

Ramesh Shankar

Associate Professor

Operations and Information Management

Education

- Ph.D., NYU Stern School of Business, New York
- MBA, IIM Ahmedabad, India
- B.Tech., IIT Madras, India

Expertise

Research areas: Pricing and Licensing of Software and Digital Goods; Environmental Impact of Durable Goods; Online User Behavior.

Research methods: Game Theory, Industrial Organization Economics, Experimental Methods, Econometrics.

Biography

Ramesh Shankar is Interim Dept Head (OPIM Department) and Associate Professor of Information Systems at the School of Business, University of Connecticut. His current research focuses on Big Data analytics, social media analytics, and the strategic analysis of durable goods innovation, and digital goods such as software, music and video games. His research has appeared in leading journals such as Information Systems Research, MIS Quarterly, Production & Operations Management, Marketing Science, and ACM Transactions. He has served as Associate Editor for MIS Quarterly, and has served as reviewer for ISR, MIS Quarterly, Management Science, Marketing Science, POMS, JMIS, DSS, and ACM Transactions. He has served as a management consultant with multinational corporations including ICICI, GE, and Morgan Stanley. He has also taught courses on IT Strategy, Big Data Analytics, Business Information Systems and Database Management at UConn and NYU Stern. Ramesh has a Ph.D. from the Leonard N. Stern School of Business, NYU, an MBA from the Indian Institute of Management, Ahmedabad, and a B.Tech. from the Indian Institute of Technology-Madras, Chennai, India.

View Ramesh's research on [Google Scholar](#), [SSRN](#)

Courses

Summer 2026:

- [OPIM 5185 – Intro to Data Analytics and Managing Information Systems](#)

Publications

1. Sudhir, Ramesh Shankar, Yuan Jin. "Can Rising Eco-sensitivity Hurt Sustainability? Eco-Impact of Durable Goods Innovations", *Marketing Science*. Accepted May 2025
2. Ramesh Shankar. "Tethered Durable Goods and Installed Base Degradation via Software Updates: Implications for Product Policy." *Journal of Management Information Systems (JMIS)*, Journal of Management Information Systems 41 (3), 839-865 (Sep 2024). Accepted April 2024
3. Ramesh Shankar, Lei Wang, Kunter Gunasti, Hongfei Li. "Nonverbal Peer Feedback and User Contribution in Online Forums: Experimental Evidence of the Role of Attribution and Emotions." *Journal of the Association for Information Systems (JAIS)* 2 (2024): 267-303. Accepted July 2023
4. Chakraborty, Aindrila, Ramesh Shankar, and James R. Marsden. "An empirical analysis of consumer-unfriendly E-commerce terms of service agreements: Implications for customer satisfaction and business survival." *Electronic Commerce Research and Applications* 53 (2022): 101151
5. Ramesh Shankar. "Online Reputational Loss Aversion: Empirical evidence from StackOverflow.com." *Decision Support Systems* 158 (2022): 113793
6. Lei Wang, Ram Gopal, Ramesh Shankar, Joseph Pancras. "Forecasting Venue Popularity on Location-Based Services Using Interpretable Machine Learning." *Production & Operations Management* 7 (2022): 2773-2788.
7. "Impact of Gamification on Perceptions of Word-of-Mouth Contributors and Actions of Word-of-Mouth Consumers." Lei Wang, Kunter Gunasti, Ramesh Shankar, Joseph Pancras, Ram Gopal. *MIS Quarterly* 44:4 (Dec 2020): 1987-2011.
8. Li, Hongfei, Ramesh Shankar, and Jan Stallaert. "Invested or Indebted: Ex-ante and Ex-post Reciprocity in Online Knowledge Sharing Communities." *ACM Transactions on Management Information Systems (TMIS)*, 1 (2020): 1-26.



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9. Lee, Ho Cheung Brian, Jose M. Cruz, and Ramesh Shankar. "Corporate Social Responsibility (CSR) Issues in Supply Chain Competition: Should Greenwashing Be Regulated?" *Decision Sciences* 49.6 (2018): 1088-1115.
 - Best paper finalist, Decision Sciences Journal, November 2019.
10. Chakraborty, Aindrila, et al. "Predictive models to measure the impact of fiber-optic broadband speeds on local towns and communities." *Telematics and Informatics* 5 (2018): 1408-1420.
11. Wang, Lei, Ram Gopal, Ramesh Shankar, and Joseph Pancras. "On the brink: Predicting business failure with mobile location-based checkins." *Decision Support Systems* 76 (2015): 3-13.
12. Aggarwal, Rohit, Ram Gopal, Ramesh Sankaranarayanan, Param Vir Singh. "Blog, blogger, and the firm: Can negative employee posts lead to positive outcomes?" *Information Systems Research* 23.2 (June 2012): 306-322.
13. Amit Mehra, Ram Bala, Ramesh Sankaranarayanan. "Competitive Behavior-Based Price Discrimination for Software Upgrades." *Information Systems Research*. December 2011, Vol.22, No.4.
14. Gopal, Ram, Xinxin Li, and Ramesh Sankaranarayanan. "Online keyword based advertising: Impact of ad impressions on own-channel and cross-channel click-through rates." *Decision Support Systems* 1 (December 2011): 1-8.
15. Bhattacharjee, S., R.Gopal, J.R.Marsden, and R.Sankaranarayanan. Digital Goods and Markets: Emerging Issues and Challenges. *ACM Transactions on Management Information Systems*, Vol. 2, No. 2, Article 8, June 2011.
16. Mantena, R., R.Sankaranarayanan, and S.Viswanathan. Platform-Based Information Goods: The Economics of Exclusivity. *Decision Support Systems*, Volume 50, Issue 1, December 2010, Pages 79-92. (Awarded Net Institute Summer Grant – \$5000)
17. Ramesh Sankaranarayanan, Arun Sundararajan. "Electronic Markets, Search Costs and Organizational Scope." *Information Systems Research*. March 2010, Vol.21, No.1. (Winner of "Best Paper Award", School of Business, University of Connecticut)
18. Sudip Bhattacharjee, Ram Gopal, James R.Marsden, Ramesh Sankaranarayanan, Rahul Telang. "To theme or not to theme: Can theme strength be the music industry's 'Killer App'?", *Decision Support Systems*. December 2009, Vol.48, No.1, Pages 141-149.
19. Sudip Bhattacharjee, Ram Gopal, James R.Marsden, Ramesh Sankaranarayanan, "Re-tuning the Music Industry to Attain Business Resonance." *Communications of the ACM*, June 2009, Vol. 52 No. 6, Pages 136-140.
20. Ramesh Sankaranarayanan. "Innovation and the durable goods monopolist: the optimality of frequent new-version releases." *Marketing Science*, November-December 2007, 26(6), 774 – 791.
21. Gediminas Adomavicius, Ramesh Sankaranarayanan, Shahana Sen, Alexander Tuzhilin. "Incorporating Contextual Information in Recommender Systems using a Multidimensional Approach." *ACM Transactions on Information Systems*, January 2005, 23(1) 103-145