ISU FACULTY SENATE BIENNUAL SYMPOSIUM

Keynote 1
(9:45-10:45 a.m.)
Room: South Ballroom
Keynote speaker **Gagan Chopra – Microsoft Corporation**

Title: **AI** *is in the air*; **stories from my journey with AI, observing, learning, and leveraging AI in Search and beyond**

Abstract: Building blocks of AI, like those powering Microsoft Bing's search capabilities, evolved over decades before captivating the public with tools like ChatGPT. Through a few stories of my own experiences, I'll explore how AI enriches and empowers Microsoft Search for consumers and businesses; and how one can utilize AI to enhance one's own journey.

Gagan Chopra was born and raised in Panjab, India. Post schooling, he followed in his father's footsteps (Anand Chopra, MS '48 Electrical Engineering), and came to Iowa State to study Computer Science. Following his graduation from Iowa State, he joined Microsoft in Redmond, WA, in 1993; where he is currently a Group Program Manager.

The first half of his career was spent in software design engineering, and architect roles focused on enterprise computing software (high-performance transaction processing systems, business solutions, and mobile productivity solutions). Gagan has spent the second half of his career in a product design role, focused on AI and big data-driven consumer and marketing solutions, primarily the Bing search engine, and Microsoft Advertising R&D.

Gagan's current areas of interest are AI and big data-driven auction marketplaces, multi-discipline high-performance team cultures, collaboration enablement, personal and professional productivity, rhythms, history, cultures, wildlife photography, and travel.

Lunchtime Panel
(12 pm – 1:30 p.m.)
Room: South Ballroom

1. **Karthik Balakrishnan – Principal Financial Group** . Karthik Balakrishnan is a senior executive with a Ph.D. in Artificial Intelligence and 20 years of experience building high-performing teams and delivering quantifiable business impact with innovative, industry-leading analytical solutions across multiple industries. Strong communicator and a powerful collaborator with the ability to engage and influence diverse stakeholders and geographically dispersed teams. A creative problem solver who thrives in fast-paced and high-stakes environments.

2. **Gagan Chopra**

3. [Anjana Susarla: Michigan State University](#) Anjana is the Omura-Saxena Professor of Responsible AI at the Eli Broad College of Business, Michigan State University. She earned an undergraduate degree in Mechanical Engineering from the Indian Institute of Technology, a graduate degree in Business Administration from the Indian Institute of Management and a Ph.D. in Information Systems from the University of Texas at Austin. Her research interests include the economics of information systems and artificial intelligence. Her work has appeared in several academic journals and peer-reviewed conferences such as such as Conference on International Conference in Learning Representations, Information Systems Research, Knowledge Discovery and Data Mining, Journal of Management Information Systems, Management Science, MIS Quarterly and Neurips. She is on the editorial boards of leading journals and serves on program committees of major international IS conferences and workshops. She has been a recipient of several best paper awards at international conferences and peer-reviewed publications. She has worked in consulting and led experiential projects with several companies. Her work has also been quoted in several media outlets such as the Associated Press, Newsweek, The Conversation, Sirius XM, Salon and Pew Research.

Keynote 2
Room: South Ballroom
1:45 – 2:45 pm
Keynote speaker Anjana Susarla

Title: Navigating the Landscape of Generative AI in Research and Teaching

Abstract: Since the advent of record keeping in ancient Sumeria, never in human history has there been so much digital data generated by humans. Neither did we have the data-hungry algorithmic infrastructure primed to systematize and mold every aspect of our behavior. Such actionable insights powered by artificial intelligence (AI) are much more far reaching than what each of us can easily comprehend. With the current generation of generative AI models that mimic human cognition and thought, we are facing a profound shift in our relationship with technology. This talk will discuss the landscape of generative AI and its implications for research and teaching.

BREAKOUT Sessions
11:00 – 11:20 am

1. **Title: AI Minor**
   Jon Perkins, Associate Professor of Accounting, Ivy College of Business,
   Arne Hallam, Associate Dean and Economics Professor, College of Liberal Arts & Sciences,
   Abstract: We will discuss the newly developed minor in AI. It will be available to students starting this fall.
2. **Title: Encouraging Students to Think Critically about Generative AI in their Academic and Professional lives**
   Racheal Ruble, Associate Teaching Professor, Psychology, College of Liberal Arts & Sciences,
   Abstract: Ruble will discuss assignments and classroom activities in her communication courses that provide students with opportunities to create and interpret AI-generated messages while considering the technology's appropriate and inappropriate uses.

3. **Title: XXXXXXX**
   Karthik Balakrishnan, Principal Financial Group
   Abstract:

4. **Title: Mobile-Friendly, Video Analytics Platform For The Automated Recognition Of Lame Cattle At The Herd Level**
   Santosh Pande, Associate Professor in the Department of Electrical and Computer Engineering,
   Abstract: Lameness in dairy cattle is a major health and welfare concern and perhaps one of the costliest clinical diseases for dairy operations. Lame cows show a progressive reduction in milk yield, body weight, physical activity, and fertility which leads to increased risk of other diseases, higher treatment costs, and higher culling rates. The proposed research has involved several undergraduate and graduate students in AI model development to build a lightweight, mobile-friendly video analytics platform to track the prevalence of lameness in the herd while using extension activities to disseminate the app technology to farm employees and improve their digital literacy in lameness identification.

5. **Title: Integrating Generative AI Tools in Graphic Design Education**
   Tina Rice, Assistant Teaching Professor, College of Design,
   Abstract:

6. **Title: AI in the classroom or: How I learned to stop worrying and love saving time**
   Ben Van Dusen, Associate Professor of Science Education, School of Education
   Abstract: In this session, we will explore ways that generative AI can save instructors time and better connect material to their students. Topics we'll explore include creating lesson plans and assessments. We will also preview novel AI assessment technology being developed collaboratively at ISU that supports instructors differentiate instruction to meet each student's needs.

Poster Sessions:
4:15 – 6:00 pm

South Ballroom