop on Information Systems and Economics (WISE)*, University of California, Irvine, December 2005.

8. "Monopoly Profits in a Competitive Market for Undifferentiated Information goods via Differentiated Pricing Schemes", *Sixteenth Workshop on Information Systems and Economics (WISE)*, College Park, Maryland, December 2004.
9. "Biased or Neutral? Ownership Structure of Electronic Business-to-Business Marketplaces", with Mukhopadhyay, T. and Yoo, B., *Fourteenth Workshop on Information Systems and Economics (WISE)*, Barcelona, Spain, December 2002.
10. "Effect Of Information Revelation Policies On A Web Services Marketplace", with Arora, A., Kannan, K., Krishnan, R., Padman, R., Schneider, J., *Computational and Mathematical Organization Theory Conference*, Pittsburgh, Pennsylvania, June 2002.
11. "Dynamic Pricing: A Strategic Advantage for E-tailers", with Ghose, A., Mukhopadhyay, T., Rajan, U., *Thirteenth Workshop on Information Systems and Economics (WISE)*, New Orleans, Louisiana, December 2001.
12. "Vertical Differentiation and the Nature of Consumers' Utility Function", *13th Annual Decision and Information Systems (DIS) workshop on e-business and supply chain management*, Gainesville, Florida, February 2001
13. "Second Degree Price Discrimination and the Nature of Consumers' Utility", with Bhargava, H., *Twelfth Workshop on Information Systems and Economics (WISE)*, Brisbane, Australia, December 2000.
14. "Price Discrimination And Product Differentiation In Information Goods", with Bhargava, H., *Eleventh Workshop on Information Systems and Economics (WISE)*, Charlotte, North Carolina, December 1999.
15. "Price Discrimination and Segmentation for Information Goods", with Bhargava, H., *12th Annual Decision and Information Systems (DIS) workshop on e-business*, Bloomington, Indiana, October 1999.
16. "Economics and Business in E-commerce", *ITEC*, Pittsburgh, Pennsylvania, Oct 1999.
17. "Experimental Investigation of Monopoly Power in a Durable Goods Market", *INFORMS National Conference*, Cincinnati, Ohio, May 1999.
18. "Experiments with Software Renting", *Tenth Workshop on Information Systems Economics (WISE)*, New York, December 1998.
19. "An Experimental Test of the Coase Conjecture", with Chaturvedi, A., Mehta, S., Noussair, C. *Midwest Theory Conference*, Ann Arbor, Michigan, October 1998
20. "Algorithms for Discrete Multiple Objective Optimization", with Morin, T.L, and Walter, J., *INFORMS National Conference*, Montreal, Canada, May 1998.
21. "Economics of Software Renting", with Chaturvedi, A., and Tomak, K., *Ninth Workshop on Information Systems Economics (WISE)*, Atlanta, Georgia, December 1997.

22. “Synthetic Economy for Advanced Simulation”, software demonstration at the *Workshop on Synthetic Economies*, Alexandria, Virginia, 1997.
23. “Optimal Algorithm for Discrete Multiple Objective Optimization”, with Morin, T.L and Walter, J., *INFORMS*, San Diego, California, May 1997.
24. “Software Reuse: Facts and Fiction”, with Chaturvedi, A., *Software Engineering Research Center Showcase*, West Lafayette, Indiana, 1997.
25. “Simulation and Economic Modeling of Microbilling, Superdistribution and Software Renting”, with Mehta, S., *Software Engineering Research Center Showcase*, Portland, Oregon, 1996.
26. “The Buyer-Supplier Relationship: Its Effect on Shareholder Value”, with Chaturvedi, A., *INFORMS* Atlanta, Georgia, November 1996.

Recent Invited Presentations at Academic Institutions (2006-08)

- Krannert Graduate School of Management, Purdue University, West Lafayette, IN (2008).
- Ross School of Business, University of Michigan, Ann Arbor, MI (2007).
- Carlson School of Management, University of Minnesota, Minneapolis, MN (2007).
- McCombs School of Business, University of Texas, Austin, TX (2007).
- Business School, Hong Kong University of Science and Technology, Hong Kong (2006).
- Graduate School of Management, University of California, Davis, Davis, CA (2006)

AWARDS

1. Faculty Career Development Award, 2005-06, University of California, Irvine
2. Best Completed Research Paper Award at the 22nd *International Conference on Information Systems (ICIS)*, New Orleans, Louisiana, December 2001.
3. Best Paper Award at the 10th *Workshop on Information Technology and Systems (WITS)*, Brisbane, Australia, December 2000.
4. Nominated for Best Paper Award in the Internet and the Digital Economy Track at the 34th *Hawaii International Conference on System Sciences (HICSS)*, Maui, Hawaii, January 2001.
5. International Conference on Information Systems (ICIS) Doctoral Consortium, Atlanta, Georgia, December 1997.
6. Distinguished Teacher - Krannert Graduate School of Management, Purdue University, Fall 1997.

GRANTS

1. University of California, Council on Research, Computing and Library Resources (CORCLR) Award for “Licensing Schemes for Information Goods”, (\$1500), January 2006.
2. Center for Research on Information Technology and Organizations (NSF/CRITO) for “Licensing and Pricing Strategy for Software – Buyer and Seller Perspectives”, (\$15,000), July 2005.
3. Center for Research on Information Technology and Organizations (NSF/CRITO) for “Licensing and Pricing Strategy for Software – Buyer and Seller Perspectives”, (\$15,000), July 2004.
4. Center for Research on Information Technology and Organizations (NSF/CRITO) for “Public or Private? Uncertainty in Electronic B2B Marketplaces”, (\$7,500), July 2003.
5. Recipient of the 1997 Purdue Research Foundation, Summer Research Grant (tuition & \$1,840).
6. Purdue Research Foundation, Dissertation Fellowship (tuition & \$11,666), 1997-98.

PROFESSIONAL ACTIVITIES

Editorial Activities

Journal Editorial Activity

1. Associate Editor and Editorial Board Member, *Information Systems Research*. (2009-12)
2. Associate Editor, (Ad Hoc), *Management Science*, 2006 – Present.
3. Editorial Board member for *MIS Quarterly* Special Issue.
4. Reviewer for *Management Science*, *Information Systems Research*, *Journal of Management Information Systems*, *Marketing Science*, *Operations Research*, *Production and Operations Management*, *Journal of Organizational Computing and Electronic Commerce*, *Decision Support Systems*, *Information Technology and Management*, *Journal of the Association for Information Systems*, *Journal of Industrial and Management Optimization*.

Conference Program Chair/Associate Editor

1. Conference Co-Chair (Organizer) – *Workshop on Information Systems and Economics (WISE)*, Irvine, California, December 2005.
2. Track Chair – *Pacific Asia Conference on Information Systems (PACIS)*, Hyderabad, India, 2009.
3. Associate Editor – *29th International Conference on Information Systems (ICIS)*, Paris, France, December, 2008.
4. Associate Editor – *28th International Conference on Information Systems (ICIS)*, Montreal, Quebec, Canada, December, 2007.
5. Associate Editor – *23rd International Conference on Information Systems (ICIS)*, Barcelona, Spain, December, 2002

Other Professional Service: Program Committee Member

1. Program Committee – *Twelfth INFORMS Conference on Information Systems and Technology (CIST)*, Seattle, Washington, November, 2007.
2. Program Committee – *Eleventh INFORMS Conference on Information Systems and Technology (CIST)*, Pittsburgh, Pennsylvania, November, 2006.
3. Program Committee – *Tenth INFORMS Conference on Information Systems and Technology (CIST)*, New Orleans, Louisiana, November, 2005
4. Program Committee – *25th International Conference on Information Systems (ICIS)*, Washington DC, December, 2004

5. Program Committee – *Ninth INFORMS Conference on Information Systems and Technology (CIST)*, Denver, Colorado, October, 2004
6. Program Committee – *5th International Conference on Electronic Commerce (ICEC)*, Pittsburgh, Pennsylvania, October 2003
7. Program Committee - *22nd International Conference on Information Systems (ICIS)*, New Orleans, Louisiana, December, 2001

Other Professional Service: Session Chair

8. Session Chair, *Workshop on Information Systems and Economics (WISE)*, Montreal, Quebec, Canada, December 2007.
9. Session Chair, Research Paper Session on “Economics of Digital/Information Goods,” *Twelfth INFORMS Conference on Information Systems and Technology (CIST)*, Seattle, Washington, November, 2007
10. Chair, Invited Research Session “Economics of Information Systems”, *INFORMS Annual Conference*, Seattle, Washington, November, 2007.
11. Discussant - *Workshop on Information Systems and Economics (WISE)*, Chicago, Illinois, December 2006.
12. Chair, Invited Research Session “Economics of Information Systems”, and “Economics of IS - 2”, *INFORMS Annual Conference*, Pittsburgh, Pennsylvania, November, 2006
13. Chair, Invited Research Session “Information Systems Economics”, *Tenth INFORMS Annual Conference*, San Francisco, California, November, 2005
14. Session chair – *21st International Conference on Information Systems*, Session titled “Competition in the Electronic Markets”, Brisbane, Australia, December 2000.
15. Session Chair – “Economics and Computation in Electronic Commerce”, *INFORMS Fall Meeting* 1999.

Other Professional Service: Discussant

16. Discussant, *Workshop on Information Systems and Economics (WISE)*, Paris, France, December 2008.
17. Discussant, *28th International Conference on Information Systems (ICIS)*, Montreal, Quebec, Canada, December, 2007.
18. Discussant, *Workshop on Information Systems and Economics (WISE)*, Montreal, Quebec, Canada, December 2007.
19. Discussant - *Workshop on Information Systems and Economics (WISE)*, Seattle, Washington, December 2003.

20. Chair Invited Research Session – *5th International Conference on Electronic Commerce*, Pittsburgh, Pennsylvania, October 2003
21. Discussant – *Workshop on Information Systems and Economics (WISE)*, Barcelona, Spain, December 2002.
22. Discussant - *Workshop on Information Systems and Economics (WISE)*, New Orleans, Louisiana, December 2001.
23. Discussant - *Workshop on Information Systems and Economics (WISE)*, Charlotte, North Carolina, December 1999.

TEACHING EXPERIENCE

The Merage School of Business, University of California, Irvine

E207 (Executive MBA Core) *Information Technology for Management* (3.79/4.00)

M274 (MBA Elective) *Database Management and Business Apps* (3.84/4.00)

174 (Undergraduate Elective) *Database Management and Business Apps* (3.89/4.00)

F274 (Fully Employed MBA Elective) *Database Management and Business Apps*

F207 (Fully Employed MBA Core) *Information Technology for Management*

M276 (MBA Elective) *Networks and Telecom*

F276 (Fully Employed MBA Elective) *Networks and Telecom*

The Tepper School of Business, Carnegie Mellon University, Pittsburgh

Management of Information Systems

Doctoral Seminar in Information Systems

The Krannert Graduate School of Management, Purdue University, West Lafayette

Database Management Systems

Systems Development

Introduction to Management Science

Doctoral Student Supervision

Co-Chair, Dissertation Committee, Zach Zhou

Advisor, Jingyu Yang

Member of Dissertation Committee, Jui Ramaprasad

Member of Dissertation Committee, Fei Ren

Member of Dissertation Committee, Byungjoon Yoo

Member of Dissertation Committee, Kevin Stolarick

Member of Doctoral Candidacy Committee, Kiron Ravindran

Member of Doctoral Candidacy Committee, David Zeng

Member of Doctoral Candidacy Committee, Pei-Fang Hsu

Member of Doctoral Candidacy Committee, Youngbong Chang

Member of Doctoral Candidacy Committee, David Nguyen

Member of Doctoral Candidacy Committee, Einar Mykletun

Graduate Student Supervision

Advisor, David Lee, Directed Individual/Independent Study

Advisor, Sangita Mahajan, Directed Individual/Independent Study

Advisor, Sam Sachdev, Directed Individual/Independent Study

Advisor, Weiya Xiao, Directed Individual/Independent Study

Practicum Supervisor, “Alcoa”, P Cho, K. Pun, V Winter, V Krishnamurthy, D Tank

Thesis Advisor “Simulation of Electronic Intermediaries”, M Li, H Tsai, K Umeda

Project Advisor, “Simulation in e-commerce” J.T.C. De Bruijne and A.T.Santema

Practicum Supervisor, “Barclays”, J Chung, A Hsieh, K Regush, M Sonderby and M Sun

Undergraduate Student Supervision

Advisor, Luca Cornali, Directed Individual/ Independent Study

SERVICE

Service: The Paul Merage School of Business

1. *Area Coordinator* Information Systems, Paul Merage School of Business, University of California, Irvine 2005-06 and Winter Quarter 2008-09. Coordinated faculty teaching assignments, hiring of lecturers, hiring of research assistants and teaching assistants, coordinate development of IS area strategy report, assignment of doctoral students to assistantships, seminar series and represent IS area at meetings and student forums.
2. *Master Program Committee Member*, Paul Merage School of Business, University of California, Irvine 2007-09.
3. *Information Systems Area Faculty Search (Recruiting) Committee Member*, Merage School of Business, University of California, Irvine, 2007-08.
4. *PhD Committee Member*, Paul Merage School of Business, University of California, Irvine 2004-07.
5. *Coordinator*, Information Systems Colloquium Series, Merage School of Business, University of California, Irvine, 2002 - 2005.
6. *Information Systems Area Faculty Recruiting*, Merage School of Business, University of California, Irvine, 2003 - 2004.

Service: The University of California, Irvine

7. *Member*, The Faculty Board for Undecided/Undeclared Students, University of California, Irvine, 2008-2011.
8. *Instructor*, Taught Freshman Seminar (Service Course), "Management and Use of Information," (Fall 2006).