COLLEGE OF BUSINESS RESEARCH MAVERICKS

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Sridhar Nerur, PhD

Goolsby – Virginia and Paul Dorman Endowed Chair in Leadership
Professor, Information Systems and Operations Management

1994, PhD – Business Administration
1994, PhD – Information Systems
The University of Texas at Arlington

1988, MBA – Management/Business
Indian Institute of Management
1983, BE – Engineering and Electronics
1983, BS – Electronics and Communications
Engineering, Bangalore University, India

https://mentis.uta.edu/explore/profile/sridhar-nerur

Dr. Nerur was ranked in a 2014 article in the Journal of Systems and Software as among the top three worldwide researchers in the field of agile software development. Much of his research in this area draws on the conceptual foundations of small groups research, as well as theoretical insights from distributed cognition, team mental models, systems thinking, and experiential learning. In addition, he has made significant contributions to the literature on citation analysis, particularly in terms of how it can be applied to unravel the intellectual structure of disciplines.

He is chair of the graduate studies committee on Business Analytics, which was set up to oversee the Master of Business Analytics program at the College of Business. In addition to teaching state-of-the-art courses in data analytics, he has actively engaged with the com-munity to advance the analytics program in the College.

His research and teaching interests include social networks, big data analytics, deep learning, machine learning, text analytics, cognitive aspects of design, dynamic IT capabilities, and agile software development.

He has co-authored journal articles on social capital and knowledge networks of software developers, harnessing the "wisdom of the crowd" to solve medical mysteries, user engagement in the era of hybrid agile software development methodology, and advances in social media research.

RESEARCH SPOTLIGHT

TITLE: *Is Technological Similarity a Predictor of Patent Litigation? An Empirical Analysis Using Text-Mining*

DR. NERUR'S SUMMARY: The increasing incidence of patent litigation has led to efforts to identify the predictors of patent lawsuits between firms. Prior research has identified this as an indicator of infringement. Our study contributes to this small but growing body of literature by demonstrating that technological overlap between firms — in terms of the lexical similarity of their patents — is positively associated with patent litigation. The study explains how text-mining can be used to assess and visualize technological similarity between firms. The findings suggest that technologically similar firms are more likely to be involved in patent litigation. Given the enormous amount of time and financial resources spent by organizations involved in patent lawsuits, insights from the study can be useful to them in anticipating and pre-empting such litigations.

PUBLISHED RESEARCH: *MIS Quarterly, Strategic Management Journal; Journal of Association of Information Systems, Information & Management Journal; Journal of International Business Studies; Communications of the ACM, Communications of the AIS, and the European Journal of Information Systems, among others.*