

Sunil Reddy Kunduru

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Education

- PhD in Management, Information Systems (2014-2021)
 - Indian Institute of Management Bangalore, Bengaluru, India.
 - Dissertation Title: Social Media Affordances and the Structure of Public Discourse
- Master of Technology in Signal Processing (2005-07)
 - Indian Institute of Technology Guwahati, Guwahati, India
- Bachelor of Technology in Electronics and Communication Engineering (2001-2005)
 - Jawaharlal Nehru Technological University, Hyderabad

Academic Experience

- Courses taught/teaching at IIM Amritsar as an Assistant Professor (MBA 06)
 - Management Information Systems (MBA Core)
 - Python for Managers (MBA Elective)
- Course scheduled for the coming year
 - Python for Managers (MBA-BA Core)
 - Data Visualization (MBA-BA Core)
 - Managing Digital Transformation (MBA Elective)
 - Emerging IT Technologies (MBA Core)
 - Management Information Systems (MBA Core)
- Taught the following courses to students in the Pre-Doctoral Programme at IIMB (15 hrs of in-class instructions for each course)
 - Mathematics for Economists (2019-20 and 2020-21 batches)
 - Introduction to Statistics for Business (2019-20 batch)
 - Introduction to Econometrics (2019-20 batch)
- Taught Mathematics I in PhD preparatory course (6 hrs of in-class instructions)
- Worked as teaching assistant in the following courses
 - Information Systems (PGPPM Elective)
 - Managing Digital Transformation (PGP Elective)
 - Management of Information Systems and Technology (PGP Compulsory)
 - Creative Arts (PGP Elective)
 - Patterns in Problem Solving (PGP Elective)
- Assisted in the development of the following MOOC on edx.org platform
 - Statistics for Business I and II by Prof. Shankar Venkatagiri (made an online tutorial on use of Spreadsheets)

Journal Publications

1. De, R., Pal, A., Sethi, R., Reddy, S. K., & Chitre, C. (2018). ICT4D research: a call for a strong critical approach. *Information Technology for Development*, 24(1), 63-94.

Conference Papers

1. Kunduru, S.R., & Bandi, R.K., (2019). Fluidity of Power Structures Underpinning Public Discourse on Social Media: A Multi-case Study on Twitter Discourse. *In Proceedings of Americans Conference on Information Systems 2019*. AIS.
2. Kunduru, S. R. (2018, June). Social Media and Public Discourse: A Technology Affordance Perspective on Use of Social Media Features. *In Proceedings of the 2018 ACM SIGMIS Conference on Computers and People Research (pp. 168-176)*. ACM.
3. Kunduru, S. R. & Bandi, R. K., (2018). Social Media and Polarization of Public Discourse: Is there Balance of Frames in Social Media Content? *In Proceedings of Pan IIM World Conference 2018*. IIM Bangalore.
4. Jain, N., Reddy, K. S., & Dandapat, S. (2006, September). Constrained autoregressive model for Burg method. *In 2006 Annual IEEE India Conference (pp. 1-4)*. IEEE.

Working Papers

1. Title: Social Media Affordances in Public Discourse: A Review and Synthesis.
Co-author: Prof Rajendra K Bandi.
2. Title: The Fluidity of Gatekeeping Power in Public Discourse on Social Media.
Co-author: Prof Rajendra K Bandi.
3. Title: Visibility Affordance and Polarization of Public Discourse on Social Media.
Co-author: Prof Rajendra K Bandi

Voluntary Academic and Administrative Work

- Reviewed articles submitted to *Information Systems Frontier Journal*
- Reviewed articles submitted to *Social Science Computer Review Journal*
- Reviewed articles submitted to European Conference on Information Systems 2019 and 2020
- Helped develop the official website of AIS India Chapter
- Was member of the FPM Students Council at IIM Bangalore for years 2014-15 and 2015-16

Award

- Was part of 2nd runner up team in the 4th IIMB Policy Hackathon, 2016.

Industry Experience

- Design Engineer at Redpine Signals Inc., (July 2007- May 2009)
 - Responsibilities included modelling of GPS receiver; testing of design of Phase-Locked Loop (PLL) on Magic tool.
- Content Developer and Subject Matter Expert at IndiaCan Education Pvt. Ltd. (September 2013- March 2014)
 - Responsibilities included developing content for preparatory courses for various national competitive exams; reviewing content developed by other content developers