



**MADANAPALLE INSTITUTE OF
TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC Autonomous)
MITS School of Business**



**A Report on
One-Day Workshop
on
Teradata University Network Resources for
Business Analytics Research and Teaching**



Date: 20th June 2017 Time: 2:00 PM

Organized By: MITS School of Business and Department of MCA

Venue: South Block, Business Analytics Lab, MITS

Name of the Resources Person: Dr. Lakshmi K Iyer

Designation of Resource Person: Professor of Information Systems and Director of the applied data analytics graduate programmes at Walker College of Business

Faculty Coordinator: Dr. Pradeep Kumar

Lakshmi Iyer, PhD

Director- Applied Data Analytics Graduate Program



- Ph.D., University of Georgia, Athens, GA, U.S.A.
- M.S., University of Alabama, Tuscaloosa, AL, U.S.A.
- B.E., Bangalore University, Bangalore, India.

Lakshmi Iyer is Professor of Information Systems and Director of the Applied Data Analytics Graduate Programs at the Walker College of Business, Appalachian State University. Her research interests are in the area of emerging technologies & its impact on organizations and users, and social inclusion in computing. Her research work has been published in or forthcoming in *Communications of the AIS*, *Journal of Association for Information Systems*, *European Journal of Information Systems*, *Communications of the ACM*, *Decision Support Systems*, *eService Journal*, *Journal of Electronic Commerce Research*, *Journal of Computer Information Systems*, *Information Systems Management*, *Journal of Global Information Technology and Management*, and others. She is a Board member of Teradata University Network, recent past-chair of the Special Interest Group in Decision Support and Analytics (SIGDSA, formerly SIGDSS). She has served as a Guest Editor for *Communications of the ACM*, the *Journal of Electronic Commerce Research*, and *Information Systems Frontier*. She is also co-editor of *Annals of Information Systems Special Issues* (2015 and 2017) on “Reshaping Society through Analytics, Collaboration, and Decision Support: Role of BI and Social Media” and “Analytics and Data Science: Advances in Research and Pedagogy”.

Dr. Iyer has been involved in community engaged outreach and scholarship that furthers the role of women in IT (wiit.uncg.edu). She is the founder and Director of the “IT is for Girls” at UNCG, an outreach program for middle and high-school girls that aims to increase their awareness about education and career paths in computing. She has received funding from the American Association of University Women (AAUW), National Center for Women in IT, Lincoln Financial and from other foundations to offer STEM events for young women. Related initiative also includes the Triad Tech Savvy event (<http://greensboro-nc.aauw.net/techevents/triad-techsavvy/>) sponsored by AAUW which is now expanded to the STEM3 program (for 2017) to include the medical/healthcare and music fields. The “IT is for Girls” and “Triad Tech Savvy” programs have served over 850 girls in middle and high-school in the Triad area and beyond since the women in IT inception in 2009. She is a member of the American Association of

University Women (AAUW) and received the Dr. Shirley Hall Award from AAUW Greensboro Branch in April 2011 for exemplary contribution to enrich STEM education for women. She served as the STEM coordination for AAUW Greensboro (2014-17) and also served as a co-chair of the Association of Information Systems' (AIS) task force on Women in IS to enhance the outreach efforts of AIS to women in Information Systems (IS). She was awarded the National Center for Women in IT's 2015 Educator Award. In May 2017, the AAUW Greensboro Branch established the **Iyer Award** to recognize a member whose work has enabled the Branch to make a lasting difference in its mission of service on behalf of women and girls. Dr. Iyer was the inaugural recipient of this award for her decade long achievements in education for girls through Triad Tech Savvy and IT is for Girls.

Photos

