

# SRIKANTH PARAMESWARAN

Academic A 312, School of Management, State University of New York at Binghamton,  
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## ACADEMIC POSITIONS

Assistant Professor, Management Information Systems  
Binghamton University, State University of New York at Binghamton Aug 2018 - Present

## EDUCATION

State University of New York at Buffalo  
Doctor of Philosophy in Management Science and Systems Sep 2018

State University of New York at Buffalo  
Master of Science in Management Information Systems Sep 2011

Anna University  
Bachelor of Engineering in Computer Science and Engineering May 2010

## Research Interests:

- Information technology (IT) Innovation, gamification in healthcare, electronic word of mouth, and social presence in social media, with social network analyses, user-generated text mining and system design as core themes.
- Knowledge management is a subsidiary area of research.

## Teaching Interests:

Database management systems, social network analysis, text mining, basic and advanced statistics, big data analytics

## RESEARCH

### Journal Papers

1. Wang, X., **Parameswaran, S.**, Bagul, D., and Kishore, R. (2018). "Can online social support be detrimental in stigmatized chronic diseases? A quadratic model of the effects of informational and emotional support on self-care behavior of HIV patients", *Journal of the American Medical Informatics Association (JAMIA)*, 25(8), 931-944. (**Journal Impact Factor: 4.292**)
2. Yoo, C. W., **Parameswaran, S.**, & Kishore, R. (2015). "Knowing about your food from the farm to the table: Using information systems that reduce information asymmetry and health risks in retail contexts", *Information and Management*, 52(6), 692-709. (**Journal Impact Factor: 4.120**)
3. **Parameswaran, S.**, Kishore, R., & Li, P. (2015). "Within-Study Measurement Invariance of the UTAUT Instrument: An Assessment with User Technology Engagement Variables", *Information and Management*, 52(3), 317-336.

4. Singh, R., Sharman, R., Umesh, G., Sankarasubramaniam, K.V., **Parameswaran, S.** & Narayanan, A. (2015). “Web-Based Meaningful Reporting of Patient Harm: Proposal of a Prototype for Creating High Reliability Hospitals”, *Open Access Library Journal*, 2, 1-8.
5. **Parameswaran, S.**, Venkatesan, S. & Gupta, M. (2013). “Cloud Computing Security Announcements: Assessment of Investors’ Reaction”, *Journal of Information Privacy and Security*, 9(1), 17-46.

### Journal Papers Under Review

1. “Toxicity in Twitter: An Investigation of Social Network Antecedents,” under 1<sup>st</sup> round review at *IEEE Internet Computing* (with Valecha, Alejandro, and Beebe).
2. “Institutional Entrepreneurship in the Early-Stage Diffusion Process for Codependent IT Innovations: The Case of Walmart’s Campaign for Adoption of RFID in the Retailing Institutional Field,” invited for 4<sup>th</sup> round revision at the *Journal of the Association of Information Systems (JAIS)* (with Kishore, Liu, and Yang).

### Working Papers (\* indicates Ph.D. student)

1. “Opening the Black Box of Social Presence – Task Performance Relationship: An SEM-Based Meta-Analytic Study,” targeting *MIS Quarterly* for a Summer 2020 submission (with Kishore and Lowry).
2. “A “Networked Minds” Model of User-Generated Content in Online Health Communities: An Empirical Investigation Using an Integrated Social Presence-Social Network Perspective,” targeting *Information Systems Research* for a Fall 2020 submission (with Kishore).
3. “Rating Deviation in an Electronic Staff Word of Mouth Context: An Exploration of Implicit Motives,” earlier version accepted at *SMA 2020* conference; targeting a Fall 2020 submission; target journal to be identified (with \*Marshall and Valecha).
4. “All about My Employer - The Effects of Job Seeker Characteristics and Review Content on eSWOM Helpfulness,” earlier version under review at *ICIS 2020* conference; targeting a Fall 2020 submission; target journal to be identified (with \*Fang and Valecha).
5. “The Dimensions of Toxicity in Twitter: An Analysis of Bots, Time, and Network Structure,” earlier version under review at *ICIS 2020* conference; targeting a Fall 2020 submission; target journal to be identified (with Alejandro, Valecha, \*Mukherjee, and Beebe).
6. “Employee Satisfaction during the COVID-19 Pandemic: An Exploratory Study Using Electronic Staff Word of Mouth,” manuscript under preparation for *HICSS 2021* conference submission; targeting a Fall 2020 journal submission; target journal to be identified (with \*Kurumathur and Valecha).
7. “Helpfulness of Online Reviews from a Job Seeker’s Perspective: The Role of Review Design Dimensions,” manuscript under preparation for *HICSS 2021* conference submission; targeting a Fall 2020 journal submission; target journal to be identified (with \*Mukherjee and Valecha).

8. "A Landmine or a Goldmine? Browser-based Cryptocurrency Mining for Monetizing Web Traffic," targeting *Information Systems Frontiers* for a Summer 2020 submission (with Yayla).
9. "Mobile Gamification and Medication Events Monitoring System (MEMS) Interventions to Promote ART Adherence in Poorly-Adherent HIV Patients: A Long-Panel Study of Rhythms of Technology Use, Health Outcomes and Habit Formation," targeting *MIS Quarterly* for a Spring 2021 submission (with Kishore, Mahajan, and Shon).
10. "Dig Deeper or Diversify? Career Positions and Trajectories, Knowledge Exploration and Exploitation, and Research Productivity of IS Scholars," targeting *MIS Quarterly* (with Kishore and Tang).
11. "Does the Sender Choose the Right Media for Knowledge Transfer? A Meta-Analysis of Knowledge Complexity, Media Capabilities, and Individual Learning," targeting *MIS Quarterly* (with Kishore and Tang)
12. "Project Scope Management on GitHub," study design and data collection under progress; target journal to be identified (with Jiang).

#### Conference Papers (\* indicates Ph.D. student)

1. \*Marshall, J., **Parameswaran, S.**, & Valecha, R. (2020). "Rating Deviation in an Electronic Staff Word of Mouth Context: An Exploration of Implicit Motives." In *Proceedings of Southern Management Association (SMA) Annual Meeting 2020*, St. Pete Beach, Florida.
2. **Parameswaran, S.**, & Kishore, R. (2020). "Network Positions and Engagement in Social Media: An Empirical Examination in the Context of Online Health Communities." In *Proceedings of American Conference on Information Systems (AMCIS) 2020*.
3. **Parameswaran, S.**, & Kishore, R. (2018). "Social Support in Online Health Communities: A Social-Network Approach." In *Proceedings of the 2018 ACM SIGMIS Conference on Computers and People Research* (pp. 93-94), Buffalo-Niagara Falls, NY, USA.
4. Wang, X., **Parameswaran, S.**, Bagul, D., & Kishore, R. (2017). "Does Online Social Support Work in Stigmatized Chronic Diseases? A Study of the Impacts of Different Facets of Informational and Emotional Support on Self-Care Behavior in an HIV Online Forum." *Proceedings of International Conference on Information Systems (ICIS) 2017, Seoul, Korea*.
5. **Parameswaran, S.**, & Kishore, R. (2017). "A Social Presence Model of Task Performance: A Meta-Analytic Structural Equation Model." In *Proceedings of American Conference on Information Systems (AMCIS) 2017*, Boston, Massachusetts. (**Overall best paper award 1<sup>st</sup> runner up at AMCIS 2017**).
6. Khinda, R., **Parameswaran, S.**, Mitra, G., Lin, X., Verni, C., Kishore, R., & Billittier, A. (2017). "Use of Gamified Social Media with Home Telemonitoring for Patient Self-Management in Poorly Controlled Medicaid Diabetics: A Pilot Study of Health Outcomes, Social Influences, and Habit Formation." In *Proceedings of the ACM SIGMIS Conference on Computers and People Research 2017* (pp. 171-172), Bengaluru, India.
7. Tang, X., Kishore, R., & **Parameswaran, S.** (2015). "Dig Deeper or Diversify? The Rewards and Penalties of Knowledge Exploration and Exploitation Capabilities in the Context of IS

Scholar Publication Productivity.” In *Proceedings of International Conference on Information Systems (ICIS) 2015*, Fort Worth, Texas.

8. Tang, X., **Parameswaran, S.**, Kishore, R., Herath, T. (2013). “Simulation Model of Knowledge Complexity in New Knowledge Transfer Performance.” In *Proceedings of American Conference on Information Systems (AMCIS) 2013*, Chicago, Illi.
9. **Parameswaran, S.**, Valecha, R., Raj, S., Sharman, R., Rao, H. R., Singh, R. and Singh, G. (2012). “A Prototype of a Patient Safety Knowledge Management System (PSKMS).” In *Proceedings of Workshop on Information Technology and Systems (WITS) 2012*, Orlando, Fla.
10. **Parameswaran, S.**, Venkatesan, S. and Gupta, M. (2012). “Do Cloud Security Announcements affect Firm Valuation?” In *Proceedings of Annual Symposium on Information Assurance and Secure Knowledge Management (ASIA & SKM' 12)* June 5-6, 2012, Albany, N.Y.
11. **Parameswaran, S.**, Venkatesan, S., Gupta, M., Sharman, R. and Rao, H. R. (2011). “Impact of Cloud Computing Announcements on Firm Valuation.” In *Proceedings of American Conference on Information Systems (AMCIS) 2011*, Detroit, Mich.

## TEACHING

- Instructor, SUNY at Binghamton – Web Mining & Social Network Analysis – Spring 2020  
MIS 580 (graduate) - Teaching Effectiveness Overall Rating: 4.78/5.00  
MIS 480 (undergraduate) - Teaching Effectiveness Overall Rating: 4.78/5.00
- Instructor, SUNY at Binghamton - Database Management Systems - Fall 2019  
MIS 533 (graduate) - Teaching Effectiveness Overall Rating: 4.79/5.00  
MIS 333 (undergraduate) - Teaching Effectiveness Overall Rating: 4.91/5.00
- Instructor, SUNY at Binghamton – Web Mining & Social Network Analysis – Spring 2019  
MIS 580 (graduate) - Teaching Effectiveness Overall Rating: 4.73/5.00  
MIS 480 (undergraduate) - Teaching Effectiveness Overall Rating: 4.87/5.00
- Instructor, SUNY at Binghamton - Database Management Systems - Fall 2018  
MIS 533 (graduate) - Teaching Effectiveness Overall Rating: 4.87/5.00  
MIS 333 (undergraduate) - Teaching Effectiveness Overall Rating: 4.42/5.00
- Instructor, Supervised Research, School of Management - MIS 597 – Spring 2020 – Supervised 6 Ph.D. Students
- Instructor, Supervised Research, School of Management - MIS 597 – Spring 2019 – Supervised a Masters Student
- Instructor, SUNY at Buffalo - MGS 404 - Fall 2016 – Database Management Systems – Overall Instructor Rating: 3.71/5.00
- Teaching Assistant, SUNY at Buffalo - MGS 788 – MIS PhD Seminar - Fall 2015 - Assisted faculty in the preparation of course material such as syllabus, reading list and aided in coordinating class activities.
- Teaching Assistant, SUNY at Buffalo - MGS 607 - Fall 2013 - Guided professional MBA students through their assignments in ERP simulation and projects in Database development.

## **SERVICE**

### **Internal**

- Doctoral dissertation committee member – Smaraki Mohanty, Doctoral Candidate, Marketing
- Search committee member - 2 MIS faculty search efforts
- Undergraduate committee member (2018 – current)

### **External**

#### **Manuscript Review**

- *Journals*: MIS Quarterly, Information & Management, Journal of Strategic Information Systems, Internet Research, Information System Frontiers, and Journal of Business Ethics
- *Conferences*: ICIS, AMCIS, PACIS, AOM, and ACM SIGMIS CPR Conference.

## **LEARNING**

### **Analytics Workshops Attended**

1. Propensity Score Analysis using SAS/Stata, Advanced Methods Institute, Buffalo, Summer 2018.
2. Longitudinal Structural Equation Modeling using MPlus, Curran-Bauer Analytics, Directed by Dr. Patrick Curran and Dr. Daniel Bauer, Summer 2016.
3. Text Analytics using R, ICPSR Summer Program in Quantitative Methods of Social Research, University of Michigan, Ann Arbor, Summer 2015.
4. Big Data Analytics using SAS, Summer Statistics Institute, University of Texas, Austin, Summer 2015.
5. Meta-Analysis, StatsCamp, Directed by Dr. Todd Little, Kansas, Summer 2014.
6. Time Series Analysis using Stata, Timberlake Consultants, New York, Summer 2014.
7. Longitudinal Social Network Analytics Using R, directed by Dr. Stephen Borgatti, Summer 2013.
8. Structural Equation Modeling using MPlus, Advanced Methods Institute, Buffalo, Summer 2013.

### **Key Courses**

*Statistics* - basic, advanced, secondary data, multi-level

*Econometrics* - basic, advanced, longitudinal, causal inference, time series

*Survey Data* - psychometrics, multivariate, structural equations, longitudinal SEM

*Special Topics* - meta-analysis, social network analysis, text analysis, big data

## **Tools**

*Languages* - Python, MongoDB, MySQL, HTML, CSS, JavaScript, jQuery, PHP

*Statistics* - Stata, R, MPlus, SPSS, AMOS, SAS, Eventus, Tableau, UCINET, RSIENA

## **AWARDS AND RECOGNITIONS**

1. **Teaching Honor Roll - Fall 2018, Spring 2019, Fall 2019, and Spring 2020**, Binghamton University, School of Management.
2. **ICIS 2019 Junior Faculty Consortium**, Munich, Germany.
3. **UB Award for Excellence in Research, Scholarship and Creativity 2018**, SUNY at Buffalo.
4. **AMCIS 2017 Best Paper Award 1<sup>st</sup> Runner Up**, Boston, Massachusetts.
5. **ICIS Doctoral Consortium Fellow 2016**, Dublin, Ireland – Selected one among 40 selected participants from around the world for the most promising MIS PhD dissertation proposal.
6. **Dean's Award 2017**, School of Management, SUNY at Buffalo – for demonstrating exceptional research and the highest potential as scholar, based on journal publications, research awards and presentations and papers at top conferences (\$2500).
7. **Best PhD Poster Award 2016**, School of Management, SUNY at Buffalo (\$1000).
8. **AMCIS Doctoral Consortium Fellow 2016**, San Diego, CA.
9. **PhD Rising Star Award 2014**, School of Management, SUNY at Buffalo - for exceptional early overall performance in the PhD program (\$1000).
10. **Media Coverage for Research, 2015** - exceeding 75 million media expressions.  
<http://mgt.buffalo.edu/about/news.host.html/content/shared/mgt/news/do-we-really-want-to-track-food-from-farm-to-table.detail.html>

## **PROFESSIONAL EXPERIENCE**

*Graduate Research Assistant*  
University at Buffalo

Spring 2012- Spring 2018

*Social Media and Internal Communications Intern, and Facebook App Developer*  
Mercy Hospital of Buffalo, Catholic Health

Summer 2011-Fall 2011