

Rajiv Garg

Assistant Professor, Department of Information, Risk, and Operations Management at The University of Texas at Austin, McCombs School of Business

Austin, TX, US

Influence of social networks and mobile technologies on people and markets

Description

Rajiv Garg is an assistant professor and an expert in the fields of information technology, e-commerce, data analytics, and economics. His work examines the influence of social networks and digital technologies on consumers and businesses. He has studied and lectured on the impact of LinkedIn and other social network connections on career advancement, and has uncovered data-driven insights regarding the music industry, software, mobile business, and consumer products.

Garg is an assistant professor of information, risk, and operation management at the McCombs School of Business, The University of Texas at Austin. He is a senior member of IEEE and has been serving on the board of various small corporations in the past decade.

Garg's research work has appeared in the MIS Quarterly (MISQ), Journal of Management Information Systems (JMIS) and various peer reviewed conference proceedings.

Availability

Keynote, Workshop

Industry Expertise

Research, Consumer Goods, Consumer Services, Computer Software, Human Resources, Information Technology and Services, Internet, Advertising/Marketing, Information Services

Topics

E-Business, Social Networks, Music Industry, Business Intelligence, LinkedIn, Online Communities, Information Diffusion, Data Analytics, Mobile App Strategy, Online Marketing

Affiliations

TTG Consultants : Executive Director of Technology, INFORMS, AIS, IEEE, Computer Society, Mensa, Academy of Management

Sample Talks

The Ties That Bind: Finding Jobs Through LinkedIn

Garg offers three key suggestions for building a professional LinkedIn network to improve a job search: 1) Identify: Use LinkedIn search functions to identify the people in your extended network who are linked to companies you're interested in working for. 2) Connect: Maintain existing relationships with your close friends and colleagues. 3) Convert: Invest the time and effort to convert weak ties to strong ties and re-establish relationships with friends and former colleagues.

Past Talks

LIKE Economy

Information Systems and Operations Management Symposium

The Ties That Bind: Finding Jobs Through LinkedIn

Texas Enterprise Speaker Series

Discovery of Music Through Peers in an Online Community

Hawaii International Conference on System Sciences (HICSS)

Haptic Collaboration Over the Internet

PHANToM User Group Conference

An Expert System for Motion Control of Robotic Manipulator

International Conference on Intelligent Computing and Software Engineering

Intelligent System for Hospital Organizations

International Conference on Intelligent Computing and Software Engineering

Role of Online Social Networks in Job Search by Unemployed Individuals

International Conference on Information Systems (ICIS)

Education

Carnegie Mellon University

Ph.D. Information Systems and Management

Carnegie Mellon University

M.Phil. Public Policy and Management

University of Southern California

M.Sc. Computer Science

University of Southern California

M.Sc. Electrical Engineering

Indian Institute of Technology (Banaras Hindu University), Varanasi
B.Tech. Electrical Engineering

Accomplishments

Software Project Manager (2004-2007)
National Instruments, Austin, TX.

Engineering Consultant (2003-2004)
CH2M Hill, Santa Ana, CA

Information Technology Analyst (2002-2003)
TTG Consultants, Los Angeles, CA

Testimonials

David Wenger

Rajiv Garg is one of the most innovative thinkers on our campus, quick to make connections between his research insights and the real world implications we all experience in this socially connected, mobile-enabled world. He loves to collaborate and share knowledge.

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