

Prabhudev Konana

Associate Dean for Instructional Innovation and Professor of Information Management, Risk, and Operations Management at The University of Texas at Austin, McCombs School of Business

Austin, TX, US

Analyzing the value of social networks, global sourcing, and the business value of IT

Biography

Prabhudev Konana is the William H. Seay Centennial Professor of Information Management and a Distinguished Teaching Professor at the McCombs School of Business at The University of Texas at Austin. He is the former chair of the Information, Risk, and Operations Management Department and started the M.S. in Business Analytics program at the McCombs School.

Konana received the prestigious National Science Foundation (NSF) CAREER Award. His research is supported by grants from NSF, IBM, Intel, and Dell. Konana is a member of the Academy of Distinguished Teacher, the highest teaching award from UT Austin. He received The University of Texas Regents' Outstanding Teaching Award in 2011 and outstanding professor award from graduating classes of Dallas/Fort Worth MBA Students in 2011 and 2012. He is consistently selected to the Faculty Honor Roll from both the MBA and the UG student councils.

His current research interests are in digital strategies, sentiment extraction from virtual communities, and business value of IT. He has published over hundred articles in journals, magazines, and conference proceedings including Sloan Management Review, Management Science, Information Systems Research, and numerous IEEE journals.

Konana is a co-founder of a non-profit organization to support primary education in India. He frequently writes for a leading English daily in India on social and economic issues. He graduated with an MBA and Ph.D. from the University of Arizona in 1991 and 1995, respectively.

Industry Expertise

Internet, Outsourcing/Offshoring, IT Services/Consulting, Information Services, Information Technology and Services, Business Services

Areas of Expertise

Process Improvement, Social Network Analysis, Operations Research, Virtual Communities, Emerging Economies, Outsourcing, E-Commerce, E-Business, Online Investing , Technology Adoption , Third-Party Customer Reviews, Online Networks, Real-Time Systems, Data Systems, Electronic Brokerage, Information Systems, Data Communications

Affiliations

Decision Science (Journal) : Associate Editor, Information Technology and Management (Journal) : Editorial Review Board, Journal of AIS (Journal) : Editorial Review Board, UT Austin: director, Information Management Program, UT Austin: chair, undergraduate curriculum ad hoc review committee, UT Austin: member, merit review design committee, Pragathi (non-profit): Co-Founder, UT Austin: South Asia Advisory Committee, UT Austin: South Asia Institute, Director Search Committee

Event Appearances

Pure-play or Dual Channel: Does the Market Reward one over the other?
Workshop on Information Systems and Economics

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An Investigation of Information Seeking and Sharing Behaviors in Virtual Communities
International Conference on Information Systems

Impact of multiple word-of-mouth sources on retail sales
International Conference on Information Systems

Participation dynamics in investment-related virtual communities
Speaker Series

Managing Uncertainty in India
Workshop on Risk Assessment and Management in India

Technology and Society: The Exciting Evolution
Speaker event

Beyond E-Business
Speaker series

Measuring Product Competition in Online Retailers from Revealed Preferences of Online Recommendation Networks
Fourth Symposium on Statistical Challenges in eCommerce Research

Complementary and Substitute Relationships Among Multiple Product Review Services
Statistical Challenges in Ecommerce Research

Melting-Pot of Homophily? - An Empirical Investigation of User Interactions in Virtual Investment-Related Communities
INFORMS Conference on Information Systems and Technology

Predictive Value of Stock Message Boards
Second International Symposium of Information Systems at ISB

Monitoring of Timing Constraints Threshold Requirements

IEEE Real-Time Systems Symposium

The Monitoring of Timing Constraints on Time Intervals

IEEE Real-Time Systems Symposium

Implementation and Performance Evaluation of Real-Time Brokerage Design

IEEE Real-Time Systems Symposium

A Unified Approach for Specifying Timing Constraints and Composite Events in Active and Real-Time Database Systems

Fourth IEEE Real-Time Technology and Applications Symposium

Education

University of Arizona

Ph.D. Management Information Systems

University of Arizona, Eller College of Management

MBA. Business Administration (Specialization: Operations Management, Finance)

National Institute of Technology at Karnataka

Bachelor of Technology Chemical Engineering

Accomplishments

Outstanding Teaching Award

Awarded by The Board of Regents of The University of Texas System.

William H. Seay Centennial Professor of Business

Established by the Board of Regents of The University of Texas System on August 13, 1982.

Faculty Honor Roll

Elected to undergraduate Faculty Honor Roll - Spring 2007, 2008, 2009, 2010 and 2011. Voted by students.

Best Paper in the Information Systems Research journal

"Competition among Virtual Communities and User Valuation: The Case of Investor Communities"

CBA Advisory Council Foundation Centennial Fellow

2004 - 2007

UT Academy of Distinguished Teacher Award

Awarded by The University of Texas at Austin.

CBA Foundation Research Award for Assistant Professors

Research excellence award.

National Science Foundation CAREER Award

The Faculty Early Career Development (CAREER) Program is a Foundation-wide activity that offers the National Science Foundation's most prestigious awards in support of junior faculty who exemplify the role of teacher-scholars through outstanding research, excellent education and the integration of education and research within the context of the mission of their organizations.

Best paper runner-up at the 17 Annual International Conference on Information Systems

The International Conference on Information Systems (ICIS) is the most prestigious gathering of information systems academics and research-oriented practitioners in the world.

Testimonials

David Wenger

Prabhudev Konana is an influential academic who is willing to write and talk about big issues in information technology. He does an excellent job of explaining the practical implications of his research insights and isn't afraid to say where ideas, organizations, or individuals have missed the mark.

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