

## Arun Sundararajan

Arun Sundararajan is an associate professor at NYU's Stern School of Business, an NEC Faculty Fellow, director of their IS Ph.D. program, and director of the IT Economics track at their Center for Digital Economy Research. He teaches MBA students about IT and corporate strategy, doctoral students about microeconomic theory and the economics of IT, and undergraduate students about calculus in business. He has degrees in electrical engineering, operations research and business administration from the Indian Institute of Technology, Madras and the University of Rochester.

His research studies the economics of information technology, and focuses primarily on IT and corporate strategy, digital goods, piracy and digital rights management, network effects, reputation systems, how social networks affect economic outcomes, and how IT transforms industries. He has published or has papers forthcoming in journals that include *Decision Support Systems*, *Economics Letters*, *Information Systems Research*, *Journal of Economic Literature*, *Journal of Management Information Systems*, *Management Science*, *Proceedings of the National Academy of Science* and *Statistical Science*. His research has won three Best Paper awards, and has been profiled by publications such as *BusinessWeek*, the *Financial Times* and the *Tokyo Shimbun*. His opinion pieces have appeared in *BusinessToday*, the *Financial Times*, the *Economic Times*, and *SternBusiness*.

Professor Sundararajan is a Senior Editor at *Information Systems Research*, has served on the editorial boards of *Management Science* and *MIS Quarterly* as an associate editor, serves on the advisory board of SSRN's ebusiness/ecommerce journal, and was the founding co-chair of the NYU Summer Workshop on the Economics of IT. His past doctoral students hold academic positions at a number of leading institutions which include Dartmouth College, Tel-Aviv University, the University of Maryland, the University of Rochester, the University of Southern California, and the Wharton School. He has consulted on pricing and product strategy for firms that include E\*Trade, Microsoft and Xerox Corporation.