

# Rajiv Garg

Associate Professor of Information Systems & Operations Management at Emory University,  
Goizueta Business School

Atlanta, GA, US

Expert on Estimating Economic Value of Information and Algorithms

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## Biography

Professor Garg's research uses economic and statistical techniques to analyze information flow in digital platforms and networked structures. More specifically, Professor Garg's research spans following four broad areas: 1) diffusion of digital content across networks, 2) digital marketing strategies for social and mobile commerce, 3) role of digital technologies in labor markets and entrepreneurship, and 4) identification of business value of data streams generated by digital technologies (blockchain, NFT, IoT, AR/VR, etc.). With his research, Professor Garg has been helping various for-profit, non-profit, and government organizations to develop data enabled digital strategies and public policies. Professor Garg's research has appeared in academic journals like Management Science, MIS Quarterly (MISQ), Information Systems Research (ISR), Production and Operations Management (POM), Journal of Management Information Systems (JMIS), and various other journals and peer reviewed conference proceedings. His work has received media coverage in Forbes, Fortune, Austin Statesman, Dallas Morning News, Pittsburgh Post-Gazette, Medium, and more. Professor Garg is a public speaker and has frequently talked about the future of workforce, entrepreneurship, technology innovation and adoption, digital media marketing, mobile commerce, and social networks. Professor Garg has taught course on big data, data enabled business insights, business analytics, digital strategy and transformation, interactive marketing, and more. In the past, Professor Garg has been on faculty at The University of Texas at Austin, worked at organization like National Instruments, Jacobs Engineering (CH2M Hill), JPL, Infosys, and more. For his contributions to the field of technology and engineering, Professor Garg was nominated and named a senior member of IEEE. Professor Garg received his PhD from the School of Information Systems and Management, Carnegie Mellon University. He received graduate degree in Public Policy and Management from Carnegie Mellon University, in Computer Science, and in Electrical Engineering, both from University of Southern California. He received undergraduate degree in Electrical Engineering from Indian Institute of Technology, Banaras Hindu University, Varanasi.

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## Areas of Expertise

Economics of Information, Social Media, Digital Marketing, Mobile Economy, Business Analytics, Network Data Science, Labor Market, Digital Entrepreneurship

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## Education

Carnegie Mellon University

PhD Information Systems & Management

**Carnegie Mellon University**  
M.Phil. Public Policy & Management

**University of Southern California**  
MS Computer Science (Databases & Networks)

**University of Southern California**  
M.S. Electrical Engineering (Robotics & Intelligent Systems)

**Banaras Hindu University**  
B.Tech. Electrical Engineering

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