Cox School of Business, Dallas, TX   kartechbabu.com   karthikbabu@icloud.com

Employment

Southern Methodist University, Cox School of Business
 Assistant Professor of IT and Operations Management   08/2019 -current
 Instructor of IT and Operations Management   08/2018-07/2019
Tata Consultancy Services   6/2002-12/2011
Consulting: Telecom companies in the USA, The Home Depot, Johnson and Johnson, GE, Citigroup

Education

- Presentations: AMCIS 2024, 2024 AMA Marketing and Public Policy Conference*; 2023 Conference on Artificial Intelligence, Machine Learning, and Business Analytics, 2023 MISQ Author development workshop, 2022 Marketing Science annual conference.

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Awards and Honors

- Nominated by students for the "Honoring Our Professors' Excellence" award in April 2023.
- C. Jackson Grayson Endowed Faculty Innovation Award (2021). This was given by Cox School of Business to recognize excellence in teaching.
- Invited to present at the inaugural SMU Research Computing Day organized by Center for Scientific Computation.
- Donna Wilhelm Research Fellow - SMU DataArts from 2019-2023. This fellowship was awarded to

- o Journals: MIS Quarterly, Management Science, Production and Operations Management, Information Systems Research, Journal of Database Management, Electronic Commerce Research.
- o Conferences: Conference on Information Systems and Technology (CIST), International Conference on Information Systems (ICIS).

Technical Skills

Statistical packages and tools   Stata, R, SAS, Matlab
Programming languages   Python, Java, D3, SQL
Big Data tools   Spark, Hadoop, Hive, Pig
Operating Systems   Mac OS, Unix, Windows

Professional Affiliations

Association of Information Systems (AIS),
Institute for Operations Research and the Management Sciences (INFORMS),
Institute of Electrical and Electronics Engineers (IEEE),
American Association for the Advancement of Science (AAAS).

Conferences, Workshops, and Invited Presentations

2024 INFORMS Annual conference, Seattle, WA.	October 2024
AMCIS 2024 Salt Lake City, Utah.	August 2024
2024 AMA Marketing and Public Policy Conference, Washington, D.C.	June 2024
IT Teaching Innovation Workshop, UT-Austin	May 2024
BizAI Conference, UT Dallas	March 2024
AI, ML, and BI conference, Fox School of Business	December 2023
MISQ Reviewer development workshop	November 2023
MISQ Author development workshop	June 2023
Marketing Science DEI conference, SMU	March 2023
INFORMS Annual Conference	October 2022
Marketing Science Conference	June 2022
Production and Operations Management Conference, Virtual	April 2022
SMU Data Science Institute, university-wide seminar	March 2022
SMU Research Computing Day	March 2022
Workshop on Information Systems and Economics (WISE), Austin, TX	December 2021
ICIS Junior Faculty Consortium, Austin, TX	

Conference on Information Systems and Technology (CIST), Houston, TX	October 2017
INFORMS Annual Meeting, Houston, TX	October 2017
Workshop on Quantitative Marketing and Structural Econometrics, St. Louis, MO	July 2017
Deep Learning Workshop, Atlanta, GA	April 2017
Diversity and Inclusion Workshop, Atlanta, GA	March 2017
Workshop on Information Systems and Economics (WISE), Dublin, Ireland	December 2016
Conference on Information Systems and Technology (CIST), Nashville, TN	November 2016
INFORMS Annual Meeting, Nashville, TN	November 2016
Production and Operations Management Conference, Orlando, FL	May 2016
Winter Conference on Business Intelligence, Snowbird, Utah	March 2016
NBER workshop on Digitization, Stanford, CA	March 2016
ISMS Marketing Science, Baltimore, MD	July 2015
NBER workshop on Digitization, Stanford, CA	March 2015
Northwestern-Duke Causal Inference Workshop, Chicago, IL	July 2014
INFORMS Annual Meeting, San Francisco	November 2014
Winter Conference on Business Intelligence, Snowbird, Utah	March 2014