

Ravi Mantena

Clinical Professor of Computers and Information Systems
Faculty Director, MBA Programs
Simon Business School, University of Rochester, Rochester, NY.
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EDUCATION:

- 1998 – 2004: Leonard N. Stern School of Business, New York University.
M.Phil., Ph.D. in Information Systems
- 1991 – 1993: Indian Institute of Management, Calcutta, India.
Post Graduate Diploma in Management (M.B.A)
- 1987 – 1991: Birla Institute of Technology and Science, Pilani, India.
B.E. (Honors) with Distinction – Electrical and Electronics Engineering

ACADEMIC WORK EXPERIENCE:

- 2021 – : Faculty Director, MBA Programs
Simon Business School, University of Rochester
- 2014 – : Simon Business School, University of Rochester
Clinical Professor of Computers and Information Systems (2022 -)
Clinical Associate Professor (2014 – 2022), Assistant Professor (2004 – 2011)
- 2011 – 2014: Leonard N. Stern School of Business, New York University
Visiting Assistant Professor of Information, Operations, & Mgmt. Sc.
- 2010 – 2012: Visiting Professor, Indian School of Business, Hyderabad, India.
- 2001, 2004 : Leonard N. Stern School of Business, New York University
Instructor in Information Systems
- 1997 – 1998: Pydah College, Andhra University, Visakhapatnam, India
Adjunct Faculty in Marketing

NON-ACADEMIC WORK EXPERIENCE:

- 1995 – 1998: Rajkamal Hatcheries, Visakhapatnam, India
Founder and Managing Partner
- 1993 – 1994: Unilever India, Chennai, India
Area Sales Manager
- 1991 : Software Developer, International Information Systems, Delhi, India.

JOURNAL PUBLICATIONS:

- “Market Share Contracts in B2B Procurement Settings with Heterogeneous User Preferences (with Rajib Saha), *Production and Operations Management*, 31(3), 2022, 1290-1308
- “Learning Leadership in an MBA Program Using Peer-led Team Learning,” (with Greg Dobson and Robin Frye), *American Journal of Business Education*, 6(2), 2012, 177-189.
- “Co-optation between Differentiated Platforms in Two-Sided Markets,” (with Rajib Saha), *Journal of Management Information Systems*, 29(2), 2012, 109-139.
- “Literature Survey: Mathematical Models in the Analysis of Durable Goods with Emphasis on Information Systems and Operations Management Issues,” (with V. Tilson and X. Zheng), *Decision Support Systems*, 53, 2012, 331-344.
- “Platform-based Information Goods: The Economics of Exclusivity,” (with Ramesh Sankaranarayanan and Siva Viswanathan), *Decision Support Systems*, 50, 2010, 79-92.
- “Diagnosing Decision Quality” (with Michael Davern and Edward Stohr), *Decision Support Systems*, 45, 2008, 123-139.

WORK IN PROGRESS:

- “Impact of Product and Platform Level Sampling on the Sale of Online Video Courses,” (with Xiaopei Liu, Weiguang Wang, and Xi Zhang), 2022, Working paper available
- “Reflections on Teaching Online,” (with Roy Jones), 2020.
Available: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3725899
- “Capacity Planning and Service Migration at a Major Orthopedic Ambulatory Surgical Center,” (with Patricia Fallone, Sun Mei Liu, and Sonia Pyne), 2022.

UNPUBLISHED MANUSCRIPTS:

- “Competing in Markets with Digital Convergence: Product Differentiation, Platform Score, and Equilibrium Structure,” (with A. Sundararajan), 2008.
Available: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=1283012
- “Product Score and Entry Deterrence in Technology Markets,” (with A. Sundararajan)
Available: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=1283001
- “Competition in Network Markets with Value Discontinuities” – working paper available
- “Product Portfolio and Design Choices in the Presence of Product Convergence” – working paper available

REFEREED CONFERENCE PAPERS:

- “Impact of Product and Platform Level Sampling on the Sale of Online Video Courses,” (with X. Zhang, X. Liu, and W. Wang) *PACIS 2022 Proceedings*, Jul. 2022, Taipei/Sydney Virtual Conference.
- “Competition and Strategic Partnership between Intermediary Platforms in the Presence of Heterogeneous Technologies,” (with R. Saha) *45th Annual Hawai’i International Conference on System Sciences*, Jan. 2012, Maui, HI.
- “Mathematical Models in the Analysis of Durable Goods with Applications to IS and OM Research,” (with V. Tilson and X. Zheng) *44th Annual Hawai’i International Conference on System Sciences*, Jan. 2011, Kauai, HI.
- “Platform Competition with Endogenous Technology Choice” (with R. Saha) *14th Annual INFORMS Conference on Information Systems & Technology (CIST)* Oct. 2009, San Diego, CA
- “Platform Competition with Endogenous Technology Choice” (with R. Saha) *20th Workshop on Information Systems and Economics (WISE)* Dec. 2008, Paris, France.
- “Digital Convergence and Economics of Evolving Complementarity” (with A.Sundararajan) *19th Workshop on Information Systems and Economics (WISE)* Dec. 2007, Montreal, Canada
- “Exclusive Licensing for Video Games,” (with R. Sankaranarayanan and S.Viswanathan) *17th Workshop on Information Systems and Economics (WISE)* Dec. 2005, Irvine, CA.
- “Digital Convergence, Platform Architecture and Market Structure,” (with A.Sundararajan) *14th Workshop on Information Systems and Economics (WISE)* Dec. 2002, Barcelona, Spain.
- “Market Expansion or Margin Erosion: The Double-Edged Sword of Digital Convergence,” (with A. Sundararajan) *23rd International Conference on Information Systems, (ICIS)* Dec. 2002, Barcelona, Spain.
- “Converging Digital Technologies: An Opportunity or a Threat?” *8th Americas Conference on Information Systems (AIS)* Aug. 2002, Dallas, TX.
- “Technology Markets that Tip,” (with A. Sundararajan) *11th Workshop on Information Systems and Economics (WISE)* Dec. 1999, Charlotte, NC.

INVITED TALKS AND SEMINARS:

- Panelist for “Analytics in the Curriculum” Innovations in Undergraduate and Graduate Business Education Conference, Rutgers Business School (Oct. 2021)
- “Exclusive Licensing in Complementary Network Industries,” Simon School of Business, University of Rochester (Mar. 2008)

- “Exclusive Licensing in Complementary Network Industries,” *2007 Net Institute Conference*, New York, NY (Apr. 2007)
- “Software Launch through Beta Versions,” *The University of Florida 2007 DIS Workshop on Product Strategy*, Gainesville, Florida (Jan. 2007).
- “Exclusive Licensing in Complementary Network Industries,” *INFORMS Annual Meeting* (Nov. 2006), Pittsburgh, PA.
- “Competing in Markets with Digital Convergence,” *INFORMS Annual Meeting* (Nov. 2005), San Francisco, CA.
- “Modeling Problems in the Economics of IT,” *Doctoral Student Summer Workshop*, Stern School of Business, New York University, (Jun. 2005)
- “Competing in Markets with Digital Convergence,” *Simon School of Business*, The University of Rochester (Mar. 2003)
- “Competing in Markets with Digital Convergence,” *Zicklin School of Business*, Baruch College, City University of New York (Feb. 2003)
- “Competing in Markets with Digital Convergence,” *Warrington College of Business*, The University of Florida (Jan. 2003)
- “Digital Convergence: Implications for Product Portfolio and Design,” *INFORMS Annual Meeting* (Nov. 2002), San Jose, CA.

HONORS AND AWARDS:

- Simon School Superior Teaching Award, University of Rochester (2010, '17, '17, '18, '19, '20, '21, '21, '22, '22)
- Simon School Teaching Honor Roll, University of Rochester (2008, '09, '10, '11, '12, '13, 2014, '17, '19, '20, '21, '22, '23)
- Best Reviewer Award - Conference on Information Systems and Technology (CIST 2009)
- Net Institute Research Grant (2006).
- The Harold W. MacDowell Award, NYU (2004)
- Award for Best Paper by a Doctoral Student, 11th Workshop on Information Systems and Economics (December 1999)
- NYU Stern School Doctoral Fellowship (1998-2002, 2003-2004); Marcus Nadler Fellowship (2002-03)
- *ICIS* Doctoral Consortium (Dec. 2002)
- State Merit Scholarship and State Science Scholarship (1987-90)

TEACHING AND CURRICULUM DEVELOPMENT:

- Simon Business School, University of Rochester
 - Executive MBA core courses: *Managerial Data Analysis* (2015 - 2022) and *Managerial Decision Analysis* (2014 - 2022)
 - MBA core course: *Business Modeling* (2016 - 2023)
 - MBA core course: *Data Analytics* (2016 - 2022)
 - MBA elective: Developed and taught *Introduction to Business Analytics* (2021-2023)
 - MBA elective: Developed and taught *Managing Digital Products & Platforms* (2019 - 2022)
 - Co-developed and co-taught a course on *Leading Teams* (2009-11, 2018-2023)
 - Online MSBA for Managers: Developed and taught *Probability and Descriptive Analytics* (2022)
 - MS core course in *Statistics* (2011-2016, 2019)
 - MBA elective in the *Economics of Information Management* (2005-11, 2015-2018)
 - MBA core course in *Applied Statistics and Data Analysis* (2005-2006)
 - MBA core course in *Framing and Analyzing Business Problems – I* (2007-2011, 2014-2015)
 - Executive MBA (Bern) course in *Information Systems for Management* (2017)
 - Medical Management course: Developed and taught *Healthcare IT and Analytics* (2016), Co-taught (2019-2022)
 - Co-taught MS course in *Health Care Operations* (2018)

- Leonard N. Stern School of Business, New York University
 - Developed and taught an undergraduate elective – *Modeling and Data Mining with Spreadsheets* (2004)
 - Co-taught (with Arun Sundararajan) the Ph.D. seminar in Information Systems – *Topics in the Economics of Technology* (2001)
 - Undergraduate core course in *Information Systems* (2001, '11, '12, '13, '14)
 - Undergraduate core course in *Statistics* (2012)
 - MBA core course in *Statistics* (2013)

- Indian School of Business, Hyderabad, India.
 - MBA core course *Statistical Methods for Managerial Decisions* (2010, '11, '12)

- MBA elective courses in Marketing at Pydah College (Andhra Univ.), India (1997)

SCHOOL AND PROFESSIONAL SERVICE:

- Ph.D. theses committees
 - Fang Wan (Placement: Post-Doc Harvard Business School)
 - Priyanga Gunarathne (Placement: Assistant Professor, University of Pittsburgh)
 - Torrie (Tong) Wu (Placement: Assistant Professor: Hofstra University)
 - Rajib Saha (Placement: Assistant Professor, Indian School of Business, India).
 - Ori Marom (Placement: Assistant Professor, Erasmus University, Rotterdam).

- Ph.D. theses proposal committees
 - Jong Yul Lee (Placement: Assistant Professor, Florida Atlantic University) - Reader
 - Aditya Shetty (Placement: Applied Research Scientist at Flexport, WA) - Reader
 - Atanu Lahiri (Placement: Assistant Professor, University of Washington, Seattle) - Reader
 - Christopher Wright (Placement: Assistant Professor, Niagara University, Niagara, NY) - Reader
 - Dan Ma (Placement: Assistant Professor, National University of Singapore)
 - Amit Mehra (Placement: Assistant Professor, Indian School of Business, Hyderabad, India) - Reader

- Service at the Simon School and University of Rochester:

Current Service:

- Part-time & Executive MBA committee (2016 – Present; Chair 2021 - Present)
- Full-Time MBA Committee (2020 – Present)
- Simon Faculty Council (2022 – Present)
- Graduate Curriculum Committee (2022 – Present)
- Faculty DEI Task Force (2022 – Present)
- Simon School Strategic Planning 2025: Executive Committee; Future of Education Working Group
- University of Rochester Strategic Planning: Global Engagement Working Group (2021-22)
- Board Member: Foundation Board of the Foundation William E. Simon Graduate School of Business Administration in Switzerland (Jun. 2021 – Present)

Past Service: NYC Program Committee (2015 -'16); MS-MGMT Subcommittee of GCC (Chair) (2015 – '16); Dean's Pre-MBA Task Force (Chair) (2015 – '16); Ph.D. Committee (2005 – '11); Computing Committee (2008 – '09); CIS Ph.D. Qualifier committee (2005 – '11);.

- Grant reviewer for: *Research Grants Council of Hong Kong* (2016 – Present)
- Associate Editor, Digital and Social Networks Track, ICIS 2012.
- Program Committee Member:
 - Conference on Information Systems and Technology (CIST 2008, '09, '10, '11)
 - International Conference on Electronic Commerce (ICEC 2009).
- Peer reviewer for: *Management Science, Marketing Science, Information Systems Research, Journal of Management Information Systems, Journal of Economics and Management Strategy, European Journal for Operational Research, Communications of the ACM, INFORMS Journal on Computing, Decision Support Systems, Production and Operations Management, Electronic Commerce Research Journal, Global Journal of Flexible Systems Management, International Journal of Technology Management, ICIS, HICSS, CIST.*
- Assistant Web Editor: *Journal of Management Information Systems* (2000-02)
- Discussant and Session Chair:
 - Workshop on Information Systems Economics (2003, 2004, 2008, 2009)
 - Workshop on Information Intensive Services (2007, 2009)

AFFILIATIONS:

- Institute for Operations Research and the Management Sciences (INFORMS)
- Association of Information Systems (AIS)