**PARAM VIR SINGH**

Carnegie Bosch Institute Junior Chair &

Associate Professor of Business Technologies

Tepper School of Business

Carnegie Mellon University

September, 2015

**EDUCATION**

2008 PhD, Information Systems, Michael G. Foster School of Business, University of Washington, Seattle, WA. “Social Networks and Open Source Software Development” (Yong Tan, Ming Fan, Corey Phelps, and Deb Dey)

2008 M.S. in Business Administration, Michael G. Foster School of Business, University of Washington, Seattle, WA.

2004 M.A. in Interdisciplinary Studies, Texas Tech University, Lubbock, TX.

2000 B.E. in Chemical Engineering, Department of Chemical Engineering and Technology, Panjab University, Chandigarh, India.

**POSITIONS HELD**

2013- Associate Professor of Business Technologies without Indefinite Tenure,

 Tepper School of Business,

 Carnegie Mellon University.

2013- Courtesy Appointment as Associate Professor

Heinz College,

Carnegie Mellon University.

2008-2013 Assistant Professor of Information Systems,

 Tepper School of Business,

 Carnegie Mellon University.

**STUDENT SUPERVISION**

**Doctoral Student Supervision (at Carnegie Mellon)**

Yingda Lu (Co-Chair, Thesis Committee) (Tepper School of Business) (2012)

(Thesis Title: Essays in Social Media Platforms)

(Currently Assistant Professor, Rensselaer Polytechnic Institute)

Yan Huang (Co-Chair, Thesis Committee) (Heinz College) (2013)

(Thesis Title: Essays on Economics of Crowdsourcing and Enterprise Social Media)

(Currently Assistant Professor, University of Michigan)

Winner: William Cooper Doctoral Dissertation Award

Winner: INFORMS Information Systems Society Nunamaker-Chen Dissertation Award.

Elina Huang (Co-Chair, Thesis Committee) (Tepper School of Business) (2014)

(Thesis Title: Knowledge Sharing and Creation through Social Media in Organizations)

(Currently Assistant Professor, University of Washington)

Winner: Herbert A. Simon Doctoral Dissertation Award in Behavioral Research in the Administrative Sciences.

Bo Reum Choi (Member, Thesis Committee) (Tepper School of Business) (2012)

(Thesis Title: Essays on Socialization in Online Groups)

(Currently Assistant Professor, Ulsan National Institute of Science and Technology, Republic of Korea)

Michelle Dufalla, (Member, Thesis Committee) (Tepper School of Business) (2014)

(Thesis Title: Essays on Service Operations Management)

Xiao Liu, (Member, Thesis Committee) (Tepper School of Business) (2015)

(Thesis Title: Marketing Solutions Enabled by Big Data Using Structural and Machine Leaning Techniques)

(Currently Assistant Professor at New York University)

Winner: William Cooper Doctoral Dissertation Award

Liye Ma, (Research Paper: An Empirical Analysis for the Impact of Pre-release Movie Piracy on Box Office Revenue) (Tepper School of Business) (2010)

Quan Wang, (Research Paper: Zoom in iOS Clones: Examining the Impact of Copycat Apps on Original App Downloads) (Heinz College) (2014)

Shunyuan Zhang, (Reader Summer Paper: Analyzing the Impact of Superstars on Crowdsourcing Contests: A Structural Model) (Tepper School of Business) (2015)

**Doctoral Student Supervision (at other Universities)**

Georgia Vilma Todri (Member, Thesis Committee) (2014-)

Stern School of Business, New York University, NY

(Thesis Title: Modeling and Measuring Advertising Effectiveness with Atomic Data)

**PUBLICATIONS**

**Articles in refereed journals (i.e., critical peer review before publication):**

Xiao Liu, Param Vir Singh, Kannan Srinivasan. A Structured Analysis of Unstructured Big Data Leveraging Cloud Computing, Conditional Accept at ***Marketing Science.***

Ray Reagans, Param Vir Singh and Ramayya Krishnan. Forgotten Third Parties: Analyzing the Contingent Association between Unshared Third Parties, Knowledge Overlap and Knowledge Transfer Relationships with Outsiders, Forthcoming at ***Organization Science***.

Elina Hwang, Param Vir Singh, Linda Argote. Knowledge Sharing in Online Knowledge Communities: Weakening of Categorical and Strengthening of Expertise Similarity with Experience, Forthcoming at ***Organization Science***.

Yan Huang, Param Vir Singh, Anindya Ghose. A Structural Model of Employee Behavioral Dynamics in Enterprise Social Media, Forthcoming *at* ***Management Science****.*

Liye Ma, Alan Montgomery, Param Vir Singh, Michael Smith, An Empirical Analysis for the Impact of Pre-release Movie Piracy on Box Office Revenue, ***Information Systems Research****,* 25(3) 2014, 590-603*.*

Yan Huang, Param Vir Singh, Kannan Srinivasan. Crowdsourcing New Product Ideas under Consumer Learning, with Yan Huang and Kannan Srinivasan. ***Management Science****,* 60(9) 2014, 2138-2159.

Param Vir Singh, Nachiketa Sahoo, Tridas Mukhopadhyay. How to Attract and Retain Readers in Enterprise Blogging? ***Information Systems Research,*** 25(1), 2014, 35-52.

Yingda Lu, Kinshuk Jerath, Param Vir Singh. The Emergence of Opinion Leaders in a Networked Online Community: A Dyadic Model with Time Dynamics and a Heuristic for Fast Estimation, ***Management Science,*** 2013***,*** 59(8), 1783-1799*.*

Param Vir Singh, and Corey Phelps. Networks, Social Influence and the Choice among Competing Innovations: Insights from Open Source Software Licenses, ***Information Systems Research,*** 2013,24(3)**,** 539-560*.*

Nachiketa Sahoo, Param Vir Singh, and Tridas Mukhopadhyay. A Hidden Markov Model of Collaborative Filtering. ***Management Information Systems Quarterly,*** 2012,36(4), 1329-1356.

Rohit Aggarwal, Ram Gopal, Ramesh Sankaranarayanan, and Param Vir Singh. Blog, Blogger, and the Firm: Can Negative Posts by Employees Lead to Positive Outcomes. ***Information Systems Research,*** 2012, 23(2), 306-322

Param Vir Singh, Yong Tan, and Nara Youn. A Hidden Markov Model of Developer Learning Dynamics in Open Source Software Projects. ***Information Systems Research,*** 2011**,** 22(4), 790-807.

Tridas Mukhopadhyay, Param Vir Singh, and Seung Hyun Kim. Learning Curves of Agents with Diverse Skills in Information Technology Enabled Physician Referral Systems. ***Information Systems Research***, 2011, 22(3), 586-605.

[Runner up to *Best Published Paper* for 2011 for *Information Systems Research*]

Param Vir Singh, Yong Tan, and Vijay Mookerjee. Network Effects: The Influence of Structural Social Capital on Open Source Software Project Success. ***Management Information Systems Quarterly****,* 2011, 35(4), 813-829. (Appeared as lead research article).

Param Vir Singh. The Small World Effect: The Influence of Macro Level Properties of Developer Collaboration Networks on Open Source Project Success. ***ACM Transactions of Software Engineering and Methodology,*** 2010, 20 (2), 6:1-6:27.

Param Vir Singh and Yong Tan. Developer Heterogeneity and Formation of Communications Networks in Open Source Software Projects. ***Journal of Management Information Systems,*** 2010, 27(3) pp 179-210.

**Articles in refereed conference proceedings:**

Beibei Li, Param Vir Singh, Quan Wang (2014) Zoom in iOS Clones: Examining the Impact of Copycat Apps on Original App Downloads, ***Workshop on Information Systems Economics***, Auckland, NZ 2014.

Beibei Li, Param Vir Singh, Quan Wang (2014) Zoom in iOS Clones: Examining the Antecedents and Consequences of Mobile App Copycats, ***International Conference of Information Systems***, Auckland, NZ 2014.

Elina Hwang, Param Vir Singh, Linda Argote (2014) Jack of All, Master of Some:

The Contingent Effect of Knowledge Breadth on Innovation, ***International Conference of Information Systems***, Auckland, NZ 2014.

Beibei Li, Param Vir Singh, Quan Wang (2014) Zoom in iOS Clones: Examining the Impact of Copycats on Mobile App Downloads, ***Conference on Information Systems and Technology,*** San Francisco, CA 2014.

Elina Hwang, Param Vir Singh, Beibei Li (2014) Jack of All, Master of Some: The Interaction Effect of Knowledge Breadth and Depth on Innovation, ***Conference on Information Systems and Technology,*** San Francisco, CA 2014.

Yan Huang, Param Vir Singh, and Tridas Mukhopadhyay (2012) How to Design Crowdsourcing Contests: A Structural Empirical Analysis, ***Workshop of Information Systems and Economics***, Orlando Florida. 2012.

Yan Huang, Param Vir Singh, and Tridas Mukhopadhyay (2012) Crowdsourcing Contests: A Dynamic Structural Model of the Impact of Incentive Structure on Solution Quality, ***International conference of Information Systems***, Orlando Florida. 2012.

Yan Huang, Param Vir Singh, and Kannan Srinivasan (2011) Crowdsourcing Blockbuster Ideas: A Dynamic Structural Model of Ideation, ***Conference of Information Systems and Technology, Charlotte*** 2011.

Yingda Lu, Param Vir Singh, and Kannan Srinivasan (2011) How to Retain Smart Customers in Crowdsourcing Efforts? A Dynamic Structural Analysis of Crowdsourcing Customer Support and Ideation, ***Conference of Information Systems and Technology, Charlotte*** 2011.

Yan Huang, Param Vir Singh, and Kannan Srinivasan (2011) Crowdsourcing Blockbuster Ideas: A Dynamic Structural Model of Ideation, ***International Conference of Information Systems, Shanghai*** 2011.

Yingda Lu, Param Vir Singh, and Baohong Sun (2011) Learning From Peers on Social Media Platforms, ***International Conference of Information Systems, Shanghai*** 2011.

 Yingda Lu, Param Vir Singh, Kannan Srinivasan (2011) How to Retain Smart Customers in Crowdsourcing Efforts? A Dynamic Structural Analysis of Crowdsourcing Customer Support and Ideation, ***Workshop on Information Systems and Technology, Shanghai*** 2011.

Yan Huang, Param Vir Singh, and Kannan Srinivasan (2011) Crowdsourcing Blockbuster Ideas: A Dynamic Structural Model of Ideation, ***Workshop on Information Systems Economics, Shanghai*** 2011.

Yan Huang, Param Vir Singh, and Anindya Ghose (2010) An Empirical Analysis of Competitive Dynamics in Enterprise Social Media, ***Workshop on Information Systems Economics, Saint Louis*** 2010.

Param Vir Singh, Nachiketa Sahoo, and Tridas Mukhopadhyay (2010) Seeking Variety: A Dynamic Model of Employee Blog Reading Behavior, ***Workshop on Information Systems Economics, Saint Louis*** 2010.

Yan Huang, Param Vir Singh, and Anindya Ghose (2010) Show Me the Incentives: A Dynamic Structural Model of Employee Blogging Behavior, ***International Conference of Information Systems, Saint Louis*** 2010.

Yingda Lu, Param Vir Singh, Baohong Sun (2010) Blind Men Can Judge No Color: A Dynamic Structural Model of Enterprise Expertise Sharing, ***Workshop on Information Systems and Technology, Saint Louis*** 2010.

Yan Huang, Param Vir Singh, and Anindya Ghose (2010) Show Me the Incentives: A Dynamic Structural Model of Employee Blogging Behavior, ***Conference on Information Systems and Technology, Austin*** 2010.

Yingda Lu, Param Vir Singh, Baohong Sun (2010) Blind Men Can Judge No Color: A Dynamic Structural Model of Enterprise Expertise Sharing, ***Conference on Information Systems and Technology, Austin*** 2010.

Yingda Lu, Kinshuk Jerath, and Param Vir Singh. The Emergence of Opinion Leaders in Online Review Communities. ***Statistical Challenges in Electronic Commerce Research*** (SCECR), 2010, ***Austin***, Texas.

Param Vir Singh, Nachiketa Sahoo, and Tridas Mukhopadhyay. Modeling Blog Reading Dynamics. ***Statistical Challenges in Electronic Commerce Research*** (SCECR), 2010, ***Austin***, Texas.

Param Vir Singh, Nachiketa Sahoo, and Tridas Mukhopadhyay. Modeling Blog Reading Dynamics. ***Utah Information Systems Winter Conference***, 2010, ***Salt Lake City***, Utah.

Liye Ma, Param Vir Singh, and Michael Smith. No Meaningful Impact: The Effect of Pre-release Piracy on Movie Box Office Sales. Proceedings of ***Workshop on Information Systems Economics*** (WISE), 2009, ***Phoenix***, Arizona.

Param Vir Singh, Ray Reagans, and Ramayya Krishnan. Forbidden to Simmelian Ties: Dynamics of Expertise Sharing Communities. Proceedings of ***Workshop on Information in Networks*** (WIN), 2009, ***New York City***, New York.

Rob Schonlau and Param Vir Singh. Board Networks and Merger Performance. ***Financial Management Association's Annual Meeting***, 2009, ***Reno***, Nevada.

Liye Ma, Param Vir Singh, and Michael Smith. No Meaningful Impact: The Effect of Pre-release Piracy on Movie Box Office Sales. ***Statistical Challenges in Electronic Commerce Research*** (SCECR), 2009, ***Pittsburgh***, Pennsylvania.

Param Vir Singh. Open Source Software and the Small World Phenomenon: An empirical Investigation of Macro Level Network Properties on Project Success, Proceedings of ***International Conference on Information Systems*** (ICIS), 2007, ***Montreal***, Canada.

Param Vir Singh, Yong Tan, and Vijay Mookerjee. Social Capital, Structural Holes and Team Composition: Collaborative Networks of the Open Source Software Community, Proceedings of ***International Conference on Information Systems*** (ICIS), 2007, ***Montreal***, Canada.

Param Vir Singh, Corey Phelps, Ming Fan, and Yong Tan. Determinants of Open Source Software Development License Choice: A Social Influence Perspective, Proceedings of ***Workshop on Information Systems and Economics*** (WISE), 2007, ***Montreal***, Canada.

Param Vir Singh and Yong Tan. Planning to First Release: A Conditional Hazard Function Approach for Investigating Open Source Software Development Time, Proceedings of ***Workshop on Information Technology and Systems*** (WITS), 2006, ***Milwaukee***, Wisconsin, pp 127-133.

Param Vir Singh and Yong Tan. Stability and Efficiency of Communications Networks in Open Source Software Development, Proceedings of ***Workshop on Information Technology and Systems*** (WITS), 2005, ***Las Vegas***, Nevada, pp 177-182.

Param Vir Singh and Eric Walden, Flexibility and Cost in IT Outsourcing: Balancing Opposing Goals, Proceedings of the ***Americas Conference on Information Systems***, ***Tampa***, Florida, August 4-6, 2003, pp. 1653-1663. **Nominated for Best Paper Award.**

**Articles in non-refereed proceedings:**

Yan Huang, Param Vir Singh, and Kannan Srinivasan. Crowdsourcing Blockbuster Ideas: A Dynamic Structural Model of Ideation, ***Informs Marketing Science Conference, Boston*** 2012.

Yan Huang, Param Vir Singh and Kannan Srinivasan, Crowdsourcing “Blockbuster” Ideas: A Dynamic Structural Model of Ideation, ***INFORMS Annual Meeting*** 2011, Charlotte, NC, November, 2011.

Yingda Lu, Param Vir Singh, and Baohong Sun. A Dynamic Structural Analysis of Enterprise Knowledge Sharing, ***INFORMS Marketing Science Conference*** 2011, Houston, Texas.

Yingda Lu, Kinshuk Jerath, and Param Vir Singh. Emergence of Opinion Leaders in Online Review Communities. ***CORS Informs***, 2009, Toronto, Canada.

Yingda Lu, Kinshuk Jerath, and Param Vir Singh. Emergence of Opinion Leaders in Online Review Communities. ***Informs Annual Meeting***, 2009, San Diego, California.

Param Vir Singh, Nara Youn, and Yong Tan. Developer Learning Dynamics in Open Source Software Projects: A Hidden Markov Modeling Approach. ***Informs Marketing Science Conference***, Vancouver, British Columbia.

Param Vir Singh. Collaboration Software Development and the Small World Phenomenon, ***Informs Annual Meeting***, 2007, Seattle, Washington.

**NON-PUBLISHED PAPERS**

**Completed Working Papers:**

Yingda Lu, Param Vir Singh, Baohong Sun. Is Core-Periphery Network Good for Knowledge Sharing? A Structural Model of Network Formation on a Crowdsourced Customer Support Forum, Preparing for 2nd round of review at *Management Information Systems Quarterly.* TSB 2015-E24, 1-39.

Elina Hwang, Param Vir Singh, Linda Argote. Jack of All, Master of Some: Information Networks and Innovation. Under *1*st round of review at *Information Systems Research*.

**Incomplete Working Papers:**

Yan Huang, Param Vir Singh, and Tridas Mukhopadhyay. Crowdsourcing Contests: A Dynamic Structural Model of the Impact of Incentive Structure on Solution Quality.

Shunyuan Zhang, Param Vir Singh, Anindya Ghose. Analyzing the Role of Superstars in Crowdsourcing Contests: A Structural Model.

Anindya Ghose, Param Vir Singh, Vilma Todri. Trade-offs in Online Advertising: Modeling and measuring Advertising Effectiveness and Annoyance Dynamics.

Quan Wang, Beibei Li, Param Vir Singh. The Impact of Copycats on an Original Mobile App's Demand: Empirical Analysis and a Method for Detecting Copycat Apps. TSB 2015-E23, 1-39.

**Media Mentions:**

Yan Huang, Param Vir Singh, and Anindya Ghose. A Structural Model of Employee Behavioral Dynamics in Enterprise Social Media. *Management Science.*

Mentioned by:

1. Susan Adams, “Personal Blogging at Work increases Productivity” March 1, 2011, Forbes.
2. John Egen, “Blogging for Fun, Blogging for Work Should Harmonize in Corporate World” March 12, 2011, Technorati.
3. David Spark, “Prohibiting leisure blogging of employees has a negative effect on productive blogging” Jan 20, 2011, Smart Blogs on Social Media.
4. AACSB, “The Benefits of Blogging” BizED Magazine, 2011.
5. Workplace HR and Safety HR, “Blogging and Employee Productivity” March 29, 2011, Open HR resources.
6. Jason Hensel, “Blogging Helps Worker Productivity” April 29, 2011, PlusPoint.
7. “Fun Blogging on Company Time” March 13, 2011, AU Social Media Class.
8. “NYU Stern Releases Findings Showing Benefits of Blogging in the Workplace” March 3, 2011, Internet Business News.
9. “Workplace Blogging” CMU Homepage Story on Global Society and Economy.
10. “Blogging on Company Time? CMU-Led Research Shows Long-Term Organizational Benefits when Employees Blog at Work” March 18, 2011, CMU Heinz College Story.

Rohit Aggarwal, Ram Gopal, Ramesh Sankaranarayanan, and Param Vir Singh. Blog, Blogger, and the Firm: Can Negative Posts by Employees Lead to Positive Outcomes. *Information Systems Research.*

1. Lynn Turner and Lewis Glass, “Blogging Employees Can Help Their Firms—By Dumping on Them” May, 2007, Ideablog.
2. "Moderate corporate self-criticism increase readership, reputation, study says" Published: Thursday, Nov. 17, 2011 3:51 p.m. MST, Desert News.
3. "Surprise! Going Negative Might Be Good for Business Blogging" by Steve Woods., November 16, 2011, Technoratti Media.
4. "Negative Blog Posts Can Have Positive Impact on Business" November 16, 2011 09:01 AM Eastern Time, Business Wire. Yahoo Finance, Reuters, finanznachrichten, streetinsider, Dailyfinance,Boston.com, Investorpoint.com,
5. "Even negative blogs have a positive impact" Nov 16, 2011, http://www.adigaskell.org.
6. "The Positive Side of Negative Employee Blogs" November 17, 2011 by Jeanette Mulvey, Business News Daily.
7. "Negative Employees can be good for business" November 17, 2011, Yahoo News.

Param Vir Singh, Yong Tan, and Vijay Mookerjee. Network Effects: The Influence of Structural Social Capital on Open Source Software Project Success. *Management Information Systems Quarterly.*

1. Allan Alter, “The Secret of Open source Project Success” April 9, 2008, CIO Insights.

Yan Huang, Param Vir Singh, and Kannan Srinivasan. Crowdsourcing New Product Ideas under Consumer Learning. *Management Science.*

Mentioned by:

(a) "Reducing Crowdsourcing Clutter" February 29, 2012, Peter Llyod, Ideaconnection.com.

(b) "3 Ways to Improve the Ideas You Get from Crowdsourcing" February 13, 2012, Hazel McHugh, Getsponge.com.

(c) "Carnegie Mellon Defends Crowdsourcing" February 2, 2012, Eric Mack, Crowdsourcing.org.

(d) "Listen Up! Two Way Communication Key Lesson in Crowdsourcing" February 6, 2012 Kathy Gill, Wired Pen.

(e) "Studies Refutes Three Major Criticisms of Crowdsourcing" February 3, 2012, Paul A. Ideaconnection.com.

(f) "Crowdsourcing Can Generate Valuable Ideas for Firms" Crowdsourcing.org, Techjournalcouth.com, Niuzer.com, Silobreaker.com, Scoop.it, Congoo.com.

(g) "New CMU Study Shows How Firms Can Successfully Crowdsource High Potential New Product Ideas From Consumers" February 2, 2012, Yahoo Finance, prnewswire, World News, Crowdsourcing.org,

Liye Ma, Alan Montgomery, Param Vir Singh, Michael Smith, “An Empirical Analysis of the Impact of Pre-release Piracy on Box Office Sales.” Information Systems Research.

(a) "Will "Expendables 3" Pre-release Piracy Hurt Box-Office Revenue?" July 30, 2014, Todd Spangler, Variety.

(b) "Copyright Piracy and the Entertainment Industry: Is the Affect Massive or Negligible?" Stephen Carlisle, August 13, 2014, Nova Southwestern University.

(c) "The Expendables 3 Leak and the Financial Effect of Pre-Release Piracy" July 28. 2014, FF.org.

(d) "How Much Will the Piracy of Expendables 3 Cost Lionsgate?" August 1, 2014, The Warp.

**RESEARCH GRANTS AND CONTRACTS**

**Awarded to Date**

A Structured Analysis of Unstructured Big Data Using Cloud Computing

**Carnegie Bosch Institute**

2013-14 ($7250)

**Role:** Principal Co-Investigator

Crowdsourcing New Product Ideas

**Center for Future of Work**

2011-2012 ($25000)

**Role:** Principal Co-Investigator

Social Networks and Knowledge Transfer

**Center for Future of Work**

2010-2011 ($10000)

**Role:** Principal Investigator

Developer Learning Dynamics in Open Source Software Projects

**Center for Organizational Learning, Innovation, and Performance, Carnegie Mellon University**

2008-09 ($5000)

**Role:** Principal Investigator

(with Yong Tan, Foster School of Business, University of Washington, and Nara Youn, Tippie School of Business, University of Iowa)

Determinants of Open Source Software Licensing Choice: A Social Influence Perspective

**Berkman Faculty Development**

2009-10 ($4000)

**Role:** Principal Investigator

**PROFESSIONAL ACTIVITIES**

**Invited talks at Conference/Symposium**

Collaboration Software Development and the Small World Phenomenon, ***Informs Annual Meeting***, 2007, ***Seattle***, Washington.

**Conference talks after critical review prior to presentation**

Modeling Blog Reading Dynamics. ***Utah IS Winter Conference***, 2010, Salt Lake City, Utah.

Forbidden to Simmelian Ties: Dynamics of Expertise Sharing Communities. ***Workshop on Information in Networks***, 2009, New York City, New York.

Open Source Software and the Small World Phenomenon: An Empirical Investigation of Macro Level Network Properties on Project Success, ***International Conference on Information Systems*** (ICIS), 2007, Montreal, Canada.

Social Capital, Structural Holes and Team Composition: Collaborative Networks of the Open Source Software Community, ***International Conference on Information Systems*** (ICIS), 2007, Montreal, Canada.

Determinants of Open Source Software Development License Choice: A Social Influence Perspective, ***Workshop on Information Systems and Economics*** (WISE), 2007, Montreal, Canada.

Planning to First Release: A Conditional Hazard Function Approach for Investigating Open Source Software Development Time, ***Workshop on Information Technology and Systems*** (WITS), 2006, Milwaukee, Wisconsin, pp 127-133

Stability and Efficiency of Communications Networks in Open Source Software Development, ***Workshop on Information Technology and Systems*** (WITS), 2005, Las Vegas, Nevada, pp 177-182.

**Seminars at other academic institutions**

Research Seminar at Seoul National University, Seoul, South Korea, May 2015.

Research Seminar at Stern School of Business, New York University, NY, November 2014.

Research Seminar at Foster School of Business, University of Washington, Seattle, November 2014.

Research Seminar at Fox School of Business, Temple University, Philadelphia November 2013.

Research Seminar at Scheller College of Business, Georgia Tech University, Atlanta, November 2013.

Research Seminar at Broad College of Business, Michigan State University, Lansing, September 2013.

Research Seminar at Smith School of Business, University of Maryland, College Park, November 2011.

Research Seminar at Krannert School of Business, Purdue University, March 2011.

Research Seminar at Information and Decision Sciences Department, Carlson School of Management, University of Minnesota, Minneapolis, (October 24, 2008).

Research Seminar at Decisions, Operations, and Information Technology Department, Katz School of Business, University of Pittsburgh, Pittsburgh, Pennsylvania, (November 13, 2009).

**Awards, Prizes, Honors**

Runner up to *Best Published Paper* for 2011 for *Information Systems Research*

Carnegie Bosch Institute Junior Chair, AY 2012-15

Faculty Giving Chair, AY 2011-2012

America's Winner of Google Online Marketing Challenge, 2009-10.

Awarded $5000 research grant by the Center for organizational learning, innovation and performance, Carnegie Mellon University, 2008.

Awarded Dean's Achievement Award 2005-2006.

Participant at Doctoral Consortium, Center for International Business Education and Research, Seattle, Washington, 2005.

Awarded University of Washington Graduate School Top Scholar Award (2004-2005)

Foster Endowed Fellowship dissertation funding, 2007 and 2008.

Nominated for University of Washington Business School Instructor of the Quarter award, Winter 2007.

Best Paper Nomination for AMCIS, Tampa, Florida, 2003.

**EDITORIAL ROLES**

***Associate Editor:***

Management Science, 2015-

Information Systems Research, 2014-

Special Issue Associate Editor

 Information Systems Research (special issue on *Ubiquitous IT and Digital Vulnerabilities***)**

 Information Systems Research (special issue on *Information, Technology, and the Changing Nature of Work 2013-14***)**

 MIS Quarterly (special issue on *Information Technology and Innovation 2014-15*)

Information Systems Research, (ad hoc Associate Editor) 2013

International Conference on Information Systems, 2015

International Conference on Information Systems, 2014

International Conference on Information Systems, 2013

International Conference on Information Systems, 2012

International Conference on Information Systems, 2011

***Ad Hoc Referee*** for Management Science, Review of Economics and Statistics, Information Systems Research, Management Information Systems Quarterly, Journal of Management Information Systems, ACM Transactions on Software Engineering and Methodology, International Conference on Information Systems., Conference on Information Systems and Technology, Workshop on Information Systems and Technology.

**SERVICE**

**Tepper School of Business**

Coordinator, Information Systems Seminar Series (2008-09)

Coordinator, Information Systems Seminar Series (2009-10)

Coordinator, Information Systems Seminar Series (2010-11)

Coordinator, Information Systems Seminar Series (2011-12)

Coordinator, Information Systems Seminar Series (2012-13)

Coordinator, Information Systems Seminar Series (2013-14)

Coordinator, Information Systems Seminar Series (2014-15)

Member, Information Systems Faculty Search Committee (2008-09)

Member, Information Systems Faculty Search Committee (2010-11)

Undergraduate Coordinator for Information Systems (2010-12)

Member, Information Systems Faculty Search Committee (2011-12)

Member, Business Analytics Faculty Search Committee (2013-14)

Member, Undergraduate Curriculum Review Committee (2013-14)

Member, Business Analytics Faculty Search Committee (2014-15)

Member, Masters Education Affairs Committee (2013-15)

Member, PhD Affairs Committee (2014-15)

Member, Berkman Faculty Career Development Fund Committee (2012-14)

Member, Carnegie Mellon University Non-Tenure Committee (2013-15)

**Conference Chair**

Informs Annual Meeting, Information Systems Cluster Chair, 2011, Charlotte, NC.

Conference on Information Systems and Technology, 2012, Phoenix, Arizona.

Workshop on Information Systems and Economics, 2012, Orlando, Florida.

Structural Modeling Applications of Research on Technology, 2014, Pittsburgh, Pa.

Structural Modeling Applications of Research on Technology, 2015, Pittsburgh, Pa.

Informs Annual Meeting, Information Systems Cluster Chair, 2015, Philadelphia, Pa.

**Conference Program Committee Member**

Conference on Information Systems and Technology, 2009, San Diego, California.

Conference on Information Systems and Technology, 2010, Austin, Texas.

Conference on Information Systems and Technology, 2011, Charlotte, NC.

Conference on Information Systems and Technology, 2012, Phoenix, Arizona.

ACM Conference on Electronic Commerce, 2009, Stanford, California.

ACM Conference on Electronic Commerce, 2011, San Jose, California.

ACM Conference on Electronic Commerce, 2012, Valencia, Spain.

**Conference Session Chair**

CORS-INFORMS, 2009, Toronto, Canada.

Informs Annual Meeting, 2009, San Diego, CA.

Informs Annual Meeting, 2010, Austin, TX.

Conference on Information Systems and Technology, 2010, Austin, TX.

Conference on Information Systems and Technology, 2011, Charlotte, NC.

**Conference Discussant**

International Conference on Information Systems, 2008, Paris, France.

International Conference on Information Systems, 2010, Saint Louis, Missouri.

Conference on Information Systems and Technology, 2009, San Diego, California.

Conference on Information Systems and Technology, 2010, Austin, TX.

**OTHER EDUCATIONAL CONTRIBUTIONS (at CARNEGIE MELLON)**

**Courses Taught**

45-882 Digital Marketing and Social Media Strategy (A4-12, A4-13, E3-13, A4-14, A4-15) (new course)

45-877 Strategic Uses of Information Technology (A3-10, M3-10, A4-11, M4-10, E5-11, M3-12, M4-12)

 (Significantly redesigned)

70-453 System Analysis and Design (SP-08, SP-09)

70-455 Information Resource Management (SP-08, SP-09, SP-10)

47-951 Seminar on Social Networks Analysis (A1-09, A1-10)

47-953 Seminar on Estimating Structural Models (A2 12, A2 14) (new course)

70-443 Digital Marketing and Social Media Strategy (SP 12-15) (new course)

70-339 IT for Finance (A4-12-13, SP 14-15) (new course)