Curriculum Vitae

Asish Satpathy

Associate Teaching Professor
Department of Information Systems
W.P. Carey School of Business
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Education

PhD in Experimental Particle Physics
Utkal University, India (June 1999) [Research conducted at the High Energy Accelerator Research Organization (KEK), Japan]
Dissertation: *A High Energy Electromagnetic Calorimeter for Measuring CP Violation at KEKB Asymmetric e^+e^- Collider*

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

Academic Appointments

- **Arizona State University, Tempe, AZ**
  Associate Teaching Professor, Dept. of Information Systems (2018–Present)

- **University of California, Riverside, CA**
  Lecturer, School of Business (2013–2018)

- **Oklahoma State University, Stillwater, OK**
  Adjunct Professor, Dept. of Marketing (2013–2018)

- **Chapman University, Orange, CA**
  Adjunct Professor, Argyros School of Business & Economics (2011–2014)

- **University of California, Riverside, CA**
  Project Scientist, School of Physics (2005–2008)
  Conducted experimental research at CERN, leading to the Higgs Boson discovery.

- **University of Texas, Austin, TX**
  Research Associate, School of Physics (2002–2005)
  Conducted research on BaBar experiment at SLAC, contributing to CP Violation discovery.

- **High Energy Accelerator Research Organization (KEK), Japan**
  JSPS Fellow, Institute of Particle and Nuclear Studies (2000–2002)

- **University of Cincinnati**
  Postdoctoral Fellow, School of Physics (1999–2000)

Professional Business Experience

- **ByteFuture LLC, Madison, WI**
  Advisor (2017–2019) – Data Science consulting startup.

- **VidyaBuddy LLC, Los Angeles, CA**
  Founder and CEO (2014–2017) – Developed an educational gaming platform.

- **Zympi Inc., Redlands, CA**
  Founder and CEO (2010–2013) – Developed GIS-based SaaS product for targeted marketing.

Teaching Experience

Arizona State University, Tempe, AZ (Aug 2018–Present)

- Redesigned and taught WPC 300 (Problem-Solving and Actionable Analytics) for over 4000 undergraduate students annually.

- Developed CIS 313 (Location Analytics in Business) as part of the ABDA certificate.

- Developed and taught CIS 508 (Python-based Machine Learning) for MSBA, MBA, and MSISM programs.

- Developed and taught "Location Analysis for Business Executives" for MSISM/MSMBA.

- Faculty support for Thunderbird executive education courses.

University of California, Riverside, CA (Aug 2013–July 2018)

- Redesigned and taught courses such as Introduction to Information Technology Management, Electronic Commerce, Information Economics, Business Data Communication, Information Systems, Business Issues in E-commerce

- Developed three new undergraduate IS courses: Introduction to Data Mining and Visual Analytics, Business Applications of Geographic Information Systems Technology Entrepreneurship

- Introduced experiential learning in MBA Information Systems curriculum

- Mentored advised several undergraduate students for their capstone research project

Publications

Recent Journal Publications

- Erskine, M. A., Pick, J. B., Satpathy, A., et al. (2024). *Location Analytics in Information Systems: Opportunities for Research and Teaching.* Communications of the AIS, 55, 535–565.

- 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

High Energy Physics Journal Publications

- List of some 490+ high impact publications between 1997 - 2014: https://inspirehep.net/authors/990184

Research Papers in Review/Working-in-Progress

- Integrating Location Analytics in Graduate IS Curriculum to Advance DEI and ESG Principles.

- Predicting Risk Assessment for Homelessness (Work-in-progress).

- Remote Learning Sentiment During COVID-19: A Geospatial Perspective. Submitted to Information Management.

- Predicting Risk Assessment for Homelessness (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)

- Social Media Signals: Predicting Gun Violence through Twitter Analytics (Work in Progress)

Conference Proceedings & Presentations

- Satpathy, A. & Balachander, J. (2024), *Future Workforce Evolution - Impact of Artificial Intelligence Across Industries.* ISCAP 2024.

- Shah, J.S., Satpathy, A., & Erskine, M. A. (2024). The Influence of Location on Online Reviews: Discerning a Potential Moderator via Geospatial Analysis Methods. *AMICS 2024.*

- 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., 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., Brahmbhatt, 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.*

- Demographic and Lifestyle Factors in Predicting Chronic Diseases. *SAS User Global Forum Conference*, Denver, CO, 2018.

- Demographic analysis of arrest-related deaths in the US. *ESRI Users Conference*, San Diego, CA, 2016.

- Location-Based Association of Customers' Sentiments and Retail Sales. *SAS User Global Forum Conference*, Dallas, TX, 2015.

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

- Direct CP Violation, New Results from BaBar. *PHYSTAT 2003 – Statistical Problems in Particle Physics, Astrophysics, and Cosmology*, Menlo Park, California.

- First CP Results from Belle. *International School on Violation of CP Symmetry and Related Processes*, Prerow, Rostock, Germany, 2000.

- First Physics Results from Belle. *5th International Symposium on Radiative Corrections (RAD-COR 2000)*, Carmel, California, USA.

- Particle Identification with Belle. *Division of Particle and Fields Conference*, American Physical Society, UCLA, California, USA, 1999.

International Conferences (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 Nobel Laureate Prof. G. Charpak from CERN.

Awards, Grants, and Honors

- Received seed grant ($10,000) for developing an NSF grant proposal as a PI: "DSC: Catalyzing the Digital Workforce: Expanding Access and Engagement Through Data Science Education" (2024).

- Received Summer Research Grant ($5000) from AI and Data Analytics to conduct research on the impact of AI on workforce evolution (2024).

- 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 recognizing 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 an online undergraduate IS course for the 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 Commission of India (1993-1995).

- National Merit Scholarship of India (Undergraduate studies).

Professional Services & Leadership

- Member of Association of Information Systems (AIS)

- Executive Committee Member, SIGGIS (Since 2023)

- Chair of Location Intelligence Mini-track (Geo-Impact: Geospatial Technologies for Social Good) for HICSS 2025 Conference in Hawaii.

- Founding Organizing Committee Member for Location Analytics in Business Symposium since 2002. Organized the third "Location Analytics in Business" at BYU, Provo, Aug 13, 2024.

- 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): 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 in Hawaii.

- Co-Chair of SIGGIS pre-conference workshop at AMCIS (2023, Panama): Location Analytics: Research, Innovation, and Inclusion in the Americas.

- Organized the third "Location Analytics in Business" at BYU, Provo, Aug 13, 2024.

- 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, 2023, at the University of Redlands and Esri Campus in California; served as Chair for the "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 HICSS 2023 Conference in Hawaii.

- In collaboration with Middle Tennessee State University and University of Redlands, organized a one-day workshop (March 5, 2022) on "The Need for Location Analytics Competencies in Business" at the W. P. Carey School of Business, Arizona State University, 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-Present).

- Course Coordinator for CIS 508: Business Data Mining, W.P. Carey School of Business (2021-2023).

- Course Coordinator for CIS 394: Location Analytics in Business, W.P. Carey School of Business (2020-Present).

- Department Course Coordinator for WPC 300 (2022-Present).

- Business Data Analytics (Undergraduate) Committee Member (2018-2021).

- Alumni Member of Analytics Advisory Board at Oklahoma State University, Stillwater.

- Invited Instructor at the 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 (https://bigideas.berkeley.edu/) and DECA (https://deca.org/).

- Interviewed with ESRI's WhereNext magazine and local newspaper (PE.com) on behalf of UCR School of Business (CA) to discuss "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

- Conference papers from AMCIS, HICSS, ISCAP

- *California Management Review*

- *ICIS SIGDSA Symposium* (SIGDSA 2018)

- *Nuclear Instrumentation Methods A*

- *Physical Review D*

- *Physical Review Letters*