

# HOSSEIN GHASEMKHANI

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## ACADEMIC EXPERIENCE

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<b>KRANNERT SCHOOL OF MANAGEMENT, PURDUE UNIVERSITY</b> <i>Assistant Professor of Management</i>	2015 - present
<b>SLOAN SCHOOL OF MANAGEMENT, MIT</b> <i>Visiting Scholar</i>	2015 - present
<b>SLOAN SCHOOL OF MANAGEMENT, MIT</b> <i>Postdoctoral Associate</i>	2013 - 2014

## EDUCATION

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<b>PHD IN BUSINESS ADMINISTRATION</b> <i>Foster School of Business, University of Washington – Seattle, WA</i>	2009 – 2013
<b>M.S. IN BUSINESS ADMINISTRATION</b> <i>Foster School of Business, University of Washington – Seattle, WA</i>	2009 – 2011
<b>M.S. IN INDUSTRIAL ENGINEERING</b> <i>Sharif University of Technology - Tehran, Iran</i>	2005– 2007
<b>B.S. IN INDUSTRIAL ENGINEERING</b> <i>Sharif University of Technology - Tehran, Iran</i>	2001– 2005

## RESEARCH INTERESTS

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Economics of Information Systems  
Mobile and Electronic Commerce  
Peer-to-Peer Technologies and Business Models  
Economic Applications of Machine Learning

## REFEREED JOURNAL PUBLICATIONS

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- Khern-am-nuai, W., Kannan, K., and Ghasemkhani, H. (Forthcoming) “Extrinsic Versus Intrinsic Rewards for Contributing Reviews in an Online Platform.” *Information Systems Research*.
- Ghasemkhani, H., Li, Y., Moinzadeh, K., Tan, Y. (2017) “Contracting Models for P2P Content Distribution.” *Production and Operations Management*.

## WORKING PAPERS

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- An Empirical Study of Bidders’ Attrition in Online Sequential Auctions, with Paulo Goes and Arvind Tripathi (under third round revision for resubmission to MISQ)
- How Questions and Answers Shape Online Marketplaces: The Case of Amazon Answer, with Warut Khern-am-nuai and Karthik Kannan (under review at ISR)
- The Invisible Value of Information Systems: Reputation Building in an Online P2P Lending System, with Yong Tan and Arvind Tripathi
- An Empirical Study of Market Switching Behavior of Mobile App Developers, with Young-Jin Lee and Yong Tan
- Ad-Blockers: Extortionists or Digital Age Robin-Hoods? with Abhishek Ray and Karthik Kannan
- Using Predictive Analytics to Reduce Uncertainty in Enterprise Risk Management, with Shachar Reichman and George Westerman
- Competitive Advantage in a Digital World: Toward An Information-Based View of the Firm, with Deborah Soule and George Westerman

## WORK IN PROGRESS

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- Personal Traits and Job Performance: A Novel Approach Using Short Games, with George Westerman, Jeremy Gray and Erik Brynjolfsson
- The Advertising Big Picture: Analyzing the Cross-Platform Synergies between TV and Online Advertising, with Mohammed Alyakoob
- An Analytical Study of Competition in Cloud Computing Market, with Yong Tan

## CONFERENCE PUBLICATIONS & PRESENTATIONS

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- Ad-Blockers, Advertisers, and Internet: The Economic Implications of Ad-Blocker Platforms, International Conference on Information Systems (ICIS), Seoul, South Korea, December 2017
- The Impact of Questions and Answers on Product Sales, Workshop on Information Systems and Economics (WISE), Seoul, South Korea, December 2017
- Ad-Blockers: Extortionists or Digital Age Robin-Hoods?, Conference on Information Systems and Technology (CIST), Houston, TX, October 2017
- How Questions and Answers Shape Online Marketplaces: The Case of Amazon Answer, Hawaii International Conference on System Sciences (HICSS), Big Island, HI, January 2017
- How Questions and Answers Shape Online Marketplaces: The Case of Amazon Answer, Conference on Information Systems and Technology (CIST), Nashville, TN, November 2016
- Using Predictive Analytics to Reduce Uncertainty in Enterprise Risk Management, International Conference on Information Systems (ICIS), Fort Worth, TX, December 2015
- An Empirical Study of Market Switching Behavior of Mobile App Developers, INFORMS Annual Meeting, Phoenix, Philadelphia, PA, November 2015
- Corporate Credit Prediction, MIT IDE Annual Conference, Cambridge, MA, May 2015
- An Empirical Study of Market Switching Behavior of Mobile App Developers, Workshop on Information Systems and Economics (WISE), Orlando, FL, December 2012
- An Analytical Study of Competition in Cloud Computing Market, Conference on Information Systems and Technology (CIST), Phoenix, AZ, October 2012
- An Analytical Study of Competition in Cloud Computing Market, INFORMS Annual Meeting, Phoenix, AZ, October 2012
- Design and Evaluation of a Multi-attribute Online Procurement Auction Mechanism with Information Asymmetry, INFORMS Annual Meeting, Charlotte, NC, November 2011
- Forward-looking Reputation Building in an Online P2P Lending Network, NW Summit, Seattle, WA, May 2011
- Bidders' Attrition in Sequential Online Auctions, the 20th Workshop on Information Technologies and Systems (WITS), Saint Louis, MO, December 2010
- Forward-looking Reputation Building in an Online P2P Lending Network, INFORMS Annual Meeting, Austin, TX, November 2010
- Bidders' Attrition in Sequential Online Auctions, the 6th Symposium on Statistical Challenges in Electronic Commerce Research (SCECR), Austin, TX, June 2010

## HONORS & AWARDS

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- Krannert Undergraduate Outstanding and Distinguished Teacher, Krannert School of Management, Purdue University, spring 2017
- Krannert Masters Distinguished Teacher, Krannert School of Management, Purdue University, fall 2016
- Krannert Undergraduate Distinguished Teacher, Krannert School of Management, Purdue University, spring 2016
- Krannert Doctoral Distinguished Teacher, Krannert School of Management, Purdue University, fall 2015
- Krannert Undergraduate Distinguished Teacher, Krannert School of Management, Purdue University, spring 2015
- Awarded McCabe dissertation fellowship, Foster School of Business, University of Washington, 2012-13
- Awarded Dean's Achievement Award, Foster School of Business, University of Washington 2009-10 (Awarded to the best student in the PhD program across all areas in the Business School based on performance in coursework, research and qualifying exam over the first 2.5 years)
- Awarded \$2000 Edna Benson fellowship, Foster School of Business, University of Washington, 2009
- Recognized as an exceptionally excellent student by Ministry of Higher Education, 2005

- Ranked 1st in Iranian nationwide industrial engineering graduate university entrance exam among around 5,000 participants, 2005
- Ranked 356th (top 0.1%) in Iranian undergraduate nationwide university entrance exam among around 500,000 participants, 2001
- Made it to the final round of in the preliminary exam for International Computer Olympiad among 120,000 participants (top 0.3%), 1999

## TEACHING EXPERIENCE

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### **Krannert School of Management, Purdue University** 2015 - present

- Instructor for IT Project Management (Masters)
- Instructor for Systems Analysis and Design (Undergraduate)
- Instructor for PhD seminar on Advanced Empirical Research in Information Systems

### **Foster School of Business, University of Washington** 2009 - 2013

- Instructor for Systems Analysis and Design
- Teaching Assistant for Business Data Communications
- Teaching Assistant for Web 2.0 and the New Economy
- Teaching Assistant for Database Management
- Teaching Assistant for Introduction to information systems

### **Sharif University of Technology** 2004-2006

- Teaching Assistant for Feasibility Study of Industrial Projects

## PROFESSIONAL EXPERIENCE

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### **KAYSON CO., Tehran, Iran** 2006 - 2008

*Largest private general contractor company in Iran providing design, management, procurement and construction services to develop, engineer and build projects in Iran and overseas.*

#### **Information and Communications Management Supervisor (11/2007 – 12/2008)**

- Led the efforts of a team of four to write company's IT master plan and IT action plan. The output was a list of IT and IS projects, resource and requirements planning and a time line.
- Led the team effort of three to write company's IT strategic plan. We conducted SWOT, a company-wide field-study, several interviews and best practice study.
- Conducted financial and technological feasibility studies, designed RFPs, ran procurement auctions and evaluated and selected vendors for two IT outsourcing projects.
- Developed a project financial management methodology and a project claim management methodology based on PMBOK. The methodologies are being deployed in preparing project plans.

#### **Information Management Specialist (07/2006 – 11/2008)**

- Participated in the design of a business intelligence system. The project included studying business processes and designing metrics and a data gathering mechanism.
- Wrote the project communications management plan document for two projects. This included studying the project requirements, analyzing communications needs and proposing solutions and procedures.
- Documented and revised several business process workflows.
- Performed as the contact point between the business process owners and technical IT staff.

### **BAZAR PAZHOOHAN CO., Tehran, Iran** 2005 - 2006

*A marketing research start-up working with oil and gas companies*

#### **Research Project Manager (11/2005 – 07/2006)**

- Designed the Iranian National Energy Efficiency Award. Worked with a team of 5 researchers as the project coordinator to design an award including technical requirements, metrics and scoring mechanism.
- Analyzed and evaluated marketing activities of Iranol Co in two exhibitions. The project included a design stage, field study and interviews in exhibitions and statistical analysis of the collected data.

#### **Marketing Researcher (04/2005 – 11/2005)**

- Inspected, Interviewed and evaluated more than 20 companies in two states in the process for selecting sales representatives for Iranol Co.
- Participated in data gathering and composing the Iranian comprehensive lubrication manual.

**QESHM FREE ZONE ORGANIZATION, Tehran, Iran** 2004 – 2005  
*Planning, outsourcing and controlling economic development projects in Qeshm Free Zone*  
**Researcher**

- Conducted market research and feasibility analysis for creating an industrial eco-park.

**KERMAN KHODRO POWERTRAIN CO., Tehran, Iran** 2003 - 2004  
*Auto parts manufacturer*

**Quality Assurance Expert**

- Designed statistical process control procedures for two production lines.
- Participated in revising ISO standard procedures documents.

**MELLI SHOES CO. Tehran, Iran** 2002  
*Iran's largest shoes manufacturer*

**Undergraduate Intern**

- Analyzed and improved the production line layout of a plant.

**PROFESSIONAL PUBLICATIONS**

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1. A method for measuring personnel performance efficiency, Kayson Co. bulletin, vol. 31, fall 2007
2. Standardization of employees performance measurement in an enterprise, Kayson Co. bulletin, vol. 30, summer 2007
3. How supply chain management creates value, a case study of Iranol Co., Iranol Co. bulletin, vol. 01, spring 2006
4. Iran's comprehensive lubrication handbook, 1st edition, 2005 (co-author of the commercial section)