

CURRICULUM VITAE

Dr. Arif Ansari

Digital Technology Futurist and Business Analytics Expert

**Data Sciences and Operations
Marshall School of Business
University of Southern California
Los Angeles – 90089-0809**

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Employment

University of Southern California, Los Angeles, California

Professor of Clinical in Data Sciences and Operations, 2017-now
Academic Director MBA.PM Program, Marshall School of Business, Nov. 10-June 13
Associate Professor of Clinical in Data Sciences and Operations, 2010-2017
Assistant Professor of Clinical in Information and Operations Management, 2003-2009
Lecturer in Department of Electrical Engineering, 2000-2003
Lecturer in Data Sciences and Operations, 2000-2003

Rensselaer Polytechnic Institute, Troy, New York

Research Assistant in Department of Electrical Engineering, 1988-1989

Education

- 2000** **Ph.D.** in Electrical Engineering, University of Southern California.
Dissertation: Learning Algorithms for Different Learning Strategies in a Multi-teacher Environment; Thesis Advisor, Dr. G. P. Papavassilopoulos
- 2000** **E.E.E.** in Electrical Engineering, University of Southern California.
Major: Control System, Minor: Signal Processing.
- 1996** **M.S.** in Applied Mathematics, University of Southern California.
Dissertation: Model Reference Control of NASA SCOLE Project (Spacecraft Laboratory Control Experiment); Thesis Advisor, Dr. Harris
- 1987** **M. Tech.** in Control Systems, Indian Institute of Technology, Madras, India.
Major: Control Systems, Minor: Power Systems.
- 1986** **B.E.** in Electrical Engineering, Anna University, Madras, India.
Major: Electrical and Electronics.

Pioneering Effort

- 2020** **Innovative Application of Analytics in a Company** – Submitting the case on “**Prescriptive and Predictive Analytical Engine for Optimizing the Keyword selection in Google Search Engine Marketing Campaign for Bahamas Family Vacations Company**” for the Innovative Applications in Analytics Award by the

Analytics Society of INFORMS, Kinaxis and Adelphi University.
The Implemented Practical Analytical Model and Engine was developed by, Golnaz Mahmood-Hashemi, MBA student Marshall School of Business, Ross Henderson, MBA student Marshall School of Business, Dr. Shantanu Dutta, Professor at Marshall School of Business, University of Southern California and Dr. Arif Ansari Professor at Marshall School of Business, University of Southern California

- 2019 Knowledge Vault** –Follow up Case on “**Improving Returns for Adwords – Family Fun Atlantis Google AdWords Project**” for Prof Shantanu Dutta – MKT536 – Pricing Strategies Course. This is joint effort with Prof. Shantanu Dutta. This was a yearlong effort to create a full-fledged real-world Analytical case with all supporting materials including videos on the case.
- 2019 Service & Retail Think Tank (SRM2030)** – Selected for first Think Tank on Services and Retail Management (SRM 2030) by M3 Center for Hospitality Technology at University of South Florida Sarasota Manatee together with Fordham Gabelli School of Business and Association of North America Higher Education International (ANAHEI) on May 13, 2019
- 2018 Profession Internship** at Intuition Intelligence Inc. Spring 2018. I helped Intuition Intelligence to enhance Viral Fetch Platform, an AI platform that learns from live open-social networks’ API data to find the freshest viral videos among millions of recently-posted videos in 80,000 topics from fifty different languages across the globe every day. Viral Fetch helps digital agencies during the entire life cycle of creating branded content, including ideation, influencer selection, and marketing and campaign management to maximize the ROI.
- 2017 Knowledge Vault** – Online Video Course on “**Improving Returns for Adwords**” for OMBA Online Program - Canvas Website. This was joint effort with Prof. Shantanu Dutta.
- 2016 Founder of Business Analytics Competition for Graduate Students** – Envisioned, Planned and Executed - First Annual Marshall Data Analytics Competition for Graduate Students at Marshall School of Business. This is the first ever Business Model Building and Business Insights presentation Competition with live data from Paramount Studios. The top team got Internship at Paramount Studios. **This is now a yearly competition at Marshall School of Business**
- 2015 Founder of Business Analytics Competition for Under Graduate Students** – Envisioned, Planned and Executed - First Annual Marshall Data Analytics Competition for undergraduate students from across the university, as well as students from peer institutions. This is the first ever Business Model Building and Business Insights presentation Competition with live data from a Major Studio at USA. **This is now a yearly competition at University of Southern California sponsored by Marshall**

School of Business.

- 2014 Founding Advisor** – Started MDAC – Marshall Data Analytics Club - May be the first club at Major Universities to meet the need of Graduate Business Students.
- 2013 Founding Advisor** – Started Applied Statistics Club – University wide Club.
- 2011 FBLA-Phi Beta Lambda (Future Business Leaders of America)** -Marshall Undergraduate Student organization.
- 2007 Asia-Pacific Student Entrepreneurship Society (ASES)** -Marshall Undergraduate Student organization.

Chair/External Expert

- 2020** Ajman University, UAE, College of Business, External Expert for a faculty promotion committee, did in depth review of six papers written by the faculty member.
- 2019** Marshall School of Business, DSO department, Chair for a RPTC faculty promotion committee.
- 2018** Marshall School of Business, DSO department, Chair for a RPTC faculty promotion committee.
- 2015** ITS LA 2015 – Moderating the Session on Data Analytics – Los Angeles – Oct 27th 2015

Honors and Awards

Leading Data Academic Leaders 2021 Award

- 2021** I was selected as one of the Leading Data Academic Leaders worldwide by CDO Magazine. **Statement by CDO:** CDO Magazine has searched the globe, reached out to key influencers and industry organizations, and is excited to announce our 2021 list. These outstanding academic professionals are leading the way with innovative ideas leveraging data and analytics. They are using their talents to provide true value and real world results. We are proud to highlight their accomplishments and want to be a catalyst to advance opportunities in the data and analytic field.

First Think Tank on Services and Retail Management

- 2019** I was selected to participate in the first Think Tank on Services and Retail Management (SRM 2030) by M3 Center for Hospitality Technology at University of South Florida Sarasota Manatee together with Fordham Gabelli School of Business and Association of North America Higher Education International (ANAHEI) on May 13, 2019

RPTC Faculty Internship Award

- 2018** I was awarded the RPTC Faculty Internship Award in 2018. I did Internship at Intuition Intelligence

Inc.

Global Thomson Reuters Award

- 2016** Top 5 innovative Idea among 250 global digital innovative ideas submitted for Innovation 4 Impact Competition- The competition was organized by Dubai Silicon Oasis Authority (DSOA), in strategic partnership with Thomson Reuters. GIES 2016 Summit in Dubai – October 2016

Dean's Community Award

- 2017** Marshall School of Business Community Award for OMBA program

USC Mellon Mentoring Award

- 2013** Nominated for USC Mellon Mentoring Award - mentoring students (recent nomination in 2018)
-2018 By Prof. Raj Rajagopalan, previously by Prof. Robertas Gabrys and by Marshall Students and Alumni. – I did not win the award. So far, I have been nominated for four times by Faculty, Students and Alumni.

Evan C. Thompson Teaching & Learning Innovation Award

- 2012** Evan C. Thompson Teaching & Learning Innovation Award for Year 2012 was awarded for creating the innovation BUAD 425 – Data Analysis for Decision Making class and teaching the class in an innovative way at Marshall School of Business.

Golden Apple Awards

- 2009** Golden Apple Award for MBA-PM Core Class for Year 2008, awarded in 2009 at graduation ceremony, Marshall School of Business.
- 2007** Golden Apple Award for Undergraduate Elective Class for Year 2006, awarded in 2007 graduation ceremony, Marshall School of Business.

Professor of Excellence Award

- 2008** Professor of Excellence Award, by Delta, Sigma Pi, spring 2008. The award states “In recognition of your outstanding contributions and exceptional dedication to Marshall Students at the University of Southern California.

Student Organization Awards

- 2009** Distinguished Professor and Scholarship Dinner by The Alpha Upsilon Chapter Of the Sigma Chi Fraternity, November 4th 2009.
- 2009** Faculty Appreciation and Thank-You note by the entire IBEAR XXXII class, October 8th.
- 2008** Faculty Appreciation dinner, by Alpha Kappa Psi, semi-annual faculty appreciation dinner, November 5, 2008

- 2007** Faculty Appreciation and Thank-You note by the entire Orange County Core for GSBA 506a&b, Year 2007
- 2006** Faculty Appreciation, IBEAR XXVIII class, December 10, 2006
- 2006** Faculty Appreciation and Scholarship dinner, Sigma Alpha Epsilon, Fraternity, November 29, 2006.
- 2006** Faculty Appreciation and Scholarship dinner, Delta Gamma, October 30, 2006.
- 2006** Faculty Appreciation and Scholarship dinner, Delta Delta Delta, October 23, 2006.
- 2005** Faculty Appreciation Barbeque, on Thursday, April 21, 2005 by Delta Sigma Pi.
- 2005** Faculty Appreciation and Thank-You picture by the entire IBEAR XXVIII class.
- 2005** Faculty Appreciation and Thank-You note by the entire OCC1 class for GSBA 506a&b.
- 2005** Faculty Appreciation and Thank-You note by the entire IBEAR XXVII class.

Conference Participations and Awards

- 2020** Millennium Alliance – Education. Transformation. Leadership. An Invitation-only organization for Senior-Level Executives and Business Transformers - Moderator of Roundtable “*Using Digital Enterprise Transformation for a Competitive Edge*” (September 30, 2020)
- 2020** IBEAR Business Forum, Los Angeles, CA - Time of COVID-19 - Moderator– “*Digital Transformation: Leveraging Technical Trends for Competitive Advantage*” (July 17, 2020)
- 2019** INDSTATS 2019: Innovations in Data & Statistical Sciences – 2019 International Indian Statistical Association (IISA) conference at IIT Mumbai, India – “*Different Methods to Improving Returns from Search Engine Marketing Using Domain Expertise, Google AdWords, Clustering and Text Mining*” (December 29, 2019)
- 2019** INFORMS Annual Meeting 2019 in Seattle, Washington – “*Improving Returns from Search Engine Marketing Using Google AdWords and Clustering - A joint teaching effort between Data Sciences and Marketing Departments of Marshall School of Business*” (October 21, 2019)
- 2019** IBEAR Business Forum, Los Angeles, CA – Connect.Communicate.Celebrate Moderator of “*Digitalization*” (July 11&12, 2019)
- 2019** 7th International Conference on Business Analytics iBAC 2019– “*How to win the race for eyeballs using Analytics*”. (March 8, 2019)

- 2018** NACD PSW/USC Marshall Corporate Directors Symposium – Governing in the Digital Age: Board Leadership Matters, Los Angeles, CA, Moderator of “*Operation Supply Chain in the Digital Age*” (November 8, 2018)
- 2018** Infosys CXO event - “*Leveraging Cognitive technologies in the Media & Entertainment vertical*” (March 21, 2018) – Key note speech, Sofitel Hotel, Los Angeles, CA.
- 2018** Dubai Lynx, UAE - “*SMARTALYZER – Enabling brands win “The Eye-Ball Race”*” (March 13, 2018) - Selected as the top 10 companies to present in Startup Hub Programme at Dubai Lynx! 2018.
- 2018** Ad:Tech New Delhi, India – “*Content Creation powered by Technology*” (March 9, 2018) – **Selected as the top 10 companies to present in “The Next Big Thing” a global initiative by ad:tech that aims to be a platform that brings entrepreneurs and marketing leaders together and kick start collaborations.**
- 2018** Vodafone Content Day – Key Note Speech “*With consumer attention reducing, how to win more eyeballs in digital - using data/tech*”. (July 24, 2018) – **Note of Appreciation.**
- 2017** Malaysian Global Innovation & Creativity Center, GECommunity Summit (GECS) Kuala Lumpur Convention Centre, Malaysia - Panel Session “*Industrial 4th Revolution - The Impact of Technology For the Next Generation,*” Panelist. (December 13, 2017) – **Note of Appreciation.**
- 2017** World Islamic Economic Forum, 13th World Islamic Economic Forum (WIEF) Sarawak, Malaysia – talk “*The Internet of Things (IoT) Technology a Threat to Security or a Revolutionary Opportunity?*” Presented. (November 22, 2017) – **Note of Appreciation.**
- 2017** Urban Land Institute (ULI), ULI - Fall Meeting organized by Ernst & Young, Los Angeles, USA – Panel Session “*The Technology Revolution, Artificial Intelligence, Robotics and Blockchain - how will that affect me?*” Panelist (November 4, 2017) – **Note of Appreciation.**
- 2017** Dveo Media in association, OTT TV MUMBAI 2017 Mumbai, India – talk “*Winning the Race for Eye Balls - Using AI and Advanced Analytics,*” Presented (May 18, 2017) – **Note of Appreciation.**
- 2016** Dubai Silicon Oasis Authority (DSOA), GIES 2016 Summit in Dubai, UAE - Innovation 4 Impact competition, “*Virality Prediction for Videos,*” Competitor. (October 11, 2016) – **Winner of Top5 Global Innovation Ideas.**
- 2007** International Bankers Association of California - 25th Annual Fall Conference - "Bridging California's Financial Institutions," – talk on "*Leveraging Business Intelligence: Using Information for Customer Value Management and Online Security for Bank,*" Presented (October 12, 2007) – **Note of Appreciation.**
- 2006** International Bankers Association of California - 24th Annual Fall Conference - “Building Bridges Toward Our Future” – talk on “*Ethnic Banking in California*”- **Highest marks for presentation among all conference presentations.**

Patent

- 2012** PROCESSING DEVICE HAVING SELECTIBLE DIFFICULTY LEVELS WITH INTUITIVE LEARNING CAPABILITY, US 8,219,509 B2, and July 10th, 2012 – Self funded patent
- 2012** MULTIPLE-USER PROCESSING DEVICE WITH INTUITIVE LEARNING CAPABILITY US 8,214,307 B2, July 3rd, 2012 – Self funded patent
- 2012** COMPUTER GAME WITH INTUITIVE LEARNING CAPABILITY US 8,214,306 B2, July 3rd, 2012 – Self funded patent
- 2011** TELEPHONE WITH INTUITIVE CAPABILITY, US 7,974,935 B2, and July 5th, 2011 – Self funded patent
- 2010** Processing Device with Intuitive Learning Capability, Korea Patent, and Patent No.: 10-0966932, June 22, 2010 – Self funded patent
- 2009** Processing Device with Intuitive Learning Capability, US States Patent, and Patent No.: US 7,483,867 B2, January 27, 2009 – Self funded patent

Research Paper Award

- 1999** "Learning Algorithms to Find Different Types of Optimal Actions in a Multi-teacher Environment." Honorable Mention, EE-Systems Graduate Student Awards Ceremony (April 30, 1999).

Teaching

- Executive Education** **Master Class** - Business Applications of Data Mining: Future of Digital Marketing and Getting the Analytic Edge Over the Competition, IBEAR's Silicon Valley Trek on Nov 2&3, 2017. **Developed in 2017**
- Executive Education** **Master Class** - Business Applications of Data Mining: Getting the Analytic Edge Over the Competition, IBEAR MBA Alumni Tokyo, Japan. November 4, 2017. **Developed in 2017**
- Applied Statistics** **GSBA506ab** – A new online-residential version for Applied Business Statistics course developed for MBA.PM program, I developed the course content, online support materials and videos. **Developed in 2019**
- Business Analytics** **GSBA539** – A new online Analytics course developed for OMBA program. I developed the course content, cases and videos. **Developed in 2017**
- GSBA537** – A new online Analytics course developed for OMBA program. I developed the course content, cases and videos. **Developed in 2016**
- ACAD179** - Digital Toolbox: Excel for Business Management
A Business Model Building Course for Iovine Academy Undergraduate Students. I developed the course content and cases. **Developed in 2014**

BUAD425 - Data Analysis for Decision Making – A New Integrative Capstone Course for Undergraduate Students. I developed the course content and cases.

- Data Analysis** Excel Camp for IBEAR and MBA Students, I developed the course syllabus and content for advanced data Analysis course as part of Analytical Skill development program.
- Globalization** Learning About International Commerce (BUAD 104x) – Mumbai, India, I developed the course, syllabus and content for Undergraduate Students.
- Transfer International Experience (BUAD 206ab) – Dubai, UAE, I developed the course, syllabus and content for Undergraduate Students in 2014, I took them to Dubai, UAE in January 2015. **Developed in 2014**
- Statistics** Applied Business Statistics (**BUAD310**), taught both Mega Section and Regular class for several years, consistently obtained very high teaching evaluation rating.
- Graduate Business Statistics (**GSBA524**), taught the IBEAR Graduate students for many years, Individual cases were assigned, Guided students in applying and interpreting Regression results for real world projects. Ranked among the top 3 professors overall for many years in teaching evaluations among all the IBEAR classes taught.
- Graduate Business Statistics (**GSBA506 a&b**), taught Graduate Professional and Managerial students. Used JMP software and showed how to apply various statistical techniques and interpret the results for real world data. I consistently obtained high teaching evaluation rating for the course.
- Graduate Business Statistics (**GSBA506 a&b - Online**), Fall 2003 taught the Graduate Professional and Managerial students. Used JMP software and showed how to apply various statistical techniques and interpret the results for real world data. I integrated the teaching material with INTERWISE software to meet the needs of remote students. The class was webcast to students all over southern California.
- Graduate Design of Experiments (**ISE525**), taught the Graduate Industrial Engineering Students and showed how to design experiments to achieve the objective(s), I have integrated JMP software to the course.
- Data Mining** Data Warehousing and Data Mining (**IOM428 and IOM528**), State of the art class, used many soft wares like SAS-Enterprise Miner, JMP, Cognos-Powerplay, and SQL. Individual and Group Semester Project were assigned, Guided students in applying various data mining techniques to corporate data and obtain business insights.
- Information System** Computer-Based Business Systems (**IOM431**), this class is the core class for Information Systems minor. It has three components, Introduction to Information systems, Hands-on Labs and Group Semester Project. Operating Systems,

Languages, Presentation layer, Databases and Application layer labs were taught. Evaluation of new technology for business was assigned as Group Semester Project.

Business Information Systems – Spreadsheet Applications (**IOM401**), Excel based Spreadsheet class, showed how to develop spreadsheet for real world business applications, various techniques in Excel like pivot table, charting, solver etc., were taught.

Digital Toolbox: Excel for Business Management (**ACAD179**), Excel based Spreadsheet class for Business Management, **developed in 2014**, showed how to develop spreadsheet for real world business applications, various techniques in Excel like pivot table, charting, solver etc., were taught.

Mathematics Taught the Math Camp for incoming Evening MBA students (MBA-PM). Conducted four seminar type lectures on various topics, namely, Basic Mathematics, Differentiation and Integration, Basic Probability and Statistics, Finance, Operations Management and JMP software.

Systems Theory Introduction to Linear Systems (**EE301a&b**) – Taught the two semester course for few years in Electrical Engineering. I was responsible for converting the theoretical course to an applied course. Integrated MATLAB programming into the curriculum in the first course introduced SIMULINK programming in the curriculum in the second course. Assigned individual and group applied projects into the curriculum. I guided the students in executing the projects in Signal Processing, Image Processing, Analog and Digital Communications and Control Systems. I interacted with other faculty members in revising the curriculum to add more applications. Several of the students are now doing research in this area and are involved in cutting edge technologies; I consistently obtained very high teaching evaluations.

Applied Linear Algebra for Engineers (**EE441**) – I taught the course for DEN (Distance Education Network) of USC – Electrical Engineering School. I integrated MATLAB programming into the curriculum. I structured the class to meet the needs of Working Professional Engineers, Doctoral Students, Graduate students and Undergraduate students. This was a telecast class.

Digital Systems Introduction to Digital Systems (**EE101a**) - I taught the course for few years. I introduced the concept of optimal design, Cost minimization in design. I consistently obtained very high teaching evaluations.

Thesis Committee

MBA Business Field Project- IOM597 - 3 unit class, Thesis Advisor, (August 1, 2008 - December 31, 2008). Advised James Matt Carrasco on the project class, helped him to successfully complete the real world project for a company.

M. S. Master's Thesis Committee member for "Hanjoo Kim" - Biostatistics student. Thesis Published – August 2005 – M. S. in Applied Biostatistics and Epidemiology "Post-Intensive Care Unit Mechanical Ventilation: Relationship of Infections to outcomes of Weaning from prolonged mechanical ventilation"

Ph. D. Thesis Committee outside member and Informal Advisor for “Bo Mi Song” – Computer Science student. Thesis Published in 2006.

Committee for Promotion

Chair Chair for Associate Professor Promotion Committee - Prof. Robertas Gabrys - Data Sciences and Operations Department

Chair for Associate Professor Promotion Committee - Prof. Dawn Porter - Data Sciences and Operations Department

Service

Founding Advisor Helping Students to create new clubs at Marshall and USC
Encouraging Students Entrepreneurial Spirit

2013-present Applied Statistics Club (**ASC Club**)
USC Undergraduate Student organization.

2014-2019 Marshall Data and Analytics Club (**MDAC Club**)
Marshall Graduate Student organization.

2011-2014 FBLA-Phi Beta Lambda (Future Business Leaders of America)
Marshall Undergraduate Student organization.

2007-2011 Asia-Pacific Student Entrepreneurship Society (ASES)
Marshall Undergraduate Student organization.

Advisory Activity

2012-Present Faculty-in-Charge of SAS-Enterprise Miner Training

2017-Present Faculty-in-Charge of BASE SAS Training

2013 Member of various Graduate Committees as an Academic Director

2010 Member of Undergraduate Committee on Curriculum.

2009-2010 Member of “Committee on Non-tenure track faculty for 2009-2010 academic year.”

2009 summer Member of Undergraduate Committee on Curriculum Change.

2009 summer Member of MBA-PM Coordination Committee

2003-2013 Marshall Cohort Program - Advisor to freshman and/or Transfer Cohort Students.

2007-2013 Grade Appeal Committee, Marshall School of Business.

- 2006-2011** Faculty-in-Charge of Math 218 Waiver.
- 2006-2011** Faculty-in-Charge of BUAD310 Challenge Exam.
- 2006-Present** Faculty-in-Charge of SAS-Enterprise Miner.
- 2003-2006** Faculty Fellow for Office for Residential Education – Faculty in charge of Graduate and Married Student Housing (GRUF) and Troy North student housing.

Research Activity

- 2017** 2017 International Indian Statistical Association Conference, International Indian Statistical Association, Hyderabad, India, "Predicting the Life Time and Content Value for Short-form Video Content," (December 28, 2017).
- 2017** The Fifth Presentation of CTM Enterprise Technology and Business Research Series on "How Companies are Using Analytics to Get Advantage over The Competition." The presentation was based on more than 1000 surveys obtained by CTM, USC and analyzed in depth from Analytical Edge Point of View. The Institute for Communication Technology Management (CTM) is an industry-supported Center of Excellence within USC's Marshall School of Business.
- 2008-2011** Co-Advisor to Prof. Green's Undergraduate Honors Students, helping them in Statistical Analysis.
- 2006-Present** Co-Advisor to Prof. Dennis McLeod's M. S. and Ph. D. Computer Science students. The students did "Directed Research" under my guidance in the area of Data Mining and Data Warehousing.

Others

- 2003-Present** Participated in Marshall School of Business and University commencement ceremonies either as faculty or as Marshall of ceremonies.

Research

Publications

1. A. Ansari and G. P. Papavassilopoulos, "**A Generalized Learning Algorithm for an Automaton operating in a Multiteacher Environment**," *IEEE Transactions on Systems, Man and Cybernetics Vol. SMC-29*, pp. 592-600, October 1999.
2. A. Ansari and G. P. Papavassilopoulos, "**Learning Algorithm for different Learning Strategies in Multiteacher Environment**," accepted and to be published in *IEEE Transactions on Systems, Man and Cybernetics*.
3. A. Ansari and G. P. Papavassilopoulos, "**Learning Behavior of a Stochastic Automaton Operating under a Multi-input Multi-output Learning**

Algorithm,” *World Multiconference on Systemics, Cybernetics and Informatics, Caracas, Venezuela, July 1997.*

4. A. Ansari and G. P. Papavassilopoulos, "**A Pruning Technique to increase the rate of Convergence of Learning Algorithms,**" *World Multiconference on Systemics, Cybernetics and Informatics, Orlando, Florida, July 1999.*
5. A. Ansari and G. P. Papavassilopoulos, "**A study on the Convergence of different Learning Strategies in a Multi-teacher Environment,**" *4th World Multiconference on Systemics, Cybernetics and Informatics, SCI 2000, July 2000.*

Student Publications (recent)

- 2012** Jimi Huh, Ansari A., Heesung Shin, Chih-Ping Chou, MaryAnn Pentz, "*Partitioning Methods: Exploratory Analysis of Childhood Obesity Intervention Data*" – Submitted to Society for Behavioral Medicine
- 2011** Yue Liao, Ansari A, etc., *Combinations of Perceived Built Environmental Factors Differentiating Physically Active vs. Non-Active Adults – A Decision Tree Classification Approach* 2012 - has been accepted for oral presentation at the Active Living Research (ALR) Annual Conference to be held March 12-14, 2012 in San Diego, CA.
- Yue Liao, Ansari A, etc., "*Identifying Threshold of Social Influences on Lifetime Smoking Status among Adolescents? A Recursive Partitioning Approach*" - has been accepted for oral presentation at the 33rd Annual Meeting & Scientific Sessions of the Society of Behavioral Medicine, which will be held April 11-14, 2012, at the Hilton New Orleans Riverside in New Orleans, LA.
- Abhishek Rajpurohit, Ansari A, "*Business Intelligence in Web Analytics*" – IOM 590 Directed Research submitted to Marshall School of Business
- 2010** Abhay Goel, Ansari, A. *Building Custom Business Intelligence and Data Mining tool, using Excel and SQL Databases tool.* Technical Report submitted to Computer Science Department.
- 2010** Dave Jitin, *Information Management at Disney –Deloitte Consulting - Summer Internship* Report submitted for GSBA595 class to MBA-Fulltime Program.
- 2010** Nidhi Singh, Ansari, A. *Implementing Web Content Mining for iPhone App Domain.* Technical Report submitted to Computer Science Department.
- 2009** Popat, Rishi, Ansari, A. *Data Warehousing and Mining using Oracle Databases.* Technical Report submitted to Computer Science Department.
- 2009** Pawan Taparia., Nidhi Singh, *Alumni Data Analysis* Technical Report submitted to California State University, Long Beach.
- 2008** Carrasco, M., Ansari, A. *Segmentation and Valuation of ADJACK.* Technical Report submitted to IOM department.

- 2008** Cui, Y., Ansari, A. *Data Mining In Mobile Space*. Technical Report submitted to Computer Science Department.
- 2007** Khanna, M., Ansari, A. *Ensign Health Care Case*. Technical Report submitted to Computer Science Department.
- 2007** Reddy, R. K., Ansari, A, **“The Principles of Data Mining and Web Marketing.”** Technical Report submitted to Computer Science Department.

Book Reviews

- 2008** Reviewed new Business Intelligence text proposal. Reviewed the topics in the book prospectus, and provide a feedback of the relevancy of the book and whether it could be used as a text for Business Intelligence. The second is a reviewer questionnaire providing information about the course taught in the Business Intelligence Area. Publisher - John Wiley & Sons, Inc
- 2005** Reviewed “Data Mining In Excel: Lecture Notes and Cases”
By Nitin R. Patel and Peter C. Bruce

Paper Reviews

- 1988** **“A Neuro-Fuzzy Approach to off-line Handwritten Numerical Recognition”**-for *IEEE Transactions on Systems, Man and Cybernetics*.
December 1988.
- 1988** **“A Concept Learning Network Based on Correlation and Backpropagation”**-for *IEEE Transactions on Systems, Man and Cybernetics*,
May 1988.

Invited Talk

- 2017** **“Industrial 4th Revolution - The Impact of Technology For the Next Generation,”**
Malaysian Global Innovation & Creativity Center, GECommunity Summit
(GECS) Kuala Lumpur Convention Centre, Malaysia (December 13, 2017)
- 2017** **“The Internet of Things (IoT) Technology a Threat to Security or a Revolutionary Opportunity?”** 13th World Islamic Economic Forum (WIEF)
Sarawak, Malaysia (November 22, 2017 – **Keynote Speech**).
- 2017** **“The Technology Revolution, Artificial Intelligence, Robotics and Blockchain - how will that affect me?”** ULI - Fall Meeting organized by Ernst & Young, Los Angeles, USA (November 4, 2017)
- 2017** **“Winning the Race for Eye Balls - Using AI and Advanced Analytics,”** OTT TV MUMBAI 2017 Mumbai, India (May 18, 2017) – **Keynote Speech**.

- 2016** *"Using Blockchain to Transform Supply Chains"* USC Supply Chain Digital Transformation Conference, Marshall School of Business, Los Angeles (November 18, 2016).
- 2015** *"3 things Investors and Startups need to know about Big Data"* At Silicon Beach Fest Downtown at new Cross Campus downtown Los Angeles, Oct 16th, 2015.
- 2015** *"Ephemeral Opportunities in Digital Marketing"* At Innovation hub Theatre, IOTX conference at Dubai World Trade Center, June 9th, 2015.– **Keynote Speech.**
- 2014** *"Monetization of Big Data Analytics – A Creative Framework"* At USC Marshall Pacific Rim Business Forum in Yangon. October 16th, 2014
- 2014** *"Monetization of Big Data Analytics – A Creative Framework"* At National Postdoc Appreciation Week at USC (ISI Campus), August 18th, 2014 – **Special Invitation Speech.**
- 2014** *"Big Data Overview – Educational Perspective"* At IBM Big Data Developers Day at USC, April 26th, 2014 – **Keynote Speech.**
- 2013** *"The Future of Client Side Mobile Analytics"* At Digital Analytics Association Los Angeles Symposium: The Digital Marketing Challenge (and Opportunity), January 31st, 2013 – **Keynote Speech.**
- 2013** *"Future of Big Data Business Analytics Insights and Framework"* At Mihaylo College of Business and Economics, California State University - Fullerton, April 26th, 2013.
- 2013** *"Behavioral Security for financial Institutions ATMs using Big Data"* At INFORMS 2013, Minneapolis, October 9th, 2013.
- 2010** *"What is Business Analytics?"* At Thought Leadership Forum, Marshall School of Business, April 13th, 2010. Sponsored by DEAN DUTTA & THE OFFICE OF MBA CAREER SERVICES.
- 2009** *"Teaching Data Warehousing, Business Intelligence and Data Mining from Business Strategy point of View."* At INFORMS 2009, Business Analytics in the Business School, October 13th, 2009.
- 2009** *"Doing business in India and Indian Business Culture."* At International Social Graces Event, February 11, 2009.
- 2008** *"E-Governance and Insights through Data Mining"*, A Follow-up talk on E-governance to Pondicherry Government, Pondicherry India, (July 16, 2008).
- 2007** International Bankers Association of California - 25th Annual Fall Conference "Bridging California's Financial Institutions," – talk on *"Leveraging Business Intelligence: Using Information for Customer Value Management and Online Security for Bank,"* Presented (October 12, 2007) by Ansari, A., Meheriar, H.

2006 “*Ethnic Banking in California*”- International Bankers Association of California - 24th Annual Fall Conference - “Building Bridges Toward Our Future” Discussed the opportunity and challenges of community/ethnic banks and how they relate to the international banking climate in California and the U.S., compared the performance of Chinese and Korean banks in California. – The talk was presented by Professor Arif Ansari and Professor Kim Dietrich. The presentation received the highest marks from the conference audience.

2006 “*E-Governance of Government Schools using Data Warehousing, Governance Intelligence and Data Mining Tools*”, E-governance meeting with Pondicherry Government, India, (July 9, 2006)

2005 “*Minority banks in the US*” – 10/21/05 Networking Luncheon presented to NACAB (National Association of Chinese-American Bankers) The talk was presented by Dr. Jack Lewis and Professor Ansari of Marshall School of Business after doing extensive research in ethnic banking in America. Minority banks in the US were compared at US, California and Ethnicity levels.

Workshop

2017 Organized “**BASE-SAS Workshop**”
For Student - Free Workshop” in coordination with SAS.

2013-17 Organized yearly “**SAS Enterprise Miner Training**”
For Student - Free Workshop” in coordination with SAS.

2010 Organized “**Data Visualization with JMP® Statistical Discovery Software**,
Faculty Luncheon - Free Workshop” in coordination with Curt Hinrichs of JMP,
February 16th 2010.

Research Proposal

2008 Investigators: Ansari, Arif (Supporting)
Grant Type: Grameen Technology Center ICT for Innovation
“Building Mobile Applications to Improve Health Outcomes.” helped Principal Investigator, Dr Fife of CTM to submit and write the proposal.

2006-2007 INTEL – ETAC, helped Principal Investigator, Dr Fife of CTM to submit and write the proposal to INTEL’s Everyday Technologies for Alzheimer’s Care (ETAC) Research Grants.

Media Exposure

2017 ASTRO AWANI NETWORK SDN BHD, Malaysia, “*Industrial 4th Revolution - The Impact of Technology For the Next Generation*”. (December 14, 2017).
My Interview on the topic of Industrial 4th Revolution - The Impact of Technology For the Next Generation was recorded and was telecast in Astro Awani TV network

2017 ASTRO AWANI NETWORK SDN BHD, Malaysia, “*The Internet of Things (IoT)*”

Technology a Threat to Security or a Revolutionary Opportunity?" (November 23, 2017). My Interview on the topic of The Internet of Things (IoT) Technology a Threat to Security or a Revolutionary Opportunity?, was recorded and was telecast in Astro Awani TV network

- 2017** Marshall IBEAR New letter and Selected Commercial New Magazines, "Bridging Borders - USC Marshall's IBEAR MBA celebrates four decades of success". (July 12, 2017). It is story on IBEAR's 40th anniversary.
- 2016** Dubai Local Media, "Innovation 4 Impact". (October 12, 2016). My Interview was recorded on the Virality Prediction for Videos and posted in Multiple Medias in UAE and Middle East
- 2013** "Credit Card Companies Invest In Big Data To Develop Brand Loyalty, Giving Customers What They Want" - March 2013, Long Beach Business Journal
- 2011** "Motivation & Mentoring to Chendu College of Engineering & Technology students" - July 27th 2011, Chennai – The event was published in Indian local Newspapers.
- 2009** "3-D Analytics Helps Business Students Find Common Ground," JMP Customer stories showing a unique visual approach of teaching Data Mining in an interdisciplinary setting. http://www.jmp.com/software/success/usc_msb.shtml

Interview

- 2021** The Buttonwood Tree, "The future of business and different consumer habits you've noticed? The future of entrepreneurship? During Pandemic," – Yet to be published.
- 2008** The Analyst' Magazine/ICFAI University Press/ India, "SaaS - The savior for IT". (May 2008). Sent a detailed answer to the questions raised by "The ANALYST" interviewer on SaaS - Software as a Service subject.

Professional Affiliations

International Indian Statistical Association Conference
INFORMS
DM review
IEEE
TERADATA University (Resources for Students)
IBM BigData University