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GE Capital Endowed Professor of Business
Operations and Information Management
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Experience

Professor, University of Connecticut, 2005-present
Associate Professor, University of Connecticut, 1999-2005
Visiting Professor, University of Texas at Austin, 2002.
Assistant Professor, University of Connecticut, 1994-1999.
Visiting Assistant Professor, University of Connecticut, 1993-1994.

Education

Ph. D. Management Information Systems, S.U.N.Y at Buffalo, 1994.
B.Tech. Indian Institute of Technology, Madras, India, 1986.

Awards

- GE Capital Endowed Professor of Business, 2002-present
- CIBER Research Fellow, 1999-2002
- Ackerman Research Scholar, 1998-present
- School of Business Best Research Article Award for the paper entitled “Interval Protection of Confidential Information in a Database,” 1998.
- School of Business Outstanding Service Award, 2000.
- School of Business Best Research Article Award for the paper entitled “Confidentiality via Camouflage: CVC Technique for the Protection of Confidential Data in a Database,” 2000.
- Chancellor’s Information Technology Award, 2001.
- School of Business Undergraduate Teaching Award, 2002.
- School of Business Best Research Article Award for the paper entitled “Privacy Protection of Binary Confidential Data against Deterministic, Stochastic, and Insider Threat,” 2002.
- School of Business Graduate Teaching Award, 2003.
- MBA Teacher of the Year Award, Operations and Information Management, 2003.

Editorial and Research Service

Ph.D. Program Director, Operations and Information Management, 1998-present

Editorial Board Member of the journals *Information Systems Research*, *Information Systems Frontiers: Journal on Research and Innovation* and *Journal of Database Management*.

Mini-Track Chair for Intellectual Property Rights in the Digital Economy, HICSS, 2001-2002.

Program Committee, Workshop on Information Technology and Systems, 2001-present.

Doctoral Dissertations supervised for Arvind Tripathi, Daniel Rice (co-chair), Kaveepan Lertchawara (co-chair), and Steven Thompson.

Media Mentions

Advance, "Researchers say sharing music on-line has changed industry", by Sherry Fisher, University of Connecticut, September 23, 2002

Washington Post, "The Cyberspace Battle of the Bands", 14 April 2002

Business Week, "Superstars Sing the Online Blues," 27 May, 2002.

San Francisco Chronicle, "New Musical Acts Get Lift From Internet - Downloading Levels Field," 17 April 2002

Der Spiegel (German magazine, similar to TIME and NEWSWEEK), "Käse-Häppchen schrecken Käufer ab," 24 April 2002

Christian Science Monitor, "A New Era of Musical Free-for-All," 19 April 2002
bild der wissenschaft online (largest selling German paper), "Musiktauschbörsen schaden Superstars," 24 April 2002

Business 2.0 Web Guide: Music Industry: Issues & Commentary, "SFGate.com: New Music Acts Get Lift From Internet; Downloading Levels Field, Study Finds"

The Shifted Librarian, "New Musical Acts Get Lift from Internet: Downloading Levels Field, Study Finds"

slashdot.org, "The Music Business and the Internet"

snowdeal.org, "New Musical Acts Get Lift From Internet"

cdfreaks.com, "Online Music Sharing Kills Superstars, Favors New Artists"

Media Appearances

Interviewed by Stuart J. Brown for the Cable Access Television Show From the Campus, November 15, 2002.

Appeared as a guest for an hour-long interview on the Online Tonight show with David Lawrence on Apr 24, 2002.

Journal Publications

Nunez, M., Garfinkel, R., and Gopal, R. D., "Stochastic Protection of Confidential Information in Statistical Databases: A Hybrid of Data Perturbation and Query Restriction," *forthcoming in Operations Research*, 2006.

Bhattacharjee, S., Gopal, R. D., Lertchwara, K., and Marsden, J., "Impact of Legal Threats on Individual Behavior: An Analysis of Music Industry Actions and Online Music Sharing," *Journal of Law and Economics*, Vol. 49, No. 1, pp. 91-114, April 2006.

Gopal, R. D., Bhattacharjee, S., and Sanders, G. L., "Do Artists Benefit from Online Music Sharing?" *Journal of Business*, Vol. 79, No. 3, pp. 1503-1534, May 2006.

Gopal, R. D., Phatak, B., Tripathi, A., and Yin, F., "From Fatwallet To eBay: An Investigation of Online Deal Forums and Sales Promotions," *Journal of Retailing*, 82(2), pp. 155-164, 2006.

Bhattacharjee, S., Gopal, R. D., Lertchwara, K., and Marsden, J., "Consumer Search and Retailer Strategies in the Presence of Online Music Sharing," *Journal of Management Information Systems*, Vol. 23, No. 1, pp.129-159, 2006.

Garfinkel, R., Gopal, R. D., Rice, D., and Nunez, M., "Secure Electronic Markets for Private Information," *IEEE Transactions on Systems, Man and Cybernetics (Part A: Systems and Humans)*, Vol. 36, No. 3, pp. 461-471, May 2006.

Bhattacharjee, S., Gopal, R. D., Lertchwara, K., and Marsden, J., "Whatever Happened To Payola? An Empirical Analysis of Online Music Sharing" *Decision Support Systems*, pp. 104-120, Vol. 14, 2006.

Bhattacharjee, S., Gopal, R. D., Lertchwara, K., and Marsden, J., "Stochastic Dynamics of Music Album Lifecycle: An Analysis of the New Music Landscape," *forthcoming in International Journal of Human Computer Studies*, 2006.

Gopal, R. D., Thompson, S., Tung, A., and Whinston, A. B., "Managing Risks in Multiple Online Auctions: An Options Approach," in *Decision Sciences*, pp. 397-425, Vol. 36, No.3, 2005.

Bhattacharjee, S., Gopal, R. D., Lertchwara, K., and Marsden, J., "Using P2P Sharing Activity to Improve Business Decision Making: Proof of Concept for Estimating Product Life-Cycle," in *Electronic Commerce Research and Applications*, pp. 14-20, Vol. 4, No. 1, 2005.

Gopal, R. D., Sanders, G. L., Bhattacharjee, S., Agrawal, M., and Wagner, S. C., "A Behavioral Model of Digital Music Piracy," *Journal of Organizational Computing and Electronic Commerce*, Vol. 14, No. 2, Pages 89-105, 2004.

Seung K. S., Gopal, R. D., Sanders, G. L., and Whinston, A. B., "Global Software Piracy Revisited: Beyond Economics," Communications of the ACM, pp. 103-107, Vol. 47, No. 1, January 2004.

Bhattacharjee, S., Gopal, R. D., and Sanders, G. L., "Digital Music And Online Sharing: Software Piracy 2.0?" Communications of the ACM, pp. 107-111, Vol. 46, No. 7, July 2003.

Geng, X., Gopal, R. D., Ramesh, R., and Whinston, A. B., "Scaling Web Services with Capacity Provision Networks," IEEE-Computer, pp. 64-72, Vol. 36, No. 11, November 2003.

Geng, X., Gopal, R. D., Ramesh, R., and Whinston, A. B., "Trading Caches: Capacity Provision Networks," IEEE-IT Professional, pp. 30-36, Vol. 5, No. 4, July|August 2003.

Tung, Y. A., Gopal, R. D., and Whinston, A. B., "Multiple Online Auctions," IEEE-Computer, pp. 100-102, Vol. 36, No. 2, February 2003.

Gopal, R. D., Ramesh, R., and Whinston, A. B., "Microproducts in a Digital Economy: Trading Small, Gaining Large," International Journal of Electronic Commerce, pp. 9-29, Vol. 8, No. 2, Winter 2003-4.

Garfinkel, R, Fernandez, and Gopal, R. D., "Design of an Interactive Spell Checker: Optimizing the List of Offered Words," Decision Support Systems, pp. 385-397, Vol. 35, 2003.

Garfinkel, R, Gopal, R. D, and Goes, P. B., "Privacy Protection of Binary Confidential Data against Deterministic, Stochastic, and Insider Threat," Management Science, pp. 749-764, Vol. 48, 2002.

Gopal, R. D, Goes, P. B, and Garfinkel, R., "Confidentiality via Camouflage: CVC Technique for the Protection of Confidential Data in a Database," Operations Research, pp. 501-516, Vol. 50, 2002.

Gopal, R. D., Walter Z. D., and Tripathi, A. K., "AdMediation: New Horizons in Effective Email Advertising," Communications of the ACM, pp. 91-96, No. 44, No. 12, December 2001.

Gopal, R. D., Ramesh, R., and Zionts, S., "Criss-Cross Hash Joins: Design and Analysis," IEEE Transactions on Data and Knowledge Engineering, pp. 637-653, Vol. 13, No. 4, July/August 2001.

Gopal, R. D., Ramesh, R., and Zionts, S., "Cascade Graphs: Analysis, Design and Algorithms," INFORMS Journal of Computing, pp. 2-28, Vol. 13, No. 1, Winter 2001.

Gopal, R. D., and Sanders, G. L., "Global Software Piracy: You Can't Get Blood Out of Turnip," Communications of the ACM, pp. 82-89, Vol. 43, No. 9, September 2000.

Tung, A. Y., Gopal, R. D., and Marsden, J., "HypEs: An Architecture for Hypermedia-enabled Expert Systems," Decision Support Systems, 26, pp. 307-321, 1999.

Gopal, R. D., and Tung, A., "An Examination of the Role of Internet Technologies in Developing Next Generational Executive Information Systems," Journal of Computer Information Systems, Vol. 34, No. 3, pp. 81-91, 1999.

Gopal, R. D. and Sanders, G. L., "International Software Piracy: Analysis of Key Issues and Impacts," Information Systems Research, Vol. 9, No. 4, pp. 380-397, 1998.

Gopal, R. D., Goes, P. B., and Garfinkel, R., "Interval Protection of Confidential Information in a Database," INFORMS Journal on Computing, Vol. 10, No. 3, 1998.

Goes, P. B., Gopal, R. D., and Chen, N., "Query Evaluation Management: Design and Prototype Implementation," Decision Support Systems, No. 19, pp.23-42, 1997.

Gopal, R. D., and Sanders, G. L., "Preventive and Deterrent Controls for Software Piracy," Journal of Management Information Systems, Vol. 13, No. 44, pp. 29-48, 1997.

Wang, C. H., Gopal, R. D., and Tung, A. Y., "Diffusion of Ladder-Type Innovations: A Study of Computer and Communications Convergence," Computers and Industrial Engineering, Vol. 32, No. 3, pp.497-507, 1997.

Wang, C. H., Gopal, R. D., and Zionts, S., "Use of Data Envelopment Analysis in Assessing Information Technology Impact on Firm Performance," Annals of Operations Research, 73, pp. 191-213, 1997.

Gopal, R. D. and Ramesh, R., "The Query Clustering Problem: A Set Partitioning Approach," IEEE Transactions on Data and Knowledge Engineering, pp.885-899, Vol.7, No. 6, December 1995.

Gopal, R. D., Ramesh, R., and Zionts, S., "Access Path Optimization in Relational Joins," in ORSA Journal on Computing, Vol. 7, No.3, Summer 1995.

Book Chapters

Geng, X., Gopal, R. D., Ramesh, R., and Whinston, A. B., "Topographical Leveraging of Sharable Services: The Concept of Capacity Provision Networks," Electronic Commerce and the Digital Economy, edited by Michael J. Shaw, M. E. Sharpe Inc., Armonk, NY, *in press*, 2004.

Gopal, R. D., Walter Z. D., and Tripathi, A. K., "Economic Issues in Advertising via Email: A Role for A Trusted Third Party?" Contemporary Research in E-Marketing Volume 1, edited by Sandeep Krishnamurthy, Idea Group Inc., Hersey, PA, *in press*, 2004.

Geng, X., Gopal, R. D., Ramesh, R., and Whinston, A. B., "Capacity Provision Networks: A Technology Framework and Economic Analysis of Web Cache Trading Hubs," Innovations in Financial and Economic Networks, edited by Anna Nagurney, Kluwer Publishing Company, 2004.

Tung, A., Gopal, R. D., and Marsden, J. R., "Architectural Foundations for Hypermedia-Enabled Expert Systems," Multimedia Technology and Applications, pp. 34-44, Springer-Verlag, Singapore, 1997.

Conference Proceedings

Garfinkel, R., Gopal, R. D., Rice, D., and Nunez, M., "Electronic Markets for Private Information: Economic and Security Considerations," Proceedings of the 39th Hawaii International Conference on System Sciences, HICSS-39, 2005, **Recipient of the Best Paper Award in the Internet and Digital Economy Track**.

Garfinkel, R., Gopal, R. D., and Rice, "New Approaches to Disclosure Limitation While Answering Queries to a Database: Protecting Numerical Confidential Data Against Insider Threat Based on Data or Algorithms," Proceedings of the 39th Hawaii International Conference on System Sciences, HICSS-39, 2005.

Du, A. Y., Geng, X., Gopal, R. D., Ramesh, R., and Whinston, A. B., "Share Auctions, Pre-communications and Simulation with Petri-Nets," Workshop on Information Systems and Economics (WISE 2005), Irvine, CA, 2005.

Du, A. Y., Geng, X., Gopal, R. D., Ramesh, R., and Whinston, A. B., "Analysis of Topographical Leverage-driven Capacity Trading in Internet Storage Infrastructures," Proceedings of the Fifteenth Annual Workshop on Information Technologies and Systems, pp. 93-98, Las Vegas, NV, 2005.

Garfinkel, R., Gopal, R. D., Tripathi, A., and Yin, F., "Design of a Bundle Shopbot," in Proceedings of the 14th Workshop of Information Technologies and Systems, pp.14-19, December 2004, Washington, D. C.

Gopal, R. D., Thompson, S., and Tung, A., "Transaction Risk Management in Online Auctions," Proceedings of the International Conference on Information Systems, Seattle, WA, 2003.

Bhattacharjee, S., Gopal, R. D., Lertchwarra, K., and Marsden, J., "Economics of Online Music Sharing," Proceedings of the Fifth International Conference on Electronic Commerce, Pittsburgh, PA, 2003.

Bhattacharjee, S., Gopal, R. D., Lertchwar, K., and Marsden, J., "No More Shadow Boxing with Online Music Piracy: Strategic Business Models to Enhance Revenues," Proceedings of the Hawaii International Conference on Systems and Sciences, Hawaii, January 2003.

Gopal, R., and Gupta, A., "Trading Higher Software Piracy for Higher Profits: The Case of Phantom Piracy," Proceedings of the Hawaii International Conference on Systems and Sciences, Hawaii, January 2002.

Bhattacharjee, S., Gopal, R. D., and Sanders, G. L., "The Internet and Free Music: How Can The Recording Industry Turn This Minefield In Its Favor," Proceedings of the Decision Sciences Institute Meeting, San Francisco, California.

Garfinkel, R., Gopal, R. and Goes, P., "The CVC Approach to Data Security: Binary Confidential Data and Insider Threat", Proceedings of Computational Statistics (COMPSTAT) 2000, Utrecht, the Netherlands, Eds. W. Jansen and J. Bethlehem, Statistics Netherlands, August 2000, pp. 31-32.

Gopal, R. D, Goes, P. B, and Garfinkel, R., "Confidentiality via Camouflage: CVC Approach to Database Query Management," Proceedings of the Statistical Data Protection Conference, Portugal, pp.1-8, March 1998.

Gopal, R. D., Bapna, R., and Sanders, G. L., "The Role of Ethics and Deterrence on Software Piracy: A Cross-Cultural Study," Proceedings of the Decision Sciences Institute Meeting, Orlando, Florida, 1996.

Gopal, R. D., Goes, P. B, and Garfinkel, R., "A Database Security Model to Provide Interval Protection of Confidential Data," Proceedings of the Workshop on Information Technology, pp. 155-164, 1994.

Gopal, R. D., and Sanders, G. L., "The Effect of Preventive and Deterrent Software Piracy Strategies on Producer Profits," Proceedings of the Thirteenth Annual International Conference on Information Systems, pp. 161-170, 1992.

Gopal, R. D., and Ramesh, R., "Multiple Query Optimization," Proceedings of 1991 Annual Meeting of the Decision Sciences Institute, pp. 806-808, 1991.

Gopal, R. D., Ramesh, R., and Zionts, S., "A Methodology for Join Processing in Relational Databases," Proceedings of 1991 Annual Meeting of the Decision Sciences Institute, pp. 809-811, 1991.

Teaching

I have taught classes at all levels and have consistently performed well above the departmental and school average instructor ratings.

Graduate Level Courses (full time MBA, Professional MBA, EMBA, Ph.D.):

Management Information Systems, Decision Support Systems, Object Oriented Software Development, E-Commerce Systems Development, Ph.D. Seminar in Information Systems.

Undergraduate Level Courses:

Systems Analysis, Systems Design, Advanced Information Technology