

Gordon Burtch

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Academic Positions

Associate Professor & McKnight Presidential Fellow
University of Minnesota – Carlson School of Management

Minneapolis, MN

2018–

Visiting Professor
IE University – IE Business School

Madrid, Spain

2019–

Visiting Professor
Boston University – Questrom School of Business

Boston, MA

2020–

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

Academic Collaborator
Facebook Research – Computational Social Science

New York, NY

2021–

Consulting Researcher
Microsoft Research – Computational Social Science

New York, NY

2018–2019

2019

Research Grants

National Science Foundation
Smart & Connected Communities (SCC)

2020–2022

2022

European Commission
Joint with Austrian Research Promotion Agency

2019

Facebook Research*Computational Social Science*

2018

Adobe*Digital Experience Research Award*

2018

University of Minnesota*Center for Transportation Studies*

2018

Ewing Marion Kauffman Foundation (x2)*Studies in Crowdfunding*2014–2016
2016**3M Foundation***Non-Tenured Faculty Award*2014–2016
2016**Professional Recognition & Awards****(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. **Burtch, G., He, Q., Hong, Y., & Lee, D.** (2021) "Peer Awards Increase Content Generation and Reduce Content Novelty", *Management Science*, Forthcoming.

2. **Zamoff, M., Greenwood, B. & Burtch, G.** (2021) "Who Watches the Watchmen? Estimating the Effect of Body-Worn Cameras on New York City Policing", *Journal of Law, Economics and Organization (JLEO)*, Forthcoming. (Note: author names in reverse alphabetical order)
3. **Schanke, S., Burtch, G. & Ray, G.** (2021) "Estimating the Impact of 'Humanizing' Customer Service Chatbots", *Information Systems Research*, Forthcoming.
4. **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*, Forthcoming.
5. **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)*, Forthcoming.
6. **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*, Forthcoming.
7. **Burtch, G., Hong, Y., & Kumar, S.** (2020). "When Does Dispute Resolution Substitute for a Reputation System? Empirical Evidence from a Service Procurement Platform", *Production & Operations Management*, Early View.
8. **Burtch, G., Gupta, D. & Martin, P.** (2020). "Referral Timing & Fundraising Success in Crowdfunding", *Manufacturing & Service Operations Management*, Articles in Advance.
9. **Babar, Y. & Burtch, G.** (2020). "Examining the Heterogeneous Impact of Ride-hailing Services on Public Transit Use", *Information Systems Research*, 31(3), 820-834.
10. **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.
11. **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.
12. **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.
13. **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.
14. **Hong, Y., Hu, Y. & Burtch, G.** (2018). "Embeddedness, Pro-Sociality and Fundraising Response: Evidence from Crowdfunding Platforms", *MIS Quarterly*, 42(4), pp. 1211-1224.
15. **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.

16. **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.
17. **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.
18. **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.
19. **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).
20. **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.
21. **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.
22. **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.
23. **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.
24. **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

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

Book Chapters & Invited Publications

- **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.

Papers in Review

- **Dhanorkar, S., & Burtch, G.** "The Heterogeneous Effects of Peer-to-Peer Ride-Hailing on Traffic Congestion: Quasi-Experimental Evidence from Uber's Entry in California", Provisional Accept at *Transportation Science*
- **Gorbatai, A., Younkin, P., & Burtch, G.** "Collateral Damage: The Relationship Between High-salience Events and Variation in Racial Discrimination", Minor Revision at *Organization Science*
- **Deodhar, S., Babar, Y. & Burtch, G.** "Changing the Rules: The Participation-Inducing Effects of Status Loss Following Modifications to User Status Hierarchies", Preparing for 4th Round Review at *MIS Quarterly*
- **Huang, N., Burtch, G., Hong, Y., He, Y., & Xu, X.** "Designing Demand Information Disclosure in the Presence of Capacity Constraints: A Large-Scale Randomized Field Experiment on a Matching Platform.", Preparing for 3rd Round Review at *Information Systems Research*
- **Förderer, J., & Burtch, G.** "With a Little Help From My Friends: Career Benefits from Online Community Engagement", Preparing for 3rd Round Review at *Management Science*
- **Sabzehzar, A., Burtch, G., Hong, Y. & Santanam, R.** "The Role of Religion in Online Prosocial Lending", Preparing for 2nd Round Review at *MIS Quarterly*
- **Hassna, G., & Burtch, G.** "Understanding the Role of Organizational Lead Donor Types in Civic Crowdfunding", Under 2nd Round Review at *Information Systems Research*
- **Yang, M., McFowland, E., Burtch, G. & Adomavicius, G.** "Achieving Reliable Causal Inference with Data-Mined Variables: A Random Forest Approach to the Measurement Error Problem", Under Review at *Journal of Machine Learning Research*

Invited Seminars

- **Université Paris-Saclay** TBD Paris, France.
- **University of Illinois - Chicago** TBD Chicago, IL.
- **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 Mellon 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

- **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.** (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

- (March, 2020). "Personal Social Networks, Technology Skills, and Workers' Digital Resilience" *National Bureau of Economic Research (NBER) - Economics of Digitization 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

- "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 Strohmeier.
- "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

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)

Analysis and Modeling for Systems Development
IDSC 3202, (Undergraduate)

Business Analytics
MIS 2502, (Undergraduate)

University of Minnesota

2014–2016
2016

University of Minnesota

2014–2015
2015

Temple University

2012

Student Advising

Co-Advisor
Scott Schanke

(Expected)

2021

Dissertation Committee
Alice Jang (Boston University)

(Expected)

2021

Dissertation Committee
Qinglai He (Arizona State University)

(Expected)

2021

Co-Advisor
Yash Babar

University of Wisconsin-Madison

2020

Dissertation Committee
Mochen Yang

Indiana University

2018

Dissertation Committee
Nina Huang (Temple University)

Arizona State University

2017

Conference Organization

Conference Co-Chair
Statistical Challenges in eCommerce Research (SCECR)

Madrid, Spain

2021

Conference Co-Chair
Statistical Challenges in eCommerce Research (SCECR)

Virtual

2020

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

Session Organizer*Workshop on Statistical Challenges in eCommerce Research (SCECR)***Montreal, QC**

2012

University Service

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***INFORMS**

2019–

Information Systems Research*Associate Editor***INFORMS**

2018–

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**

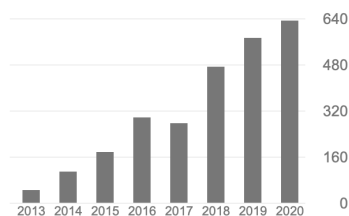
PNAS, Marketing Science, Journal of Marketing Research, Organization Science, Journal of Banking & Finance, Journal of Corporate Finance, Industrial Marketing & Management, Journal of Business Research (JBR), Journal of Computer-Mediated Communication (JCMC), New Media & Society, California Management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

Technical Skills

STATA, R, Python, \LaTeX , MySQL, Cognos

Google Citations

	All	Since 2015
Citations	2621	2442
h-index	21	19
i10-index	21	21



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