

MICHAEL RAPPA

Biographical Statement

Michael Rappa is Executive Director of the Institute for Advanced Analytics and a member of the faculty in the Department of Computer Science at North Carolina State University. As head of the Institute, he leads the nation's first and preeminent Master of Science in Analytics as its founder and principal architect. Before joining NC State as Distinguished University Professor in 1998, for nine years he was a professor at the Massachusetts Institute of Technology.



Dr. Rappa has 25 years of experience as a professor working across academic disciplines at the intersection of management and computing. An accomplished researcher and instructor, his passion is to bring an entrepreneurial and forward-thinking mindset to innovation in higher learning. His current role is to prepare a new generation of data savvy professionals for leadership in a digital world.

In addition to his duties as director, Rappa is co-principal investigator with Dr. Laurie Williams of the Science of Security Lablet, a large multidisciplinary research project sponsored by the U.S. National Security Agency. The project is run in parallel with sister labs at Carnegie Mellon University and the University of Illinois at Urbana-Champaign.

A study published in 2006 in the British journal *R&D Management* identified Rappa as a leading scholar in the field of technology management, ranking him in the 99th percentile among over 9,000 authors in terms of research productivity in top journals over the past 50 years. His research has been cited on three occasions as an outstanding contribution to the field, and his early work on business models is one of the most often cited and widely read publications on the subject.

Rappa is perhaps best known as the creator of *Managing the Digital Enterprise*, an innovative and award-winning educational Web site devoted to the study of management in the digital world. Launched in 1999, originally as the foundation for a course he taught, the site is a valued resource used by several million learners and hundreds of university instructors from around the world. In 2010, Rappa presided as general co-chair at the 19th International World Wide Web Conference, the premiere annual gathering of the Web research community.

NC State has recognized Rappa on several occasions for his contributions to teaching and service. He is the recipient of the *Outstanding Extension Service Award*, the *Award for Graduate Teaching Excellence*, and the *Gertrude Cox Award for Innovative Excellence in Teaching and Learning with Technology*. He is also winner of the *MERLOT Award for Exemplary Online Learning*; a four-time recipient of the *IBM Faculty Award*; and twice a finalist for the *Epton Prize*.

Rappa began his teaching career at the University of Minnesota, where he earned his doctorate in 1987.