

Anuj Kumar

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Biography

Anuj Kumar's research is focused on understanding how information technology affects the behavior of organizations, individuals and the interactions between them. He also studies the business value of information technology and digital good markets. Anuj is an assistant professor of information systems and management and the William R. Hough Faculty Fellow in the Warrington College of Business.

Industry Expertise

IT Services/Consulting, Consumer Goods, Consumer Services, Business Services

Areas of Expertise

How Online Product Recommendations Affects Customer Demand, How Technology Can Be Used to Remedy Societal Problems, Technology Enabled Multi-channel Business Operations, Information Systems and Operations Management, Business Value of Information Technology, Online Product Networks, Digital Good Markets, E-Commerce, Online Retail, E-Retailing, Business, Retail

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