AT&T Distinguished Speaker Series

"Machine Learning in Information Systems Research"

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Abstract
Machine learning (ML) and ML-driven Artificial Intelligence (AI) are transforming business and society in a transformational way. While applications of ML and AI are often easy to spot in practice (even if hard to solve), translating these into research publications in leading journals in business has been challenging. This talk will provide some background

and discuss three types of contributions that business-school researchers have made in our leading journals. One promising direction, in particular, is integrating machine learning ideas with a complex systems perspective to ask (and answer) significant questions that have been relatively under-explored due in part to a lack of appropriate methodology to do so. The talk will provide three examples of such research (multisided recommender systems, smart-testing for covid, and fairness in loan decisions) and use these examples to highlight the opportunities and challenges of integrating machine learning with a complex systems perspective.

Bio

Balaji Padmanabhan is the Anderson Professor of Global Management and Professor of Information Systems at the University of South Florida (USF) 's Muma College of Business, where he is also the Director of the Center for Analytics and Creativity. He has a Bachelor's degree in Computer Science from the Indian Institute of Technology (IIT) Madras and a Ph.D. from New York University (NYU)'s Stern School of Business. He has worked in the data science, AI/machine learning, and business analytics areas for over two decades in the areas of research, teaching, business engagement, mentoring graduate students, and designing academic programs. During this time, he has also worked with several firms on machine learning and data science initiatives in a variety of sectors, including financial services, technology, healthcare, manufacturing, services, and non-profit. He has published in data science and related areas at premier journals and conferences in the field and has served on the editorial board of leading journals including *Management Science*, *MIS Quarterly, INFORMS Journal on Computing, Information Systems Research, Big Data, ACM Transactions on MIS, and the Journal of Business Analytics*.