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CENTRE FOR DIGITAL TRANSFORMATION (CDT)

4TH

ANNUAL
REPORT

2024
2025

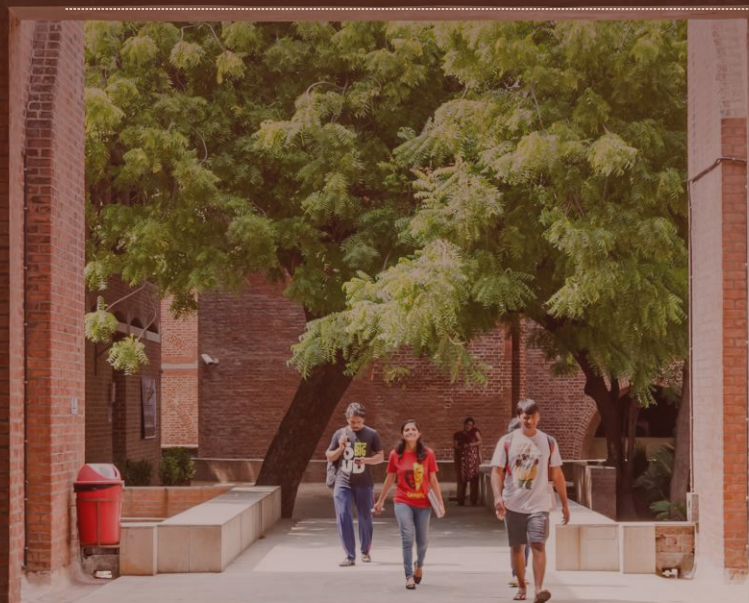


**Centre for Digital
Transformation**
INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

विद्याविनियोगादिकाः

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MESSAGE FROM _____ THE CHAIRPERSONS

Greetings from The Centre for Digital Transformation (CDT) at IIM Ahmedabad!

In its fourth year of operation since its inauguration in 2021, the Centre focused on research related to digital transformation and received support from leading academicians, faculty members, administrative team members, and industry leaders.

This year, we completed various research projects that create cutting-edge knowledge. Various research papers were published or completed. In addition, we organized the Conference on Technology for Disabled Persons (CTDP 2025) and co-organized the first India Management Research Conference (IMRC) 2024 at IIM Ahmedabad and the first India Conference on Information Systems (InCIS) at IIM Calcutta. We organized six research seminars and re-launched online courses on Digital Transformation: Theory and Applications (in Hindi) on SWAYAM & Advanced Digital Transformation (in English) on the Coursera portal with Online@IIMA. The Centre supported publishing the book "PURPOSE: Digital Transformation of Individuals, Organizations, and Societies", which continues to be a bestseller in its category. Participation in book talks and launch events highlighted the key principles underlying digital transformation to a larger community.

In addition, we made an impact through advocacy, policy briefs, research, and industry practices.

We would like to thank all stakeholders for their continued support and look forward to more engagement in the future.



Prof. Pankaj Setia
Chairperson



Prof. Swanand Deodhar
Chairperson

ACADEMIC RESEARCH

The Centre worked on research themes related to information systems and digital transformation last year. The following works were published:

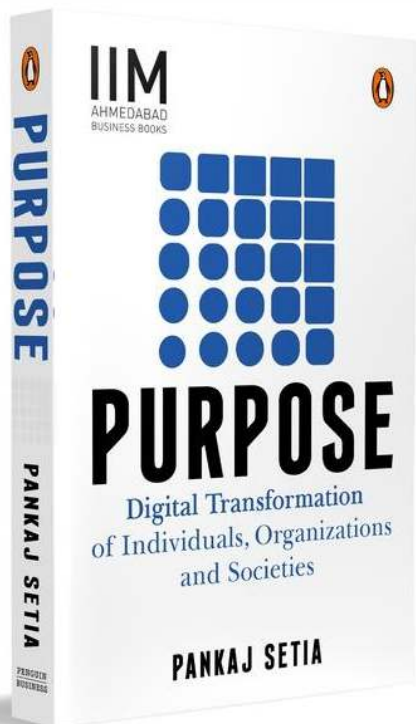
Research Papers

- Franck Soh, Pankaj Setia, Varun Grover (2024). Opening First-Party App Resources: Empirical Evidence of Free-Riding. Information Systems Research, 35(3). <https://doi.org/10.1287/isre.2021.0607>.
- Ayushi Tandon, Swanand J. Deodhar, Abhas Tandon, Abhinav Tripathi (2024). Does David Make A Goliath? Impact of Rival's Expertise Signals on Online User Engagement. Information Systems Research 0(0). <https://doi.org/10.1287/isre.2022.0282>
- Pandey, Shreya; Setia, Pankaj; and Gupta, Samrat, "Emergent Creativity in Human-AI Collaboration" (2024). Digit 2024 Proceedings. 28. <https://aisel.aisnet.org/digit2024/28>

The following research paper was presented at the INFORMS Annual Meeting in Seattle, Washington, from October 20 to 23, 2024:

- Neaketa Chawla, Swanand Deodhar, Ambrish Dongre, Harsh Parekh, Yana Chello, Neetu Singh, Prashast Srivastava (2024). Effects of Digital Commitment Contracts on Engagement in Underprivileged Children's Education: Evidence from a Field Experiment.

Book:



Setia, P. (2024). PURPOSE: Digital Transformation of Individuals, Organizations, and Societies. Penguin Random House. New Delhi.

Case Studies:

- Setia, P. & Tiwari, T. (2024). Indian MSMEs Navigating the Digital Landscape. IIMA Case Centre, CDT0002IN.
- Deodhar, S. J., Sharma, R., and Thatte, P. (2025). David versus Goliath: National Restaurants Association of India and Online Food Delivery Platforms. <https://cases.iima.ac.in/index.php/david-versus-goliath-national-restaurants-association-of-india-nrai-and-food-delivery-platforms.html>

Policy Brief

Centre published a policy brief on "Purpose Driven AI" in March 2025.

DIGITAL IMMERSIVE EVENTS

India Management Research Conference (IMRC 2024)

CDT, in collaboration with other Centers of Excellence, organized the inaugural India Management Research Conference (IMRC) 2024 at IIMA campus with the theme "Confluence of Growth, Sustainability, and Resilience" from 7th to 9th December 2024. IMRC'24 provided a platform for research scholars, academics, and industry practitioners to network, explore diverse research areas, and gain insights into management research. The conference entailed a panel discussion on India-centric management research, in which professors explored India's unique research challenges in the management domain. The conference keynotes by Dr. V. Anantha Nageswaran (Chief Economic Advisor, Government of India) and Prof. Noshir Contractor (Northwestern University, Illinois) were complemented by track-specific keynotes, panels, and peer-reviewed research paper presentations. The Director's Panel enlightened the attendees on the "Future of Management Education". A vibrant networking forum facilitated collaboration, and Poster Presentations allowed the researchers to share their work with peers. For the Digital Transformation Track # 7, Prof. Pankaj Setia delivered the keynote address on "Purpose: The Drive for Digital Transformation".

A thematic research paper presentations on the themes like Digitalization in Indian Context, IT Outsourcing, Digital Health, Gamification & Immersive Tech, Digitalization in HRM, Tourism, AI in Indian Research Contexts, Emerging Digital Paradigms, and Digitalization & Society were organized. Prof. Swanand Deodhar and Prof. Samrat Gupta chaired the sessions.

Ten research papers were adjudged for the three categories of awards.

- Sawan Rathi, "Digital Health for All: An Endowment-Dissemination Perspective"
- Alok Raj et al., "Operational Consequences of Blockchain Technology Adoption in Supply Chains: Do Motivation, Vulnerability, and Industry Context Matter?"
- Padmini Ramamurthy, Professor Sujeet K. Sharma, "Challenges in developing LLM platform in the Indian context: Assimilation from the Indus Project."
- Manisha Rathi, Dr. Shankhadeep Banerjee, "Leveraging AI Public Goods for Social Impact"
- Rakesh Naik Vadithe et al., "Role of technology enablers for implementation of HR analytics in the Indian IT sector: A mediation analysis."
- Rishab Chauhan et al., "Abstract or Concrete lingo? When Chatbots apologise for service failure in Online Travel Agencies."
- Muhammed Sadiq T et al., "Health Misinformation on Social Media: Psychological Drivers and Mitigation Strategies."
- Balagopal N, Dr. Saji K. Mathew, "The Influence of Subjective Norms and Monitoring Perceptions on Mitigating Information Security Policy Violations in Hybrid Work Environments"
- Sudhir Bhatia, Harbhajan Bansal, "Vicarious travel experience: travelling the world through the social media influencers on Instagram."
- Anjali Pathania, Gowhar Rasool, "Guiding Choices, Shaping Voices: Role of Digital Nudging and Choice Supportive Bias in Online Consumer Review Writing Behavior"



Conference on Technology for Disabled Persons (CTDP 2025)

CDT organized first Conference on Technology for Disabled Persons (CTDP) at the IIMA campus from February 21st to 23rd 2025. Over three days, the conference featured insightful keynote sessions, engaging panel discussions, research paper presentations, and a cultural programme showcasing the creativity and resilience of PwDs. The welcome Keynote Address was delivered by the Honorary Conference Chair, Prof. Pankaj Setia "Purpose: The Drive for Digital Transformation". The conference keynote address was given by Shri Rajesh Aggarwal (IAS), Secretary, Department of Empowerment of Persons with Disabilities (DEPwDs), Ministry of Social Justice & Empowerment, Government of India. Prof. M. Balakrishnan, Distinguished Visiting Professor, Plaksha University and Honorary Professor, Computer Science and Engineering, Indian Institute of Technology Delhi, delivered a keynote address on "My journey in Assistive Technology and Entrepreneurship". Dr. Bhusan Punani, General Secretary, Blind People's Association (BPA), Ahmedabad delivered a Practitioner's Talk on "Technology – a Trend Setter for Professional Employment". A short film titled 'Nazariya: Visually Impaired Entrepreneurs' by Professor Rajesh Chandwani was launched and screened during the conference. CTDP 2025 featured an exhibition demonstrating research prototypes and products that showcased innovative assistive devices and technologies.

There was a Panel discussion on Opportunities and Challenges for Differently Abled Entrepreneurs moderated by Prof. Rajesh Chandwani with the following being panellists:

- Shruti Singh, Sense International India, Ahmedabad
- Ranchhod Soni, BPA, Ahmedabad
- Prof. Sujeet Kumar Sharma, President, AIS India Chapter, IIM Nagpur
- Hunny Bhagchandani, co-founder, Torchit Pvt Ltd

Another keynote address was delivered by Prof. Amit Prakash, Professor and Head of the Department of Digital Humanities and Societal Systems (DHSS), Convenor of Centre for Accessibility in the Global South (CAGS) at the International Institute of Information Technology Bangalore (IIITB), on "Some design considerations for accessible and inclusive assistive Technologies."

Prof. Vimal Kumar M. from IIM Calcutta moderated the Panel discussion on Employment of People with Disabilities, with the following being panellists:

- Dr. Tarun Vashishth, IIM Bodh Gaya
- Dr. Nishtha Thaker Anand, Equal Opportunity Office, IIMA
- Ms. Vaishali Vora, HR, Adani Group
- Mr. Kshitij S, Equal Opportunities Students Committee, IIMA
- Ms. Divya Sharma, Disability Activist (Online)

CTDP 2025 featured an exhibition demonstrating research prototypes and products that showcased innovative assistive devices and technologies.





1st India Conference on Information Systems (InCIS 2025)

The inaugural edition of InCIS 2025 was organised by the AIS India Chapter (INAIS) in collaboration with IIM Calcutta, IIM Ahmedabad's Centre for Digital Transformation (CDT), S. P. Jain Institute of Management & Research (SPJIMR) and Management Development Institute (MDI) Gurgaon at IIM Calcutta from March 7th to 9th 2025. 185 scholars and practitioners attended the conference to explore the evolving role of Information Systems in shaping technology, organizations, and society. The Conference Co-Chair - Prof. Pankaj Setia delivered the Introductory Keynote on "Shaping the Future of Information Systems: Innovation, Impact, and Integration", exploring how IS research drives technological advancements with societal impact. The Academic Keynote was delivered by Prof. Viswanath Venkatesh (Verizon Chair of Business Information Technology, Virginia Tech) on "Indigenous Theorizing: Toward Guidelines" explored the importance of developing theories rooted in local contexts to enhance research relevance. The industry keynote was delivered by Mr Nitin Mishra - CTO of Open Network for Digital Commerce (ONDC) on "Value of democratization using technology and open networks".



RESEARCH SEMINARS

1. Prof. Amrita George, Clinical Assistant Professor, Department of Computer Information Systems, Robinson College of Business, Georgia State University, delivered a research seminar on 23rd July 2024, Tuesday from 03:30 PM to 5:00 PM IST. Her talk was titled "Unraveling the Impact of ChatGPT as a Knowledge Anchor in Business Education", and the venue for the event was KLMDC Auditorium # 2, IIMA Heritage campus.



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Presents **RESEARCH SEMINAR**

Unraveling the Impact of ChatGPT as a Knowledge Anchor in Business Education

 July 23, 2024
  3:30 PM – 5:00 PM IST

 KLMDC Auditorium 2, IIMA Heritage Campus



Speaker:
Prof. Amrita George
 Clinical Assistant Professor,
 Department of Computer Information Systems,
 Robinson College of Business,
 Georgia State University



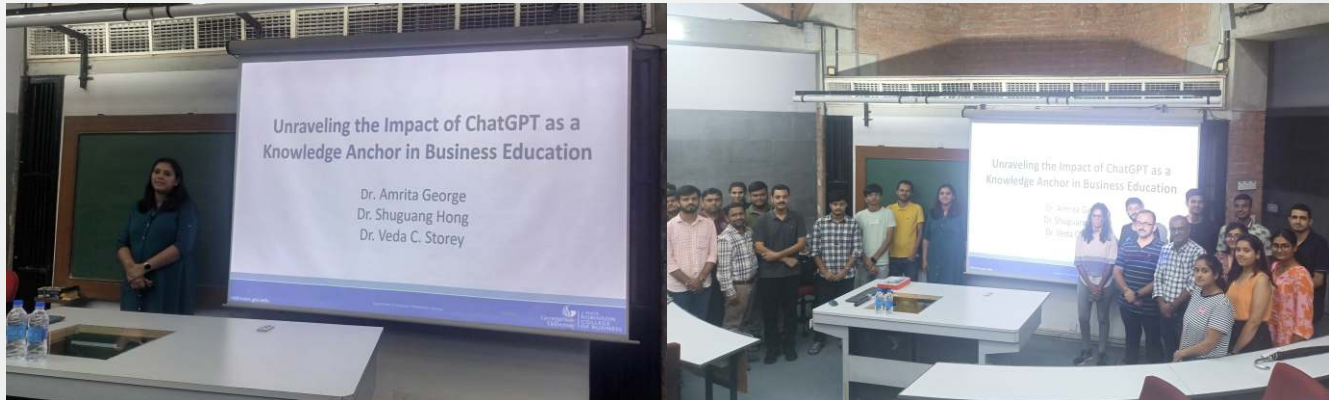
 IIMA Centre for Digital Transformation
  www.iima.ac.in/faculty-research/centers/Centre-for-Digital-Transformation

Abstract

The emergence of Large Language Models (LLM), such as ChatGPT, is considered a productivity revolution in many areas of business and society. For a classroom setting, in particular, it would be useful to understand whether, and how, to incorporate ChatGPT, similar to any other productivity revolution (e.g., calculators, Google search engine). Although there are concerns regarding the use of LLMs in business education, the positive or negative impact of LLMs use is not well-understood. In this study, we examine the substitution and complementarity effects of using ChatGPT in business curricula on learning outcomes and student well-being in a socially supportive learning environment. Specifically, we examine whether technology anchors impact students' goal orientation, learning outcomes, and well-being by conducting an empirical study with 126 undergraduate students majoring in Information Systems. Our analysis reveals that a technology anchor (computer playfulness) can substitute for the effects of social support on learning outcomes, while enhancing well-being for difficult tasks. Students' well-being and learning outcomes are enhanced due to LLM use (specifically, the technology self-efficacy anchor), complementing social support for simple tasks to demonstrate competency. These findings have implications for educational institutions that are assessing how to incorporate LLMs into business curricula.

About the Speaker

Dr. Amrita George is a Clinical Assistant Professor at Georgia State University (GSU). Before arriving at GSU, she was an Assistant Professor of Information Systems at the College of Business, Marquette University. She has nine years of IT experience spanning business analysis, project management, and consulting across multiple business domains. Her research interests include health information technology, business intelligence and analytics, and emergent technologies. Her research has been published in premier journals, including the Journal of Medical Internet Research and the Journal of Database Management. Her work has also appeared in top-tier conference proceedings, namely, the International Conference on Information Systems, the Americas Conference on Information Systems, and the Academy of Management Global Proceedings. She is also a recipient of an NSF grant to study the implications of algorithms on the future of work.



2. Prof. Varun Grover, George & Boyce Billingsley Endowed Chair and Distinguished Professor, Walton College of Business, University of Arkansas delivered a research seminar on 26th July 2024, Friday from 04:05 PM to 5:15 PM IST. His talk was titled "Rethinking Information Systems Theory in a Digital World", and the venue was Auditorium # 1, KLMD, IIMA Heritage campus.

Rethinking Information Systems Theory in a Digital World

July 26, 2024

03:45 PM – 05:00 PM IST

Seminar Room 10 (SR 10), Academic Block 2,
IIMA New Campus



Speaker:

Prof. Varun Grover

George & Boyce Billingsley
Endowed Chair and Distinguished Professor,
Walton College of Business,
University of Arkansas



in IIMA Centre for Digital Transformation www.iima.ac.in/faculty-research/centers/Centre-for-Digital-Transformation

Abstract

In this talk, Prof. Varun Grover will assess the state of theorizing in the IS field and how researchers could address demands for theory in our rapidly changing digital world.

About the Speaker

Varun Grover is the Chaired Full Distinguished Professor (George and Boyce Billingsley Endowed Chair and Distinguished Professor) of IS at the Walton School of Business, University of Arkansas. Prior to this, he was the David D. Glass Endowed Chair and Distinguished Professor of IS at the Walton School of Business (from 2017 to 2021). Prior to this he was the William S. Lee (Duke Energy) Distinguished Professor of Information Systems at Clemson University. He has published extensively in the information systems field, with over 450 publications, with over 300 of which are in major refereed journals. Over ten recent articles have ranked him among the top four researchers globally based on number of publications in the top IS journals, as well as citation impact. Dr. Grover has an h-index of 100 and around 52,000 citations in Google Scholar. Thompson Reuters recognized him as one of 100 Highly Cited Scholars globally in all Business disciplines. He is Senior Editor for MISQ Executive, Editor of the Journal of the Association for Information Systems Section on Path Breaking Research, and has served as Senior Editor for MIS Quarterly (2 terms), the Journal of the AIS (2 terms) and Database. Dr. Grover's current work focuses on the impacts of digitalization on individuals and organizations. He is recipient of numerous awards from USC, Clemson, AIS, Academy of Management, DSI, the OR Society, Anbar, PriceWaterhouse, among others, for his research and teaching. He is a Fellow of the Association for Information Systems and recently received the prestigious LEO Award for Lifetime Exceptional Achievement in Information Systems. He has had the privilege of being extensively involved with PhD students, serving as an advisor to over 45 PhD students and as Co-Chair of numerous doctoral consortia at both the International Conference on Information Systems and Americas Conference on Information Systems. He has been invited to give numerous keynote addresses and talks at various institutions and forums around the world.



3. Prof. Abhishek Kathuria, Academic Director of Executive Fellow Program in Management (EFPM), ISB Alumni Endowment Research Fellow, Assistant Professor of Information Systems, Indian School of Business (ISB), delivered a research seminar on 16th October 2024, Wednesday from 04:30 PM to 5:30 PM IST. His seminar was titled "Of the People, By the People, For the People: Democratization of Technology Production and Governance of Citizen-led Intelligent Process Automation Initiatives", and the venue for the seminar is KLMDC Auditorium # 2, IIMA Heritage campus.



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Presents **RESEARCH SEMINAR**

Of the People, By the People, For the People: Democratization of Technology Production and Governance of Citizen-led Intelligent Process Automation Initiatives

 **October 16, 2024**
 **4:30 PM - 5:30 PM IST**

 **KLMDC Auditorium # 2, IIMA Heritage Campus**



Speaker:
Prof. Abhishek Kathuria
Academic Director of Executive Fellow Program in Management (EFPM), ISB Alumni Endowment Research Fellow, Assistant Professor of Information Systems, Indian School of Business (ISB)



 IIMA Centre for Digital Transformation
 www.iima.ac.in/faculty-research/centers/Centre-for-Digital-Transformation

Registration Link: <https://forms.gle/DsvyTF4HotYi6hMy7>

Abstract

Intelligent Process Automation (IPA), a form of intelligent systems, is an amalgamation of robotic process automation, artificial intelligence (AI) algorithms, and process mining. While IPA is transforming organizations by leveraging AI in the automation of processes, there are increasing questions pertaining to the payoffs and performance of intelligent systems. Prior research has established that governance is critical to the performance of technology initiatives. The ability of IPA to act and learn autonomously and be conceived and implemented by end users or citizens through low-code, no-code systems differentiates it from technologies historically used in organizations. This requires a fundamental re-examination of the role of governance in the success of IPA initiatives. Thus, we collaborate with a Fortune 200 US multinational to study how IPA initiatives can be effectively governed. We curate and investigate data from 176 IPA initiatives in the Banking, Financial Services, and Insurance industry. Using a novel research design integrating abduction-induction-abduction, we offer a theoretical framework to study the confluence of characteristics of IPA initiatives along the Governance, Process, and Technology dimensions. We uncover that Citizen Request Genesis, Citizen-led Implementors, and Low Code Extensiveness, exemplifying democratization of technology production, are individually and conjunctively vital characteristics for explaining performance outcomes of IPA initiatives. Ergo, the initiation and implementation of low-code, no-code IPA initiatives by citizens are, independently and in combination, essential to the Utilization and Repeatability of IPA initiatives. To tie these key outcomes to organizational performance metrics, we follow a guided abduction process to uncover the conjunctive influence of Utilization and Repeatability on Payback and FTE Reduction. Doing so allows us to showcase a citizen-centric story characterizing the democratization of IPA initiatives. We contribute to the literature on intelligent systems through a broad, process-level examination of IPA initiatives across pre-implementation, implementation, and post-implementation phases that uncovers individual and conjunctive conditions of IPA success. We contribute to the literature on the governance of information systems development projects by revealing that decentralizing governance of IPA initiatives to individual business users is vital for success, and small and simple IPA initiatives have complex and nuanced governance conditions and new governance activities that differ from those known for larger monolithic projects.

About the Speaker:

Intelligent Process Automation (IPA), a form of intelligent systems, is an amalgamation of robotic process automation, artificial intelligence (AI) algorithms, and process mining. While IPA is transforming organizations by leveraging AI in the automation of processes, there are increasing questions pertaining to the payoffs and performance of intelligent systems. Prior research has established that governance is critical to the performance of technology initiatives. The ability of IPA to act and learn autonomously and be conceived and implemented by end users or citizens through low-code, no-code systems differentiates it from technologies historically used in organizations. This requires a fundamental re-examination of the role of governance in the success of IPA initiatives. Thus, we collaborate with a Fortune 200 US multinational to study how IPA initiatives can be effectively governed. We curate and investigate data from 176 IPA initiatives in the Banking, Financial Services, and Insurance industry. Using a novel research design integrating abduction-induction-abduction, we offer a theoretical framework to study the confluence of characteristics of IPA initiatives along the Governance, Process, and Technology dimensions. We uncover that Citizen Request Genesis, Citizen-led Implementors, and Low Code Extensiveness, exemplifying democratization of technology production, are individually and conjunctively vital characteristics for explaining performance outcomes of IPA initiatives. Ergo, the initiation and implementation of low-code, no-code IPA initiatives by citizens are, independently and in combination, essential to the Utilization and Repeatability of IPA initiatives. To tie these key outcomes to organizational performance metrics, we follow a guided abduction process to uncover the conjunctive influence of Utilization and Repeatability on Payback and FTE Reduction. Doing so allows us to showcase a citizen-centric story characterizing the democratization of IPA initiatives. We contribute to the literature on intelligent systems through a broad, process-level examination of IPA initiatives across pre-implementation, implementation, and post-implementation phases that uncovers individual and conjunctive conditions of IPA success. We contribute to the literature on the governance of information systems development projects by revealing that decentralizing governance of IPA initiatives to individual business users is vital for success, and small and simple IPA initiatives have complex and nuanced governance conditions and new governance activities that differ from those known for larger monolithic projects.



4. Prof. Alok Gupta, Curtis L. Carlson Schoolwide Chair in Information Management, University of Minnesota, delivered a research seminar on "Future of Organizing Work: The Borgs Paradox and Preserving Human-AI Complementarity" on 23rd January 2025 from 04:30 PM to 06:00 PM at KLMD Auditorium # 2.



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and

Research & Publications Seminar Series

Present

RESEARCH SEMINAR

Future of Organizing Work: The Borgs Paradox and Preserving Human-AI Complementarity

January 23, 2025 04:30 PM - 06:00 PM

KLMD Auditorium # 2, IIMA Heritage Campus



Speaker:
Prof. Alok Gupta
Curtis L. Carlson Schoolwide Chair in Information Management, University of Minnesota
Emeritus Editor-in-Chief, Information Systems Research
INFORMS Fellow, AIS LEO Award
AIS Fellow, ISS Distinguished Fellow



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Abstract

This presentation is based on multiple published and unpublished working papers; it highlights results from the last decade of research on the complexities of human-AI collaboration, emphasizing the need to move beyond a sole focus on short-term productivity gains to a synergistic partnership that values complementarity and unique human knowledge. The Borgs Paradox refers to over-reliance on AI tools to gain productivity; while there is gain in productivity, it can lead to a reduction in complementary unique human knowledge that refers to the distinct and specialized knowledge, undiscoverable by deep-learning, which humans possess. The homogenization of responses due to inappropriate use of AI, termed the "Borgs effect" diminishes the diversity of perspectives, which is crucial for creativity, innovation, and the wisdom of crowds, and ultimately contributes in improving future generations of AI solutions. The research explores challenges on the human side, in particular, humans' lack of metaknowledge -- the ability to accurately assess their own capabilities -- that leads to poor delegation decisions to improper advice mechanisms by AI that can create over-reliance on AI advice. We challenge the assumption that AI should simply replace humans and propose a more nuanced approach where AI augments human capabilities, automates routine tasks, and allows humans to focus on more challenging problems, often by redeploying freed resources. We design a strategic task allocation framework that considers automation, where AI substitutes for humans, and augmentation, where AI supports human decision-making. This framework also emphasizes the reallocation benefit, where human resources freed up by automation are reallocated to more complex tasks and leverage the wisdom of crowds. We show that benefits from different types of allocations can be accrued based on the degree of within- and between-task complementarities that exist when humans and AI work together in different work environments.

About the Speaker:

Alok Gupta holds the Curtis L. Carlson Schoolwide Chair in Information Management at the Carlson School of Management, University of Minnesota. He has served as a senior associate dean of faculty, research, and administration at Carlson School. From 2006 to 2014, he served as the Department chair of the Information and Decision Sciences department at Carlson School. He started his academic career in 1996 as a visiting Assistant Professor at Dept. of OPIM, University of Connecticut. He received his PhD in Management Science and Information from the University of Texas, Austin in 1996. His research focuses on the Economic Engineering of systems – where system design explicitly considers participants' incentives – as applied to various transactional systems from the Internet, real-time databases, and B2B systems to e-commerce. His current focus is Human-AI collaboration. He has published over 90 journal articles in various information systems, economics, and computer science journals. Over 45 articles have been published in premier journals, such as Management Science, ISR, and MIS Quarterly. He was awarded a prestigious NSF CAREER Award for his research on dynamic pricing mechanisms on the internet.

He is Emeritus Editor-in-Chief, Information Systems Research (ISR), INFORMS Fellow, AIS Fellow, and ISS Distinguished Fellow. He served multiple terms as an Associate Editor for Management Science and Senior/Associate Editor for ISR. He guest-edited several special issues in Management Science and ISR. He has been serving as Publisher of a premier academic journal, MIS Quarterly, since 2004. He served two terms as the Editor-in-Chief of the premier IS journal, Information Systems Research, from 2017-2022. His service contributions to the field were recognized with the INFORMS ISS President's Service Award in 2021. He has been an engaged scholar working closely with external stakeholders for his research and creating experiential learning environments for students. His research has been recognized for its impact and significance on practice through the INFORMS Design Science Award three times (2001, 2012, and 2021), the AIS Impact Award in 2020, and the INFORMS ISS Practical Impacts Award in 2021. He was chosen as INFORMS ISS Distinguished Fellow in 2014 and an AIS Fellow in 2016. He was awarded a lifetime achievement award, LEO Award, by AIS in 2021. He was chosen as an INFORMS Fellow for lifetime achievement and contributions to Analytics Research and Practice in 2024. He teaches courses in Human-AI collaboration, computer networking, electronic commerce, decision support, IT infrastructure, and computer programming at the undergraduate, MBA and PhD levels.



5. Prof. Sunil Mithas, World Class Scholar and Professor, Director (Rankings and Reputation), Muma College of Business, University of South Florida, delivered the research seminar on "What Do We Know about the Science of Science in Business and Economics?" on January 28, 2025, from 04:15 PM to 5:30 PM at Auditorium # 1, KLMDC.



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and

Research & Publications Seminar Series

Presents

RESEARCH SEMINAR

What Do We Know about the Science of Science in Business and Economics?

 January 28, 2025

 04:15 PM – 05:30 PM

 KLMDC Auditorium # 1, IIMA Heritage Campus



Speaker:
Prof. Sunil Mithas
World Class Scholar and Professor,
Director (Rankings and Reputation),
Muma College of Business,
University of South Florida



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Abstract

We conduct a descriptive analysis of performance of disciplines, journals, authors, and universities based on number of publications in leading fifty business and economics journals that are represented in the Financial Times list (FT 50) during 2008-2022 using data from the Web of Science. We document four sets of findings. First, our analysis suggests that Operations Management and Multidisciplinary areas experienced significant publication growth from 2008 to 2022 to increase their publication and citation share in FT 50 journals even after accounting for the relative handicap in terms of number of journals in the FT 50 list. Second, the strong performance of Operations Management discipline is driven by significant growth in publications in Production and Operations Management and Manufacturing and Service Operations Management. Notably, Journal of Business Ethics alone published close to 10% of the papers published in the FT 50 list, and more than the number of papers published by five disciplines: Accounting, Marketing, Multidisciplinary, Operations Management, and Information Systems. Third, we find that the most prolific authors in Management and Organizations, Operations Management, and Marketing had a higher number of publications during the 2008-2022 period than the most prolific authors of other disciplines. Finally, our analyses of top 100 worldwide universities publishing in the FT 50 list suggest that the list of universities is dominated mostly by North American countries (USA and Canada), European countries (Netherlands, Denmark, UK, Italy, France, Spain), China (including Hong Kong), Australia, and Singapore. We discuss implications of our findings for ranking organizations, editors, academic associations, individual scientists, administrators, and policymakers.

About the Speaker:

Sunil Mithas, Ph.D. is a World Class Scholar and professor, and serves as a director (Rankings and Reputation) at the Muma College of Business. He is a Visiting Professorial Fellow at the UNSW Business School, Sydney. Previously, Sunil was the Ralph J. Tyser Professor of Information Systems at the Robert H. Smith School of Business at the University of Maryland, where he served as Associate Chair, and co-directed two Centers. He has held visiting positions at the University of California Davis, UNSW Sydney, University of Mannheim, and HKUST Hong Kong.

Sunil is recognized among the foremost information systems scholars in the world. He is a Distinguished Fellow of the Information Systems Society of INFORMS, an AIS Fellow, a Marketing Science Institute Young Scholar, and a Vaishwik Bhartiya Vaigyanik (VAIBHAV) Fellow. He is the author of two books, and his research published in top journals and conferences have won multiple best-paper awards, and featured in practice-oriented publications such as the MIT Sloan Management Review, Management Business Review, and Bloomberg. Mithas serves as a Department Editor of Production and Operations Management, and is on Editorial Board at Journal of Management Information Systems. Earlier he served on the Editorial Boards of MIS Quarterly and Information Systems Research.

He has consulted and conducted research with organizations that include A. T. Kearney, EY, Johnson & Johnson, the Social Security Administration, the U.S. Census Bureau, and the Tata Group. He is a frequent keynote speaker in corporate and academic settings. Mithas had a decade-long successful career at the Tata group in engineering, marketing, and general management positions before he dedicated himself to an academic career. He earned his Ph.D. from the Ross School of Business at the University of Michigan and an engineering degree from IIT, Roorkee.



6. Prof. Viswanath Venkatesh, Verizon Chair of Business Information Technology, Director of Pamplin's Executive PhD program, Pamplin College of Business, Virginia Tech, delivered a research seminar on "Contextualization and Scientific Contributions" on Monday, March 10, 2025, from 06:00 PM to 7:15 PM at Auditorium # 2, KLMD C.



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and

Research & Publications Seminar Series

Present

RESEARCH SEMINAR

Contextualization and Scientific Contributions

March 10, 2025

06:00 PM – 07:15 PM

KLMD C Auditorium # 2, IIMA Heritage Campus



Speaker:
Prof. Viswanath Venkatesh
Verizon Chair of Business Information Technology,
Director of Pamplin's Executive PhD program,
Pamplin College of Business, Virginia Tech, USA



in IIMA Centre for Digital Transformation

www.iima.ac.in/faculty-research/centers/Centre-for-Digital-Transformation

Abstract

Due to the ever-changing technology landscape, researchers constantly face new phenomena that must be understood. To address this challenge, building on calls for contextualization, in his presentation, based on his forthcoming commentary in Information Systems Research, Dr. Venkatesh will discuss ideas about contextualization and present guidance within four general research steps—defining the problem, anchoring to prior research, seeking novelty, and reporting practices—in order to achieve rigorous contextualization. In doing this, the basic idea of scientific contribution is expanded from (a) the typical contribution of theory to the phenomenon to (b) include the less common contribution to theory, especially reference discipline theory, thus creating for the opportunity researchers to overcome the challenges of making a contribution to understanding of phenomena to include a cumulative tradition that can make contributions to theories as well.

About the Speaker:

Viswanath Venkatesh, who completed his PhD at the University of Minnesota, is an Eminent Scholar and Verizon Chair at the Pamplin College of Business, Virginia Tech. He is widely regarded as one of the most influential scientists, both in terms of premier journal publications and citation impact (e.g., Clarivate, Thomson Reuters' highlycited.com, Emerald Citations, SSRN, PLoS Biology), with a recent career ranking of 355th (out of ~9 million scientists in all scientific fields) and 1st in information systems. His research focuses on understanding the diffusion of technologies in organizations and society. His work has appeared in leading journals in human-computer interaction, information systems, organizational behavior, psychology, marketing, medical informatics, and operations management, including best paper awards (e.g., Academy of Management Journal). His works have been cited about 210,000 times (Google Scholar) and about 70,000 times (Web of Science), with an h-index of 99 and i-10 index of 162, with 23 papers being cited over 1,000 times per Google Scholar. He has served in editorial roles in various journals. He is a Fellow of the AIS and the Information Systems Society, INFORMS.



ONLINE COURSES

Prof. Pankaj Setia offered the following online courses through Online@IIMA on the SWAYAM and Coursera platforms:

- Digital Transformation: Theory and Applications (in Hindi) re-launched on SWAYAM portal from July 2024 to December 2024
- Online@IIMA (Coursera) courses on
 - Leading with a Digital Strategy
 - How to Transform Digitally?
 - Transforming Life and Organizations in the Digital Age
 - Certification course on Advanced Digital Transformation Specialization

REPRESENTATION IN CONFERENCES AND DISCUSSIONS

- ▶ Prof. Swanand Deodhar gave a talk on Designing Event Studies in Broadcast Contest at FIMC in Nov 2024
- ▶ Prof. Swanand Deodhar delivered invited sessions under the Naval Staff and Technical Management Course, Naval War College, Goa
- ▶ Prof. Swanand Deodhar was an invited speaker under the TIES International Conference 2024: Business Beyond Borders.
- ▶ Prof. Pankaj Setia gave a book talk on his book PURPOSE at the Ahmedabad International Book Festival 2024 organized by the National Book Trust of India (NBTI) on 30 November 2024 at Ahmedabad. Mr. Tarun Vij, CIO, Wagh Bakri Group moderated the talk.



- ▶ Prof. Pankaj Setia delivered a keynote Address on "Purpose: The Drive for Digital Transformation" at IMRC 2024 on 8th December 2024



- Prof. Pankaj Setia delivered an invited Talk at the JK Tyres CoE on 13th December 2024 for the Digital and IT leaders of the Organization with a book signing event.



- Prof. Pankaj Setia shared insights during special session on "Technology Resilience: Separating Hype from Reality" at the Madras Management Association (MMA) Annual Convention 2025 on 12th February. His recent book "Purpose - Digital Transformation of Individuals, Organizations, and Societies" was also launched during this special session. Approximately 700 delegates attended the convention in person and 8200 delegates attended the convention live through MMA social media portals.



- Prof. Pankaj Setia's PURPOSE Book talk at IIM Ahmedabad on 25th March 2025 organized by the Vikram Sarabhai Library (VSL). Prof. Adrija Majumdar moderated the conversation.



MEDIA COVERAGE AND OP-ED ARTICLES _____

PURPOSE: Digital Transformation of Individuals, Organizations, and Societies

moneycontrol.com/news/iims/why-iima-professor-pankaj-setia-offers-rs-5-crore-to-10-crore-to-students-as-a-thought-experiment-12880790.html

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Why IIMA Professor Pankaj Setia offers Rs 5 crore to Rs 10 crore to students as a thought experiment

A world without jobs? Information Systems Prof. Pankaj Setia, who also runs the Centre for Digital Transformation at the Indian Institute of Management Ahmedabad (IIM-A), on revisiting human purpose and work in the age of artificial intelligence.

CHANPREET KHURANA | DECEMBER 16, 2024 / 17:36 IST

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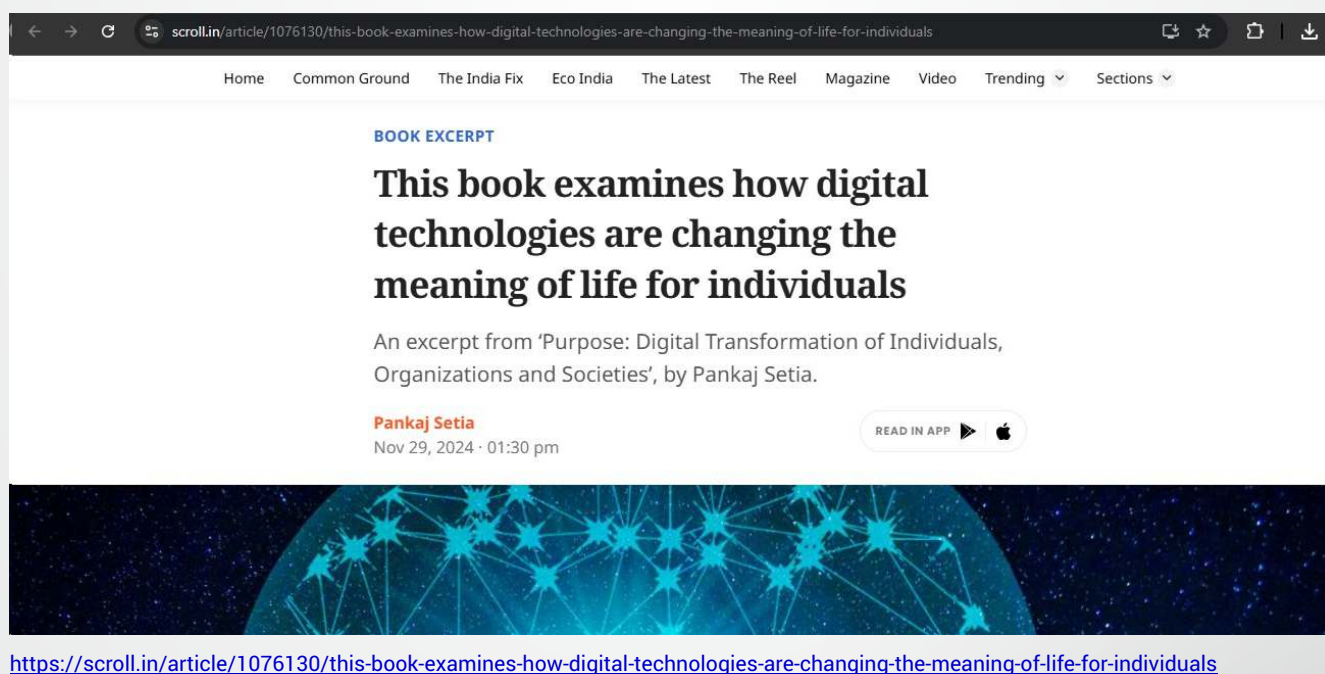
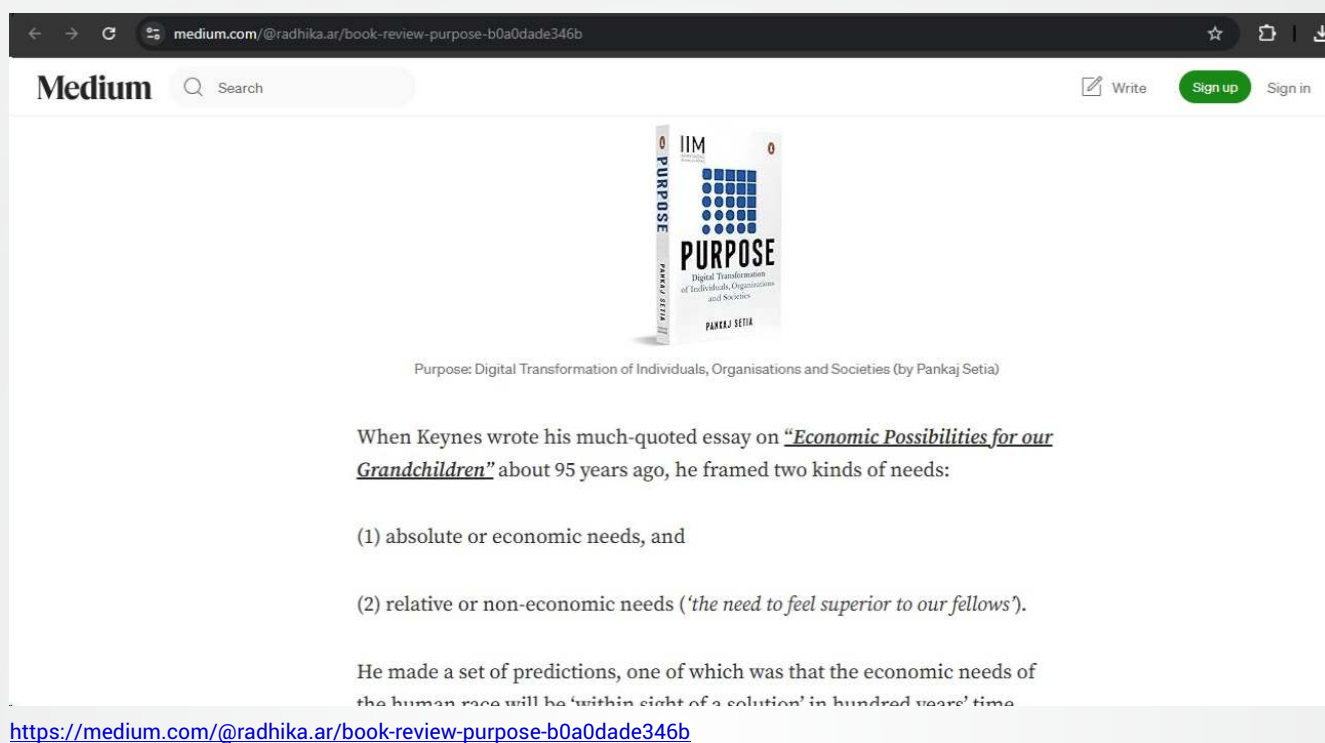


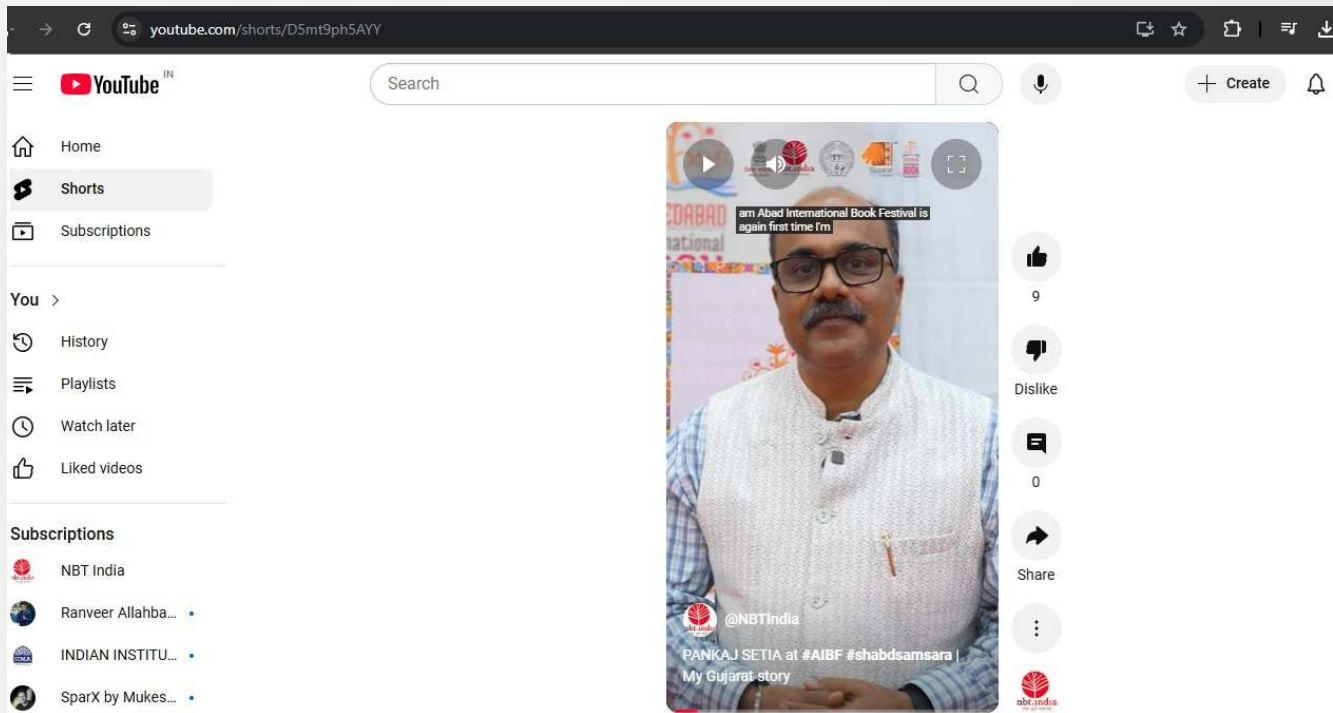
<https://www.moneycontrol.com/news/iims/why-iima-professor-pankaj-setia-offers-rs-5-crore-to-10-crore-to-students-as-a-thought-experiment-12880790.html>

IIM-A Prof Pankaj Setia's new book reveals a profound truth: when technology aligns with human purpose, magic happens

#digital transformation #society #Technology #governance







National Book Trust of India (NBTI) YouTube handle @NBTIndia <https://www.youtube.com/shorts/D5mt9ph5Ayy>;

ahmedabadinternationalbookfestival.com/schedule

Literary Sessions		
Time	Session Name	Speakers
05:00 PM – 05:30 PM	Panel Discussion on Gujarati Novel: 'સાહિત્યનો ગુપ્ત' (Sahitya no Gupta)	Padma Shri Raghuvir Chaudhary, Padma Shri Kumar Pal Desai & Dr. Bhagesh Jha
05:45 PM – 06:15 PM	Digital Technologies and Human Purpose	Speaker: Pankaj Setia Moderator: Tarun Vijh
06:30 PM – 07:00 PM	---	---
International Stage		
Time	Session Name	Speakers
07:15 PM – 07:45 PM	Sitaram Rajiv Chilakalapudi	Guillermo Rodriguez Martin & Abhay K.

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<https://ahmedabadinternationalbookfestival.com/schedule>



WG Chairmanship of IFEG revision

Prof. Pankaj Setia has been appointed as the Chairman of the Working Group (WG) for revising the "Interoperability Framework for e-Governance (IFEG)" developed by the Centre for Development of Advanced Computing (C-DAC) - Scientific Society of the Ministry of Electronics and Information Technology (MeitY), Government of India.

<https://www.iima.ac.in/sites/default/files/2025-01/The%20IIMA%20Chronicle%20-%20Issue%207-%20December%202024.pdf>

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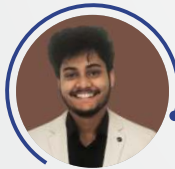


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