



2. Karthik Babu Nattamai Kannan, and Wayne Taylor. The Impact of Online Learning on Digital and Non-Digital Supplemental Learning Products: A Comparative Empirical Analysis. *Proceedings of 2024 Americas Conference on Information Systems*.

### **Papers under review/revision**

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1. **Limits to the Adoption of Technology-Mediated Learning: A Comparative Empirical Analysis of Digital and Non-Digital Supplemental Learning Products** with Wayne Taylor

SSRN link: [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=4173547](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4173547)

Under review at *Information Systems Research*

Presentations:

- a. AMCIS 2024 Salt Lake City, Utah August 15-17.
  - b. 2024 AMA Marketing and Public Policy Conference\*, Washington, D.C., June 6-8, 2024.
  - c. Conference on Artificial Intelligence, Machine Learning, and Business Analytics in December 2023.
  - d. MISQ Author development workshop in June 2023.
  - e. 2022 Marketing Science annual conference.
2. **Managing Supply and Demand for the Performing Arts in the Post-pandemic New Normal**

SSRN link: [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3970201](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3970201)

Preparing for submission to *Journal of Marketing*

Grants:

- a. Received a grant of \$5,000 from the Marketing Science Institute (MSI) in December 2021.
- b. Data collection is supported by a special grant from the National Endowment for the Arts (NEA) to help performing arts organizations recover after the COVID-19 crisis.

Media coverage and presentations:

- a. 2023 POMS Annual Conference. Invited presentations at SMU Research Computing Day (April 2022), SMU Data Science Institute (March 2022), Auburn University (October 2021)
- b. Webinar addressed to ~200 practitioners from arts organizations planned for Feb 2022
- c. SMU DataArts Blogs (~2500 page views as of Dec 2023)

<https://www.culturaldata.org/pages/attendance-prediction/>

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AMCIS 2024 Salt Lake City, Utah (scheduled).

August 2024