

*Associate Teaching Professor  
Department of Information Systems  
W.P. Carey School of Business,  
Arizona State University  
Tempe, AZ.*

[asish.satpathy@asu.edu](mailto:asish.satpathy@asu.edu)

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**EDUCATION**

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**PhD** Utkal University, India June 1999  
@ High Energy Accelerator Research Organization ([KEK](#)), Japan  
  
Subject: Experimental Particle Physics  
Dissertation: *A High Energy Electromagnetic Calorimeter for measuring CP Violation at KEKB asymmetric e+ e- Collider*

**MBA** The Paul Merage School of Business June 2008  
University of California, Irvine

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**CERTIFICATE**

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William S. Spears School of Business June 2011  
Oklahoma State University, Stillwater, OK  
Graduate Certificate in Business Data Mining /  
SAS Certificate in Data Mining

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**ACADEMIC APPOINTMENTS**

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**W. P. Carey School of Business** 2018-Present  
Dept. of Information Systems  
Arizona State University, Tempe, AZ  
Associate Teaching Professor

**UCR School of Business** 2013-2018  
Department of Information Sys & Accounting  
University of California, Riverside, CA  
Lecturer

**W. S. Spears School of Business** 2013-2018  
Department of Marketing  
Oklahoma State University at Stillwater, OK  
Adjunct Professor

**Argyros School of Business & Economics** 2011-2014  
Information Systems and Analytics  
Chapman University, Orange, CA  
Adjunct Professor

**School of Physics** 2005-2008  
University of California, Riverside, CA  
Project Scientist, Conducted Experimental Research at CERN, Geneva

The experiment (CMS) discovered Higgs Boson, leading to Nobel prize in physics  
([Francois Englert & Peter Higgs, 2013](#))

**School of Physics** 2002-2005

University of Texas, Austin, TX

Research Associate

Conducted Experimental Research at Stanford Linear Accelerator Center

The experiment (BaBar) discovered CP Violation, leading to Nobel prize in physics  
([Yoichiro Nambu, Makoto Kobayashi, Toshihide Maskawa, 2008](#))

**Institute of Particle and Nuclear Studies** 2000-2002

High Energy Accelerator Research Organization (KEK), Japan

Japan Society for Promotion of Science (JSPS) Fellow

Conducted experiment at the experiment (Belle) discovered CP Violation,  
leading to Nobel prize in physics

**School of Physics** 1999-2000

University of Cincinnati

Conducted Research at High Energy Accelerator Research Organization (KEK)

Postdoctoral Fellow

**PROFESSIONAL BUSINESS EXPERIENCE**

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**ByteFuture LLC**, Madison, WI 2017-2019

A data science consulting startup

**Position:** Advisor

**VidyaBuddy LLC**, Los Angeles, CA 2014-2017

Gaming Technology Startup

**Position:** Founder and CEO

Developed a web-based gaming application to make education fun

**Zympi Inc.** Redlands, CA 2010-2013

GIS Based mobile technology Startup

**Position:** Founder and CEO

Developed a SaaS product to make target marketing more relevant while anonymous

Raised close to \$200,000 seed money from Angel Investors

**TEACHING EXPERIENCE**

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**Arizona State University, Tempe, AZ** Aug 2018-Present

Department of Information Systems

- Completely redesigned, developed and taught WPC 300 (hybrid and online: Problem solving and actionable analytics), an undergraduate course. The course is currently offered to about 4000 undergraduate students per academic year
- Developed and taught a 3-unit new undergraduate online course – CIS 313 (Location Analytics for Business). Currently this course is also being offered as part of the Applied Business Data Analytics (ABDA) certificate program

- Developed and taught a Python based Machine Learning Foundation course (CIS 508) for MSBA, MBA and MSISM students on Data Analytics track. This course was also offered on a Learning Enterprise (Continued Business Education) platform
- Developed & taught a two-unit course on “Location Analysis for Business Executives” for MSISM/MSMBA students in Spring 2021
- Faculty support for Thunderbird executive education (An online course of Predictive and Data mining offered to students from Amity University, India & Enderun College, Philippines)

**Undergraduate Honors Directed Study (Advised)**

- Thesis title: “Digital Transformation and the Self-Driving Car”
- Thesis Title: “Predicting team’s winning percentage in baseball game”

**Undergraduate Honors Students (Mentored as a second reader)**

Students working on business venture ideas on inclusive business design at the Founder Lab, the Entrepreneurship Center, W. P. Carey School of Business

Advised more than 20 Barret undergraduate students to fulfil their research obligation to receive honors contracts.

**University of California, Riverside, CA**  
Department of Information Systems and Accounting

Aug 2013-July 2018

- Redesigned and taught several undergraduate and graduate courses, such as, introduction to information technology management (BUS 101), Electronic Commerce (BUS 174), Information economics (BUS 172), Business Data Communication (BUS 175), Information Systems (MGT 205), Business Issues in E-commerce (MGT 280)
- Developed and taught three new undergraduates IS courses (1) Introduction to Data Mining and Visual Analytics (BUS 110) (2) Business Applications of Geographic Information Systems (BUS 179) & (3) Technology Entrepreneurship (BUS 163)
- Introduced experiential learning in MBA Information Systems curriculum
- Mentored & advised several UCR undergraduate students for their capstone research project

**PUBLICATIONS**

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***Recent Journal Publications***

- [Darcy, D. P., & Satpathy, A. \(2023\). Teaching Tip: A Scalable Hybrid Introductory Analytics Course. \*Journal of Information Systems Education\*, 34\(4\), 360-369.](#)
- [Satpathy, A. and Behari, S. \(2022\) ‘Machine learning prediction of chronic diabetes based on a person’s demography and lifestyle information, \*Int. J. Data Science\*, Vol. 7, No. 3, pp.210–228.](#)
- Brianna Chew, Asish Satpathy, Elaine Wong. (2020), “[Geospatial Analyses to determine academic success factors in California’s K-12 education](#),” *Annals of GIS*, 10.1080/19475683.2020.1739141

- Mishra, Birendra & Rolland, Erik & Satpathy, Asish & Moore, Michael. (2019). “A framework for enterprise risk identification and management: The resource-based view”. *Managerial Auditing Journal*. 34. 10.1108/MAJ-12-2017-1751

**Complete list of publications:**

<https://scholar.google.com/citations?hl=en&user=hdpFy4IAAAAJ>

***Research Papers in Review/Accepted or Working-in-Progress***

- Revitalizing Graduate Business Curriculum with Location Analytics Incorporating DEI and ESG. *Accepted for publication in HICSS 2024 conference proceeding.*
- Location Analytics in Information Systems: Opportunities for Industry Innovation, Workforce Preparation, and Research Methods. *Submitted to CAIS (in second round of review)*
- Remote Learning Sentiment During COVID-19: A Geospatial Perspective. *Submitted to Information & Management (in first round of review)*
- Predicting Risk Assessment for Homelessness (Work-in-progress)
- Investigating the Transformative Impact of AI on Employment and Workforce Development (Work-in- Progress)
- Exploring Geospatial Patterns in Customer Reviews: A Study of Expectancy-Disconfirmation Theory in Diverse Locations (Work in progress)
- Leveraging Location Data for Climate-Resilient Business Continuity: Building Sustainable Strategies (Work in progress)

***Conference Proceedings & Presentations***

[Rivera, J., Satpathy, A., Wellman, E., & Burgos, M. \(2024\). Revitalizing Graduate Business Curriculum with Location Analytics Incorporating DEI & ESG. \(HICSS 2024\)](#)

[Satpathy, A., & Balachander, J. \(2023\). Investigating the Transformative Impact of AI on Employment and Workforce Development. \(ICIS 2023\)](#)

[Satpathy, A., Erskine, M. A., Shah, J. S., & Shepherd, N. \(2023\). Exploring Geospatial Patterns in Customer Reviews: A Study of the Expectancy-Disconfirmation Theory in Diverse Locations. \(ICIS 2023\)](#)

[Satpathy, A., Srivastava, A., & Ayyalasomayajula, S. \(2023\). Predictive Risk Assessment for Homelessness: A Machine Learning Approach. \(AMCIS 2023\)](#)

Satpathy, A. Product Innovation Research in IS: Integrating Location Analytics (AMCIS 2023 Pre-conference Workshop)

[Satpathy, A., Brahmabhatt, R. J., & Satpathy, S. \(2022\). Opportunities and Challenges of Remote Learning in the COVID Era—A Study Based on Sentiment Analysis of Geotagged Tweets. \(AMCIS 2022\)](#)

[Darey, D. P., & Satpathy, A. \(2022\). A Hybrid Introductory Analytics Course: Lessons Learned During The COVID-19 Pandemic \(AMCIS 2022\)](#)

[Sarkar, A., Pick, J. B., Erskine, M. A., Satpathy, A., & Diaz Lopez, A. \(2022\). Location Analytics in Information Systems: Innovative Applications & Research Opportunities. \(AMCIS 2022\)](#)

Demographic and Lifestyle Factors in Predicting Chronic Diseases (2018) SAS User Global Forum Conference at Denver, CO

Demographic analysis of arrest related deaths in the US (2016) ESRI Users conference in San Diego, CA

Location Based Association of Customers' Sentiments and Retail Sales (2015) SAS User Global Forum Conference at Dallas, TX

Overview and the Status of the CMS Silicon Strip Tracker (2007) The 2007 Europhysics Conference on High Energy Physics, Manchester, England

Direct CP Violation, New Results from BaBar (2003) PHYSTAT 2003 – Statistical Problems in particle physics, astrophysics and cosmology, Menlo Park, California

First CP results from Belle (2000) International School on Violation of CP Symmetry and Related Processes, Prerow, Rostock, Germany

First Physics Results from Belle (2000) 5th International Symposium on Radiative Corrections (RADCOR 2000), Carmel, California, USA

Particle Identification with Belle (1999) Division of Particle and Fields Conference organized by American Physical Society, UCLA, California, USA

### **International Conference (On Invitation)**

- Physics at LHC, July 2006, Cracow, Poland
- 5th Rencontres Du Vietnam, August 2004 Hanoi, Vietnam
- HEP2003, International Europhysics Conference on High Energy Physics, July 2003, Aachen, Germany
- International Workshop on B Physics and CP violation (BCP-4), February 2001, Ise-Shima, Japan
- Second international conference on B physics and CP violation, March 1997, Honolulu, Hawaii, USA
- Detector and instrumentation school, sept. 1996, Bologna, Italy. Received felicitation from Noble Laureate late Prof. G. Charpak from CERN

### **AWARDS, GRANTS AND HONORS**

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- Department's Service Award Recognizing Leadership at the Nationwide Program and Services for developing WPC 300 course (2022)

- Research on Teaching and Learning Grant (\$10,000) at W. P. Carey Business School (2020-2021)
- Outstanding teaching award in the Information Systems Undergraduate Program (2019-2020)
- Dean's List for teaching Impact award to recognize the breadth of teaching excellence and innovation across W.P. Carey school of business (2019-2020)
- Innovative Learning Technology Initiative (ILTI) Grant (\$110,000) to develop Online undergraduate IS course development for University of California "Business Application of Geographic Information Systems" (2017-2018)
- Japan Society for the promotion of science (JSPS) fellowship award (2000-2002)
- National Fellowship of University Grants Commissions of India (1993-1995)
- National Merit Scholarship of India (Undergraduate studies)

#### PROFESSIONAL SERVICES & LEADERSHIP

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- Executive Committee Member of SIGGIS – a special interest group on Geographic Information System in the AIS community
- Co-Chair of SIGGIS mini-track at AMCIS (2024): *Beyond Boundaries: Exploring the Convergence of Location Analytics and Digital Social Entrepreneurship*
- Co-Chair of mini-track at AMCIS (2024): [\*Beyond Boundaries: Exploring the Convergence of Location Analytics and Digital Social Entrepreneurship\*](#)
- Co-Chair of mini-track at AMCIS (2024): [\*Enhancing IS Education for Digital Social Entrepreneurship with Location Analytics\*](#)
- Chair of Location Intelligence Mini track (Geospatial Analytics, Education, Training, and Workforce Development) for [HICSS 2024](#) Conference at Hawaii
- Co-Chair of SIGGIS pre-conference workshop at AMICS (2023, Panama): [\*Location Analytics: Research, Innovation, and Inclusion in the Americas\*](#)
- In collaboration with University of Redlands and Society, Middle Tennessee State University, and Pace University, planned and executed a successful [Spatial Business Academic Forum](#) on March 17 & 18<sup>th</sup>, 2023, at the University of Redlands and [Esri](#) Campus in California, served as a Chair for "GeoMarketing" session, and presented a talk titled: ChatGPT and the role of AI in Location Analytics Class".
- Co-chair of Location Intelligence Mini track (Geospatial Analytics, Education, training, and workforce development) for [HICCS 2023](#) Conference at Hawaii
- In collaboration with Middle Tennessee State University and University of Redlands. Organized a very successful one-day workshop (March 5, 2022) on The Need for Location Analytics Competencies in Business at the W.P. Carey School of Business on the Arizona State University Campus in Tempe Arizona.
- Department of Information System Personnel Advisory Team (DISPAT) Committee Member for Instructional Faculty at the IS department, W. P. Carey School of Business (2023-2024)
- Annual Review Committee Member for Instructional Faculty at the IS department, W. P. Carey School of Business (2022-2024)
- Faculty Director: Faculty Program Director of the W. P. Carey Nationwide Data Analytics Professional Credential program (May 2021 – Oct 2021)
- Member of Programs committee, Information Systems, W. P. Carey School of Business
- Chair for the *UG Certificate Committee: ABDA, DBI & Cyber (IS Department)*, W. P. Carey School of Business (2020-2024)
- Course coordinator for the course: CIS 508: Business Data Mining, at W.P. Carey School of Business (2021-2023)

- Course coordinator for the course: CIS 394: Location Analytics for Business, at W.P. Carey School of Business (2020-2023)
- Department Course Coordinator for WPC 300 (2022-2024)
- Business Data Analytics (Undergraduate) committee (2018-2021)
- Alumni Member of Analytics Advisory Board at Oklahoma State University, Stillwater
- Invited instructor at Institute of Emerging Managers and Leaders, UC, Riverside (<http://sieml.universityofcalifornia.edu/>) (2017)
- Invited Member of FIRE@UCR (Fostering Innovation, Research and Entrepreneurship at UCR) (2016-2018)
- Organized four successful undergraduate entrepreneurship boot camps at UCR School of Business (2014-2018)
- Served on the strategic planning committee at UCR School of Business, Riverside, CA
- Official judge for business plan competitions for Big Ideas @Berkeley ([bigideas.berkeley.edu](http://bigideas.berkeley.edu)) and DECA ([deca.org](http://deca.org))
- Interviewed with ESRI's WhereNext magazine, local newspaper (PE.com) on behalf of UCR School of Business (CA) to discuss on "GIS for business", and "Economic impact from Twitter & Uber" respectively.
- [ARCUSER Article: Arizona State University Expands Its Location Analytics](#)
- Current Board member of the following non-profit organizations: (1) The Cheer up Foundation, (2) Association of Overseas Odias (3) The Musicality Movement
- Former Board member of the Non-profit Organization: Karmodaya

#### **AD HOC REVIEWER**

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- Conference paper from AMCIS, HICSS
- California Management Review
- ICIS SIGDSA Symposium (SIGDSA 2018)
- Nuclear Instrumentation Method A
- Physical Review D
- Physical Review Letters

#### **COMPUTING**

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- Programming language: C, C++, Fortran 77, Shell, Perl/Tk, HTML, Dart, Python
- Operating Systems: Unix, Linux, MAC and Windows
- Software Application: MS Office Suite, SAS, JMP, ArcGIS Online, Business Analyst Online, Tableau, Watson Analytics, KNIME (Machine Learning Workflow tools)