

Yash Babar

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Education

Ph.D. in Business Administration, Information and Decision Sciences 2020

University of Minnesota, Twin Cities

Thesis: Essays on Online Offline Interactions

B.E. (Hons) Computer Science 2012

Birla Institute of Technology & Science (BITS) Pilani, K.K. Birla Goa Campus

Academic Experience

Assistant Professor of Operations and Information Management 2020 - Current

Wisconsin School of Business, UW-Madison

John & Anne Oros Term Professor 2023 - 2025

Wisconsin School of Business, UW-Madison

Honors & Awards

1. Best Ad-hoc Reviewer, Information Systems Research- 2025
2. Finalist, Bradford-Osborne Research Award - 2025
3. Erwin A. Gaumintz Junior Faculty Research Award, UW-Madison - 2024
4. Distinguished Service Award (Reviewer), Management Science - 2021,2024
5. John & Anne Oros Term Professorship - 2023-2025
6. Wisconsin Alumni Research Foundation - Fall Research Competition 2021

Research Interests

Digital Platforms, Socio-economic impacts of Technology, Economics of Information Systems, Sharing Economy, Omnichannel Retail, Platform Design

Journal Publications

*Citations are in the style recommended by the publishing journal; * indicates peer-reviewed articles.*

FT 50 Journal Publications:

1. **Yash Babar**, Ali Adeli, and Brad Greenwood, Cooking or Clicking: The Impact of Online Food Delivery Platforms on Domestic Food Preparation, Accepted at Management Science (2025)*

2. **Babar, Y.**, Chan, J., & Choi, B. (2024). "Run Forrest Run!": Measuring the Impact of App-Enabled Performance and Social Feedback on Athletic and Usage Outcomes. *Production and Operations Management*, 33(7), 1612-1631. <https://doi.org/10.1177/10591478241254857> (Original work published 2024) - *Best track paper nominee 2018 ICIS**
3. **Yash Babar**, Gordon Burtch (2024). Recharging Retail: Estimating Consumer Demand Spillovers from Electric Vehicle Charging Stations. *Manufacturing & Service Operations Management* 26(3):797-813. <https://doi.org/10.1287/msom.2022.0519>*
4. **Yash Babar**, Ali Mahdavi Adeli, Gordon Burtch (2023). The Effects of Online Social Identity Signals on Retailer Demand. *Management Science* 69(12):7335-7346. <https://doi.org/10.1287/mnsc.2023.01168> - *Fast Track, Marketing**
5. Deodhar, Swanand J., **Yash Babar**, and Gordon Burtch. 2022. "The Influence of Status on Evaluations: Evidence from Online Coding Contests." *MIS Quarterly* 46 (4): 2085–2110. doi:10.25300/MISQ/2022/16178.*
6. **Yash Babar**, Gordon Burtch (2020) Examining the Heterogeneous Impact of Ride-Hailing Services on Public Transit Use. *Information Systems Research* 31(3):820-834. <https://doi.org/10.1287/isre.2019.0917>*

Senior Scholar List of Premier Journals Publications:

7. **Babar, Yash**; Curley, Shawn; Ke, Zhihong; Liu, De; and Sheffler, Zachary (2023). "The Effects of Digitally Delivered Nudges in a Corporate Wellness Program," *Journal of the Association for Information Systems*, 24(1), 136-160. DOI: 10.17705/1jais.00783 Available at: <https://aisel.aisnet.org/jais/vol24/iss1/5>*

Conference Proceedings

8. **Yash Babar**, Ali Adeli, and Gordon Burtch. "The Effects of Online Social Identity Signals on Retailer Demand." In *Academy of Management Proceedings*, vol. 2023, no. 1, p. 10535. Briarcliff Manor, NY 10510: Academy of Management, 2023.*
9. Lehmann, Julian, Karl Werder, **Yash Babar**, and Nicholas Berente. "Establishing and maintaining legitimacy for digital platform innovations." In *Academy of Management Proceedings*, vol. 2021, no. 1, p. 12602. Briarcliff Manor, NY 10510: Academy of Management, 2021.*
10. **Yash Babar**, Ali Adeli, and Brad Greenwood. "Cooking or Clicking: The Impact of Online Food Delivery Platforms on Domestic Food Preparation." In *Academy of Management Proceedings*, vol. 2021, no. 1, p. 13432. Briarcliff Manor, NY 10510: Academy of Management, 2021.*
11. Deodhar, Swanand, **Yash Babar**, and Gordon Burtch. "Falling from Digital Grace: Participation in Online Software Contests Following Loss of Status." In *Hawaii International Conference on Systems Sciences Proceedings* (2019).*
12. Deodhar, Swanand Janardan, **Yash Babar**, and Gordon Burtch. "Falling from Digital Grace: Participation in Online Software Contests Following Loss of Status." In *Academy of Management Proceedings*, vol. 2019, no. 1, p. 13956. Briarcliff Manor, NY 10510: Academy of Management, 2019.*
13. **Yash Babar**, Jason Chan, and Ben Choi. "“Run forrest run!”: Measuring the impact of App-enabled performance and social feedback on running performance." In *39th International Conference on Information Systems, ICIS 2018*. Association for Information Systems, 2018.*

14. **Yash Babar** and Yuqing Ren. "Meeting over Meat: How do Offline Meets Impact Online Activity in a Hybrid Foodie Community?." In Academy of Management Proceedings, vol. 2018, no. 1, p. 15678. Briarcliff Manor, NY 10510: Academy of Management, 2018.*

Working Papers

15. Lehmann, Julian, Karl Werder, **Yash Babar**, and Nicholas Berente. "Establishing and maintaining legitimacy for digital platform innovations." (preparing for 3rd round of review at MIS Quarterly)
16. **Yash Babar** and Yuqing Ren. "Meeting over Meat: How do Offline Meets Impact Online Activity in a Hybrid Foodie Community?" (preparing for submission)
17. Sang Min Lee, **Yash Babar**, and Gordon Burtch. "Digital Neighborhood Watch: Assessing the Impact of Hyperlocal Online Communities on Local Crime." (preparing for submission)
18. **Yash Babar** and Allen Li. "The Delivery Nextdoor: Externalities of Operating Next to a Restaurant that Delivers."
19. **Yash Babar**, Xabier Barriola, Ulrich Laitenberger, and Florian Pethig. "The Effect of Ownership Changes on Product Availability."

Patents

1. **Yash Babar**. "Methods and system for integrating social media analysis into an enterprise project management system." U.S. Patent 10,223,659, issued March 5, 2019.

Invited Talks

1. Indian School of Business (ISB) research seminar - 2023
2. IIM Ahmedabad, Center for Digital Transformation - 2023
3. Dewey Data Research Seminar - 2022
4. University of Cologne, IS Research Seminar - 2022 (Virtual)
5. Indian School of Business (ISB) research seminar - 2021(Virtual)
6. Erdman Center Board Meeting - Faculty research presentation, 2022
7. UW-Madison, WSB, school-wide seminar series - 2020 & 2022
8. UW-Madison, WSB, Operations and Information Management - 2020
9. Arizona State University, W.P. Carey School of Business, Information Systems Dept. - 2020
10. Stevens Institute of Technology, School of Business, Information - 2020
11. Emory University, Goizueta School of Business - 2020
12. NYU Stern, Information Systems & Operations Management - 2020

Conference Presentations

1. The Delivery Nextdoor: Externalities of Operating Next to a Restaurant that Delivers. CIST 2025, Atlanta, GA 2025.*
2. The Effects of Online Social Identity Signals on Retailer Demand. Academy of Management (AOM) Annual Meeting, Boston, MA 2023.*
3. The Effects of Online Social Identity Signals on Retailer Demand. Statistical Challenges of E-Commerce Research (SCECR), Bogotá, Colombia 2023.

4. Recharging Retail: Estimating Consumer Demand Spillovers from Electric Vehicle Charging Stations. Productions and Operations Management Society (POMS) Annual Meeting, Orlando, FL, 2023.
5. Beacons to Bacon: Does Signalling Identity Digitally Impact Restaurants? CIST (Conference on Information Systems and Technology), Indianapolis 2022.*
6. Cooking or Clicking: The Impact of Online Food Delivery Platforms on Domestic Food Preparation. Productions and Operations Management Society (POMS) Annual Meeting, Virtual, 2022.
7. Cooking or Clicking: The Impact of Online Food Delivery Platforms on Domestic Food Preparation. Academy of Management Annual Meeting, Virtual 2021.*
8. Examining the Impact of Ridehailing Services on Public Transit Use. Productions and Operations Management Society (POMS) Annual Meeting, Virtual 2021.
9. Cooking or Clicking: The Impact of Online Food Delivery Platforms on Domestic Food Preparation. Conference on Health IT and Analytics (CHITA), Virtual 2020.
10. Meeting over Meat: How do Offline Meetups Impact Online Activities in an Online Foodie Community? Workshop on Information Systems and Economics (WISE), Munich, Germany, 2019.
11. Falling from Digital Grace: Participation in Online Coding Contests Following Loss of Status, Academy of Management (AOM) Annual Meeting, Boston, MA, 2019.*
12. Falling from Digital Grace: Participation in Online Coding Contests Following Loss of Status. Workshop on Information Systems and Economics (WISE), San Francisco, CA, 2018.
13. “Run Forrest Run!”: Measuring the Impact of App-Enabled Performance and Social Feedback on Running Performance. International Conference on Information Systems (ICIS), San Francisco, CA, 2018.*
14. Falling from Digital Grace: Participation in Online Coding Contests Following Loss of Status. Conference on Information Systems & Technology (CIST), Phoenix AZ, 2018.*
15. Meeting over Meat: How do Offline Meets Impact Online Activity in a Hybrid Foodie Community? Academy of Management (AOM) Annual Meeting, Chicago, IL, 2018.*
16. “Run Forrest Run!”: Measuring the Impact of App-Enabled Performance and Social Feedback on Running Performance. Industry Studies Association (ISA), Seattle, WA, 2018.
17. Examining the Impact of Ridehailing Services on Public Transit Use. Workshop on Information Systems and Economics (WISE), Seoul, 2017.
18. Examining the Impact of Ridehailing Services on Public Transit Use. Research Workshop on the Sharing Economy, University of Minnesota, Minneapolis, MN, 2017.

Media Mentions

1. [How Tesla Superchargers Drive Retail Traffic: Unpacking the Spillover Effects](#), Dewey Data, May 2025
2. [‘Installing E.V. Chargers is Finally Paying Off for Retailers’](#), The New York Times, November 2024
3. [Public EV chargers are good for business. Here’s why](#), Quartz.com, October 2024
4. [Decision Science Digest: June 18, 2024](#), INFORMS, June 2024
5. [Powering up profits: 3 reasons why EV Charging changes the convenience store game](#), FLO, June 2024
6. [US retailers can help EV adoption by adding more charging stations to parking lots](#), Reuters, March 2024
7. [EV Charging Stations Could Be a Boost to Retail Businesses and They Might Not Cost as Much as You Think](#), Inc.com, March 2024
8. [CR Report: Charging the Future—The Role of Retail in Our EV Transition](#), Consumer Reports, March 2024

9. Yash Babar Measures the Economic Boost from EV Charging Stations, Wisconsin School of Business - UPDATE Magazine, Spring/Summer 2024
10. Communicating Identity with Digital Labels, Wisconsin School of Business - Faculty Insights, October 2023
11. Where should EV charging stations go, and how can they benefit businesses? Yash Babar looks to big data for answers, Office of Sustainability, UW-Madison, September 2023
12. May the Codeforces Be With You, Wisconsin School of Business - Faculty Insights, September 2022
13. Here Comes Uber: How Ride-Hailing Apps Change Traffic, ECONS.ONLINE, November 2021
14. How Ride-Sharing Disrupted Public Transit, Wisconsin School of Business - Faculty Insights, January 2021
15. Uber and Lyft are creating a traffic problem for big cities, CNN Money, October 2017
16. National Affairs: Rents and Regulations, National Affairs, October 2017
17. UberX, Lyft about to really take off at MSP, StarTribune.com, October 2016

Teaching Experience

1. Wisconsin School of Business: I have developed and taught two undergraduate courses from scratch to Information Systems majors at WSB.
 - a. **INFO SYS 322 /422 /OTM 422/722 - Introduction to Databases** (since Fall 2020): Covers basic DB types, uses for business analysis, SQL-style DB creation and structure, querying, visualization using Tableau, and a hands-on group project. [90 students/year]
Most recent SET score: 4.4/5
 - b. **INFO SYS 352 / 365 - Digital Strategy** (first introduced in Spring 2022, then taught every Fall since): An MBA-style case-based class that covers emerging topics in Information Systems every year, like GenAI, Blockchain, Platforms, Crypto, IIoT, etc. [35-40 students/year]
Most recent SET score: 4.55/5
2. Carlson School of Management:
 - a. **IDSC 4444** - Introduction to Analytics for the Business Analytics Minor, Spring & Fall 2018, PhD Student Teaching Award 2018
 - b. **TA Experience** - MBA: IDSC 6444 (Business Intelligence-MBA), IDSC 6455 (Business of Social Media-MBA), CMBA 5813 (Competing in the Digital Age); MSBA: MSBA 6440 (Data Driven Experimentation and Measurement), MSBA 6330 (Big Data); Undergraduate: IDSC 4444 (Predictive Analytics), IDSC 4455 (Business of Social Media)
3. Ph.D. Students: Sang Min Lee (UW-Madison)

Service

Service to the Field

1. Associate Editor: International Conference on Information Systems (ICIS) 2021, 2022, 2025
2. Program Committee Member
 - a. Conference on Information Systems and Technology (CIST) - 2022, 2023, 2024, 2025
 - b. Workshop on Information Technology and Systems (WITS) - 2017, 2018, 2019
3. Session Chair
 - a. Academy of Management (AOM) Annual Meeting - 2021
 - b. INFORMS Annual Meeting - 2021, 2022

4. Discussant
 - a. Workshop on Information Systems and Economics (WISE) 2020
5. Reviewer:
 - a. Hawaii International Conference on System Sciences (HICSS) - 2018
 - b. Pacific Asia Conference on Information Systems (PACIS) - 2018
6. Member: INFORMS, AIS, AOM, POMS

Ad-hoc Reviewer:

1. **Information Systems:** Information Systems Research (ISR), Journal of the Association for Information Science and Technology (JASIST), Journal of the Association of Information Systems (JAIS), Management Information Systems Quarterly (MISQ), Management Science (MS)
2. **Others:** Israel Science Foundation, Journal of Management Studies (JMS), Journal of Operations Management (JOMS), Organization Science (OrgSci), Production and Operations Management Society (POMS), Service Science (SS), Transport (PORT), Manufacturing & Service Operations Management (MSOM), Transportation Science (TS)

Internal Service

1. OIM Research Visibility & Engagement Committee (WSB) - 2024 to Current
2. Organizer, WSB Business Analytics Seminar Series - 2022 to Current
3. Faculty Member, Exec MBA Digital Analytics Course Design Committee (WSB) - 2022
4. Faculty Member, Product Management Task Force (WSB) - 2021
5. Member, Business Analytics Hiring Committee (WSB) - 2020

Industry Experience

Oracle Applications , Hyderabad Senior Applications Engineer	2012-2015
Morgan Stanley Advantage Services , Mumbai Intern	2011
Nuclear Power Corporation of India Ltd. , Boisar Intern	2010

Skills

Technical: ADF, C, C++, GIS tools, Java, MongoDB, Python, R, SQL, STATA
Languages: English, Hindi & Marathi