

Arvind Malhotra

Professor of Strategy and Entrepreneurship, UNC Kenan-Flagler Business School at UNC-Chapel Hill
Chapel Hill, NC, US

Professor Malhotra studies social media's impact on business, open innovation and virtual teams.

Description

The impact of social media on business; open innovation approaches in innovation tournaments and collaborative communities; and virtual teams are areas of research for Arvind Malhotra.

His research projects include studying successful how brands leverage social media for creating a loyal customer base, successful open-innovation organizational and extra-organizational structures; adoption of innovative technology-based services, such as wireless, by consumers and organizations; and management of knowledge in extra-organizational contexts.

Dr. Malhotra has received research grants from the Society for Information Managers Advanced Practices Council, Dell, Carnegie-Bosche Institute, National Science Foundation, RosettaNet consortium, UNC-Small Grants Program and the Marketing Sciences Institute.

He has consulted, conducted applied research projects or led executive development workshops with ESPN, U.S. Navy, U.S. Air Force, IBM, ExxonMobil, Primax Properties, Sprint, RosettaNet Consortium, American Golf Corporation, Cisco, ING Direct and Cargill Sweeteners.

Dr. Malhotra's research has been published in leading academic journals such as Harvard Business Review, Sloan Management Review, Academy of Management Perspectives, Information Systems Research, MIS Quarterly, Journal of Service Research, Journal of Services Marketing, Journal of Academy of Marketing Sciences, Manufacturing and Service Operations Management, Journal of Management Information Systems, Journal of Knowledge Management and Communications of the ACM.

He received the best paper award from MIS Quarterly, the top information science journal, in 2001, and the best paper of the year from the Journal of Services Research and Journal of Knowledge Management in 2005. Two of his papers earned the prestigious Society for Information Managers Best Paper Award.

Industry Expertise

Education/Learning, Business Services, Research

Topics

Effects of Social Media on Business, Innovation, Collaborative Communities, Virtual Teams, Innovative Technologies, Knowledge Management

Affiliations

Education

University of Southern California
Ph.D. Business

University of Southern California
M.S. Industrial Engineering

Delhi Institute of Technology (NSIT)
B.E. Electronics and Communications Engineering

Accomplishments

MIS Quarerly Best Paper Award

The received the award from the top information science journal in 2001.

Journal of Services Research Best Paper Award

He received the award in 2005.

Journal of Knowledge Management Best Paper Award

He received the award in 2005.

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