

# Gordon Burtch

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## Academic Positions

### Kelli Questrom Associate Professor in Management

*Boston University – Questrom School of Business*

**Boston, MA**

2021–

### Visiting Professor

*IE University – IE Business School*

**Madrid, Spain**

2019–

### Associate Professor & McKnight Presidential Fellow

*University of Minnesota – Carlson School of Management*

**Minneapolis, MN**

2018–2021

2021

### Assistant Professor

*University of Minnesota – Carlson School of Management*

**Minneapolis, MN**

2013–2018

2018

## Education

### PhD of Business Administration

*Temple University – Fox School of Business*

**Philadelphia, PA**

2013

### Master of Business Administration

*McMaster University – DeGroote School of Business*

**Hamilton, ON, Canada**

2007

### Bachelor of Engineering

*McMaster University – Faculty of Engineering*

**Hamilton, ON, Canada**

2005

## Industry Consulting

### Contractor

*Facebook Research – Core Data Science*

**New York, NY**

2021–2022

2022

### Consulting Researcher

*Microsoft Research – Computational Social Science*

**New York, NY**

2018–2019

2019

## Research Grants

### Facebook Research

*Core Data Science*

2022

### National Science Foundation

*Smart & Connected Communities*

2020–2022

2022

### European Commission

*Horizon 2020*

2019–2022

2022

**Marketing Science Institute***Research Priorities Grant*

2018-2020

2020

**Facebook Research***Core Data Science*

2018

**Adobe***Digital Experience Research Award*

2018

**University of Minnesota***Center for Transportation Studies*

2018

**Ewing Marion Kauffman Foundation***Studies in Crowdfunding*

2014-2016

2016

**3M Foundation***Non-Tenured Faculty Award*

2014-2016

2016

## Professional Recognition & Awards

**Broderick Award for Excellence in Research***BU Questrom*

2023

**Research in Analytics Award***Deloitte (Institute for Research & Practice in Analytics)*

2022

**Best Paper Award***INFORMS Workshop on Data Science*

2022

**Best Paper Award***ZEW Conference on the Economics of ICT*

2022

**Distinguished Member - Cum Laude***Association for Information Systems*

2021

**(Finalist) Award for Best Published Paper in Prior 3 Years***INFORMS Management Science*

2020

**McKnight Presidential Fellowship***University of Minnesota*

2018-2021

2021

**Best Associate Editor Award***INFORMS Information Systems Research*

2019

**AIS Early Career Award***Association for Information Systems*

2017

**Sandra A. Slaughter Early Career Award***INFORMS Information Systems Society (ISS)*

2017

**Outstanding Researcher Award***Carlson School of Management, University of Minnesota*

2017

### Teaching Innovator of the Year

FT MBA Program, Carlson School of Management, University of Minnesota

2017

### Mary & Jim Lawrence Fellow

Carlson School of Management, University of Minnesota

2017

### Best Reviewer Award

INFORMS Information Systems Research

2016

### Best Paper Award

INFORMS Information Systems Research

2014

## Peer Reviewed Research

1. **Babar, Y., Adeli, A. & Burtch, G.** (2023) "The Effects of Online Social Identity Signals on Retailer Demand". Forthcoming at *Management Science*.
2. **Gorbatai, A., Younkin, P., & Burtch, G.** (2023) "Collateral Damage: The Relationship Between High-salience Events and Variation in Racial Discrimination", Forthcoming at *Organization Science*.
3. **Sabzehzar, A., Burtch, G., Hong, Y. & Santanam, R.** (2023) "Putting Religious Bias in Context: How Offline and Online Context Shape Religious Bias in Online Pro-social Lending", *MIS Quarterly*, 47(1): 33-62.
4. **Yang, M., McFowland, E., Burtch, G. & Adomavicius, G.** (2022) "Achieving Reliable Causal Inference with Data-Mined Variables: A Random Forest Approach to the Measurement Error Problem", *INFORMS Journal on Data Science*, 1(2): 138-155.  
– Best Paper Award @ INFORMS Workshop on Data Science.
5. **Huang, N., Burtch, G., He, Y., & Hong, Y.** (2022) "Managing Congestion in a Matching Market via Demand Information Disclosure", *Information Systems Research*, 33(4): 1196-1220.  
– Winner of the Deloitte Research in Analytics Award.
6. **Deodhar, S., Babar, Y. & Burtch, G.** (2022) "The Influence of Status on Evaluations: Evidence from Online Coding Contests", *MIS Quarterly*, 46(4): 2085-2110.
7. **Dhanorkar, S., & Burtch, G.** (2022) "The Heterogeneous Effects of Peer-to-Peer Ride-Hailing on Traffic Congestion: Quasi-Experimental Evidence from Uber's Entry in California", *Transportation Science*, 56(3): 750-774.
8. **Burtch, G., He, Q., Hong, Y., & Lee, D.** (2022) "How Do Peer Awards Motivate Creative Content? Experimental Evidence from Reddit", *Management Science*, 68(5): 3488-3506.
9. **Zamoff, M., Greenwood, B. & Burtch, G.** (2022) "Who Watches the Watchmen? Estimating the Effect of Body-Worn Cameras on New York City Policing", *Journal of Law, Economics and Organization*, 38(1): 161-195. (Note: author names in reverse alphabetical order)
10. **Hong, Y., Peng, J., Burtch, G. & Huang, N.** (2021). "Just DM Me (Politely): Direct Messaging, Politeness and Hiring Outcomes in Online Labor Markets", *Information Systems Research*, 32(3): 786-800.

11. **Schanke, S., Burtch, G. & Ray, G.** (2021) "Estimating the Impact of 'Humanizing' Customer Service Chatbots", *Information Systems Research*, 32(3): 736-751.  
– Best Student Paper Award @ INFORMS Conference on Information Systems and Technology (CIST).
12. **Huang, N., Zhang, J., Burtch, G., Li, X. & Chen, P.** (2021). "Combating Procrastination on MOOCs via Optimal Calls-to-Action: Evidence from a Randomized Field Experiment", *Information Systems Research*, 32(2): 301-317.  
– Lead/Featured Article.
13. **Burtch, G., Hong, Y., & Kumar, S.** (2021). "When Does Dispute Resolution Substitute for a Reputation System? Empirical Evidence from a Service Procurement Platform", *Production & Operations Management*, 30(6), 1565-1582.  
– Lead/Featured Article.
14. **Burtch, G., Greenwood, B., & McCollough, J.** (2021). "Driving You to Drink: The Effect of Ride-hailing Services on Alcohol Consumption", *Journal of Medical Internet Research (JMIR)*, 23(1), e15402.
15. **Burtch, G., Gupta, D. & Martin, P.** (2021). "Referral Timing & Fundraising Success in Crowdfunding", *Manufacturing & Service Operations Management*, 23(3), 676-694
16. **Babar, Y. & Burtch, G.** (2020). "Examining the Heterogeneous Impact of Ride-hailing Services on Public Transit Use", *Information Systems Research*, 31(3), 820-834.
17. **Huang, N., Burtch, G., Hong, Y. & Pavlou, P.** (2020). "Unemployment and Worker Participation in the Gig Economy: Evidence from an Online Labor Platform", *Information Systems Research*, 31(2), 431-448.
18. **Burtch, G. & Chan, J.** (2019). "Investigating the Relationship Between Medical Crowdfunding and Personal Bankruptcy in the United States: Evidence of a Digital Divide", *MIS Quarterly*, 43(1), 237-262.  
– Nominated for Best Paper Award @ AIS International Conference on Information Systems (ICIS).
19. **Huang, N., Burtch, G., Gu, B., Hong, Y., Liang, C., Wang, K., Fu, D. & Yang, B.** (2018). "Motivating User-Generated Content via Performance Feedback: Evidence from Randomized Experiments", *Management Science*, 65(1), 327-345.
20. **Burtch, G., Carnahan, S. & Greenwood, B.** (2018) "Can You Gig It? An Empirical Examination of the Gig Economy and Entrepreneurship", *Management Science*, 64(12), 5497-5520.  
– Finalist for *ISS* and *Management Science* 2020 Award for Best Published Paper in Past 3 Years.
21. **Hong, Y., Hu, Y. & Burtch, G.** (2018). "Embeddedness, Pro-Sociality and Fundraising Response: Evidence from Crowdfunding Platforms", *MIS Quarterly*, 42(4), pp. 1211-1224.
22. **Burtch, G., Hong, Y., Bapna, R. & Griskevicius, V.** (2018). "Stimulating Online Reviews by Combining Financial Incentives and Social Norms", *Management Science*, 64(5), pp. 2065-2082.
23. **Burtch, G., Hong, Y., & Liu, D.** (2018). "The Role of Provision Points in Online Crowdfunding", *Journal of Management Information Systems*, 35(1), pp. 117-144.

24. **Yang, M., Adomavicius, G., Burtch, G. & Ren, Y.** (2018). "Mind the Gap: Accounting for Measurement Error and Misclassification in Variables Generated via Data Mining", *Information Systems Research*, 29(1), pp. 4-24.  
– Lead/Featured Article.
25. **Huang, N., Hong, Y. & Burtch, G.** (2017). "Social Network Integration and User Content Generation: Evidence from Natural Experiments", *MIS Quarterly*, 41(4), pp. 1035-1058.  
– Lead/Featured Article.
26. **Hong, Y., Huang, N., Burtch, G. & Li, C.** (2016). "Culture, Conformity and Emotional Suppression in Online Reviews", *Journal of the Association for Information Systems*, 17(11).
27. **Burtch, G., Ghose, A. & Wattal, S.** (2016). "Secret Admirers: An Empirical Examination of Information Hiding and Contribution Dynamics in Online Crowdfunding", *Information Systems Research*, 27(3), pp. 478-496.
28. **Huang, N., Burtch, G., Hong, Y. & Polman, E.** (2016). "Effects of Multiple Psychological Distances on Construal Level: A Field Study of Online Reviews", *Journal of Consumer Psychology*, 26(4), pp. 474-482.
29. **Burtch, G., Ghose, A. & Wattal, S.** (2015). "The Hidden Cost of Accommodating Crowdfunder Privacy Preferences", *Management Science*, 61(5), pp. 949-962.  
– E&Y's (Winter 2015) *Journal of Financial Perspectives*, FinTech Special Issue, pp. 138-154.
30. **Burtch, G., Ghose, A. & Wattal, S.** (2014). "Cultural Differences and Geography as Determinants of Online Pro-Social Lending", *MIS Quarterly*, 38(3), pp. 773-794.
31. **Burtch, G., Ghose, A. & Wattal, S.** (2013). "An Empirical Examination of the Antecedents and Consequences of Contribution Patterns in Crowd-funded Markets", *Information Systems Research*, 24(3), pp. 499-519.  
– Lead/Featured Article & Winner of the *ISS* and *ISR* 2014 Best Paper Award.

## Patents

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- **Hill, S., Barto, M., & Burtch, G.** "Content Event Insights", Patent # US10579685B2, Assignee Microsoft Technology Licensing LLC.

## Book Chapters & Industry Publications

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- **Burtch, G., Cho, D., Liang, Y., & Smith, M.** (2021). "Will Movie Theaters Survive When Audiences Can Stream New Releases?", *Harvard Business Review*.
- **Greenwood, B., Burtch, G. & Carnahan, S.** (2017). "Unknowns of the Gig Economy", *Communications of the ACM*, 60(7), pp. 27-29.
- **Burtch, G., Di Benedetto, C. A. & Mudambi, S.** (2014). "Leveraging Information Systems for Enhanced Product Innovation", In: *Springer Handbook of e-Business Strategic Management*, pp. 211-216.

## Manuscripts Invited for Revision

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- **Förderer, J., & Burtch, G.** “With a Little Help From My Friends: Career Benefits from Online Community Engagement”, Preparing for 5th Round Review at *Management Science*
- **Zhou, M., Li, X., & Burtch, G.** “Healthcare Across Boundaries: Urban-Rural Differences in the Financial and Healthcare Consequences of Telehealth Adoption”. Preparing for 3rd Round Review at *Information Systems Research*  
– Best Paper Award @ ZEW Conference on the Economics of Information and Communication Technology.
- **Hassna, G., & Burtch, G.** “Understanding the Role of Organizational Lead Donor Types in Civic Crowdfunding”, Preparing for 3rd Round Review at *Journal of the Association for Information Systems*
- **Xu, L., Burtch, G., Xie, Q., & Wang, L.** “An Empirical Study of Strategic Opacity in Crowdsourced Quality Evaluations”. Preparing for 3rd Round Review at *MIS Quarterly*
- **Dhanorkar, S. & Burtch, G.** “Can Mandatory E-Waste Laws Crowd-Out Voluntary Environmental Initiatives? Evidence from a Quasi-Experiment”. Under 2nd Round Review at *Manufacturing & Service Operations Management (MSOM)*
- **Hou, J., Huang, N., Burtch, G., Hong, Y. & Chen, P.** “Evaluating the Efficacy of Platform-imposed Application Costs for Managing Congestion in Online Matching Markets”. Under 2nd Round Review at *Management Science*
- **Babar, Y., & Burtch, G.** “Recharging Retail: Estimating Consumer Demand Spillovers from Electric Vehicle Charging Stations’. Preparing for 2nd Round Review at *Manufacturing & Service Operations Management (MSOM)*
- **Schanke, S., Burtch, G. & Ray, G.** “Digital Lyrebirds: Experimental Evidence That Voice-based DeepFakes Influence Trust”. Preparing for 2nd Round Review at *Management Science*
- **Bapna, S. & Burtch, G.** “An Examination of Major-Donor Funding Schemes for Crowdfunded Social Ventures”. Preparing for 2nd Round Review at *Information Systems Research*

## Recently Submitted Manuscripts

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- **Tong, S., Zhang, Y., Burtch, G. & Lin, Z.** “Individual Sellers’ Social Media Participation and Sales Performance in Peer-to-Peer Marketplaces: Evidence from a Quasi-Natural Experiment”. Under 1st Round Review at *Production & Operations Management (POM)*
- **Burtch, G., Greenwood, B. & Ravindran, K.** “Lucy and the Chocolate Factory: Warehouse Robotics and Worker Safety”. Under 1st Round Review at *Management Science*
- **Zhang, H., Huang, Y., Burtch, G., & Smith, M.** “The When, Where, and Why of Movie Piracy: A Structural Model of Movie Piracy vs. Legal (in-Theater) Consumption”. Under 1st Round Review at *Management Science*

## Works in Progress

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- **Burtch, G., Godinho de Matos, M., & Lima, F.** "Personal Social Networks, Technology Skills, and Worker Performance Under Telework". Target: *MIS Quarterly*
- **Burtch, G., Yang, M., McFowland E. & Adomavicius, A.** "Ensemble IV: Creating Instrumental Variables from Ensemble Learners for Robust Statistical Inference". Target: *Annals of Applied Statistics*
- **Tong, S., Kwon, E., Burtch, G.** "The Effects of a Keyword Recommender System on Patterns of Search and Consumption in Mobile Location-based Services: A Field Experiment at Meituan". Target: *Management Science*
- **Deodhar, S. & Burtch, G.** "Effect of Feedback Valence and Specificity in Online Design Contests: Randomized Field Experiment". Target: *Journal of the Association for Information Systems (JAIS)*
- **Burtch, G., Zhang, P., & Hill, S.** "Experimental Evaluations of the Influence of Business-owner Gender Identity Labels in Digital Advertising". Target: *Marketing Science*
- **Burtch, G., Lee, D. & Chen, Z.** "The Consequences of Generative AI for User-Generated Content and Online Community Engagement". Target: *Management Science*
- **Zhao, K., Huang, N. & Burtch, G.** "Designing Advertisements for a Live Streaming Environment: Evidence from a Field Experiment on Twitch". Target: *Management Science*
- **Liang, C., Tunc, M. & Burtch, G.** "Market Punishment of Strategic Generosity: An Empirical Examination of NFT Charity Auctions". Target: *Management Science*
- **Urrea, G., Villaneuva, S., Yoo, E., & Burtch, G.** "The Influence of Cryptocurrency Volatility on Donations". Target: *Manufacturing & Service Operations Management (MSOM)*
- **Santanai, A., Burtch, G., Hong, Y., & Hu, Y.** "Online Review Censorship". Target: *Information Systems Research*
- **Anderson, D., Angst, C., Burtch, G., & Greenwood, B.** "The Heterogeneous Effects of Ride-hailing Service Availability on Ambulances Demand". Target: *Manufacturing & Service Operations Management (MSOM)*
- **Bapna, R. & Burtch, G.** "To Social-Media or to Hoop? The Impact of the NCAA's Name, Image, and Likeness (NIL) Policy on Students' Athletic Performance". Target: *Marketing Science*

## Invited Seminars

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- **Tulane University** April 2023 New Orleans, LA.
- **Virginia Tech** February 2023 Blacksburg, VA.
- **MIT** November 2022 Cambridge, MA.
- **George Mason University** November 2022 Washington, DC.

- **Nanyang Technological University** *October 2022* Singapore.
- **Facebook Research** *September 2022* New York, NY.
- **Télécom Paris, Institut Polytechnique de Paris** *September 2022* Paris, France.
- **Tilburg University** *September 2022* Tilburg, Netherlands.
- **Copenhagen Business School** *May 2022* Copenhagen, Denmark.
- **University of Rochester** *May 2022* Rochester, NY.
- **Facebook Research** *May 2022* New York, NY.
- **University of Texas, Austin** *February 2022* Austin, TX.
- **New York University** *December 2021* New York, NY.
- **University of Illinois - Chicago** *November 2021* Chicago, IL.
- **Georgia State University** *October 2021* Atlanta, GA.
- **University of Texas, Dallas** *September 2021* Dallas, TX.
- **Boston College** *September 2021* Boston, MA.
- **Fordham University** *May 2021* New York, NY.
- **Erasmus University** *April 2021* Rotterdam, Netherlands.
- **University of Hawaii - Manoa** *April 2021* Honolulu, HI.
- **University of Minnesota** *February 2021* Minneapolis, MN.
- **Facebook Research** *January 2021* New York, NY.
- **Queen's University** *January 2021* Kingston, ON, Canada.
- **Temple University (Marketing)** *October 2020* Philadelphia, PA.
- **University of Illinois - Urbana-Champaign** *October 2020* Champaign, IL.
- **Goethe University** *February 2020* Frankfurt, Germany.
- **Boston University** *February 2020* Boston, MA.
- **Warwick University** *November 2019* Warwick, UK.
- **IE University** *November 2019* Madrid, Spain.
- **Tel Aviv University** *October 2019* Tel Aviv, Israel.
- **University of Liverpool** *October 2019* Liverpool, UK.
- **Temple University** *April 2019* Philadelphia, PA.



- **University of Washington** *April 2019* Seattle, WA.
- **Pennsylvania State University** *April 2019* State College, PA.
- **University of Minnesota (Marketing)** *November 2018* Minneapolis, MN.
- **New York University** *May 2018* New York, NY.
- **Microsoft Research** *May 2018* New York, NY.
- **University of Pennsylvania (Human & Social Capital)** *April 2018* Philadelphia, PA.
- **University of Connecticut** *March 2018* Storrs, CT.
- **Temple University** *January 2018* Philadelphia, PA.
- **HEC Paris** *October 2017* Paris, France.
- **The 3M Company** *August 2017* St. Paul, MN.
- **University of Maryland** *April 2017* College Park, MD.
- **Carnegie Melon University** *April 2017* Pittsburgh, PA.
- **Arizona State University** *February 2017* Tempe, AZ.
- **Boston University** *January 2017* Boston, MA.
- **Georgia Tech** *January 2017* Atlanta, GA.
- **Georgia Tech** *September 2016* Atlanta, GA.
- **Emory University** *September 2016* Atlanta, GA.
- **Católica Lisbon** *June 2016* Lisbon, Portugal.
- **McGill University** *February 2016* Montreal, QC.
- **Temple University** *February 2015* Philadelphia, PA.
- **University of Minnesota** *February 2013* Minneapolis, MN.
- **University of Texas, Austin** *February 2013* Austin, TX.

## Conference Proceedings

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- **Sanatizadeh, A., Burtch, G., Hong, Y. & Hu., Y.** (2022). "Online Review Censorship" In: *Proceedings of the International Conference on Information Systems (ICIS)*, Copenhagen, DK.
- **Hsieh, J., Hong, Y., Burtch, G. & Zhu, H.** (2022). "A Little Too Personal: Effects of Standardization versus Personalization on Job Acquisition, Work Completion, and Revenue for Online Freelancers" In: *CHI '21: Proceedings of the 2021 CHI Conference on Human Factors in Computing Systems*, New Orleans, LA.

- **Schanke, S., Burtch, G. & Ray, G.** (2022). ‘Dynamic Voice Clones Elicit Consumer Trust’” In: *Proceedings of the Hawaii International Conference on System Sciences (HICSS)*, Maui, HI.
- **Tong, S., Zhang, Y., Burtch, G. & Lin, Z.** (2021). “Individual Sellers Social Media Participation and Sales Activities in Social Marketplaces: Evidence from a Natural Experiment” In: *Proceedings of the International Conference on Information Systems (ICIS)*, Austin, TX.
- **Hill, S., Colas, A., Schwartz, H. A., & Burtch, G.** (2019). “TV Ad Events and Digital Search: On the Selection of Outcome Measures” In: *Proceedings of the IEEE International Conference on Big Data (Big Data)*, Los Angeles, CA (pp. 3518-3528).
- **Burtch, G., He, Q., Hong, Y., & Lee, D. K.** (2019). “Peer Symbolic Awards Increase User Content Generation but Reduce Content Novelty” In: *Proceedings of the International Conference on Information Systems (ICIS)*, Munich, Germany.
- **Sabzehzar, A., Burtch, G., Hong, Y., & Santanam, R.** (2019). “The Role of Religion in Online Prosocial Lending” In: *Proceedings of the International Conference on Information Systems (ICIS)*, Munich, Germany.
- **Huang, N., Burtch, G., Hong, Y., & Pavlou, P.** (2018). “Local Economic Conditions and Worker Participation in the Gig Economy” In: *Proceedings of the International Conference on Information Systems (ICIS)*, San Francisco, CA.
- **Huang, N., Gu, B., Burtch, G., Hong, Y., Liang, C., Wang, K., Fu, D., Yang, B., & Lan, W.** (2017). ‘Designing Effective Performance Feedback Notification Systems to Stimulate Content Contribution: Evidence from a Crowdsourcing Recipe Platform’” In: *Proceedings of the Hawaii International Conference on System Sciences (HICSS)*, Pukao, HI.
- **Huang, N., Gu, B., Burtch, G., Hong, Y. & Liang, C.** (2016). “Effectiveness of Performance Feedback in Stimulating User Generated Content” In: *Proceedings of the International Conference on Information Systems (ICIS)*, Dublin, Ireland.
- **Burtch, G., Carnahan, S. & Greenwood, B.** (2016). “Can You Gig It? Yes You Can - An Empirical Examination of the Gig Economy and Entrepreneurship” In: *Best Paper Proceedings of the 79th Annual Academy of Management Annual Meeting (TIM Division)*, Anaheim, CA.
- **Burtch, G., Hong, Y., Bapna, R. & Griskevicius, V.** (2015). “What Are Social Incentives Worth?” In: *Proceedings of the International Conference on Information Systems (ICIS)*, Dallas, TX.
- **Hong, Y., Hu, Y. & Burtch, G.** (2015). “Social Broadcasting or Social Sharing? Understanding the Crowd’s Contribution to Public vs. Private Goods in Crowdfunding Campaigns” In: *Proceedings of the International Conference on Information Systems (ICIS)*, Dallas, TX.
- **Huang, N., Hong, Y. & Burtch, G.** (2015). “Anonymity and Language Usage: A Natural Experiment of Social Network Integration” In: *Proceedings of the NET Institute Conference*, New York, NY.
- **Burtch, G. & Hong, Y.** (2014). “What Happens When Word of Mouth Goes Mobile?” In: *Proceedings of the International Conference on Information Systems (ICIS)*, Auckland, New Zealand.  
– Nominated for the ICIS 2014 Best Paper Award

- **Burtch, G. & Chan, J.** (2014). "Reducing Medical Bankruptcy Through Crowdfunding: Evidence from GiveForward" In: *Proceedings of the International Conference on Information Systems (ICIS)*, Auckland, New Zealand.  
– Nominated for the ICIS 2014 Best Paper Award
- **Burtch, G., Ghose, A. & Wattal, S.** (2014). "An Empirical Examination of Peer Referrals in Online Crowdfunding" In: *Proceedings of the International Conference on Information Systems (ICIS)*, Auckland, New Zealand.
- **Burtch, G., Ghose, A. & Wattal, S.** (2014). "An Experiment in Crowdfunding: Assessing the Role and Impact of Transaction-Level Information Controls" In: *Proceedings of the International Conference on Information Systems (ICIS)*, Auckland, New Zealand.
- **Burtch, G., Ghose, A. & Wattal, S.** (2014). "An Experiment in Crowdfunding: Assessing the Role and Impact of Transaction-Level Information Controls" In: *Proceedings of the Academy of Management Annual Meeting (AoM)*, Philadelphia, PA.
- **Burtch, G., Ghose, A. & Wattal, S.** (2013). "An Empirical Examination of Users' Information Hiding in a Crowdfunding Context" In: *Proceedings of the International Conference on Information Systems (ICIS)*, Milan, Italy.
- **Burtch, G., Ghose, A. & Wattal, S.** (2012). "An Empirical Examination of Cultural Biases in Online Interpersonal Exchange" In: *Proceedings of the International Conference on Information Systems (ICIS)*, Orlando, FL.
- **Obal, M., Burtch, G. & Kuntz, W.** (2012). "Evaluating the Role of Weak Ties in the Context of an Online Social Network" In: *Proceedings of the AMA Winter Marketing Educators Conference*, St. Petersburg, FL.
- **Burtch, G., Ghose, A. & Wattal, S.** (2011). "An Empirical Examination of Private Contribution Toward a Public Good in a Crowd-funding Context" In: *Proceedings of the International Conference on Information Technology, Systems and Management (ITSM)*, Goa, India.
- **Burtch, G., Ghose, A. & Wattal, S.** (2011). "An Empirical Examination of the Antecedents of Contribution Patterns in Crowd-Funded Markets" In: *Proceedings of the International Conference on Information Systems (ICIS)*, Shanghai, China.
- **Burtch, G.** (2011). "Herding Behavior as a Network Externality" In: *Proceedings of the International Conference on Information Systems (ICIS)*, Shanghai, China.
- **Obal, M., Burtch, G. & Kuntz, W.** (2011). "Considering Weak Tie Expertise and Similarity as Surrogates for Tie Strength: An Experimental Examination of Reliance Upon Weak Tie Information in Consumption Decisions" In: *Proceedings of the DMEF Direct / Interactive Marketing Research Summit*, Boston, MA.
- **Burtch, G., Ghose, A. & Wattal, S.** (2011). "The Silent Signals: Implicit User Generated Content and Implications for Consumer Decision Making" In: *Proceedings of the Academy of Management Annual Meeting (AoM)*, San Antonio, TX.

- **Burtch, G., Yoo, Y. & Weiss, A.** (2010). "Digital Innovation and Craftsmanship: The Case of CF Martin & Company" In: *Proceedings of the International Conference on Information Systems (ICIS)*, St. Louis, MO.

## Conference & Workshop Presentations

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- (May, 2023). "Lucy and the Chocolate Factor: Warehouse Robotics and Worker Injury" *Conference on Health IT and Analytics (CHITA)*, Washington, DC – co-authored with **Greenwood, B., & Ravindran, K.**
- (December, 2022). "How Do Online Signals of Social Identity Affect Retailer Performance?" *Workshop on Information Systems and Economics (WISE)*, Copenhagen, Denmark – co-authored with **Babar, Y., & Adeli, A.**
- (December, 2022). "Online Review Censorship" *International Conference on Information Systems (ICIS)*, Copenhagen, Denmark – co-authored with **Sanatizadeh, A., Hong, Y., & Hu, Y.**
- (November, 2021). "An Experimental Evaluation of Major Donor Funding Schemes for Crowdfunded Social Ventures" *MIT Conference on Digital Experimentation (CODE)*, Virtual – co-authored with **Sofia Bapna**
- (March, 2020). "Personal Social Networks, Technology Skills, and Workers' Digital Resilience" *National Bureau of Economic Research (NBER) - Economics of IT & Digitization Winter Meeting*, Virtual – co-authored with **Godinho de Matos, M., & Lima, F.**
- (December, 2020). "Designing Demand Information Disclosure in the Presence of Capacity Constraints: A Large-Scale Randomized Field Experiment on a Matching Platform" *Workshop on Information Systems and Economics (WISE)*, Virtual – co-authored with **Huang, N., He, Y., Xu, X., & Hong, Y.**
- (December, 2020). "The Impact of Early Digital Movie Releases on Box Office Revenue: Evidence from the Korean Market" *Workshop on Information Systems and Economics (WISE)*, Virtual – co-authored with **Yangfan, L., Cho, D., & Smith, M.**
- (November, 2020). "The Effect of Body-worn Cameras on New York City Policing" *INFORMS Conference on Information Systems and Technology (CIST)*, Virtual – co-authored with **Zamoff, M., & Greenwood, B.**
- (December, 2019). "The Role of Religion in Online Prosocial Lending" *International Conference on Information Systems (ICIS)*, Munich, Germany – co-authored with **Sabzehzar, A., Hong, Y., & Santanam, R.**
- (December 2018) "Local Economic Conditions and Worker Participation in the Gig Economy" *International Conference on Information Systems (ICIS)*, San Francisco, CA – co-authored with **Huang, N., Hong, Y., & Pavlou, P.**
- (November 2018) "TV Advertising and Online Search: Combining Econometrics and ML to Detect Reliable Causal Effects of Ads" *INFORMS Conference on Information Systems and Technology (CIST)*, Phoenix, AZ – co-authored with **Hill, S., Colas, A., & Schwarz, A.**

- (August 2018) “Forest IV: Generating Instrumental Variables with Random Forest for Bias Correction in Statistical Inferences” *CSOM Summer Applied Economics Seminar*, Minneapolis, MN – co-authored with **Yang, M., McFowland, E. & Adomavicius, G.**
- (June 2018) “Referral Timing and Fundraising Success in Crowdfunding” *INFORMS Revenue Management & Pricing (RMP) Conference*, Toronto, Canada – co-authored with **Gupta, D. & Chen, Y.**
- (June 2018) “Do You Have Time for a Quick Chat? Direct Messaging System Usage and Hiring Outcomes in Online Labor Markets” *Statistical Challenges in eCommerce Research (SCECR)*, Rotterdam, Netherlands – co-authored with **Hong, Y., Peng, J. & Huang, N.**
- (May 2018) “Motivating User-Generated Content via Performance Feedback: Evidence from Randomized Experiments” *NSF Convergence Workshop on Crowdsourcing*, Alexandria, VA – co-authored with **Huang, N., Gu, B., Hong, Y., Liang, C., Wang, K., Fu, D. & Yang, B.**
- (May 2017) “Incentive Design for Ad-Sponsored Content” *Workshop on Behavioral and Experimental Economics in IS (WEBEIS)*, Atlanta, GA – co-authored with **Sen, S., Gupta, A., & Rill, R.**
- (December 2016) “Effectiveness of Performance Feedback in Stimulating User Generated Content” *International Conference on Information Systems (ICIS)*, Dublin, Ireland – co-authored with **Hong, Y., Gu, B., Huang, N., & Liang, C.**
- (August 2016) “Stimulating UGC via Performance Feedback: A Randomized Mobile Field Experiment” *CSOM Summer Applied Economics Seminar*, Minneapolis, MN – co-authored with **Hong, Y., Gu, B., Huang, N., & Liang, C.**
- (July 2016) “Can You Gig It? An Empirical Examination of the Gig-Economy and Entrepreneurship” *NBER Summer Institute on the Economics of IT and Digitization*, Cambridge, MA – co-authored with **Carnahan, S. & Greenwood, B.**
- (July 2016) “Stimulating UGC via Performance Feedback: A Randomized Mobile Field Experiment” *Statistical Challenges in eCommerce Research (SCECR)*, Naxos, Greece – co-authored with **Hong, Y., Gu, B., Huang, N., & Liang, C.**
- (May 2016) “Can You Gig It? An Empirical Examination of the Gig-Economy and Entrepreneurship” *Economics of Entrepreneurship and Innovation (EEI9)*, Kingston, ON – co-authored with **Carnahan, S. & Greenwood, B.**
- (December 2015) “What Are Social Incentives Worth? A Randomized Field Experiment in User Content Generation” *International Conference on Information Systems (ICIS)*, Dallas, TX – co-authored with **Hong, Y., Bapna, R. & Griskevicius, V.**
- (August 2015) “Motivating Action and Effort: Stimulating UGC Contributions with Financial Incentives and Social Norms” *CSOM Summer Applied Economics Seminar*, Minneapolis, MN – co-authored with **Hong, Y., Bapna, R. & Griskevicius, V.**
- (December 2014) “What Happens When Word of Mouth Goes Mobile?” *International Conference on Information Systems (ICIS)*, Auckland, New Zealand – co-authored with **Hong, Y.**

- (December 2014) “An Experiment in Crowdfunding: Assessing the Role and Impact of Transaction-Level Information Controls” *International Conference on Information Systems (ICIS)*, Auckland, New Zealand – co-authored with **Ghose, A., & Wattal, S.**
- (December 2014) “An Empirical Examination of Peer Referrals in Online Crowdfunding” *International Conference on Information Systems (ICIS)*, Auckland, New Zealand – co-authored with **Ghose, A., & Wattal, S.**
- (September 2014) “An Empirical Examination of Peer Referrals in Online Crowdfunding” *2nd Annual Academic Symposium on Crowdfunding*, Berkeley, CA – co-authored with **Ghose, A., & Wattal, S.**
- (July 2014) “The Hidden Cost of Accommodating Crowdfunding Privacy Preferences: A Randomized Field Experiment” *NBER Summer Institute on the Economics of IT and Digitization*, Cambridge, MA – co-authored with **Ghose, A., & Wattal, S.**
- (June 2014) “The Hidden Cost of Accommodating Crowdfunding Privacy Preferences: A Randomized Field Experiment” *ZEW Conference on the Economics of Information and Communication Technologies*, Mannheim, Germany – co-authored with **Ghose, A., & Wattal, S.**
- (June 2014) “Do As I Say, Or Do As I Do? Distinguishing Observational Learning from Word-of-Mouth Effects” *Statistical Challenges in eCommerce Research (SCECR)*, Tel Aviv, Israel – co-authored with **Ghose, A., & Wattal, S.**
- (May 2014) “An Examination of Peer Referrals in Crowdfunding” *Crowds 2.0: New Frontiers in Crowdfunding + Crowdsourcing*, New York, NY – co-authored with **Ghose, A., & Wattal, S.**
- (December 2013) “The Impact of Online Privacy Controls on User Engagement: Evidence from a Randomized Experiment on a Crowdfunding Platform” *Workshop on Information Systems and Economics (WISE)*, Milan, Italy – co-authored with **Ghose, A. & Wattal, S.**
- (December 2013) “An Empirical Examination of Users’ Information Hiding in a Crowdfunding Context” *International Conference on Information Systems (ICIS)*, Milan, Italy – co-authored with **Ghose, A. & Wattal, S.**
- (October 2013) “The Impact of Online Privacy Controls on User Engagement: Evidence from a Randomized Experiment on a Crowdfunding Platform” *INFORMS Annual Meeting*, Minneapolis, MN – co-authored with **Ghose, A., & Wattal, S.**
- (October 2013) “Secret Benefactors: Crowdfunder Information Hiding and the Implications for Fundraising Outcomes” *INFORMS Conference on Information Systems and Technology (CIST)*, Minneapolis, MN – co-authored with **Ghose, A., & Wattal, S.**
- (September 2013) “Private Displays of Affection: An Empirical Examination of Online Crowdfunder Information Hiding” *1st Annual Academic Symposium on Crowdfunding*, Berkeley, CA – co-authored with **Ghose, A., & Wattal, S.**
- (July 2013) “An Empirical Examination of the Antecedents and Consequences of Information Hiding in Crowdfunded Markets” *INFORMS Marketing Science Conference*, Istanbul, Turkey – co-authored with **Ghose, A., & Wattal, S.**



- (June 2013) "An Empirical Examination of Online Information Hiding" *Statistical Challenges in eCommerce Research (SCECR)*, Lisbon, Portugal – co-authored with **Ghose, A., & Wattal, S.**
- (January 2013) "Cultural Differences and Geographic Proximity in Online Crowdfunding" *International Symposium on Information Systems*, Goa, India – co-authored with **Ghose, A., & Wattal, S.**
- (December 2012) "An Empirical Examination of Cultural Biases in Interpersonal Economic Exchange" *International Conference on Information Systems (ICIS)*, Orlando, FL – co-authored with **Ghose, A. & Wattal, S.**
- (December 2012) "Leveraging Big Data to Develop a Comprehensive Understanding of Crowd-funded Markets" *Workshop on Information Systems and Economics (WISE)*, Orlando, FL – co-authored with **Ghose, A. & Wattal, S.**
- (October 2012) "Crowd-funding Online Journalism: Examining the Roles of Peer Influence and Market Awareness" *INFORMS Conference on Information Systems and Technology (CIST)*, Phoenix, AZ – co-authored with **Ghose, A. & Wattal, S.**
- (October 2012) "Exploring the Role of Cultural Differences in Crowdfunder Contribution Decisions" *INFORMS Annual Meeting*, Phoenix, AZ – co-authored with **Ghose, A. & Wattal, S.**
- (December 2011) "Herding Behavior as a Network Externality" *International Conference on Information Systems (ICIS)*, Shanghai, China.
- (December 2011) "An Empirical Examination of the Antecedents of Contribution Patterns in Crowdfunded Markets" *International Conference on Information Systems (ICIS)*, Shanghai, China – co-authored with **Ghose, A. & Wattal, S.**
- (October 2010) "Evaluating the Performance and Adoption of Physician e-Detailing Strategies" *Workshop on Health IT and Economics (WHITE)*, Washington, DC – co-authored with **Pavlou, P. & Wattal, S.**

## Media Mentions

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- "The End of Movie Theaters (Maybe)" *Bloomberg Radio* – April 15, 2021.
- "Illegal Immigrants Turn to GoFundMe in Effort to Stay in U.S." *The Washington Times* – September 20, 2018 – Stephen Dinan.
- "Gig Work May Stifle Some Startups" *The Wall Street Journal* – November 27, 2017 – Louise Lee.
- "Vegas Shooting Victims Are Struggling to Pay Hospital Bills – And Need the Crowd's Help" *The Sacramento Bee* – October 28, 2017 – Donovan Harrell.
- "Las Vegas Shooting Victims Are Turning to GoFundMe For Help With Medical Bills" *The Huffington Post* – October 27, 2017 – Anna Almendrala.
- "Rents & Regulations: Findings" *National Affairs* – October 16, 2017 – Kevin Lewis.
- "Uber and Lyft are Creating a Traffic Problem for Big Cities" – *CNN Money* – October 11, 2017 – Matt McFarland.

- "How Data Mining Can Help Advertisers Hit Their Targets" – *Knowledge@Wharton* – March 9, 2017 – Shawndra Hill.
- "Is the On-Demand Economy Helping or Hurting Entrepreneurship?" – *Business Insider* – June 8, 2016 – Chad Brooks.
- "How Uber Helps the Entrepreneurial Economy" – *Forbes* – May 25, 2016 – Robb Mandelbaum.
- "Gig Economy Reduces Lower Quality Entrepreneurial Activity" – *National Public Radio (NPR)* – May 24, 2016 – Shankar Vedantam.
- "Is Uber Helping Weed Out All the Bad Kickstarter Ideas?" – *Technical.ly Brooklyn* – May 20, 2016 – Brad N. Greenwood.
- "Good Question: How Much of Our Shopping Is Online?" – *CBS Minnesota* – December 8, 2015 – Heather Brown.
- "A Crowdfunding Campaign Tries to Save Greece" – *The New York Times* – June 30, 2015 – Katie Rogers.
- "The Crowded Field of Crowdfunding" – *NBC KARE 11 News* – May 7, 2015 – Jana Shortal.
- "This Company is Designing the Home of the Future" – *Time Magazine* – April 30, 2015 – Victor Luckerson.
- "Would MNVest Crowdfunding Draw Investors?" – *Finance & Commerce* – April 9, 2015 – Karlee Weinmann.
- "Equity Crowdfunding's Not Your Older Sister's Kickstarter" – *Minneapolis / St. Paul Business Journal* – January 30, 2015 – Clare Kennedy.
- "MNVest Equity Crowdfunding Panel" – *Tech.MN* – November 25, 2014 – Jeff Pesek.
- "Equity Crowdfunding Takes Another (Small) Step Forward" – *Wired.com* – October 16, 2014 – Cade Metz.
- "Upfront Privacy Options Don't Encourage Crowdfunding" – *The Pacific Standard* – September 4, 2014 – Nathan Collins.
- "How Privacy Controls Can Make or Break a Crowdfunded Project" – *VICE Motherboard* – August 26, 2014 – Jordan Pearson.
- "The Digital Show" – *Wharton Business Radio – Sirius XM Channel 111* – July 28, 2014 – Kartik Hosanagar.
- "You Want Me To Give You Money for What?!" – *BBC Capital* – May 1, 2014 – Sara Eckel.
- "When Crowdfunding Goes Corporate" – *Time.com* – March 26, 2014 – Victor Luckerson.
- "Kickstarter Reaches \$1 Billion" – *NPR Southern California – KCRW 89.9 FM* – March 5, 2014 – Madeleine Brandt.



- "This New Kind of Kickstarter Could Change Everything" *Time.com* – January 20, 2014 – Victor Luckerson.
- "Equity Crowdfunding Platforms: How Many Will There Be?" – *NerdWallet.com* – November 7, 2013 – John Kuo.
- "Investing Along With the Crowd" – *The Los Angeles Times* – October 23, 2013 – Walter Hamilton & Jessica Guynn.
- "The Crowdfunding Caveat: Most Campaigns Fail" – *PC World* – September 26, 2013 – Robert Strohmeyer.
- "The Crowdfunding Economy is About to Pop" – *Time.com* – September 24, 2013 – Victor Luckerson.
- "Three Professors Share Crowdfunding Research" – *Forbes.com* – June 3, 2013 – Devin Thorpe.

## Teaching

### Introduction to Neural Networks

MSBA BA865, (Graduate)

Boston University

2021–  
2023

### Information Systems Seminar

PHD IS919, (Graduate)

Boston University

2022

### Creating Value for Business & Society

OMBA, (Graduate)

Boston University

2021–  
2023

### Causal Inference via Econometrics and Experimentation

MSBA 6440, (Graduate)

University of Minnesota

2019–2021  
2021

### Business Intelligence

IDSC 6444, (Graduate)

University of Minnesota

2016–2020  
2020

### Competing in a Data-Driven Digital Age

MBA 6240, (Graduate)

University of Minnesota

2015–2019  
2019

### Experiential Learning Projects

MSBA 6510, (Graduate)

University of Minnesota

2015–2019  
2019

### Business Analytics

IDSC 4444, (Undergraduate)

University of Minnesota

2014–2016  
2016

### Analysis and Modeling for Systems Development

IDSC 3202, (Undergraduate)

University of Minnesota

2014–2015  
2015

### Business Analytics

MIS 2502, (Undergraduate)

Temple University

2012

## Student Advising

### Dissertation Committee (CMU Heinz)

Helen Zhang

TBD

2023

**Dissertation Committee (CMU Heinz)***Yangfan Liang***Amazon**

2022

**Dissertation Committee (BU)***Alice Jang***Virginia Tech**

2022

**Dissertation Committee (ASU)***Amin Sabzehar***Tulane University**

2022

**Dissertation Committee (UIC)***Ecem Basak***City University of New York**

2022

**Co-Advisor (UMN)***Scott Schanke***University of Wisconsin-Milwaukee**

2021

**Dissertation Committee (ASU)***Qinglai He***University of Wisconsin-Madison**

2021

**Co-Advisor (UMN)***Yash Babar***University of Wisconsin-Madison**

2020

**Dissertation Committee (UMN)***Mochen Yang***University of Minnesota**

2018

**Dissertation Committee (Temple U)***Nina Huang***University of Miami**

2017

## Conference Organization

**Conference Co-Chair***Workshop on Information Systems & Economics (WISE)***Bangkok, Thailand**

2024

**Scientific Committee***BU Platforms Symposium***Boston, MA**

2021–

2023

**Conference Co-Chair***Statistical Challenges in eCommerce Research (SCECR)***Madrid, Spain**

2020–2022

2022

**Track Chair***International Conference on Information Systems (ICIS)***Virtual**

2020

**Conference Co-Chair***Workshop on Information Systems & Economics (WISE)***Munich, Germany**

2019

**Track Chair***International Conference on Information Systems (ICIS)***Munich, Germany**

2019

**Associate Editor***International Conference on Information Systems (ICIS)***San Francisco, CA**

2018

**Track Chair***International Conference on Information Systems (ICIS)***Seoul, South Korea**

2017

**Conference Co-Chair**  
*Workshop on Information Systems & Economics (WISE)*

Dublin, Ireland  
2016

**Associate Editor**  
*International Conference on Information Systems (ICIS)*

Dublin, Ireland  
2016

**Session Organizer**  
*INFORMS Annual Meeting (IS Cluster)*

Philadelphia, PA  
2015

**Session Organizer**  
*INFORMS Annual Meeting (eBusiness Cluster)*

San Francisco, CA  
2014

**Track Chair**  
*International Conference on eCommerce (ICEC)*

Philadelphia, PA  
2014

**Associate Editor**  
*International Conference on Information Systems (ICIS)*

Auckland, New Zealand  
2014

**Associate Editor**  
*Academy of Management Annual Meeting (AoM)*

Boston, MA  
2012

## University Service

**Questrom School of Business**  
*IS PhD Program Liaison*

Boston University  
2022–  
2023

**Questrom School of Business**  
*MSc in Digital Technology Curriculum Committee*

Boston University  
2021–  
2023

**Questrom School of Business**  
*IS Department Faculty Recruiting Committee*

Boston University  
2021

**Carlson School of Management**  
*Member of Faculty Consultative Committee*

University of Minnesota  
2018–2019  
2019

**Carlson School of Management**  
*IDSC Seminar Series Organizer*

University of Minnesota  
2016–2018  
2018

**Carlson School of Management**  
*IDSC Faculty Recruiting Committee*

University of Minnesota  
2016–2018  
2018

**Carlson School of Management**  
*PhD Recruiting Committee*

University of Minnesota  
2013–2014  
2014

**Fox School of Business**  
*Curriculum Development, MIS 2502 – Data Analytics*

Temple University  
2012

## Editorial Positions

**Management Science**  
*Associate Editor*

INFORMS  
2020–

## Service Science

Associate Editor

## Information Systems Research (ISR)

Associate Editor

## Production & Operations Management (POM)

Guest Senior Editor

INFORMS

2019–

INFORMS

2018–

INFORMS

2021–

## Ad-Hoc Referee

### Information Systems

Management Science, ISR, MIS Quarterly, JMIS, ISJ, Electronic Markets, EJIS, JAIS

### Economics

Journal of Public Economics (JPE), Journal of Economics & Behavioral Organization (JEBO), Journal of Industrial Economics

### Medicine

BMJ: Journal of Medical Ethics, Social Science and Medicine

### National Science Foundation (SciSIP)

### Other

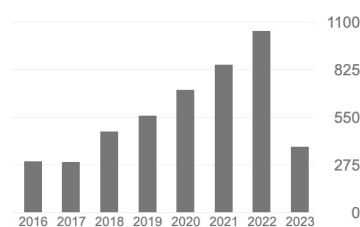
PNAS, Academy of Management Journal, Marketing Science, Journal of Marketing Research, Organization Science, Journal of Banking & Finance, Journal of Corporate Finance, Industrial Marketing & Management, Journal of Business Research (JBR), Journal of Computer-Mediated Communication (JCMC), New Media & Society, California Management Review, Journal of Business Venturing, Entrepreneurship Theory & Practice, Policy & Internet.

## Technical Skills

STATA, R, Python, TensorFlow / Keras,  $\text{\LaTeX}$ , MySQL, Presto, Spark SQL

## Google Citations

	All	Since 2018
Citations	5015	4032
h-index	26	24
i10-index	32	31



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