

# **Anandhi Bharadwaj**

**Goizueta Endowed Chair in Electronic Commerce and Professor of Information Systems & Operations Management at Emory University, Goizueta Business School**

Atlanta, GA, US

Information systems expert bringing a wide range of development and executive training experience to the classroom.

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## **Biography**

Professor Bharadwaj joined Goizueta after completing her PhD in Management Information Systems with a minor in Computer Science, from Texas A&M University. She also holds an MBA and a BS degree in Mathematics. Prior to pursuing her doctoral studies, Anandhi worked as an information systems consultant at NIIT, a worldwide IT consulting firm, and was responsible for IT systems development and executive training. Anandhi's research examines the adoption, use, and impact patterns associated with technological change. Her work has made impactful contributions in the areas of business value and impact of information technology, digital business strategies, healthcare technologies, and technology outsourcing. In her dissertation research, she proposed an artificial intelligence (AI) based architecture for dynamic scheduling based on an analysis of cardiac catheterizations in a large hospital in Texas. The hybrid system architecture combined opportunistic planning with reason maintenance. Anandhi previously served as the Vice Dean of Faculty and Research. She has also served as Department Editor for the IS track in Management Science, Senior Editor for Information Systems Research, and Associate Editor of MIS Quarterly and the Journal of AIS. Her research has been published in journals such as Management Science, Information Systems Research, MIS Quarterly, Organization Science Journal of MIS, Production and Operations Management, HBR, and IEEE Transactions on Engineering Management.

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## **Industry Expertise**

IT Services/Consulting, Internet, Management Consulting, Computer Hardware, Computer Networking, Computer Software

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## **Areas of Expertise**

Business Model Evolution, Digital Business Strategy, Internet commerce, Business value of IT, Digital Transformation

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## **Education**

**Texas A&M University**  
PhD Information Systems

**Institute of Rural Management , Gujarat, India**  
Masters (Post Graduate Diploma) Management

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