

Pallavi Chitturi

Professor, Statistics, Operations, and Data Science

Address

Statistics, Operations, and Data Science Department
Fox School, Temple University
1810 North 13th Street
Philadelphia, PA 19122

Overview

Pallavi Chitturi is Professor in the Department of Statistics, Operations, and Data Science and Academic Director of the Executive Doctorate in Business Administration program. Dr. Chitturi teaches statistics courses at The Fox School and for the Executive DBA and Executive MBA programs. She has taught at Temple University's Rome and Tokyo campuses, and at Pontificia Universidad Javeriana in Bogota, Colombia. Dr. Chitturi's research interests are in the areas of choice based conjoint analysis, experimental design, and quality assurance. Dr. Chitturi has made several research presentations at national and international conferences and has published articles in statistics and quality management journals. Dr. Chitturi has successfully supervised Ph.D. dissertations and published a book titled 'Choice Based Conjoint Analysis - Models and Designs'.

Dr. Chitturi is a recipient of the Lindback Distinguished Teaching Award, the Musser Award for Excellence in Service, the Musser Award for Excellence in Teaching, the Andrisani-Frank Undergraduate Teaching Award, DBA Faculty of the Year, and the Crystal Apple Teaching Award. She was named a Dean's Teaching Fellow for innovation and excellence in teaching. Dr. Chitturi was awarded 3 grants from the U.S. Navy's Naval Logistics Readiness Research Center and one grant from the Office of The Vice-Provost for Research at Temple.

Experience

Academic Appointments

Professor, Statistics, Operations, and Data Science	2016-present
Academic Director, Executive DBA Program, Temple University	2022-present
Deputy Chair, Statistical Science, Temple University	2016 - 2021
Director, Center for Statistical Analysis, Temple University	2011 - 2021
Associate Director, Executive DBA Program, Temple University	2015 - 2021
Associate Professor, Temple University, Philadelphia	2010 - 2016
Assistant Professor, Temple University, Philadelphia	2003 - 2010

Education

Degrees

PhD Statistics, University of Texas at Austin. Thesis: "Optimal Experimental Design"
MS Statistics, University of Texas at Austin, Austin
BA Statistics, University of Delhi, New Delhi

Teaching

Temple University

STAT 1001, Quantitative Methods for Business I
STAT 1102, Quantitative Methods for Business II, Large Section (250 students)
STAT 2103, Statistical Business Analytics, Large Section (250 students)
STAT 2523, Experimental Design and Quality Control, Statistics Minor
STAT 5801, Statistical Analysis for Management, EMBA Philadelphia & Colombia
STAT 800, Statistical Analysis for Management, EMBA Tokyo, Japan
STAT 8107, Design and Analysis of Experiments, Graduate Level Course
BA 9813, Problem Solving using Quantitative Research Methods, EDBA Program

Awards & Distinctions

Musser Award for Excellence in Service, Fox School of Business (2021)

2020 American Statistical Association Philadelphia Chapter Award for Teaching Excellence (2020)

Musser Award for Excellence in Teaching, Fox School of Business (2016)

Faculty of the Year Award, Executive DBA program (2016)

Lindback Award for Distinguished Teaching (2015)

Crystal Apple Award for Excellence in Teaching, Fox School (2015)

Provost's Teaching Academy, Temple University (2014)

Provost's Leadership Academy, Temple University (2013)

Founding member of the Provost's Undergraduate Mentors - recognition for exceptional level of support, energy, and commitment to student mentoring (2013)

Teachers' Roundtable, Center for Innovation in Teaching and Learning, Fox School of Business (2009 - 2011)

Andrisani-Frank Teaching Award, Fox School of Business and Management. (2008).

Crystal Apple Award for Excellence in Undergraduate Teaching, Fox School (2008).

Dean's Teaching Fellow, Center for Innovation in Teaching and Learning. (2006, 2007).

Merit Awards, The Fox School of Business (2005 – present).

Doctoral Supervision

Dissertation Committee Chair:

1. Jing Chen (graduated 2011), "Choice experiments for estimating main effects and interactions".
2. Aili Cheng (graduated 2012), "Confidence Region for Optimal Controllable Variables for the Robust Parameter Design Problem".
3. Ke Huang (graduated 2015), "Optimal Reduced Size Choice Sets with Overlapping Attributes"
4. Jing Xiao (graduated January 2016), "Some Results on the Optimality of Choice Sets for 2ⁿ and 3ⁿ Factorial Designs"

Dissertation Committee Member:

1. Jun Cao (2009), "A Random-Linear-Extension Test Based on Classic Nonparametric Procedures".
2. Xiaohua Shu (2011), "Block Designs Under Auto-correlated Errors".
3. Shu Li (2011), "Determining the Cutoff Based on a Continuous Variable to Define Two Populations".
4. Alicia Strandberg (2012), "A Nonparametric Test for Deviations from Randomness."
5. Ying Su (2012), "Designs for Testing Lack of Fit for a Class of Sigmoid Curve Models".
6. Kathleen Campbell (2014), "Extension of Kendall's τ using Rank-Adapted SVD to Identify Correlation and Factions Among Rankers and Equivalence Classes Among Ranked Elements"
7. Yanyan Li (2014), "Adding Extra Points to Test Lack of Fit in Minimal Mixture Experiments".
8. Bu Hyoung Lee (2016), "The Use of Temporally Aggregated Data on Detecting a Structural Change of a Time Series Process."
9. Elizabeth Gilbert (2016) "The Validity of Summary Comorbidity Measures."
10. Lauren Nicole Spirko (2016) "Methods to handle non-proportional hazards in survival analysis".
11. Yongxu Zhang (2017) "On Two New Estimators for the CMS through Extensions of OLS".
12. Ahmad Alothman (2018) "Model-Free Variable Selection for Two Groups of Variables".
13. Gunes Alkan (2021) "Envelopes for Elliptical Multivariate Linear Regression with Tensor-Valued Predictors".
14. Chen Chen (2022) "A Concave Pairwise Fusion Approach to Clustering of Multi-Response Regression and Its Robust Extensions"

Executive Doctorate in Business Administration (Committee Member):

14. Ofra Shoham Bazel (2017) "Gender Effects on Firm Capital Structure".
15. Jerry Miller (2017) "The Effect of Distance Decay: A Study of Automotive Retailing"
16. John Alarcon (2018) "Emerging Capabilities and Firm Performance in the Cloud Computing Environment"
17. Kevin Mahoney (2018) "The Rise of Medical Consumerism, Self-Triage and the Impact on Healthcare"
18. Christos Kelepouris (2019) "The Strategic or not-so Strategic Evolution of Franchise Ownership Patterns"
19. Dori Shae Taylor (2019) "The Role of Social Media in B2B CEO Thought Leadership"
20. Lis Barbaccio (2019) "Understanding Literacy in Insurance Purchasing & Benefit Consumption"
21. Fatemeh Babaei Chahardeh (2020) "The Impact of Human and Social Capital on Predicting Bankruptcy"
22. Bucky Fairfax (2021) "Beneath the Surface is Purpose: A Mixed Method Exploration of Purpose-Fit as a Driver of Employer Attraction"
23. Decorti Rodgers-Tonge (2021) "The Changing Landscape of New England Colleges and Universities: What Factors are Associated with the Retention of Black, Latinx, and White Students?"

Department of Electrical and Computer Engineering (Committee Member):

24. Silvia Lopez (2017) "Automatic identification of abnormal EEGs".
25. Vinit Shah (2021) "Improving Seizure Detection Performance Using Artifact Reduction".
26. Meysam Golmohammadi (2021) "Seizure Detection Applications of Deep Learning".

Research

Books

Raghavarao, D., Wiley, J. B., Chitturi, P. (2010). *Choice-based Conjoint Analysis Models and Designs*. Chapman & Hall Publishers, Boca Raton.

Book Chapters

Chitturi, Pallavi and Susan M. Mudambi (2018), "Building Brand Value in Business Markets," in B-to-B Marketnfuhrung: Grundlagen, Konzepte und Best Practices [B-to-B Brand Management: Fundamentals, Concepts, and Best Practices], 2nd edition, edited by Carsten Baumgarth. Springer.

Mudambi, S., Chitturi, P. (2009). In C. Baumgarth (Ed.), *B-to-B Brand Management: Fundamentals, Concepts, and Best Practices, 'Building Brand Value in Business Markets'*, Gabler-Verlag, Istanbul.

Journal Articles

Taylor, S., Chitturi, P., Mudambi, S. (2022) #THOUGHTLEADER: Tradeoffs in Social Media Strategies for B2B CEOs. *Fox Business Review*. Volume 1, Issue 2.

Chitturi, P., Carides, A. (2020). Experimental Design Issues in Choice Based Conjoint applied to Patient Choice in Healthcare. *Journal of Comparative Effectiveness Research*. Vol. 9, No. 2. <https://doi.org/10.2217/ce-2019-0115>

Xiao, J., Chitturi, P. (2017). Some Results on the Optimality of Choice Sets for 2n and 3n Factorial Experiments. *Sankhya B*. <https://doi.org/10.1007/s13571-017-0146-x>

Chitturi, R., Chitturi, P. (2016). Aesthetics versus Functionality: Assessing Relative Customer Preference. *NMIMS Management Review*. Volume XXIX, ISSN:0971-1023

Chitturi, P. (Co-authored with Adiga, R., Ozdemir, A., Carides, A., Wasilewski, M., Yen, W., Ellis, R., Langford, D.) (2014). Changes in PINCH and hpTau levels in the CSF of HIV patients correlate with CD4 count. *Journal of NeuroVirology*. Aug 2014, Volume 20, Issue 4, pp 371-379.

Chen, J., Chitturi, P. (2012). Choice Experiments for Estimating Main Effects and Two Factor Interactions. *Journal of Statistical Planning and Inference*. Vol. 142, Issue 2, 390 – 396.

Cheng, A., Peterson, J., Chitturi, P. (2011). A Confidence Region for Zero-Gradient Solutions for Robust Parameter Design Experiments. *International Journal of Quality, Statistics, and Reliability*. Vol. 2011, 11 pages.

Chitturi, R., Chitturi, P., Raghavarao, D. (2010). Design for Synergy with Brand or Price Information. *Psychology and Marketing*. Vol. 27, Issue 7, 679-697.

Chitturi, P., Gershon, M., Chen, J., Boyarski, J. (2010). Identification and Classification of Intermittent Demand Patterns. *International Journal of Productivity and Quality Management*, Vol. 6, Issue 3, 304-317.

Chitturi, P. (2009). Choice Based Conjoint Analysis of Quality of Life Attributes. *The Journal of Human Resource and Adult Learning*, Vol. 5, Num.1.

Chitturi, P.; John, P.W.M. (2002) Nesting Optimal Main Effects Plans and Optimal Foldover Designs. *Communications in Statistics - Theory and Methods*, Vol.31, Number 10, 1777 - 1793.

Book Reviews

Chitturi, P. (2013). Book review of "Design and Analysis of Experiments in the Health Sciences", First Edition, by Gerald Van Belle and Kathleen F. Kerr, John Wiley & Sons. *Journal of Biopharmaceutical Statistics*, Vol 23(4).

Chitturi, P. (2008). Book Review of "Introduction to Business Statistics" (6th ed) *American Statistician*. Vol. 62, 269.

Conference Proceedings and Technical Reports

Rothenbaum, D., Martin, D., Chitturi, P., Spirko, L. (2015) *Afghanistan National Drug Use Survey*. Technical Report.

Martin, D., Chitturi, P., Spirko, L. Rothenbaum, D., (2014) *Afghanistan Treatment Center Study: Children's Hair, Oral Fluid, and Urine Drug Testing*. Technical Report.

Rothenbaum, D., Martin, D., Chitturi, P. (2012) *Afghanistan National Urban Drug Use Survey*. Technical Report.
Chitturi, P., Gershon, M., Chen, J., Boyarski, J. (2008). *Identification and Classification of Intermittent Demand Patterns*. American Statistical Association Proceedings.

Chitturi, P., Chen, J. (2008). *Choice Experiments for Estimating Main Effects and Two-Factor Interactions Inclusive of One Factor*. American Statistical Association Proceedings.

Presentations

Chitturi, P. "Privacy or Popularity? Using Choice Based Conjoint to Study Tradeoffs in Social Networking Services". Invited talk at PUJC – Bogota Seminar Series (virtual). (Aug 2022).

Chitturi, P. Quan, J. (presenter) "Discrete Choice Experiments with Applications in Data Privacy", 2021 INFORMS.

Chitturi, P. "Discrete choice experiments – Applications in Data Privacy & Social Networking Sites", 2021 Women in Data Science Conference. Philadelphia, PA. (March 2021).

Chitturi, P. "Discrete choice experiments in network security and data privacy ", 2019 IISA International Conference on Statistics. IIT Mumbai, India. (December 2019).

Chitturi, P. "Optimal Discrete Choice Experiments for Investigating Consumer Preferences". Yau Mathematical Sciences Center, Tsinghua University, Beijing, China. (June 2019).

Chitturi, P. "Communicating the Differences between PhD and Executive Doctorate Programs". Panel Chair, at the Engaged Management Scholarship Conference, Temple University. (September 2018).

Chitturi P. "Experimental design issues in choice based conjoint applied to patient choice in healthcare" at the Joint Statistical Meetings, Vancouver, BC. (July 2018).

Chitturi P. "Optimality of consecutive and non-consecutive choice sets in discrete choice experiments" at the School of Mathematics and Statistics, University of Hyderabad. (May 2018).

Chitturi, P. "Choice based conjoint analysis and its application to study interdependent privacy valuation" at the C. R. Rao Advanced Institute of Mathematics, Statistics and Computer Science, Hyderabad. (May 2018).

Chitturi, P. "Predicting Consumer Choice Using Choice Based Conjoint Analysis," Workshop at the Association for

Consumer Research - Latin America Conference, Santiago de Cali, Colombia. (July 2017).
Chitturi, P., Casper, S., Haak, D. "The Opportunities and Challenges of Launching and Operating a DBA Program in Another Country" Panel presentation at the Engaged Management Scholarship Conference at Dauphine University, Paris. (September 2016).

Chitturi, P. (Presenter). "Information per Profile of Reduced Size Pareto Optimal Choice Sets". Invited presentation at the Department of Statistics, Osmania University, Hyderabad. (June 2016).

Chitturi, P. (Presenter), "Choice Based Conjoint Analysis: Models & Designs", Pontifica Universidad Javeriana - Cali, Colombia. (June 2015).

Chitturi, P. (Presenter), "Optimal Reduced Size Choice Sets with Overlapping Attributes" International Conference on Advances in Interdisciplinary Statistics and Combinatorics, UNC Greensboro. (October 2014).

Chitturi, P. (Presenter), "Some Results on the Optimality of Reduced Size Choice Sets." C R Rao Advanced Institute of Mathematics, Statistics and Computer Science, Hyderabad, India. (July 2014).

Chitturi, P. (Presenter), Huang, K., "Optimality of Reduced Choice Set Sizes for Factorial Plans," Joint Statistical Meetings, American Statistical Association, Montreal, Canada. (August 2013).

Chitturi, P. (Presenter), "Choice Based Conjoint Analysis with Applications in Healthcare" Fox Chase Cancer Center, Philadelphia. (December 7, 2012).

Chitturi, P. (Presenter), "Choice Based Conjoint Analysis in Healthcare" Temple University School of Medicine Endocrine Grand Rounds, Philadelphia. (May 10, 2012).

Chitturi, P. (Presenter), "Choice Based Conjoint Analysis". Half-day workshop organized by the Center for Statistical Analysis. Temple University, Philadelphia. (April 26, 2012).

Chitturi, P. (Presenter), "The Parameter Design Approach to Quality Assurance" Temple University College of Engineering ECE seminar series, Philadelphia. (December 2011).

Chitturi, P. (Presenter), Chen, J., "Reducing Choice Set Sizes for Factorial Plans," Joint Statistical Meetings, American Statistical Association, Vancouver, BC, Canada. (August 2010).

Chitturi, P. (Presenter), Raghavarao, D., Chitturi, R., "Estimating the Tradeoff Exchange Rate in Conjoint Analysis: An Application of Fieller's Theorem," Joint Statistical Meetings, American Statistical Association, Washington, DC. (August 2009).

Chitturi, P., Gershon, M., Chen, J. (Presenter), "The Identification and Classification of Intermittent Demand Patterns," Joint Statistical Meetings, American Statistical Association, Denver, CO. (August, 2008).

Chitturi, P. (Presenter), Chen, J., "Strategies for Smaller Choice Sets for Factorial Experiments," Joint Statistical Meetings, American Statistical Association, Denver, CO. (August, 2008).

Chitturi, P., (Presenter) "25 Years of Taguchi - A Review of Parameter Design and the Mahalanobis-Taguchi System," National Quality Symposium, Pennsylvania State University, PA. (2005).

Teaching Presentations:

Chitturi, P. "It's A Keeper: What Technologies Can We Bring Back to Face-To-Face Teaching?" invited speaker at the 19th Annual Faculty Conference on Teaching Excellence organized by Temple's Center for the Advancement of Teaching (Jan 2021).

Chitturi, P. "Computational Thinking and Data Literacy" invited speaker at Merion Mercy Academy, Merion, PA (2020).

Center for the Advancement of Teaching's (CAT) first-ever open classrooms initiative, Diamond Classrooms Week. My large lecture Stat 2103 class was showcased in the event and opened to Temple faculty to visit and observe. (2020)

Chitturi, P. "Career paths in Statistics and Data Analytics" invited speaker at the Souderton Area High School's "Women in STEM" Event. (2019).

Chitturi, P., "Business applications of calculus, statistics, and data analytics" Guest lecture for Dr. Radhika Ramjee,

Assistant Professor of Mathematics at Columbia State Community College, (2018).

Chitturi, P., "What Would You Do?" Teaching and Learning Center Panel on Classroom Management, Temple University, (2016).

Chitturi, P., "Engaging Business Majors in Quantitative & Data Analytic Classes: Using Concept Maps to Help Students Learn". Teaching and Learning Center Workshop, Temple University, (2016).

Chitturi, P., Manaka, B. "Engaging Students in Data Based Decision Making: Building, Strengthening and Assessing Data Analytic Skills in Non-Math Classes," Teaching and Learning Center Winter Conference, Temple University, (2015).

Chitturi, P., "Excel for the Teaching of Business Statistics," Statistics Department Seminar, Temple University, Philadelphia, PA. (2005).

Grants and Sponsored Research

Chitturi, Pallavi (Co-PI). NSF grant proposal titled 'Computer Science for All'. The aim of this grant proposal is to allow all students the opportunity to participate in computer science and computational thinking at the PK-14 levels, specifically by designing pathways to facilitate local school districts in the development of policies and supports. (Submitted 2020).

Chitturi, Pallavi, Gift from the Minerva Research Foundation (Dr. Luisa Fernholz, Director) to be used by the Center for Statistical Analysis and Department of Statistical Science to offer workshops, host conferences, invite industry speakers, and other initiatives. **\$40,000.** (2018).

Chitturi, Pallavi "Customer Segmentations and Scoring Models for Insurance Products" Global Indemnity Group. **\$35,000.** (2014 - 2015).

Chitturi, Pallavi "Afghanistan National Drug Abuse Study (ANDUS)" JMJ Technologies. Funded by U.S. State Department. **\$60,000.** (2012 - 2015).

Chitturi, Pallavi "Sustainability Investment and Loss Ratios" Enterprise Management Consulting, Sponsored by the XL Group. **\$15,000.** (2013).

Chitturi, Pallavi (Co-PI), "Comprehensive Neuro Aids Center" Temple University School of Medicine. Funded by National Institute of Mental Health, **\$20,000.** (2012).

Chitturi, Pallavi (Co-Principal), Gershon, Mark (Co-Principal), Sponsored by Naval Logistics Readiness Research Center, Federal, **\$100,000.** (January 2009 - December 2009).

Chitturi, Pallavi (Co-Principal), Gershon, Mark (Co-Principal), "Temple University Bridge Grant," Sponsored by Office of the Vice President for Research, Temple University, **\$37,000.** (July 2007 - April 2008).

Chitturi, Pallavi (Co-Principal), Gershon, Mark (Co-Principal), "Analysis of Spare Parts Demand Forecasting System," Sponsored by Naval Logistics Readiness Research Center, **\$100,000.** (2006).

Chitturi, Pallavi (Co-Principal), Gershon, Mark (Co-Principal), "Readiness-Based Sparing (RBS) Tools and Processes," Sponsored by Naval Logistics Readiness Research Center, **\$55,000.** (2005).

Other

Chitturi, P. (2008) Supplements and Power Point Lecture Slides for Introduction to The Practice of Statistics, 6/e (Moore). W.H. Freeman, New York.

Chitturi, P. (2008) Supplements and Power Point Lecture Slides for The Practice of Business Statistics, 2/e (Moore). W.H. Freeman, New York.

SERVICE

Department Level Service

Deputy Chair, Department of Statistical Science (Sep 2016 – 2021)

Served as Deputy Chair of Department of Statistical Science. My responsibilities included managing all aspects of the undergraduate major & minor programs including advising, scheduling courses, assigning and assisting

faculty. I served as faculty advisor to the TUAMSTAT SPO. I chaired the department's undergraduate committee and managed curriculum issues, course scheduling, new courses, organizing presentations & SPO seminars.

Organizer, Annual High School Data Challenge Competition (2016 – 2021)

Each year up to 150 high school students from several local schools participate in this competition that stresses the importance of statistics and data analytics in the industry. Cash prizes are awarded, and scholarships are given to high school students who join the SSDA major at Fox. This is an important marketing and recruiting event for the Department and the Fox School.

Organizer, Annual Industry Employer Event (2017 – 2021)

This annual event brings companies such as Citi, Lincoln Financial, Verisk Analytics, CSL Behring, QVC, and the Philadelphia Phillies to campus. Industry employers meet with department faculty and students to discuss topics such as the skill set students should possess upon graduation, how the industry is changing, and what positions are expected to increase in the next few years.

Statistics 2103 Core Course Coordinator, (2008 - 2017).

Designed and launched the four-credit course Stat 2103. I was responsible for designing and writing the syllabus and supplementary materials for the course. I taught pilot sections in 2007 and 2008. Since Fall 2008, the department has offered multiple sections of 2103, I served as the Course Coordinator until 2017. I held regular meetings of Stat 2103 instructors to discuss course objectives, GPA guidelines, course assessments, etc.

Committee Member, Department Merit Committee. (2014 – 2016, 2019).

The department merit committee involved several days of work reviewing and evaluating merit applications and summarizing merit award recommendations.

Committee Member, Department Recruiting Committee. (2007 - 2021).

Reviewed all applicants' vitas, reference letters, and related materials, and responded to applicants on behalf of the chair. Interviewed and evaluated all visiting candidates. I chaired the NTT Recruiting sub-committee.

Co-organizer of Conference, High Dimensional Statistics Conference. (2013).

Assisted in the organization of the Statistics Department conference held in Spring 2013. The conference was highly successful with over 120 participants from all over the US.

Committee Member, Department Executive Committee. (2007 - 2010).

The Executive Committee developed a detailed assessment of the department, and wrote a report with specific, actionable, and measurable goals for the strategic development of the department. I worked closely with the department chair and the committee chair in writing this report. The Statistics Department strategic report assigned specific responsibilities to committee members. I was responsible for developing a statistics minor.

Committee Member, Program Review Committee - Self Study Report. (2007 & 2015).

Wrote the Statistics Department Program Review (Self Study Report) for the review team that visited the department in 2007. A committee of four faculty provided information and input, however, I was primarily responsible for researching and writing this document. Also collaborated on the Self Study Report for 2015.

Co-organizer of Conference, Statistical Modeling in Finance Conference. (2006).

Assisted in the organization of the Statistics Department Conference titled 'Statistical Modeling in Finance' held in Spring 2006. The conference was successful in its goals, with approximately 100 participants and speakers attending from around the world.

College Level Service

Academic Director, Executive DBA program (2022 - present).

Responsible for all aspects of the program, including curriculum development and management, faculty scheduling, student progress, retention, dissertations, and completion of the program. I work closely with the Dean's Office to develop and execute the strategic plan for the program.

Director, Center for Statistical Analysis (2010 – 2021)

Successfully launched the Center in 2010 with the mission to provide professional statistical consulting support and training to Temple University faculty and researchers, and to external clients in business, industry, and government sectors. To date the Center has successfully completed numerous consulting projects and organized several workshops both within and outside Temple.

Associate Director, Executive DBA program (2015 - 2021).

Responsible for faculty and course scheduling, student progress and retention, as well as recruitment and admissions. I mentor DBA faculty on course development, conduct new student orientations, and assist with alumni outreach.

Chair of the Collegial Assembly of the Fox School of Business (2018-2021)

This was a three-year term, rotating from Chair-elect to CAFSBM Chair and Past-Chair. I organized monthly Steering Committee meetings and full CAFSBM meetings every semester.

Committee Member, Fox School Doctoral Programs Committee (DPC) (2022 - present).

Member, AACSB site visit sessions (2020)

I participated in the Research session and Faculty Involvement session during the 2020 AACSB site visit.

Faculty Research Mentor (2020 – 2022)

I serve as faculty mentor for Jimmy Quan, a Statistical Science and Data Analytics (SSDA) major, accepted into the Fox Research Scholars program and currently in the MSBA program.

Committee Member, Fox Experiential Learning Committee. (2019 - present)

The purpose of the committee is to increase awareness, exposure, & opportunity for students to participate in and faculty to provide Experiential Education.

Committee Member, Translational Research Center Steering Committee (2018)

Committee Member, BBA Core Committee. (2005 - 2017).

The goal of the Committee is to coordinate efforts between departments and courses in the BBA core and share pedagogical and administrative issues in administering the BBA core courses.

Department Representative & Committee Member, Master's Program Committee (MPC). (2015 - 2016).

Committee Member, Fox School NTT Promotions Committee (2011 - 2014).

Committee Member, Fox School MBA Regeneration Committee. (2011 – 2012).

Department Representative & Committee Member, Undergraduate Program Committee (UPC). (2009 - 2014).

The UPC agenda includes preparing for AACSB visits, preparing for Middle States visits for university accreditation, rolling out new curriculum, and working on Vision 20/20 priorities.

Committee Member, Center for Innovation in Teaching and Learning (2009 – 2011)

Member of the Center for Innovation in Teaching and Learning (CITL) Roundtable. Responsibilities include moderating CITL events and making teaching presentations.

Committee Member, Re-accreditation Review Task Force, Merit and P&T Sub-committee. (2007- 2008).

This committee undertook a fundamental evaluation of existing policies and processes, to benchmark practices against peer and aspirant schools, and to recommend revisions.

Committee Member, Marketing Department Hiring Committee. (2007 - 2011).

I interviewed and evaluated several candidates for tenure-track positions in the Marketing department.

Committee Member, Fox School Merit Committee. (2006).

The merit committee involved several days of work reviewing and evaluating merit applications, attending committee meetings, and allocating merit awards.

University Level Service

Faculty Mentor, Diamond Peer Teacher Program. (2006 - Present).

I nominate undergraduate students each year for the Diamond Peer Teaching Program and serve as their faculty mentor.

Member, Provost's Focus group. (2019)

Invited by the Assistant Vice Provost and Senior Director, Center for the Advancement of Teaching, to serve on a University wide focus group in April 2019. The purpose of the focus group was to review student related

university initiatives and report back to the Provost's Office.

Founding Member of the Provost's Undergraduate Mentors (2013)

In recognition of an exceptional level of support, energy, and commitment to student mentoring.

Committee Member, Student Scholarship Committee (2013)

I served on the Student Scholarship Committee for the Temple University Study Abroad Program – Rome.

Organizer of University wide Workshops (2011 – present)

I have organized numerous workshops for Temple University faculty including Data Analysis in R (October 2015); Data Analysis in SAS (November 2015); Data Analysis in SPSS Part I (March 2016); and Data Analysis in SPSS Part II (April 2016) to name a few.

Professional Service

Co-organizer of the 2021 Women in Data Science Conference, in collaboration with Vanguard. Philadelphia, (March 2021).

Organizer of Invited Session, titled "Statistical Considerations in Data Privacy" at the 2019 IISA International Conference on Statistics, IIT Mumbai, India. December 2019.

Program Committee Member & Chair - Administrative Track, 2018 Engaged Management Scholarship Conference, Temple University, September 6 - 9, 2018, Philadelphia, PA

National Science Foundation Review Panel evaluated proposals submitted to the Division of Mathematical Sciences (DMS) in response to the Research Experiences for Undergraduates (REU) Solicitation. November 2015.

Organizer of Workshop, titled "Data Analysis & Computing using R," at Global Indemnity Group, Bala Cynwyd, June 2014

Organizer of Workshop, titled "Design and Analysis of Experiments with Applications," at the Temple University Fox School of Business on April 4 & 11, 2014.

Organizer of Workshop, titled "Design and Analysis of Experiments," at Asahi Glass Company in Exton, November 2013.

Co-organizer of Conference, titled "High-Dimensional Statistics," at the Temple University Fox School of Business on April 12, 2013.

Organizer of Workshop, titled "Statistical Methodology and JMP Software," at the Temple University School of Dentistry in March 2013.

Organizer of Workshop, titled "Choice Based Conjoint Analysis," at the Temple University Main Campus on April 26, 2012.

Organizer of Workshop, titled "Statistical Methodology in Medicine and Biological Sciences," at the Temple University School of Medicine on October 21, 2011.

Ad-hoc Reviewer for the American Statistician, Academy of Marketing Science, Statistics in Biopharmaceutical Research, and the Journal of Biopharmaceutical Statistics.

Co-organizer of Conference, "Statistical Modeling in Finance Conference". (2006).