

ANINDITA PAUL
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IIMK CAMPUS P.O.
IIM Kozhikode
Kozhikode – 673570
Kerala, India

Research Responsible AI, ICT for Development, Human-centric design of Systems, Information Behavior, e-Governance, Women and ICT use,

Teaching Ecommerce, Design Thinking, Customer-centric Innovation, User Experience Designing, Responsible Digital Design, Knowledge Management, Enterprise Social Networking, e-Government, Business Computing, Management Information Systems

EDUCATION

Doctorate in Information Science, 2004 – 2010

School of Information Science and Learning Technologies, University of Missouri, Columbia, MO

Dissertation: *The Use of Web Analytics on an Academic Library Website*

Dissertation Supervisor: Sandra Erdelez

Master of Business Administration, University of Visva-Bharati, Kolkata, India, 2000

Thesis: *Financial Accounting Software: A Comparative Analysis*

Bachelor of Science with honors in Mathematics, M.U.C. Women's College, University of Burdwan, Burdwan, India, 1997,

WORK EXPERIENCE

2019- Present	Associate Professor, Indian Institute of Management Kozhikode (IIMK) IT & Systems Area, Member, IIMK Board of Governors (from Jan 2025-current)
2011 - 2019	Assistant Professor, Indian Institute of Management Kozhikode (IIMK) IT & Systems Area
2007- 2010	<i>User Experience Specialist, Information Experience Laboratory (IE Lab), University of Missouri, USA.</i> <i>Job role covered the areas of project management and research in the following areas:</i> <ul style="list-style-type: none">• Use of web analytics to understand information behaviour of web users• Studying information behaviour of users of business websites• Information behaviour of users of academic websites and e-

	learning systems
	<ul style="list-style-type: none"> • Evaluation of health system applications on online systems and mobile technology • Information horizons theory for studying users information behaviour and evaluating websites • Supervising usability projects including planning, coordinating and reporting project studies on usability • Training students and new staff associated with the lab on usability methods, techniques and tools
2004 – 2006	<i>Project Coordinator, 'ShowMe the World' Project, University of Missouri</i> <ul style="list-style-type: none"> • Content development for the project website • Developed process and resources for schools • Tested desktop applications to enable better communication between partner schools in Missouri and overseas
2002 – 2003	Assistant Manager, Msouce India (P) Ltd. <ul style="list-style-type: none"> • Customer advising on financial services rendered to them • Generating referrals based on customer needs • Responsible for optimizing team efficiency
2000 – 2002	<i>Client Service Associate - Caltiger.com, India</i> <ul style="list-style-type: none"> • Network Service order implementation and maintenance • Process implementation of enterprise resource planning projects • Managing banners, pop-ups and default page

RESEARCH POSITIONS AND PROJECT RESPONSIBILITIES

- **Consultancy**, Impact of the Optical Fibre Infrastructure being Created and Utilized in the State of Kerala, Dec 2016 – Mar 2017
- **Consultancy**, Performance Analysis of Kerala CM Call Center. Recommendations for further improvement, July 2015 – Jan 2016
- **User Experience Specialist**, Information Experience Laboratory, University of Missouri, USA Apr 2007 – Dec 2010

RECENT PUBLICATIONS

Peer Reviewed Journal Papers and Proceedings

- Mathen, M. P., & Paul, A. (2025). Toward an evolving framework for responsible AI for credit scoring in the banking industry. *Journal of Information, Communication and Ethics in Society*.
- Paul, A., Krishnan, T.N. & Scullion, H. (2021). Talent and career issues of female executives in the Indian IT industry. *Indian Journal of Industrial Relations*.
- Shah, C. S. & Paul, A. (2020). Information seeking behaviour in online shopping. In Sujeeet K.

Sharma, Yogesh K. Dwivedi, Bhimaraya Metri & Nripendra P. Rana (Eds) Re-imagining Diffusion and Adoption of Information Technology and Systems: A Continuing Conversation. IFIP WG 8.6 International Conference on Transfer and Diffusion of IT, TDIT 2020 Tiruchirappalli, India, December 18–19, 2020 Proceedings Part 1 (439-450). Springer

- Thompson, K. M & Paul, A. (2020, Apr). Factors of Digital Inclusion among Women: Revisiting India and Extending to Chile and Australia for Additional Analysis, *Library Quarterly*, 173–188.
- Paul, A. (2019). Assessing the Value of a Government Call Center in India: A Case Study. *IIM Kozhikode Society & Management Review*, Special Issue on 'Services Operations in Emerging Markets'

Recent Book Chapters & Teaching Cases

- Paul, A., Yadamsuren, B., & Thompson, K. M. (2024). Digital usage of Indian teleworkers in home settings: A digital inclusion framework. In E. Eliu, J. S. Pettersson, R. Baguma, & G. Bhutkar (Eds.). *Rethinking ICT adoption theories in the developing world* (pp. 23-45). Springer.
- Paul, A. & Narayan, S. (2023). Online Gaming Industry in India: Behavioural Issues & Legal Challenges. IIMK/CS/177/ITS/2023/03. Feb 2023
- Paul, A. (2020). The Ayurvedic Child and Adolescent Care Center. IIMK/CS/128/ITS/2020/01. March 2020. <https://iimk.ac.in/uploads/publications/3168Ayurveda-Care.pdf>

Recent Conference Presentations

- Paul, A. (2025). Women's Agency and Digital Inclusion in Crisis Contexts. International Conference on Resilience and Rights Women's Pathways to Empowerment in Comparative Perspective (ICRAR 2025). NIT Calicut, November 20-21, 2025, Kozhikode, India.
- Paul, A. (2025). Reaching out to Invisible India: Enabling the digital ecosystem in the Indian Insurance sector. 6th International Conclave on Globalizing Indian Thought. Lessons from Invisible India: Viksit Bharat-India @2047. IIM Kozhikode, November 12-14, 2025, Kozhikode, India.
- Subramanya, S. & Paul, A. (2024). Promises and Pitfalls: Evaluating Generative AI Tools in Software Engineering. Australasian Conference on Information Systems, 2024. December 4-6, 2024, Canberra, Australia.
- Mishra, A. & Paul, A. (2024). A model for IT Enabled Dynamic capabilities in Public Sector Organizations. Globalizing Indian Thought 2024, October 25-26, 2024, London, UK.
- Paul, A. (2023). Mixed Method Research in the Critical Realist Paradigm: Applying Case Study and Descriptive Statistics to Inquire into Teleworkers' ICT Use in the Home Setting during the Covid-19 Pandemic. Conference. 11TH International qualitative research conference. Positioning Critical Lenses in Qualitative Research. Nov 23-25, Putrajaya, Malaysia.
- Bharadwaj, B. & Paul, A. (2022). Telemedicine and its adoption in Rural India. Presented at 2nd Pritam Singh Memorial (PRISM) Conference. Leading the business of the future: Talent, Technology and Transformation in a changing world. 17th – 19th November 2022, IIM Nagpur

- Paul, A., Yadamsuren, B. & Thompson, K.M. (2021). Using Factors for Digital Inclusion to Assess Changes in Digital Use Behavior During COVID Times. Presented at the 8th PAN IIM World Management Conference. Responsible business for sustainable development. 16-18 December, 2021 at IIM Kozhikode, India.

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