

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

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
- 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
- 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/>
 - [https://culturaldata.org/pag-612-792-reW-nBT/F3-11-Tan-AMCID-48-00-612-792-t5\(a\)-10\(or\)-7\(g3339.m](https://culturaldata.org/pag-612-792-reW-nBT/F3-11-Tan-AMCID-48-00-612-792-t5(a)-10(or)-7(g3339.m)

AMCIS 2024 Salt Lake City, Utah (scheduled).

August 2024