

## Hemant K. Bhargava

Professor, and Jerome and Elsie Suran Chair in Technology Management  
Graduate School of Management, University of California Davis

hemantb@ucdavis.edu; (530) 754-5961  
<http://faculty.gsm.ucdavis.edu/~bhargava/>

Gallagher Hall, Room 3306  
UC Davis, Davis, CA 95616

---

## Recent Research

### Technology Management: Competition, Strategy, Pricing, Impact, Design

- Olivier Rubel and Hemant K. Bhargava, "Salesforce Compensation under Network Effects", *Workshop on Information Systems Economics (WISE)*, Dallas, TX 2015.
- Hemant K. Bhargava Julia Tanghetti, "Mobile Health Technologies", *The UCLA Anderson Business and Information Technologies (BIT) Project: A Global Study of Technology and Business Practice*, ed. by Jaymie Park Vandana Mangal and Uday Karmarkar, World Scientific, 2016.
- Hemant K. Bhargava and Manish Gangwar, "Simple Pricing for Information Services: Access vs. Usage Fees", *INFORMS Conference on Information Systems and Technology*, Philadelphia, PA 2015.
- Hemant K. Bhargava and Manish Gangwar, "Go with "Pay as you Go" or "All You can Eat"? Pricing Methods for Computing and Information Services", *Proceedings of the 38th Annual Hawaii International Conference on System Sciences (HICSS'16)*, Kauai, HI: IEEE Computer Society, 2016.
- Hemant K. Bhargava and Abhay Mishra, "Electronic Medical Records and Physician Productivity: Evidence from Panel Data Analysis", *Management Science* 60.10 (2014), pp. 2543–2562.
- Hemant K. Bhargava, "Platform technologies and network goods: insights on product launch and management", *Information Technology and Management* 15.3 (2014), pp. 199–209 , ISSN: 1385-951X.
- Hemant K. Bhargava and Manish Gangwar, "Contracts and Price Structures for Real-Time Information Products", *working paper* (2014).
- Hemant K. Bhargava, "Multi-Platform Access to Digital Content", *Inaugural Platform Strategy Research Symposium*, Boston, MA 2013.
- Hemant K. Bhargava, Gergely Csapo, and Rudolf Müller, *Lead Marketing Auctions with Premium for Exclusive Possession*, 2014.

## Recent Professional Activities

- *Steering Committee*, [Graduate School of Management](#) new degree program, *Master of Science in Business Analytics*, 2014-16.
- *Invited Speaker* ("Monetization Models for Technology Startups"), GitPro World 2015.
- Faculty Advisor, UC Davis-Mexico "Research Excellence for Undergraduates" program (mentored: Alejandra Lelo de Larrea, and Lizda Nazdira Moncada Morales). Spring-Summer 2014.
- TEIS 2013 (June): Co-Chaired the Third *Theory in Economics of Information Systems* Workshop (Monterey, CA).

## Education

- Ph.D.** in *Decision Sciences*, University Of Pennsylvania, The Wharton School 1990  
*Dissertation*: "A Logic Model for Model Management: An Embedded Languages Approach."  
*Advisor*: Steven O. Kimbrough
- M.S.** in *Decision Sciences* 1989  
University Of Pennsylvania, The Wharton School, Philadelphia
- MBA** (*Quantitative Methods and Computers*) 1986  
Indian Institute of Management, Bangalore
- B.S.** (Honors) in *Mathematics* 1984  
University of Delhi, New Delhi

## Research Interests

- Technology management and the economics of information systems
  - distinctive economic forces, both supply side (e.g., their unique cost structures), and demand side (e.g., the prominence of network effects as a source of value creation) forces, for technology goods (e.g., information goods, online services, search advertising, software and electronic gadgets, the media and entertainment industry, alternative energy technologies).
  - operations, marketing, and competitive strategies for technology goods, including pricing strategies, revenue models, product design and product mix strategies, technological compatibility and interoperability, bundling, and supply chain considerations.
- decision technologies and formal logic
  - management decision technologies and systems – principles, formal languages, and computer-based tools for model-based decision making.
  - logic modeling and formal languages for analysis of decision technologies – embedded languages, meta-level reasoning, generalized hypertext, and logical semantics of type systems.

## Current Affiliations

- *Professor*, [Graduate School of Management](#), [University of California Davis](#). July 2003–.
- *Jerome and Elsie Suran Chair in Technology Management*, July 2011–.
- *Steering Committee*, [Graduate School of Management](#) new degree program, *Master of Science in Business Analytics*, 2014-16.
- *Indian Studies Advisory Council*, UC Davis Religious Studies department, 2012–.
- *International Advisory Board*, SRM University, 2009–.
- *Faculty Director*, SRM-UCD Global Study Program, 2011–.

## Previous Positions

- *Associate Dean*, [Graduate School of Management, University of California Davis](#). July 2010–2013.
- *Faculty Chair*, [Graduate School of Management](#). 2005-2007.
- *Area Editor* (Computing and Decision Technology), *Operations Research*. Jan. 2000–Dec. 2005.
- *Associate Editor*, *Management Science*. Jan. 2004–Dec. 2009.
- *Professor of Management Information Systems*, [Penn State University](#). 2000-2003.
- *Associate Professor* of Information Systems, [Naval Postgraduate School](#). 1996-2000.
- *Assistant Professor* of Information Systems, [Naval Postgraduate School](#). 1990-1996.
- *Research Fellow*, University of Pennsylvania. 1987–1989.
- *Systems Executive*, National Institute for Information Technology, New Delhi 1986.

## Visiting Affiliations

- *Visiting Professor*, Institute of Infonomics and University of Maastricht, June-July 2001.
- *Visiting Professor* of Information Systems, [Carnegie Mellon University](#), Jan 1999 - June 2000.
- Director (Product and Technology Strategy), SelexSys, 1996–1998.
- *Visiting Professor*, Humboldt Universität, Berlin. Summer 1995, 1996.

## Honors and Awards

- **Jerome J. and Elsie Suran Chair in Technology Management**, Graduate School of Management, UC Davis, July 1, 2011.
- **Best Paper Award**, eBusiness Section of the Institute for Operations Research and the Management Sciences (INFORMS), Austin TX, November 7–10, 2010, Paper No. [99]
- **Gallagher Research Fellow**, *Graduate School of Management*, UC Davis, 2009-10.
- **Invited Speaker**, *GridAsia2006*, Singapore, May 16-17, 2006.
- **Invited Speaker**, *Frankfurt Summer School on Microeconomic Foundations in Digital Pricing*, Goethe-University Frankfurt, 2005.
- **Invited Speaker**, *Turbulence in the Telecommunications and Media Industries*, Münchner Kreis in München, July 13-14 2005.
- **Fellow**, [eBusiness Research Center](#), [Penn State University](#), 2001-2003.
- **Menneken Award for Excellence in Research**, Naval Postgraduate School, 1998.
- **Best Paper Award** at the *Thirtieth Hawaii International Conference on System Sciences* (Advanced Technology Track), Maui, January 7-10, 1997. Paper No. [87].
- **Best Paper Award** at the *Fifth International Workshop on Information Technologies and Systems*, Amsterdam, December 9-10, 1995. Paper No. [91].

- **Plenary Speaker**, *Second International Conf. on Decision Support Systems*, Ulm, Germany, June 1993.
- “Outstanding Research Achievements in 1991,” Naval Postgraduate School, March 1992.
- NATO Advanced Study Institute on Decision Support Systems, June 1991.
- **First Prize** for “Outstanding DSS Applications and Achievements” at *Transactions of Decision Support Systems-90*, Boston, MA (May 1990). Paper No. [126].
- Fifth ORSA Doctoral Colloquium, Keystone, October 1988.
- University Fellowship, University of Pennsylvania, 1987-89.
- National Science Talent Award, University of Delhi, 1984.

## Teaching

### 1. Technology Competition and Strategy.

This course describes factors that distinctively impact competitive strategies for technology goods, such as IT products, emerging technologies, platform technologies, and other goods that have strong network externalities. It examines how these characteristics affect strategic interactions among firms, consumers choices of products and services, and key strategic decisions faced by these firms in product design, pricing, standards, alliances, etc.

### 2. Managing IT for Business Value: Management Information Systems.

This course surveys information technologies relevant to modern organizations, and examines (i) how firms can use IT to create business value, and (ii) how firms should select, implement, and manage IT to extract this business value.

Other courses taught include: Decision support systems, Artificial intelligence, Database systems, Ph.D. seminar on eBusiness, Ph.D. seminar on Economics of Information Industries, Ph.D. seminar on Computational Foundations of Information Systems.

### Graduate Students:

- PhD at Penn State: Juan Feng (First job: University of Florida, August 2003) and Daewon Sun (First job: University of Notre Dame, August 2004).
- PhD at UC Davis: Adib Bagh (First job: University of Kentucky).
- MS: at the Naval Postgraduate School, advised over 50 students on thesis topics in decision support systems, electronic commerce, information networking, database management, artificial intelligence, and combat simulation.
- Advising and Mentorship: Yingkang Xie (UC Davis MS in Agricultural Resource Economics and Statistics, 2012-14); Hemali Padodara (UC Davis, BA in ARE, 2009-10); Alejandra Lelo de Larrea, and Lizda Nazdira Moncada Morales (UC Davis-Mexico Research Excellence for Undergraduates Program, Summer 2014).

## Publications

---

### Refereed Journal Publications

---

- [1] Hemant K. Bhargava, "Platform technologies and network goods: insights on product launch and management", *Information Technology and Management* 15.3 (2014), pp. 199–209 , ISSN: 1385-951X.
- [2] Hemant K. Bhargava and Abhay Mishra, "Electronic Medical Records and Physician Productivity: Evidence from Panel Data Analysis", *Management Science* 60.10 (2014), pp. 2543–2562.
- [3] Ram N.V. Ramanan and Hemant K. Bhargava, "Stimulating Early Adoption of New Products through Channel Disintegration", *Production and Operations Management* 23.10 (2013), pp. 1681–1689.
- [4] Hemant K. Bhargava, Daewon Sun, and Byung Cho Kim, "Commercialization of Platform Technologies: Launch Timing and Versioning Strategy", *Production and Operations Management* 22.6 (2013), pp. 1374–1388.
- [5] Hemant K. Bhargava, "Mixed Bundling of Two Independently-Valued Goods", *Management Science* 59.9 (September 2013), pp. 2170–2185.
- [6] Adib Bagh and Hemant K. Bhargava, "How to Price Discriminate when Tariff Size Matters", *Marketing Science* (2013), pp. 111–126.
- [7] Hemant K. Bhargava, "Retailer-Driven Product Bundling in a Distribution Channel", *Marketing Science* 31.6 (November-December 2012), pp. 1014–1021.
- [8] Hemant K. Bhargava and Rachel R. Chen, "The benefit of information asymmetry: When to sell to informed customers?", *Decision Support Systems* 53.2 (2012), pp. 345–356.
- [9] Hemant K. Bhargava and Vidyanand Choudhary, "Research Note: When is Versioning Optimal for Information Goods?", *Management Science* 54 (May 2008), pp. 1029–1035.
- [10] Hemant K. Bhargava and Daewon Sun, "Pricing under Quality of Service Uncertainty: Market Segmentation via Statistical QoS Guarantees", *European Journal of Operational Research* 191 (2008), pp. 1189–1203.
- [11] Hemant K. Bhargava, Daniel J. Power, and Daewon Sun, "Progress in Web-based Decision Support Technologies", *Decision Support Systems* 43 (Aug. 2007), pp. 1083–1095.
- [12] Juan Feng, Hemant K. Bhargava, and David Pennock, "Implementing Sponsored Search in Web Search Engines: Computational Evaluation of Alternative Mechanisms", *INFORMS Journal on Computing* 19.1 (2007), pp. 137–148.
- [13] Hemant K. Bhargava, Daewon Sun, and Susan H. Xu, "Stockout Compensation: Joint Inventory and Price Optimization in Electronic Retailing", *INFORMS Journal on Computing* 18.2 (2006), pp. 255–266.

- [14] Hemant K. Bhargava and Juan Feng, "America Online's Internet Access Service: How to Deter Unwanted Customers", *Electronic Commerce Research and Applications* 4.1 (2005), pp. 35–48.
- [15] Yueyue Fan, Hemant K. Bhargava, and Harriet Natsuyama, "Dynamic Pricing via Dynamic Programming", *Journal of Optimization: Theory and Applications* 127.3 (2005), pp. 565–577.
- [16] Hemant K. Bhargava and Shankar Sundaresan, "Computing as Utility: Managing Availability, Commitment, and Pricing Through Contingent Bid Auctions", *Journal of Management Information Systems* 21.2 (2004), pp. 201–227.
- [17] Hemant K. Bhargava and Vidyanand Choudhary, "Economics of an Information Intermediary with Aggregation Benefits", *Information Systems Research* 15.1 (2004), pp. 22–36.
- [18] Hemant K. Bhargava and Shankar Sundaresan, "30 Seconds or Free! Contingency Pricing for Information Goods and Services under Industry-wide Performance Standard", *Journal of Management Information Systems* 20.2 (2003), pp. 113–136.
- [19] Hemant K. Bhargava and Kevin J. Snoop, "Improving Recruit Distribution Decisions in the US Marine Corps", *Decision Support Systems* 36.1 (2003), pp. 19–30.
- [20] Hemant K. Bhargava and Vidyanand Choudhary, "Information Goods and Vertical Differentiation", *Journal of Management Information Systems* 18.2 (2001), pp. 89–106.
- [21] Hemant K. Bhargava, Vidyanand Choudhary, and Ramayya Krishnan, "Pricing and Product Design: Intermediary Strategies in an Electronic Market", *International Journal of Electronic Commerce* 5.5 (2000), pp. 37–56.
- [22] Hemant K. Bhargava, Craig L. Herrick, and Suresh Sridhar, "Beyond Spreadsheets: Software for Building Decision Support Systems", *IEEE Computer* 32.3 (1999), pp. 31–39.
- [23] Hemant K. Bhargava, "Data Mining by Decomposition: Adaptive Search for Hypothesis Generation", *INFORMS Journal on Computing* 11.3 (1999), pp. 239–247.
- [24] Hemant K. Bhargava and Ramayya Krishnan, "OR/MS, Electronic Commerce, and the Virtual INFORMS Community", *INFORMS Journal on Computing* 10.4 (1998), pp. 396–398.
- [25] Hemant K. Bhargava and Ramayya Krishnan, "The World Wide Web: Opportunities for Operations Research and Management Science", *INFORMS Journal on Computing* 10.4 (1998), pp. 359–383.
- [26] Hemant K. Bhargava, Ramayya Krishnan, and Peter Piela, "On Formal Semantics and Analysis of Typed Modeling Languages: An Analysis of Ascend", *INFORMS Journal on Computing* 10.2 (1998), pp. 189–208.
- [27] Hemant K. Bhargava and Clay G. Tettelbach, "A Web-based Decision Support System for waste disposal and recycling", *Computers, Environment and Urban Systems* 21.1 (1997), pp. 47–65.
- [28] Oliver Günther et al., "MMM: A Web-Based System for Sharing Statistical Computing Modules", *IEEE Internet Computing* 1.3 (1997), pp. 59–68.

- [29] Hemant K. Bhargava, Ramayya Krishnan, and Rudolf Müller, "Electronic commerce in decision technologies: a business cycle analysis", *International Journal of Electronic Commerce* 1.4 (1997), pp. 109–127.
- [30] Hemant K. Bhargava, Ramayya Krishnan, and Rudolf Müller, "Decision Support on Demand: Emerging Electronic Markets for Decision Technologies", *Decision Support Systems* 19.3 (1997), pp. 193–214.
- [31] Hemant K. Bhargava, "Using Quiddities for Detecting Semantic Conflicts in Collaborative Work", *Journal of Organizational Computing and Electronic Commerce* 5.4 (1995), pp. 379–400.
- [32] Hemant K. Bhargava and William C. Branley, "Simulating Belief Systems of Autonomous Agents", *Decision Support Systems* 14.4 (1995), pp. 329–348.
- [33] Hemant K. Bhargava and Steven O. Kimbrough, "On Embedded Languages, Meta-level Inference and Computer-aided Modeling", *Computer Science and Operations Research: The Impact of Emerging Technology*, ed. by Stephen Nash and Ariela Sofer, Kluwer, 1994.
- [34] Hemant K. Bhargava, Ramayya Krishnan, and Andrew B. Whinston, "On integrating Collaboration and Decision Analysis techniques", *Journal of Organizational Computing and Electronic Commerce* 4.3 (1994), pp. 297–316.
- [35] Hemant K. Bhargava, "Dimensional Analysis in Mathematical Modeling Systems: A Simple Numerical Method", *ORSA (INFORMS) Journal on Computing* 5.1 (1993), pp. 33–39.
- [36] Hemant K. Bhargava and Steven O. Kimbrough, "Model Management: an Embedded Languages Approach", *Decision Support Systems* 10.3 (1993), pp. 277–299.
- [37] Hemant K. Bhargava and Ramayya Krishnan, "Computer-Aided Model Construction", *Decision Support Systems* 9.1 (1993), pp. 91–111.
- [38] Hemant K. Bhargava, "Fleet Mix Planning in the U.S. Coast Guard: Issues and Challenges for DSS", *Recent Developments in Decision Support Systems (NATO ASI Series III)*, ed. by C.W. Holsapple and A.B. Whinston, Springer-Verlag, 1991, pp. 575–598.
- [39] Hemant K. Bhargava, Ramayya Krishnan, and Sumitra Mukherjee, "On the Integration of Data and Mathematical Modeling Languages", *Annals of Operations Research* 38.1-4 (1992), pp. 69–95.
- [40] Hemant K. Bhargava, Ramayya Krishnan, and Steven O. Kimbrough, "Unique Names Violations, a Problem for Model Integration or You Say Tomato, I Say Tomahto", *ORSA (INFORMS) Journal on Computing* 3.2 (1991), pp. 107–120.
- [41] Steven O. Kimbrough et al., "The Coast Guard's KSS Project", *Interfaces* 20.6 (1990), pp. 5–16.
- [42] Hemant K. Bhargava, Michael Bieber, and Steven O. Kimbrough, "Oona, Max, and the WYWWYWI Principle: Hypertext and Model Management in a Symbolic Programming Environment", *Proceedings of the Ninth International Conference on Information Systems*, Minneapolis, MN 1988.

---

### Invited Academic Publications

---

- [43] Chris Forman et al., “New Research Perspectives on Mobility, Organizations, Systems and Technologies”, *Information Technology and Management* 8.2 (2007), pp. 83–85.
- [44] Hemant K. Bhargava and Juan Feng, “Search-Engine Advertising: Dynamic Auctions under Performance-Based Pricing”, *Inform's Computing Society Newsletter* (Fall 2007), pp. 21–26.
- [45] Hemant K. Bhargava, Daniel J. Power, and Daewon Sun, “Editorial, Special issue on Web-based Decision Support”, *Decision Support Systems* 43.4 (2007), pp. 1081–1082.
- [46] Hemant K. Bhargava and Ramayya Krishnan, “A Review of a Web-based “Mathematical Programming Glossary” by Harvey Greenberg”, *INFORMS Computer Science Technical Section Newsletter* 18.2 (1997).
- [47] Hemant K. Bhargava, “Editor’s introduction to the special issue on logic modelling”, *Decision Support Systems* 16.1 (1996), pp. 1–2.
- [48] Hemant K. Bhargava, “DecisionNet: World Wide Access to Executable Decision Technologies (a condensed news summary)”, *IIE News (newsletter of the Operations Research society of the Institute of Industrial Engineers)* 32.2 (1996).
- [49] Hemant K. Bhargava and Steven O. Kimbrough, “Editor’s Introduction to the Special Issue on Logic Modeling”, *Decision Support Systems* 11.2 (1994).
- [50] Hemant K. Bhargava and Ramayya Krishnan, “Foreword, Special Issue on Model Management”, *Annals of Operations Research* 38.1-4 (1992).
- [51] Hemant K. Bhargava, “Artificial Intelligence Research and Applications at the Naval Postgraduate School”, *ORSA’s AI Technical Section newsletter* (1992).

---

### Invited Magazine Publications

---

- [52] Hemant K. Bhargava and Xiahua (Anny) Wei, “Mobile Number Portability: Pros and Cons”, *Analyst* (Mar. 2011), pp. 36–38.
- [53] Hemant K. Bhargava, “Dogfight in IT Industry: Google vs Microsoft”, *Analyst* (Sept. 2009), pp. 21–26.
- [54] Hemant K. Bhargava, “The Business of Google”, *e-Business* (Mar. 2009), pp. 13–16.
- [55] Hemant K. Bhargava and Robert Norris, “Coming Soon to Your Favorite Library: Decision Support on Demand (adapted from other DecisionNet articles)”, *D-Lib Magazine* (produced by Corporation for National Research Initiatives) (1996).



---

### Work in Progress and Review

---

- [56] Hemant K. Bhargava, "Multi-Platform Digital Strategy: Bundling of Substitutable and Differentiated Goods", *Production and Operations Management* (2014), under review.
- [57] Hemant K. Bhargava and Manish Gangwar, "Contracts and Price Structures for Real-Time Information Products", *working paper* (2014).
- [58] Hemant K. Bhargava, Gergely Csapo, and Rudolf Müller, *Lead Marketing Auctions with Premium for Exclusive Possession*, 2014.
- [59] Hemant K. Bhargava and Vandana Ramachandran, "Weekend Effect in Search Advertising? Evidence from the Travel Sector", UC Davis Working Paper, last revised September (accepted for presentation at WISE 2011, Shanghai), 2011.
- [60] Hemant K. Bhargava and Juan Feng, "A Model of Sponsored Results in Search Engines", last revised, August, 2009.
- [61] Hemant K. Bhargava and Juan Feng, "Designing Information and Entertainment-oriented Publications: Balancing Advertising and Programming Content", under revision for *Journal of Management Information Systems* (2<sup>nd</sup> round), last revised, March, 2009.

---

### Books and Edited Volumes

---

- [62] Hemant K. Bhargava and Nong Ye, eds., *Computational Modeling and Problem Solving in the Networked World: Interfaces in Computer Science and Operations Research*, Norwell, MA, USA: Kluwer Academic Publishers, 2002, ISBN: 1402072953.
- [63] Bala Shetty, Hemant K. Bhargava, and Ramayya Krishnan, eds., *Annals of Operations Research Special issue on model management in operations research*, vol. 38, Red Bank, NJ, USA: J. C. Baltzer AG, Science Publishers, 1992.

---

### Significantly Refereed Conferences

---

- [64] Olivier Rubel and Hemant K. Bhargava, "Salesforce Compensation under Network Effects", *Workshop on Information Systems Economics (WISE)*, Dallas, TX 2015.
- [65] Hemant K. Bhargava and Manish Gangwar, "Go with "Pay as you Go" or "All You can Eat"? Pricing Methods for Computing and Information Services", *Proceedings of the 38th Annual Hawaii International Conference on System Sciences (HICSS'16)*, Kauai, HI: IEEE Computer Society, 2016.
- [66] Hemant K. Bhargava and Manish Gangwar, "Simple Pricing for Information Services: Access vs. Usage Fees", *INFORMS Conference on Information Systems and Technology*, Philadelphia, PA 2015.

- [67] Hemant K. Bhargava, "Multi-Platform Access to Digital Content", *Workshop on Information Systems Economics (WISE)*, Milan, Italy 2013.
- [68] Hemant K. Bhargava, "Multi-Platform Access to Digital Content", *Inaugural Platform Strategy Research Symposium*, Boston, MA 2013.
- [69] Hemant K. Bhargava and Manish Gangwar, "Mobile Telephony Pricing in Emerging Markets", *INFORMS Conference on Information Systems and Technology*, Minneapolis, MN 2013.
- [70] Hemant K. Bhargava and Abhay Mishra, "Electronic Medical Records and Physicians Productivity: Insights from Panel Data Analysis and Design Implications", *INFORMS Conference on Information Systems and Technology*, Charlotte, NC 2011.
- [71] Hemant K. Bhargava, "Product Bundling in a Vertical Distribution Channel", *Workshop on Information Systems Economics (WISE)*, Also presented at the UT Dallas *Frontiers of Research in Marketing Science* conference, February 2011, Shanghai, China 2011.
- [72] Hemant K. Bhargava and Juan Feng, "A Model of Sponsored Search", *Workshop on Information Systems Economics (WISE)*, Paris, France 2008.
- [73] Adib Bagh and Hemant K. Bhargava, "Information Structures, Price Discrimination and Demand Uncertainty", *Workshop on Information Systems Economics (WISE)*, Evanston, IL 2006.
- [74] Hemant K. Bhargava and Daewon Sun, "Performance-Contingent Pricing for Broadband Services", *Proceedings of the 38th Annual Hawaii International Conference on System Sciences (HICSS'05)*, IEEE Computer Society, 2005.
- [75] Hemant K. Bhargava and Shankar Sundaresan, "Contingent Bids in Auctions: Availability, Commitment and Pricing of Computing as Utility", *Proceedings of the Proceedings of the 37th Annual Hawaii International Conference on System Sciences (HICSS'04) - Track 8*, IEEE Computer Society, 2004, ISBN: 0-7695-2056-1.
- [76] Hemant K. Bhargava and Juan Feng, "Pure Bundling Better than Mixed? Or, Why doesn't AOL Offer Standardized Dial-Up Service?", *Proceedings of the Proceedings of the 37th Annual Hawaii International Conference on System Sciences (HICSS'04)*, IEEE Computer Society, 2004, ISBN: 0-7695-2056-1.
- [77] Hemant K. Bhargava and Shankar Sundaresan, "Managing Quality Uncertainty Through Contingency Pricing", *Proceedings of the 36th Annual Hawaii International Conference on System Sciences (HICSS'03) - Track 8*, IEEE Computer Society, 2003, ISBN: 0-7695-1874-5.
- [78] Hemant K. Bhargava and Juan Feng, "Paid placement strategies for internet search engines", *Proceedings of the eleventh international conference on World Wide Web*, Honolulu, Hawaii, USA: ACM Press, 2002, pp. 117–123, ISBN: 1-58113-449-5, DOI: <http://doi.acm.org/10.1145/511446.511462>.
- [79] Hemant K. Bhargava and Juan Feng, "Information Gatekeepers: Paid Placement and Competition", *Proceedings of the Twenty-Third International Conference on Information Systems*, Barcelona, Spain 2002.

- [80] Hemant K. Bhargava and Shankar Sundaresan, "Optimal Design of Contingency Pricing in IT-intensive Commerce", *Proceedings of the Twenty-Third International Conference on Information Systems*, Barcelona, Spain 2002.
- [81] Hemant K. Bhargava and Juan Feng, "Paid placement strategies for Information Gatekeepers", *Proceedings of the Eleventh International Workshop on Information Technologies and Systems*, New Orleans, LA 2001.
- [82] Hemant K. Bhargava and Vidyanand Choudhary, "Second Degree Price Discrimination for Information Goods under Nonlinear Utility Functions", *Proceedings of the 34th Annual Hawaii International Conference on System Sciences (HICSS-34)-Volume 7*, Nominated for Best Paper Award, IEEE Computer Society, 2001, ISBN: 0-7695-0981-9.
- [83] Hemant K. Bhargava and Shankar Sundaresan, "Contingent Contracts in Online Retailing", *Proceedings of the Tenth International Workshop on Information Technologies and Systems*, Brisbane, Australia 2000.
- [84] Hemant K. Bhargava et al., "Analysis of an intermediary's strategies in electronic markets for decision technologies", *Proceeding of the 20th international conference on Information Systems*, Charlotte, NC: Association for Information Systems, 1999, pp. 82–92, ISBN: ICIS1999-X.
- [85] Hemant K. Bhargava and David L. Jacobson, "Exploratory Data Analysis with Genetic Algorithms: Is there a Gulf War Syndrome?", *Proceedings of the Second INFORMS Conference on Information Systems and Technology*, San Diego, CA 1997, pp. 19–28.
- [86] Hemant K. Bhargava and David L. Jacobson, "Genetic Algorithms in the Search for Desert Storm Syndrome", *Proceedings of the 1997 HealthCare Information and Management Systems Society Sciences*, San Diego, CA 1997.
- [87] Hemant K. Bhargava et al., "Model Management in Electronic Markets for Decision Technologies: A Software Agent Approach", *Proceedings of the 30th Hawaii International Conference on System Sciences*, Los Alamitos, CA, USA: IEEE Computer Society, 1997, ISBN: 0-8186-7743-0.
- [88] Hemant K. Bhargava and David L. Jacobson, "Genetic Storms: Investigating the Gulf War Syndrome", *Proceedings of the 30th Hawaii International Conference on System Sciences*, vol. 05, Los Alamitos, CA, USA: IEEE Computer Society, 1997, DOI: <http://doi.ieeecomputersociety.org/10.1109/HICSS.1997.663214>.
- [89] Hemant K. Bhargava and Suresh Sridhar, "Design Issues in Configuring Servers on the World Wide Web", *Proceedings of the First INFORMS Conference on Information Systems and Technology*, Washington, D.C. 1997, pp. 204–208.
- [90] Hemant K. Bhargava and Michael S. Downs, "On Generating an Integrated DSS from a Mathematical Model Specification", *Proceedings of the 29th Hawaii International Conference on System Sciences (HICSS)*, IEEE Computer Society, 1996, ISBN: 0-8186-7327-3.
- [91] Hemant K. Bhargava, Ramayya Krishnan, and Rudolf Müller, "On Parameterized Transaction Models for Agents in Electronic Markets for Decision Technologies", *Proceedings of the Fifth International Workshop on Information Technologies and Systems*, Winner of the **Best Paper Award**, Amsterdam, The Netherlands 1995, pp. 218–227.

- [92] Hemant K. Bhargava, Ramayya Krishnan, and Peter Piela, "Formalizing the Semantics of ASCEND", *Proceedings of the 27th Hawaii International Conference on System Sciences*, Wailea, HI: IEEE Computer Society, 1994, pp. 505–516, ISBN: 0-8186-5070-2.
- [93] Hemant K. Bhargava and William C. Branley, "What would Ajax have Observed? Or, Introducing Imperfections in the Belief Systems of Autonomous Agents", *Proceedings of the 26th Hawaii International Conference on System Sciences*, Wailea, HI: IEEE Computer Society, 1993, pp. 513–522, ISBN: 0-8186-3230-5.
- [94] Hemant K. Bhargava and Renae M. Beyer, "Automated Detection of Naming Conflicts in Schema Integration: Experiments with Quiddities", *Proceedings of the 25th Hawaii International Conference on System Sciences*, Kauai, HI: IEEE Computer Society, 1992, pp. 300–310, ISBN: 0-8186-2420-5.
- [95] Hemant K. Bhargava and Ramayya Krishnan, "Reasoning with Assumptions, Defeasibly, in Model Formulation", *Proceedings of the 25th Hawaii International Conference on System Sciences*, Kauai, HI: IEEE Computer Society, 1992, pp. 407–414, ISBN: 0-8186-2420-5.
- [96] Hemant K. Bhargava and Steven O. Kimbrough, "On Embedded Languages for Model Management", *Proceedings of the 23rd Hawaii International Conference on System Sciences*, Kailua-Kona, HI: IEEE Computer Society, 1990, pp. 443–452.
- [97] Hemant K. Bhargava and Ramayya Krishnan, "A Formal Approach for Model Formulation in a Model Management System", *Proceedings of the 23rd Hawaii International Conference on System Sciences*, Kailua-Kona, HI: IEEE Computer Society, 1990, pp. 453–462.

---

#### Other Refereed Conferences

---

- [71] Hemant K. Bhargava, "Product Bundling in a Vertical Distribution Channel", *Workshop on Information Systems Economics (WISE)*, Also presented at the UT Dallas *Frontiers of Research in Marketing Science* conference, February 2011, Shanghai, China 2011.
- [72] Hemant K. Bhargava and Juan Feng, "A Model of Sponsored Search", *Workshop on Information Systems Economics (WISE)*, Paris, France 2008.
- [73] Adib Bagh and Hemant K. Bhargava, "Information Structures, Price Discrimination and Demand Uncertainty", *Workshop on Information Systems Economics (WISE)*, Evanston, IL 2006.
- [98] Hemant K. Bhargava, Abhay Mishra, and Shuang Liu, "Do Electronic Medical Records Make Physicians More Productive? An Empirical Analysis and Design Implications", *The First Annual Workshop on Health IT and Economics*, Washington DC 2010.
- [99] Hemant K. Bhargava, "Product Bundling in a Vertical Channel (**Best Paper Award**)", *eBusiness Track at INFORMS Annual Meeting, Austin TX, November 7–10, 2010*.
- [100] Hemant K. Bhargava and Rachel Chen, "Selling Information Goods under Value Uncertainty", *Thirteenth Annual INFORMS Conference on Information Systems and Technology*, College Park, Maryland 2008.

- [101] Hemant K. Bhargava, "Tariff Structures for Pricing Grid Computing Resources", *Third International Symposium of Information Systems*, Indian School of Business, Hyderabad 2008.
- [102] Hemant K. Bhargava and Juan Feng, "The impact of sponsored results on the quality of information gatekeepers", *Proceedings of the 9th International Conference on Electronic Commerce: The Wireless World of Electronic Commerce (ACM International Conference Proceeding Series)*, ed. by Maria L. Gini et al., vol. 258, Minneapolis, MN 2007, pp. 147–152.
- [103] Hemant K. Bhargava and Adib Bagh, "Tariff Structures for Pricing Grid Computing Resources", *Proceedings of The Third International Workshop on Grid Economics and Business Models (GECON 2006)*, Singapore 2006.
- [104] Juan Feng, Hemant K. Bhargava, and David Pennock, "Comparison of Allocation Rules for Paid Placement Advertising in Search Engines", *Proceedings of the 5<sup>th</sup> International Conference on Electronic Commerce*, Pittsburgh, PA 2003, pp. 294–299.
- [105] Juan Feng, Hemant K. Bhargava, and David Pennock, "Comparison of allocation rules for paid placement advertising in search engines", *Proceedings of the 5th international conference on Electronic commerce*, Pittsburgh, Pennsylvania: ACM Press, 2003, pp. 294–299.
- [106] Hemant K. Bhargava and Shankar Sundaresan, "Contingency Pricing under Duopolistic Competition", *Fourteenth Workshop on Information Systems Economics (WISE)*, Barcelona, Spain 2002.
- [107] Daewon Sun and Hemant K. Bhargava, "Quality-Contingent Differentiated Pricing for Broadband Services", *Proceedings of Americas Conference of the Association in Information Systems*, Tampa, FL 2003.
- [108] Hemant K. Bhargava, Daewon Sun, and Susan Xu, "Joint Inventory and Price Optimization for an Electronic Retailer", *Proceedings of the First Workshop on E-Business*, Barcelona, Spain 2002.
- [109] Hemant K. Bhargava and Shankar Sundaresan, "Contingency Pricing for Telecommunications Services", *The 10<sup>th</sup> International Conference on Telecommunication Systems, Modeling and Analysis*, Monterey 2002.
- [110] Juan Feng and Hemant K. Bhargava, "Internet Search Engines: Paid Placement, Quality and Competition", *Proceedings of the Seventh Annual INFORMS Conference on Information Systems and Technology*, San Jose 2002.
- [111] Judith Ray et al., "Measuring the Business Impact of Knowledge Management", *Proceedings of the 5<sup>th</sup> World Congress on Intellectual Capital*, Hamilton (Canada) 2002.
- [112] Hemant K. Bhargava and Dan J. Power, "Decision Support Systems and Web Technologies: a Status Report", *Proceedings of Americas Conference of the Association of Information Systems*, Boston, MA 2001.
- [113] Hemant K. Bhargava and Vidyanand Choudhary, "Second Degree Price Discrimination and the Nature of Consumers' Utility", *Twelfth Workshop on Information Systems Economics (WISE)*, Brisbane, Australia 2000.

- [114] Atip Asvanund, Hemant K. Bhargava, and Ramayya Krishnan, "On Brokering Information Services", *International Conference on Electronic Commerce*, Bled (Slovenia) 2000.
- [115] Hemant K. Bhargava and Vidyanand Choudhary, "Price Discrimination and Product Differentiation for Information Goods", *Eleventh Workshop on Information Systems Economics (WISE)*, Charlotte, NC 1999.
- [116] Atip Asvanund et al., "Brokering Decision Support Resources for Supply Chain Management", *Workshop on Agents for Electronic Commerce and Managing the Internet-Enabled Supply Chain*, Seattle, WA 1999.
- [117] Hemant K. Bhargava, Ramayya Krishnan, and S. O. Kimbrough, "On Planning to Plan: Metaplanning Concepts in the Context of Management Science Modeling", *INFORMS Conference on Information Systems and Technology*, Montreal 1998.
- [118] Hemant K. Bhargava, C. L. Herrick, and S. Sridhar, "Desirable Features in Decision Analysis Software", *Proceedings of the Fourth Conference of the International Society for Decision Support Systems*, Lausanne, Switzerland 1997.
- [119] O. Günther et al., "Designing a Distributed Information System for Collaborative Statistical Computing", *Informationssysteme für das Internet: Anforderungen, Konzepte, Methoden, Proceedings EMISA-Fachgruppentreffen 1996*, ed. by M. A. Jeusfeld, 1996.
- [120] Hemant K. Bhargava, Ramayya Krishnan, and R. Müller, "On Sharing Decision Technologies over a Global Network", *Proceedings of the International Conference on Automation*, Indore, India 1995.
- [121] Hemant K. Bhargava, Ramayya Krishnan, and R. Müller, "Providing Decision Support Technologies WorldWide", *Proceedings of the First Conference of the Association of Information Systems*, Pittsburgh, PA 1995.
- [122] Hemant K. Bhargava, A.S. King, and D.S. McQuay, "DecisionNet: Modeling and Decision Support Over the World Wide Web", *Proceedings of the Third ISDSS Conference*, Hong Kong 1995, pp. 499–506.
- [123] Hemant K. Bhargava, Ramayya Krishnan, and D. Kaplan, "On Generalized Access to a WWW-based Network of Decision Support Services", *Proceedings of the Third ISDSS Conference*, Hong Kong 1995, pp. 507–516.
- [124] D. Pratt et al., "Collaborative Autonomous Agents in the NPSNET Virtual World", *Proceedings of the Fourth Conference on Computer-Generated Forces and Behavioral Representation*, Orlando, FL 1994, pp. 177–186.
- [125] Hemant K. Bhargava and M. Culpepper, "Overview of an Intelligent Automated Force in NPSNET", *Proceedings of the Sixth Workshop on Standards for the Interoperability of Defense Simulations*, March 17–19, Orlando, FL 1992.
- [126] Steven O. Kimbrough et al., "An Overview of the Coast Guard's KSS Project: DSS Concepts and Technology", *Transactions of DSS-90*, Winner of the First prize for Outstanding DSS Applications and Achievements, Boston, MA 1990.

- [127] Hemant K. Bhargava and Steven O. Kimbrough, "Oona: An Intelligent DSS for the U.S. Coast Guard", *Proceedings of Oceans '88*, New York, NY: IEEE Press, 1988.

---

### Book Chapters

---

- [128] Hemant K. Bhargava and Julia Tanghetti, "Mobile Health Technologies", *The UCLA Anderson Business and Information Technologies (BIT) Project: A Global Study of Technology and Business Practice*, ed. by Jaymie Park Vandana Mangal and Uday Karmarkar, World Scientific, 2016.
- [129] Kai Rannenberget al., "Transcript of panel discussion on "Successful Price and Revenue Models"", *Turbulenzen in der Telekommunikations und Medienindustrie*, ed. by Thomas Hess and Stefan Doebelin, Berlin: Springer-Verlag, 2006.
- [130] Hemant K. Bhargava and J. Lee, "Managing Emerging Technology", *Pushing the Digital Frontier*, ed. by Nirmal Pal and Judith Ray, AMACOM, 2001.

---

### Limited Distribution: Tech Reports, Software

---

- [131] Hemant K. Bhargava, "Digital Convergence: Shaping a New Communications Landscape", Position paper delivered to Kearns & West, San Francisco, developed for CA state hearings on proposed SBC-AT&T merger, 2005.
- [132] Judith Ray et al., "Measuring the Business Impact of Knowledge Management", Research report from the *eBusiness Research Center*, Penn State University, to *Unisys Corporation*, 2001.
- [133] Hemant K. Bhargava and Kevin Snoop, "RDdss: decision support system software for recruit distribution", Delivered and installed at USMC Manpower and Reserve Affairs, 1998.
- [134] Hemant K. Bhargava and Gary Koch, "EAM-NPS: optimization model and solver software for enlisted assignment", Delivered to USMC Manpower and Reserve Affairs, 1998.
- [135] Hemant K. Bhargava and David Jacobson, "Software for data analysis with CCEP database for the Persian Gulf Illnesses", Delivered to Office of the Assistant Secretary of Defense (Health Affairs), 1997.
- [136] Hemant K. Bhargava and Steven O. Kimbrough, "TEFA: A computer system for mathematical modeling", Delivered to US Coast Guard R& D Center, 1991.
- [137] Hemant K. Bhargava, L. Cortez, and T. Kaiser, "Felix: A computer system for patrol boats acquisition planning in the U.S. Coast Guard", Delivered to US Coast Guard R& D Center, 1991.
- [138] Hemant K. Bhargava and K. Kang, "A simulation system for modeling and measuring the performance of alternative fleets in the U.S. Coast Guard's SAR (Search and Rescue) and ELT (Enforcement of Laws and Treaties) missions", Delivered to US Coast Guard R& D Center, 1991.

- [139] Hemant K. Bhargava and W.C. Branley, "Autonomous Forces *observer* module", Delivered and installed in the NPSNET system at NPS, 1992.
- [140] Hemant K. Bhargava and M. Culpepper, "Autonomous Forces *decision maker* module", Delivered and installed in the NPSNET system at NPS, 1992.
- [141] Hemant K. Bhargava, "Final Report on the U.S. Coast Guard's *Integrated Modeling Environments* Research Project", Delivered to the U.S. Coast Guard, 1995.

## Media Cites and Public Presentations

- "Monetization Challenges and Strategies for Technology Entrepreneurs," at UC Davis GSM "Lunch and Learn" admissions event at Bishop Ranch, Nov 19, 2015.
- Panel speaker at "Corporate Data Breaches - What Companies Can Learn from Recent High Profile Attacks" Symposium, UC Davis Law School (<https://law.ucdavis.edu/news/event.aspx?id=3989>), Nov 6 2015.
- "A Dumb Pipe No More: What Verizon Wants from AOL", XM Sirius Radio Interview hosted by Knowledge@Wharton (<http://knowledge.wharton.upenn.edu/article/what-verizon-wants-from-aol/>), on Verizon-AOL merger, May 15 2015.
- Interview, "Using Analytics To Predict The Future Of TV Content And Distribution," *Forbes* (<http://onforb.es/1Pv0iG3>), May 8, 2015.
- "Monetization Models for Technology Startups," invited talk at GitPro World (<http://gitpro.org/gitproworld2015/>), Palo Alto, April 25, 2015.
- Interview, "Why did Amazon pick Roseville for its pop-up store?," Sacramento Business Journal, October 2014.
- "How Technology is Disrupting Markets and creating new opportunities for entrepreneurship," invited talk at GitPro California (<http://gitpro.org/chapter-contracosta/>), October 2014.
- "The Fascinating Economics of Technology Competition," May 28, 2014, GSM Alumni Event at Wilmer-Hale, Palo Alto CA.
- Interview about strategic competition between Google and Apple, ("Apple's Spat with Google Will Only Get Worse," *Technology Review*, Aug 16 2012).
- Interview about signaling in the information age, ("Making Choices in the Age of Information Overload," *The New York Times Magazine*, May 15 2012).
- "How To Ease EHR Frustration," *Information Week* (May 2012), cited research on EMR impact on physician productivity (*Management Science*).
- Interview about IBM's Watson supercomputer and artificial intelligence, ("Watson's New Job: IBM Salesman," *Technology Review*, Feb 8 2012).
- Interview about product bundling, ("Product bundling at retail cuts out guesswork for consumer," *Cheese Market News*, Oct 28 2011).



- Interview about productivity impact of electronic medical records (“EMR Productivity Effects Vary By Primary Care Specialty,” *Information Week*, Dec 22, 2010). (Also picked up and discussed at scores of other offline and online publications.)
- Interview about Apple’s introduction of iPad (“iPad”, *Analyst*, September 2010).
- Interview about Netflix’s distribution strategy (“Netflix’s iPhone app adds another personal movie option”, *Sacramento Bee*, Aug 30 2010).
- Interview about telecom data pricing plans (“AT&T Data Plans Could Alienate Average Users”, *Sacramento Bee*, Jun 3 2010).
- Interview about Google’s strategy in China (“Google vs. China: The Big Face-Off”, *Analyst*, March 2010).
- Interview: “The Business of Google,” *eBusiness*, March 2009.
- Invited Speaker, “How to Manage IT for Business Value,” *Bridges to Leadership* CFO-Forum, (a presentation to CFOs of regional companies) Sacramento, May 7, 2007.
- Panelist on “Future of Technology,” *Capital Public Radio* (INSIGHT program with Jeffrey Callison), Oct 24, 2006. Available at <http://www.capradio.org/programs/insight/default.aspx?showid=2510>.
- Interview: “Pricing on the Internet,” *Wirtschafts Informatik*, 48 (2006) 1, S. 65 66.
- Several cites in *The Sacramento Bee*, *Davis Enterprise*, and *UC Davis Egghead* on business strategy for technology goods.
- “Scientists “Mine” Data To Analyze Gulf War Illness”. *ScienceDaily*, January 7, 1998.

## Consulting

- Idealab, Perfect Market Technologies, Pasadena CA.
- Kearns and West, San Francisco CA.
- UC Davis Medical Center, Sacramento CA.
- RAND Corporation, Pittsburgh PA.
- Daimler Chrysler Research, Palo Alto CA.

## Internal Service (Selected)

### Service at the GSM

- Curricular Renewal Task Force, Summer 2010, and follow-on subcommittees in Fall 2010.
- Faculty Personnel Committee, 2009-10.
- Chair, Faculty Resources Committee. Member, GSM IT Steering Committee. Several years from 2006-2012.
- GSM Executive Committee, 2009-10.
- Educational Policy Committee, 2008-09.
- *Chair, Faculty Executive Committee*, Graduate School of Management, UC Davis, 2005-06; 2006-07.
- Chair of Research Committee at GSM, 2003-08.
- Member of Recruiting Committee for several *faculty positions* (IT, Operations, Economics, Finance, Organizational Behavior) and *staff positions* (Assistant Dean, and Director of Computing Services).

## Systemwide, University and Community Service

- Reviewer for UC Irvine Organized Research Unit (CRITO, Center for Research in Information Technology and Organizations), May 2011.
- Faculty Director for *Study Abroad Program* partnership between UC Davis and SRM University, 2009-present.
- Judge, *Bears Breaking Boundaries* contest for students on all UC campuses affiliated with CITRIS (Center for Information Technology Research in the Interest of Society), 2008.
- Member of Steering Committee for formation of *Center for Future Information Technology*, March 2007.
- Davis School District, 2009-10. Helped with Deployment and Adoption of Zangle ParentConnection system. This was a complex IT management problem, with strong demand for the system from parents and school management, and stiff opposition from IT staff and sections of administration. We ensured a successful deployment after discussions with district administration, school management, school board, teachers, parents, and IT staff.
- Member of UC Davis Council of School and College Faculty Chairs, 2005-07.

## Professional Service (Selected)

- *Steering Committee*, [Graduate School of Management](#) new degree program, *Master of Science in Business Analytics*, 2014-16.
- **Editorial Review Board**, *Marketing Science*, 2013-present.
- **Co-Chair**, *Theory in Economics of Information Systems* Workshop. 2012 (Laguna Beach, CA) and 2013 (Monterey, CA). **Data Science Initiative Advisory Board**, UC Davis, 2015-16.
- **Advisory Board**, *Theory in Economics of Information Systems* Workshop, 2015-present.
- **Co-Chair**, *INFORMS' Conference on Information Systems and Technologies*, Phoenix, October 13-14, 2012.
- **Co-Founder** and **Co-Chair**, *Theory in Economics of Information Systems* Workshop. Co-Chair of Inaugural Workshop, Incline Village NV, June 2011, and 2012 Workshop, Laguna Beach, CA.
- *Editorial Board*, *Journal of Management Information Systems*. January 2009–.
- *Editorial Board*, *Electronic Commerce Research and Applications*. August 2001–.
- **Co- Guest Editor**, *Decision Support Systems* special issue on *web-based decision support*, 2007.
- *Conference Co-Chair*, *INFORMS Conference on Information Systems and Technologies*, Denver, October 23-24, 2004.
- **Area Editor** (Computing and Decision Technologies), *Operations Research* (Jan. 2000 - Dec. 2005).
- *Associate Editor*, *Management Science*, since January 2004.
- **Conference Co-Chair**, *INFORMS Computing Society* conference, Phoenix, AZ January 2003.
- **Board of Directors**, *INFORMS Computing Society*, 2000-2003.
- **Editorial Board**, *Electronic Commerce Research and Applications*, since August 2001.
- **Associate Editor**, *Decision Support Systems*, since June 1992.

- **Cluster Chair** (OR and the Internet), *INFORMS National Meeting*, Miami Beach, Nov. 2001.
- **Founding Member**, *The Standard for Internet Commerce*, 1999.
- **Editor**, Newsletter of *INFORMS' Computer Science Technical Section*, May 1995–1997.
- **Guest Editor**, *Decision Support Systems* **16:1** special issue on *logic modeling*, 1996
- **Co- Guest Editor**, *Decision Support Systems* **11:2** (special issue on *logic modeling*), 1994.
- **Co- Guest Editor**, *Annals of Operations Research* special volume on *model management*, **38**, 1992.
- **Co-Chair** of the *logic modeling* minitrack at *HICSS*: 1990, 1992-6.

## Funded Research (Selected)

1. **IT Strategic Planning**. Research grant from Intel Corp. (\$47,000), June 2007.
2. **Impact of Clinical Information Technologies**. Research grant from UC Davis Medical Center (\$60,000), 2006.
3. **Price Discrimination and Product Differentiation in Information Goods**, eBusiness Research Center, Penn State University, 2000-02 (\$12,000).
4. **An Integrated Modeling Environment for USMC Manpower Modeling**, U.S. Marine Corps (\$130,000 in 1997, \$168,000 in 1998).
5. **DecisionNet: Modeling and Decision Support over the World Wide Web**, U.S. Army Artificial Intelligence Center (\$75,000 in 1996), Naval Postgraduate School Merit Program (about \$25,000 in 1996).
6. **GeneticStorms: Exploratory Data Analysis over the CCEP Database**, Office of the Assistant Secretary of Defense for Health Affairs' Deployment Surveillance Team (formerly Comprehensive Clinical Evaluation Program), 1996-97 (\$60,000 in FY96, \$92,500 in FY97).
7. **Integrated Modeling Environment** for the U.S. Coast Guard, 1992–94 (\$173,810).
8. **Intelligent Automated Combat Forces**, in *NPSNET: A 3D Visual Simulator for Virtual World Exploration and Experimentation* (M.J. Zyda, P.I.), DARPA/ASTO, (\$1,096,000 in 1991-1993), HQDA AI Center, (\$200,000 in 1991-1993).
9. **Fleet Mix Planning**, U.S. Coast Guard, 1991, 1992-93 (\$49,320).
10. **Tactical Decision Making and Semi-Automated Combat Forces**, Naval Postgraduate School Merit Program (\$13,100 in 1993, \$7,200 in 1992).

## Other

Hemant Bhargava has been a member of the [INFORMS](#), the [IEEE Computer Society](#), and *Central Coast Lighthouse Keepers*, and docent at the *Point Sur Lightstation and State Historic Park* in Big Sur, CA.