

CURRICULUM VITAE

Dr. Arif Ansari
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Employment

University of Southern California, Los Angeles, California

Academic Director MBA.PM Program, Marshall School of Business, Nov. 10-June 13
Associate Professor of Clinical in Information and Operations Management, 2010-now
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.
- 1987** **B.E.** in Electrical Engineering, Anna University, Madras, India..
Major: Electrical and Electronics.

Pioneering Effort

- 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.**

- 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

- 2015 ITS LA 2015 – Moderating the Session on Data Analytics – Los Angeles – Oct 27th 2015**

Honors and Awards

- Nomination for Mentoring Award – Three years in a row**
- 2012** Nominated for USC Mellon Mentoring Award for mentoring faculty (nominated by - Prof.Robertas) and by Marshall Students and Alumni. – I did not win the award. I have been
- 2014** nominated for three years 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 Awards

- 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 B22, 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

The Analytics Edge: Big Data Analytics for Decision Insight – Course developed for Yonsei University - The Future of Digital Business Transformation at USC Marshall School of Business. **Developed in 2015**

Business Analytics

Digital Toolbox: Excel for Business Management (ACAD 179)
A Business Model Building Course for Iovine Academy Undergraduate Students. I developed the course content and cases. **Developed in 2014**

Data Analysis for Decision Making (BUAD 425) – 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 courser. 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.

Service

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

2014-present Marshall Data and Analytics Club
Marshall Graduate Student organization.

2013-present Applied Statistics Club
USC Undergraduate 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

2013 **Member of various Graduate Committee 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

- 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

- 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

- 2013** Organized **“SAS Enterprise Miner Training”** Student - Free Workshop” in coordination with SAS. June 22nd - 23rd 2013.
- 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

- 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

- 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

INFORMS
DM review
IEEE
TERADATA University (Resources for Students)
IBM BigData Univeristy