

Title: Living with AI

Speaker: Prof. Hemant Bhargava, University of California Davis

Area: DS

Date: 28.02.2026, Venue: MDC Conference Room @ 5.30PM

Brief description: I will summarize the state of AI (especially generative AI) and its inner workings, and discuss its unprecedented capabilities and fallibility. I will then share some practical ideas for reliable and effective use of Gen AI tools, and end with a broader discussion of the current trajectory of AI, and what it foretells for our societies.

Speaker Profile:



Professor Hemant K. Bhargava is an academic leader who focuses on computing technology and the economic and competitive aspects of its diffusion into business and society. He shares his extensive scholarship with industry, government, and the broader community, through presentations, articles, interviews, testimonies, and other outreach events. His research develops and analyzes economic models for decisions related to operations, marketing, and competitive strategy for technology goods, and their implications for competitive markets and technology-related policy. His recent scholarship explores the regulatory challenges, trust mechanisms, and economic drivers shaping artificial intelligence. Applications of his work include platform businesses, information and telecommunications industries, healthcare, media and entertainment, and electric vehicles. He has published over 100 articles in the top journals *Management Science*, *Operations Research*, *Marketing Science*, *Journal of Marketing Research*, *INFORMS Journal on Computing*, *Information Systems Research*, and *Production and Operations Management*, and in major scholarly conferences. He is a Distinguished Fellow of the INFORMS Information Systems Society, and Department Editor (Information Systems) for INFORMS' flagship journal *Management Science*, and has co-chaired the leading conferences in the field. He has also served previously as Associate Dean, and as Chair of the Faculty Executive Committee.

Dr. Bhargava has received several research awards. Recent ones include the 2024 [Distinguished Alumni Award](#) from the Indian Institute of Management, Bangalore; the 2020 [INFORMS Journal on Computing "Test of Time" award](#) for his 2007 paper on search engines; the Best Paper Award at the 2021 INFORMS Conference on Information Systems and Technologies; and a Research Excellence Gift from DataStax in 2024 and Google in 2017-18. He co-founded the annual [Theory in Economics of Information Systems](#) workshop. He co-founded and was the first Academic Director of the UC Davis Master of Science in Business Analytics program in 2014-16. In 2020, he conceived and launched the [Center for Analytics and Technology in Society](#) which performs research, applied work, and outreach around the use of technology and analytics in platform businesses, entertainment industry, healthcare, and emerging technologies.

Webpage Link: <https://gsm.ucdavis.edu/faculty/hemant-bhargava>