Rakesh Guduru

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EDUCATION

Ph.D. - Business Administration (Information Systems), Aug 2019 – Jun 2023
University of Texas Rio Grande Valley
Dissertation Title: *Essays on the Influence of Review and Reviewer Attributes on the Online Review Helpfulness: Attribution Theory Perspective*

MSE - Electrical Engineering, *University of Texas Rio Grande Valley* Aug 2015 – Jul 2017
Thesis Title: *Multi-Functional System for Biomedical Application Using AC Electrokinetics*

B.Tech - Electrical Engineering, *Vikas College of Engineering and Technology* Aug 2010 – May 2014

INTERESTS

Research: Online Platforms and Consumer Behavior, Decision Analytics, Predictive Analytics, Blockchain Technology, Impacts of Social-Media, Healthcare Information Systems

Teaching: Data Management Tools, Management Information Systems, Computer Networks and Security, Data Mining and Machine Learning, ERP-SAP, Business Intelligence

TEACHING EXPERIENCE

Instructor, Sep 2023 – present
Department of Information Systems and Analysis, Lamar University, Beaumont, TX
- MISY 5315 Introduction to Business Programming
- MISY 5320 Information Assurance and Security
- MISY 5340 ERP Overview
- MISY 5360 Business Intelligence
- MISY 5370 Datamining and Predictive Analytics

Associate Teaching Instructor, Jan 2022 – May 2023
Department of Information Systems, University of Texas Rio Grande Valley
- **INFS 3390 – Management Information Systems** (Spring 2023)
  - Analyzes the process of how organizations strategize, create, execute, and sustain information systems that utilize the latest advancements in information technology
  - Introduces the fundamentals of business analytics and visualization tools such as SPSS, MS Access, R programming, Power BI, and Tableau
  - Student evaluation score – **4.6/5**; Class size – 29
- **INFS 2300 – Data Modeling Management Tools** (Fall 2022)
  - An introduction to the procedures of constructing, maintaining, and enhancing databases, as well as collaborating with tables, queries, forms, and reports
  - Introduces students to data management tools such as advanced MS Excel and MS Access
  - Student evaluation score – **4.5/5**; Class size – 42
- **INFS 2300 – Data Modeling Management Tools** (Spring 2022)
  - Student evaluation score – **4.8/5**; Class size – 16

PUBLICATIONS

Journal Publications

- Moqbel, M., **Guduru, R.**, & Harun, A. (2020). Testing mediation via indirect effects in PLS-SEM: A social networking site illustration. Data Analysis Perspectives Journal, 1(3).

Conference Proceedings

- **Guduru, R.**, Andoh-Baidoo, F., Ayaburi, E. and Hughes, J., 2023. How Does the Authenticity in an Online Review Affect Its Helpfulness? A Decision Tree Induction Theory Development Approach. (HICSS – 2023)
  - Presented at the Hawaii International Conference on System Sciences (HICSS)
  - **Nominated for Best Paper Award**
- Frimpong, B., **Guduru, R.**, Bautista, C., and Andoh-Baidoo, F.K. The Perils and Promises of Big Data Research in Operations Management and Supply Chain Management.
  - Presented at the Production and Operations Management Society (POMS 2021) Conference
- **Guduru, R.**, Sun, J., & Sharma, S. (2020). An Artificial Intelligence Model in Intellectual Systems. Americas Conference on Information Systems (AMCIS – 2020)
  - TREO Talk Paper
- Islam, N., **Guduru, R.**, & Cheng, C. W. (2018, November). Improving the Micropump Velocity for Orthogonal Electrode Pattern. (Vol. 52156)
  - Presented at the American Society of Mechanical Engineers (ASME)-2018 International Mechanical Engineering Congress and Exposition (IMECE). Pittsburgh, Pennsylvania
- **Guduru, R.**, & Islam, N. (2017, November). Electrokinetic Driven Micro-Mixing of Fluids in a Circular Electrode Pattern. (Vol. 58455)
  - Presented at ASME-2017 IMECE. Tampa, Florida
- **Guduru, R.**, Uddin, M., & Islam, N. (2016, November). Optimization of an Electrokinetic Orthogonal Electrode Pattern for Multifunctional System. (Vol. 50640)
  - Presented at ASME-2016 IMECE. Phoenix, Arizona

RESEARCH IN PROGRESS

Preparing for Journals

- **Guduru, R.**, Andoh-Baidoo, F.K., Ayaburi, E., Hughes, J. How Does the Authenticity Attribute of an Online Review Affect Its Helpfulness? A Decision Tree Induction Theory Development Approach. *Target Journal - Management Information Systems Quarterly (JAIS)*
- **Guduru, R.**, Andoh-Baidoo, F.K., Ayaburi, E., Wang, X. How do Reviewer Motivation and Activity Attribute Help Achieve Goal: Extended Means-Ends-Fusion Theory in Online Review Context. *Target Journal - Journal of Management Information Systems (JMIS)*
- **Guduru, R.**, Xiao, N. An Empirical Study on ISP Compliance Intention Based on Data Classification Policy. *Target Journal - In progress*
- Moqbel, M., **Guduru, R**. What Motivates Caregivers to Participate in Online Social Health? The Role of Caregiving Strain and Online Coping. *Target Journal - In progress*

AWARDS & CERTIFICATIONS

ERPsim CID, *ERPsim Lab HEC Montreal* 2024
Certified ERPsim game Instructor

Ph.D. Student Research Excellence Award, 2023
Robert C. Vackar College of Business and Entrepreneurship

Best Paper Nominee, *Hawaii International Conference on System Sciences -56* 2023

Six Sigma - White Belt, *The Council for Six Sigma Certification* 2023
Certification Number: amtnITl9iW

Dr. Hashim Salman Mahdi Scholarship 2017

Margaret Draper Endowment Scholarship 2016

SKILLS

Programming
Python - Pandas, Scikit-learn, Keras, Beautiful Soup; R Programming - Caret, ggplot2, C50, xgboost, randomForest; JavaScript; MySQL; MATLAB

Applications
MS Excel - Advanced; MS Access; MS SharePoint; IBM SPSS; Anaconda Distribution; Power BI; Tableau; SmartPLS; Wireshark; Google Colab; VMware; SAP - BW/4 HANA, S/4 HANA, Analytics Cloud

Platforms
Windows OS; MacOS; Ubuntu; Google Cloud Platform; Amazon Web Services

PROFESSIONAL EXPERIENCE

Research Associate I, *School of Nursing, University of Texas Rio Grande Valley* Nov 2017 – Aug 2018
- Assessed more than thirteen hundred patient files, tracking their progress
- Furnished data for UDS-HRSA report submission
- Interviewed students for part-time administrative position

PROFESSIONAL SERVICE

Ad Hoc Reviewer present
- Journals: Information Technology for Development
- Conferences: AMCIS, International Conference on Information Systems (ICIS), Middle East and North Africa Conference of Information Systems (MENACIS)

Judge - Poster Presentations, *University of Texas Rio Grande Valley* 2017
- Engaged Scholar Symposium

AFFILIATIONS

Member present
- Association of Information Systems

Member 2016 – 2019
- American Society of Mechanical Engineers