Srikar Velichety

3675 Central Avenue, Rm#309, Memphis, TN - 38111 • (520) 981-4496 • svlchety@memphis.edu
https://www.memphis.edu/bitm/faculty/srikarvelichety.php

Employment

Assistant Professor, Fogelman College of Business and Economics,   **August 2016-Present**
University of Memphis

Director, Technology Serving Humanity Speaker Series,   **June 2023 - Present**
FedEx Institute of Technology

Subject Matter Expert (SME), Amdocs Development Center, India   **May 2009 – June 2011**

Education

PhD in Business Administration   2016
Eller College of Management, University of Arizona
Major: - Management Information Systems
Minor: - Econometrics
Dissertation Title: - Essays on data driven insights from Crowd Sourcing, Social Media, and Social Networks
Committee: - Sudha Ram (Chair), Paulo Goes, Jesse Bockstedt, Tiemen Woutersen (Minor Advisor)

MTech in Information Technology   2009
Indian Institute of Information Technology and Management

BTech in Information Technology   2007
Indian Institute of Information Technology and Management

Research

Interests

- Topics: User Generated Content, Social Media, Recommender Systems, Digital Upskilling and Reskilling, Fake News and Sharing Economy
- Methodologies: Data Science, Design Science, Machine Learning, Explainable AI, Econometric Modeling and Data Visualization

A. **Published/Accepted Research**

1.   Srikar Velichety and Sudha Ram (2021) "Finding a needle in the haystack - Recommending online communities on Social Media Platforms using Network and Design Science". *Journal of the Association for Information Systems,* 22(5), 1285-1310 (**List of All-time popular papers in JAIS – September 2021**)

2.   Velichety, Srikar and Shrivastava, Utkarsh (2022) "Impact of Online Fake News on the Equity value of Social Media Platforms – Evidence from Twitter". *International Journal of Information Management,* 64, 102474.

3.   Srikar Velichety, Sudha Ram and Jesse Bockstedt (2019) "Quality assessment of peer-produced content in knowledge repositories using development and coordination activities". *Journal of Management Information Systems*, 36, 2, 478-512

4.   Srikar Velichety (2019) "Quality Assessment of Peer-Produced Content in Knowledge Repositories Using Big Data and Social Networks: The Case of Implicit Collaboration in Wikipedia". *The DATA BASE for Advances in Information Systems*, 50, 4, 28-51

5.   Padmanav Acharya and Srikar Velichety (2011) "An integrated approach to software project management". *International Journal of Business and Systems Research*, 5, 5, 494–510

B.   **Papers Under Review**

1.   Hogstra, Brian, Velichety, Srikar and Zhang, Chen "Poverty Prediction using Deep Learning, Social Network Analysis, Education and Ethnicity – The Case of City of Memphis" (*Under Preparation for 2nd round of review at Decision Support Systems*)

2.   Shrivastava, Utkarsh, Tindol, Blake, Chen, Kuanchin and Velichety, Srikar "Understanding Spatial Differences in Online Search Trends and infectious disease progression" (*Under Review at Technology in Society*)

C.   **Work in Progress**

1.   Velichety, Srikar, Zhang Chen, and Li, He "Knowledge Sharing in the Sharing Economy – Evidence from Virtual Communities on AIRBNB" (*Manuscript Under Preparation for Submission to MIS Quarterly*)

2.   Yoo, Sungjin, Zhang, Chen and Velichety, Srikar "Does Different Roles' Turnover Affect Collaboration Success in Online Communities? Longitudinal Evidence from Wikipedia". (*Data Analysis Stage*)

3.   Wu, Jingjing, Dietz, George and Velichety, Srikar "The Sleepy Reviewer and Positive Reviews". (*Initial Analysis Complete. Conceptualization Stage*)

4. Velichety, Srikar "Building regional digital upskilling and reskilling ecosystems for worker welfare using design science – Evidence from a large-scale Good Jobs Challenge grant in the Memphis Metropolitan Region" (*Conceptualization Stage. Data collection starts in July 2023*)

D. Refereed Conference Proceedings

1. Velichety, Srikar and Ram, Sudha, "A Cross Sectional and Temporal Analysis of Information Consumption on Twitter", *proceedings of the 34th International Conference on Information Systems* (ICIS). Milan, Italy. December 2013

2. Velichety, Srikar and Ram, Sudha, "The Science of Twitter Lists: Understanding Membership and Subscription through Network Analysis", *Workshop on Information Technology and Systems (WITS)* 2013. Milan, Italy. December 2013 (**Overall Best Paper Award Nominee – Published in JAIS 2021**)

3. Velichety, Srikar and Ram, Sudha, "Examining Lists on Twitter to Uncover Relationships between Following, Membership and Subscription", *Mining Social Network Dynamics (MSND) workshop at WWW Conference,* 2013. Rio De Janeiro, Brazil. May 2013

4. Velichety, Srikar and Ram, Sudha, "Common Citation Analysis and Technology Overlap Factor: An Empirical Investigation of Litigated Patents Using Network Analysis", *proceedings of the 7th Conference on Design Science Research in Information Systems and Technology (DESRIST 2012)*, Las Vegas, Nevada. May 2012

E. Conference and Workshop Papers

1. Velichety, Srikar and Zhang, Chen "Knowledge Sharing in the Sharing Economy – Evidence from Virtual Communities on AIRBNB", INFORMS Workshop on Social Media, Seattle, WA, October 2019

2. Velichety, Srikar and Shrivastava, Utkarsh "Impact of Fake News and Ambiguity on the Equity value of Social Media – Evidence from Twitter", INFORMS Conference on Information Systems and Technology (CIST), Phoenix, AZ, November 2018

3. Velichety, Srikar "Revisiting Collaborative activity and its impact in Wikis using Big Data and Social Networks – The Case of Wikipedia and Implicit Collaboration", INFORMS Workshop on Social Media, Houston, TX, November 2017

4. Velichety, Srikar Ram, Sudha and Bockstedt, Jesse "Understanding the role and impact of discussions on the quality of Crowd Sourced Content using Data Science Approach – Evidence from Wikipedia", Winter Conference on Business Intelligence, Philadelphia, PA, November 2015

5. Velichety, Srikar Ram, Sudha and Bockstedt, Jesse "Understanding the role and impact of discussions on the quality of Crowd Sourced Content – A Data Science Approach", Winter Conference on Business Intelligence, Snowbird, Utah. March 2015

F.   **Federal Funded Grants**

1. "Opportunity Now - Mid-South Center for Occupational Innovation" – Workforce Development Grant in Partnership with Workforce Mid-South, Greater Memphis Chamber and Moore Tech. (*Awarded $21,524,841 from the US Department of Commerce – Economic Development Administration, August 2022*).
   - Role: Program Lead and Co – Principal Investigator, Logistics and Technology Subsector
   - Amount Handled: 2 million USD (Research Part – 1.4 million USD)
   - Responsibilities: System and Program Design, Recruitment of Advisory Board Members, Formulation of Success Metrics, Research and Analysis of Training Programs and Coordination of board activities.
   - Project Timeline: September 2022 – January 2026
   - Expected Research Outcomes: Multiple research papers on the topic "Upskilling and Reskilling in the era of Industry 4.0" which include regular academic research articles, case studies, monographs, and white papers.

G.   **Grant Funded Research**

1. *Project Title:* Pricing Automation for Packaging Industry
Role: Principal Investigator
Funding Agency: FedEx Europe
Period: January-December 2021
Amount: USD 10,000

2. *Project Title:* Building regional digital upskilling and reskilling ecosystems for worker welfare using design science – Evidence from a large-scale Good Jobs Challenge grant in the Memphis Metropolitan Region
Role: Principal Investigator
Funding Agency: Competitive Grant, Fogelman College of Business and Economics, University of Memphis
Period: May-August 2023
Amount: USD 7000

3. *Project Title:* Impact of Special Interest Groups on Information Diffusion in Social Media Platforms – Evidence from Twitter Lists
Role: Principal Investigator

Funding Agency: Competitive Grant, Fogelman College of Business and Economics, University of Memphis
Period: May-August 2022
Amount: USD 7000

4. *Project Title:* Impact of Role Turnover on the value of collaborative user generated content - Longitudinal Evidence from Wikipedia
Role: Principal Investigator
Funding Agency: Competitive Grant, Fogelman College of Business and Economics, University of Memphis
Period: May-August 2021
Amount: USD 5000

5. *Project Title:* Using advanced analytics to develop a context specific theory on determinants of poverty – The case of City of Memphis
Role: Principal Investigator
Funding Agency: Competitive Summer Grant Program, Fogelman College of Business and Economics, University of Memphis
Period: May-August 2020
Amount: USD 7000

6. *Project Title:* Knowledge Sharing in the Sharing Economy – Evidence from Virtual Communities on AIRBNB
Role: Principal Investigator
Funding Agency: Competitive Summer Grant Program, Fogelman College of Business and Economics, University of Memphis
Period: May-August 2019
Amount: USD 7000

7. *Project Title:* Poverty Prediction using Deep Learning, Social Network Analysis, Education and Ethnicity – The Case of City of Memphis (**Seed Grant for a Larger Grant Proposal**)
Role: Co-Principal Investigator (with Chen Zhang)
Funding Agency: Data Science Cluster, FedEx Institute of Technology, University of Memphis
Period: May-August 2019
Amount: USD 5500

8. *Project Title:* Impact of Online Fake News on the Equity value of Social Media Platforms – Evidence from Twitter
Role: Principal Investigator
Funding Agency: New Faculty Grant, Fogelman College of Business and Economics, University of Memphis
Period: May-August 2018
Amount: USD 15000

9. *Project Title:* Quality Assessment of Peer-Produced Content in Knowledge Repositories Using Big Data and Social Networks: The Case of Implicit Collaboration in Wikipedia
Role: Principal Investigator
Funding Agency: New Faculty Grant, Fogelman College of Business and Economics, University of Memphis
Period: May-August 2017
Amount: USD 20000

Teaching

A. **Teaching Interests**

I supplement my research with teaching interests in Machine Learning, Predictive Analytics, Data Mining, Statistical and Mathematical Modeling and Business Intelligence. I am also interested in teaching courses related to Big Data and business applications, Data Management, Web Analytics, Information systems, Programming, Operations Management and Business Statistics

B. **Curriculum and Course Material Development**

1. Developed and introduced two graduate certificate programs in Business Analytics

2. Developed Curriculum, teaching material and assessments for a variety of courses including Machine Learning, Fundamentals of statistics and mathematical modeling, Business and Social Media Analytics, Data Warehousing, Web Analytics and Targeted Advertising

3. Developed a **case study and solution** for – "Kaiser Healthcare – Designing Data Warehouses for efficient performance management" for **MIS 587 – Business Intelligence and Social Media Analytics**

4. Developed **Tutorials** for the usage of various R, Python, Social Network Analysis and Data Warehousing packages

C. **Instructor**

University of Memphis

Course	Semester	Class Size	Rating (Out of 5)
MIS 7621 – Business Machine Learning	Spring 2023	46;40	4.66; 4.56
	Fall 2022	50	4.64
	Spring 2022	51	4.51

	Spring 2021	20	4.58
	Fall 2020	12	4.58
	Spring 2020	23	4.36
	Fall 2019	15	4.54
	Spring 2019	17	4.46
	Fall 2018	12	4.64
MIS 7700 – Fundamentals of Data Analytics	Fall 2022	51	4.73
	Fall 2021	70	4.57
	Spring 2021	40	4.38
	Fall 2020	46	4.22
	Spring 2020	37	4.44
	Fall 2019	37	4.5
	Spring 2019	32	4.31
	Spring 2018	17	4.36
MIS 3210 – Critical Thinking for Business Analytics	Fall 2018	46	4.41
	Spring 2018	17	4.44
	Fall 2017	50	4.51
	Spring 2017	49; 18	3.68; 4
	Fall 2016	48; 49	4.28; 4.36
MIS 4310 – Global Information Technology	Fall 2017	40	4

University of Arizona

Course	Semester	Class Size	Rating (Out of 5)
MIS 586 – Business Intelligence and Data Warehousing	Spring 2016	69	4
MIS 304 – Using and Managing Information Systems	Summer 2015	31	4.4
MIS 373 – Basic Operations Management	Summer 2014	14	3.1

D. **Executive Education**

1. Cybersecurity Management (Class Size 70) – Joint Collaboration between IIM Nagpur and FedEx Institute of Technology – Rating 3.92/5

E. **Teaching Assistant**

1. MIS 587 – Business Intelligence and Social Media Analytics (Online Version) - Spring 2014, Summer 2014, Spring 2015, Fall 2015
2. MIS 587- Business Intelligence and Social Media Analytics – Fall 2013
3. MIS 587 – Business Intelligence and Data Warehousing - Spring 2014, Spring 2015
4. MIS 545 – Data Mining for Business Intelligence - Fall 2014, Fall 2015
5. MIS 586 – Big Data Analytics - Fall 2014

F.   **Guest Lecturer**

1. Data mining for Business Intelligence – Eller College of Management, University of Arizona
2. PhD Seminar on Social Media Analytics – Fogelman College of Business and Economics
3. Big Data Management in Advanced Database Management Course – Fogelman College of Business and Economics
4. General Overview of R Programming – International Summer Program, School of Public Health, University of Memphis

Service

A.   **Conferences and Workshops**

1. Track Chair, SIGBPS Workshop on Blockchain and Smart Contracts, ICIS 2018
2. Best Paper Award Selection Committee, SIGBPS Workshop on Blockchain and Smart Contracts, ICIS 2018
3. Associate Editor, Data Science and Predictive Analytics Track, ICIS 2018
4. Associate Editor, AI and Intelligent Augmentation, ICIS 2020
5. Session Chair, INFORMS Artificial Intelligence Cluster, INFORMS 2018
6. Program Committee Member INFORMS Conference on Data Science, 2017 - Present.
7. Program Committee Member, Pacific Asia Conference on Information Systems, Yokohoma, Japan, 2018
8. Associate Editor, Pacific Asia Conference on Information Systems, Dubai, UAE, 2020.
9. Area Chair – BIT, Economics and Finance, Memphis Data Science Conference, 2020.

B.   **Journal, Conference, Book, and Grant Proposal Reviews**

10. Editorial Board
*   *Journal of Business Analytics – 2021-Present*

11. Journals
*   *Management Science – 2022(1)*
*   *Information Systems Research (ISR) – 2021(1) 2020(1) 2019(1) 2018(1)*
*   *Management Information Systems Quarterly (MISQ) – 2020(1)*

- *Journal of Management Information Systems (JMIS) – 2022(1) 2021(2) 2020(1) 2016(1) 2014(1)*
- *Journal of the Association of Information Systems (JAIS) – 2021(2) 2020 (1) 2019(4) 2014(1)*
- *European Journal of Information Systems (EJIS) – 2020(1)*
- *ACM Transactions on MIS (TMIS) – 2020(3)*
- *INFORMS Journal of Computing – 2022(1) 2021(1)*
- *Journal of the American Society for Information Science and Technology (JASIST) – 2020(1) 2019(1)*
- *Information and Management – 2022(1)*
- *Scandinavian Journal of Information Systems – 2023(1)*
- *Journal of Business Analytics (JBA) – 2022(1) 2021(1)*
- *International Journal of E-commerce (IJEC) – 2022(1)*
- *ACM SIGMIS DATABASE – 2021(1) 2020(1) 2018(3)*
- *ACM Transactions on Sensor Networks (TOSN) – 2021(1)*
- *Applied Network Science – 2023(1)*
- *Journal of Database Management – 2019(2)*
- *Business and Information Systems Engineering (BISE) – 2018(1)*
- *Journal of Retailing and Consumer Sciences - 2018(1)*
- *Internet Research - 2016(1)*
- *Electronic Commerce Research and Applications (ECRA) - 2015(1)*

12. Conferences

- *International Conference on Information Systems (ICIS) – 2021(2) 2019(5) 2017(1) 2016(2) 2015(2) 2014(3)*
- INFORMS *Conference on Information Systems and Technology (CIST) - 2014(3)*
- INFORMS *Data Science Workshop – 2022(3) 2020(3) 2019(3) 2018(2) 2017(2)*
- *Workshop on Information Technology and Systems (WITS) - 2014 (3)*
- *Pacific Asia Conference on Information Systems (PACIS) – 2019 (2) 2018(2)*
- *America's Conference on Information Systems (AMCIS) – 2016(1) 2015(1) 2012(1)*
- AAAI *Workshop on Health Intelligence (W3PHIAI) – 2020(2)*
- *International Conference on Health Information Technology Advancements (ICHITA) – 2019(1)*

13. Books
- *Scaling Artificial Intelligence for Impact* – Wiley Publishing (2020)

14. Grant Proposals
- *Invited Reviewer – NSF IUSE Program - 2020*

C.   **Department, College, and University Committees**

15. Director, Technology Serving Humanity Speaker Series (FedEx Institute of Technology) – 2023
16. Search Committee for Dean, Fogelman College of Business – Spring 2023
17. Search Committee Member, Assistant Professor in Data Science – Spring 2023
18. Scholarship Review Committee, Fogelman College uf Business and Economics – Spring 2023

19. Faculty Mentor for Tenure Track Faculty, Ankur Arora – August 2022
20. Search Committee Chair, Assistant Professor in Teaching – Fall 2022
21. Continuous Learning and Assessment Committee – Fall 2022
22. Founding Member, Data Science Cluster, University of Memphis, 2022 - Present
23. Program Co-Chair, Memphis DATA, 2022
24. Program Committee, Mid-South DATA Science Conference, 2023
25. Department Representative, Memphis Data Science Conference, 2019
26. Judge, Student Research Forum, University of Memphis, 2019
27. Visiting Faculty Recruitment Committee, BIT Department, Fogelman College of Business and Economics, 2020
28. Journal Ranking and List Update Committee, BIT Department, Fogelman College of Business and Economics, 2020, 2022 & 2023
29. PhD Program Comprehensive Exam Committee, BIT Department, Fogelman College of Business and Economics, 2017, 2018, 2020 and 2021
30. Non-Tenure-Track Faculty Recruitment Committee, BIT Department, Fogelman College of Business and Economics, 2019
31. Researching and Teaching Awards Mentoring Committee, Fogelman College of Business and Economics - 2021
32. External Speaker Committee, BIT Department, Fogelman College of Business and Economics, 2019- Present
33. Tenure-Track Faculty Recruitment Committee, BIT Department, Fogelman College of Business and Economics, 2018 & 2021.
34. Co-Chair, Curriculum Committee on Business Analytics, Fogelman College of Business and Economics, Fall 2016 – Fall 2018
35. Co-Chair, Department Colloquium Committee, Fogelman College of Business and Economics, Fall 2018 – Present
36. MSIS Goals and Objectives Committee, Fogelman College of Business and Economics, Spring 2019
37. Strategic Planning Committee, Fogelman College of Business and Economics, 2019
38. Teaching-and-Learning Advisory Council (TLAC) representative, Fogelman College of Business and Economics, 2020-Present
39. MBA Program Curriculum review committee, Fogelman College of Business and Economics, 2017
40. Undergraduate Curriculum review committee, Fogelman College of Business and Economics, 2018
41. Faculty Associate, Institute for Intelligent Systems (IIS), Fall 2017- Present
42. Design and maintenance of Facebook, LinkedIn, and Twitter pages for INSITE (2012-2016)
43. GPSC Travel grants reviewer, University of Arizona, 2014-15
44. Graduate Student Representative, University of Arizona's Task Force on Digital Learning (2015-2016)
45. Site Administrator – IBM Academic Initiative, University of Arizona, 2014-15
46. Representative, Website Redesign Committee, Eller College of Management, 2013-15

D.   **Student Supervision**

47. PhD Comprehensive Exam Committee
Sungjin Yoo (Fall 2018) – First Placement: Assistant Professor, Iona College, NY
Jabir Rahman (Fall 2022) – First Placement: Oklahoma City University, OK

48. Independent Study Supervision
Jingjing Wu (Fall 2022)
Richin Swaroop Dasari (Summer 2022)
Brian Hoogstra (Spring 2020)
Mahbubul Hasan (Summer 2019)
Bayan Abdullah Almohammadi (Spring 2018)

49. Internship Supervision
Kiruthiga Ravichandran (Spring 2021)
Sonia Nauharia (Summer 2020)
Suneesha Bandaru, Maulika Dhirubhai Patel, Akash Reddy Allam (Spring 2020)
Abirami Balasubramanian, Preeti Gowda, Supriya Patil (Fall 2019)
Lipsa Nayak, Aakash Shah, Sandeep Yenni, Muzeeb Syed (Summer 2019)
Sai Abhiram Tarigopula, Sai Krishna Potturi (Spring 2019)
Anusha Kompalli, Mounika Silla (Summer 2018)
Titilope Olayinka (Fall 2018)

50. Master's Project Supervision
Harshita Reddy Sunki, Nagaveni Mamillapalli (Spring 2023)

51. Undergraduate Honors Project Supervision
Catherine Lutey (Fall 2017)
Ryan Lacroix (Fall 2016)

52. Research Supervision
Jingjing Wu (Fall 2022)
Arnav Tulsian (Spring 2019)
Brian Hoogstra (Summer 2019)

E.   **External Service**

53. Walmart Global Tech – Data Science Lecture
54. International Paper – Building Analytics Capabilities and Teams
55. City of Memphis – Collaborating with Academia
56. Precisedonline.com – Content Development for Big Data Analytics Module
57. Upcaliber.com – Consultant in Data Science
58. Gomedhaul.com – Advisor on Data Strategy
59. FedEx – E-commerce and commodities pricing platform research
60. Telugu Association of Memphis (TAM) – Education Director (2021)
61. Telugu Association of Memphis (TAM) – COVID-19 Fundraising Committee (2021)
62. Telugu Association Toastmasters Club – President (2021)

63. Secretary, INFORMS College on Artificial Intelligence, 2016-2018
64. Publicity Chair, INFORMS College on Artificial Intelligence, 2018-2020

Awards and Honors

1. Ranked 161 among the Top 200 MIS researchers across the world for the period 2019-2021
2. List of most popular papers published in JAIS – October 2021
3. SSRN Top 10 Downloads for January-April 2021 in Digital Media and Social Networks Category
4. George Johnson Preeminent Journal Publication Award, Fogelman College of Business and Economics – 2019
5. Best Empirical Publication Award, Fogelman College of Business and Economics – 2023
6. Data Science Cluster Grant (with Chen Zhang), FedEx Institute of Technology - 2019
7. Fogelman College of Business and Economics, Competitive Faculty Grant – 2019, 2020, 2021and 2022.
8. Fogelman College of Business and Economics, New Faculty Grant – 2017, 2018
9. Invited Speaker, INFORMS workshop on Social Media, 2015, 2016, 2017, 2018, 2019 and 2022
10. Graduate Professional Student Council (GPSC) Travel Grant Award, INFORMS 2015
11. Department Nominee, ICIS Doctoral Consortium, University of Arizona – May 2015
12. Winter Conference Travel Grant, WCBI 2015
13. Graduate Professional Student Council (GPSC) Travel Grant Award, WITS 2014
14. Overall Best Paper Award Nominee, WITS 2013
15. DESRIST Conference Travel Grant, Summer 2012
16. Tuition Waiver and doctoral scholarship - Eller College of Management (2011-2016)
17. Third Place, Network Design Competition for Tucson Hispanic Chamber of Commerce, 2011
18. Appreciation Award for excellence in product delivery, 2010- Amdocs India
19. Pratibha Scholarship for Superior Academic Performance, 2004-2009

References

Sudha Ram,
Anheuser-Busch Endowed Chair in
Entrepreneurship Studies,
McClelland Professor of MIS,
Eller College of Management,
University of Arizona,
Tucson, Arizona, USA
e-mail:- ram@eller.arizona.edu

Paulo Goes,
Dean,
Freeman School of Business,
Tulane University,
New Orleans, Louisiana, USA
e-mail:- pgoes@freeman.edu

Jesse Bockstedt,
Associate Professor of Management Information Systems,
Goizueta Business School,
Emory University,
Atlanta, Georgia, USA
e-mail :- bockstedt@email.arizona.edu

Chen Zhang,
Associate Professor,
Debbie and Ivy College of Business,
Iowa State University,
Ames, IA, USA
e-mail:- czhang1@iastate.edu