

PURSUING THE UNITED NATIONS' SUSTAINABLE DEVELOPMENT GOALS: LESSONS LEARNED FROM A PROJECT IN VILLAGES IN INDIA

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The pursuit of the United Nations' Sustainable Development Goals (SDGs; formerly Millennium Development Goals, MDGs) is of economic and social significance to the poorest citizens of less developed countries, with the empowerment of women being a crucial goal. The context of the presentation is a bottom-up, non-governmental information and communication technology (ICT) project in rural India conducted over a 7-year period in 20 villages among 3,000 families in pursuit of various goals including healthcare, eradicating poverty and empowerment of women. In this presentation, I will present an overview of this research program and some of the research papers that were published.

Presenter bio

Viswanath Venkatesh is a Distinguished Professor and Billingsley Chair in Information Systems at the Walton College of Business, University of Arkansas. His research focuses on understanding the diffusion of technologies in organizations and society. For over a decade, he has worked with several companies and government agencies in different capacities ranging from a systems engineer to a special consultant to the Vice-President, and has rigorously studied real-world phenomena. He is most proud of his ongoing work in villages in India, which he has presented at the United Nations where he has also served on an expert panel on the advancement of women in less developed countries. The sponsorship of his research has been about \$10M, including funding from government agencies. His work has appeared in leading journals in information systems, organizational behavior, psychology, marketing, operations management, health informatics and human-computer interaction journals. He is recognized to be among the most influential scholars in business and economics, with about 85,000 cites per Google Scholar and about 26,000 cites per Web of Science. A recent article by Thomson Reuters identified him to be among the top-1% most-cited scholars in business and economics (e.g., highlycited.com). He is a Fellow of the *Association of Information Systems* and *Information Systems Society (INFORMS)*. He has published a book titled "Road to Success: A Guide for Researchers in the Behavioral and Social Sciences" (<http://vvenkatesh.com/book>). He has developed and maintained an information systems research rankings website since 2008 (<http://myvisonresearch.com/research-rankings>). He is currently a Senior Editor (SE) at *AIS Transactions on Human-Computer Interaction*. From 2008 to 2011, he served as an SE at *Information Systems Research* and from 2012 to 2017, he served as an SE at *MIS Quarterly*. He has served or is serving on several other boards including *Organizational Behavior and Human Decision Processes*, *Journal of AIS*, *Journal of Operations Management*, *Production and Operations Management*, and *Management Science*.