

# **Ramnath K Chellappa**

**Associate Professor of Information Systems & Operations Management; Associate Dean & Academic Director of Master of Science in Business Analytics Program; Goizueta Term Chair at Emory University, Goizueta Business School**  
Atlanta, GA, US

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## **Description**

Dr. Ramnath K. Chellappa is Associate Dean and Academic Director of the Master of Science in Business Analytics program. He is also a Goizueta Foundation Term Professor and Associate Professor of Information Systems & Operations Management at the Goizueta Business School, Emory University. He was previously a Caldwell Research Fellow at Goizueta, Emory and SRITNE Distinguished Academic Fellow and Visiting Professor at the Indian School of Business, Hyderabad. Prior to joining Emory University, Prof. Chellappa served on the faculty of Marshall School of Business, University of Southern California from and was the founding director of the Electronic Economy Research Lab (eBizLab) at USC.

Prof. Chellappa's expertise is in the fields of electronic markets, pricing, digital goods piracy and economics of information security and privacy. His research in these areas has been widely published/presented in leading journals and conferences. His work on information privacy, research on music digitization and study of software pricing have received best paper awards in premier conferences. His research methods include analytical modeling, empirical modeling and social network analysis. He also serves/has served on the editorial boards of Information Systems Research and MIS Quarterly. He is currently the president of INFORMS Information Systems Society.

Prof. Chellappa also works closely with the industry on the managerial aspects of information technology driven issues. He frequently serves as a litigation expert (expert witness) on a number of technology related cases, and also consults for the entertainment industry, particularly on digitization of media. Prof. Chellappa is often quoted in the popular media on information privacy and security related issues.

Prof. Chellappa has taught courses at the undergraduate, MBA, MS and PhD levels in the areas of information systems, operations management, economics and analytics. He has also designed and taught courses for executive education including in the Medical Management Program at USC. At Emory, he teaches in the MBA, MS and PhD programs. He received his PhD from the McCombs School of Business at the University of Texas in Austin in 1997 where his work provided the first scholarly definition of the term "Cloud Computing".

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## **Industry Expertise**

Education/Learning, Research, Information Technology and Services, Business Services

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## **Topics**

Digital Product Pricing and Piracy, Economics of Privacy, Electronic Markets and US Airline Pricing, Management of Information Security and Privacy, Competitive Dynamics in Software and High-tech Industries, Pricing for Cloud Computing

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## **Affiliations**

Indian School of Business Hyderabad : SRITNE Distinguished Academic Fellow

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## **Education**

**The University of Texas at Austin, McCombs School of Business**  
Ph.D. Management

**The University of Texas at Austin**  
M.Sc. Petroleum Engineering

**Indian Institute of Technology (BHU), Varanasi**  
B.Tech Mining Engineering

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