

MOHAMMAD SAIFUR RAHMAN

Krannert School of Management
Purdue University
403 W. State Street
West Lafayette, IN 47907

Phone: (765) 494-4464 [work]

Email: mrahman@purdue.edu

EDUCATION

- Purdue University, Krannert School of Management, West Lafayette, IN, December 2008.
Doctor of Philosophy, Major: Management Information Systems; Minor: Operations Management.
Dissertation Committee: Prabuddha De (co-chair), Yu (Jeffrey) Hu (co-chair), John Barron, and Karthik Kannan.
- Southern Illinois University, Carbondale, IL.
Master of Business Administration, Concentration: Management Information Systems. August 2004.
Outstanding International MBA, GPA: 4.0/4.0.
Bachelor of Science, Major: Computer Science; Minor: Mathematics. May 2002.
Summa cum Laude, GPA: 4.0/4.0.

ACADEMIC EXPERIENCE

- *Associate Professor*, Management Information Systems (MIS), Krannert School of Management, Purdue University, August 2014 – Current.
- *Faculty Affiliate*, Regenstrief Center for Healthcare Engineering (RCHE), February 2018 – Current.
- *Associate Professor*, Management Information Systems (MIS), Haskayne School of Business, University of Calgary, April 2013 – August 2014 [tenure processed and approved].
- *Fellow*, Center for the Digital Economy (CDE@), Haskayne School of Business, University of Calgary, July 2012 – June 2014.
- *Leadership Fellow*, Canadian Centre for Advanced Leadership in Business (CCAL), Haskayne School of Business, University of Calgary, April 2013 – August 2014.
- *Assistant Professor*, Management Information Systems (MIS), Haskayne School of Business, University of Calgary, July 2008 – March 2013.

JOURNAL PUBLICATIONS

Published/Forthcoming

- Crowd-Driven Competitive Intelligence: Understanding the Relationship between Local Market Structure and Online Rating Distributions, with D. Gutt and P. Herrmann, *Information Systems Research* forthcoming.
- Proximity to a Traditional Physical Store: The Effects of Mitigating Online Disutility Costs, with B. Nault, *Production and Operations Management* forthcoming.
- Avoid These Five Digital Retailing Mistakes, with P. De and Y. Hu. *MIT Sloan Management Review* Frontiers, Digital Edition, January, 2018.
- Economic and Policy Implications of Restricted Patch Distribution, with K. Kannan and M. Tawarmalani, *Management Science* 62(11) 3161-3182, 2016.

- An Internet-Enabled Move to the Market in Logistics, with F. Gong and B. Nault, *Information Systems Research* 27(2) 440-452, 2016.
- Beating Irrationality: Does Delegating to IT Alleviate the Sunk Cost Effect?, with P. Herrmann and D. Kundisch. *Management Science* 61(4) 831-850, 2015.
- Online Intermediary as a Channel for Selling Quality Differentiated Services, with M. T. Ackura and Z. Ozdemir. *Decision Sciences* 46(1) 37-62, 2015.
- Product-Oriented Web Technologies and Product Returns: An Exploratory Study, with P. De and Y. Hu. *Information Systems Research* 24 (4) 998–1010, 2013.
- Competing in the Age of Omnichannel Retailing, with E. Brynjolfsson and Y. Hu. *MIT Sloan Management Review* 54(4) 23-29, 2013 (Summer 2013 Featured Cover Article).
- Technology Usage and Online Sales: An Empirical Study, with P. De and Y. Hu. *Management Science* 56(11) 1930-1945, 2010.
- Battle of the Retail Channels: How Product Selection and Geography Drive Cross-channel Competition, with E. Brynjolfsson and Y. Hu. *Management Science* 55(11) 1755-1765, 2009 (Lead Article and Focus of INFORMS press release on November 18, 2009).

Manuscripts under Review/Revision

- How to Leverage Intra-Firm IT Spillovers? It Takes Infrastructure Similarity and Governance Choice to Tango, with T. Havakhor and P. Setia, under second review at *Management Science*.
- Shared Prosperity (or Lack Thereof) in the Sharing Economy, with M. Alyakoob, under review at *Management Science*.
- Where You Live Matters: The Impact of Local Financial Market Competition in Managing Online Peer-To-Peer Loans, with M. Alyakoob and Z. Wei, under revision for second review at *Management Science*.
- The Power of a few “Superstar” Reviews: Empirical Evidence and a Quasi-Natural Field Experiment on Amazon, with W. Jabr, under review at *MIS Quarterly*.

OTHER PUBLICATIONS

- Digital Economy and Technology Adoption: A Research Commentary, *Industry Canada*, Government of Canada. 2013.
- Do All Product-Oriented Web Technologies Reduce Product Returns?, with P. De and Y. Hu. *ISB Insight* 10(1), 2012.

RESEARCH IN PROGRESS

- The Effects of Sister-Store Presence and Market Competition on Product Assortment: Evidence from Book Retailing, with T. Chen, Y. Hu, and J. Sun
- Geography and the Rise of FinTech: Evidence from Peer to Peer Lending, with M. Alyakoob and A. Mahalingam.

- Website Engagements and Social Media as a Source of Traffic: How Geography Mediates the Role of Social Media, with W. Kar
- The Impact of IT Usage on the Evolution of a Decision Bias: An Empirical Study, with P. Herrmann and D. Kundisch.
- Physical Stores in the Age of Omnichannel Retailing, with B. Nault.

RESEARCH GRANTS

- Adobe Digital Marketing Award (\$50,000), (co-applicant with W. Kar) 2017.
- NSF I-Corps Grant (\$50,000), 2017.
- SSHRC Insight Grant (\$97,397), (co-applicant with W. Jabr), 2013.
- SSHRC SRG Grant (\$85,547), 2011.
- SSHRC Development Grant (\$1,000), University of Calgary, 2010.
- Dean's Research Publication Award (\$20,000), Haskayne School of Business, University of Calgary, 2009, 2010, 2013.
- Internal Awards (\$17,855), University of Calgary, 2009.
- Dean's Research Grant (\$40,000), Haskayne School of Business, University of Calgary, 2008.
- Purdue Research Foundation (PRF) Dissertation Research Grant for the 2007-2008 Academic Year (\$18,000).
- 2002 Research Institute for the Study of Man (RISM)/Landes Supervised Fieldwork Grant (\$5,000), RISM, New York. (Supervisor: K. Ward, Southern Illinois University, Carbondale, IL).

CONFERENCE/WORKSHOP PROCEEDINGS & PRESENTATIONS

- Airbnb: Is it a Curse or a Blessing for Restaurant Employment with M. Alyakoob, Conditionally Accepted, *International Conference on Information Systems (ICIS)*, San Francisco, 2018.
- Sharing Economy as a Local Economic Engine: The Heterogeneous Impact of Airbnb on Restaurant Employment Growth, with M. Alyakoob, *Sixth Annual Platform Research Symposium*, Boston, 2018.
- When Enough Ad is Enough: Who Tolerates and Who Doesn't?, with W. Kar, *40th Annual ISMS Marketing Science Conference*, Philadelphia, 2018.
- Shared Prosperity (or Lack Thereof) in the Sharing Economy, with M. Alyakoob, *Fourteenth Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*, Rotterdam, Netherlands, 2018.
- Where You Live Matters: The Impact of Local Financial Market Competition in Managing Online Peer-To-Peer Loans, with M. Alyakoob and Z. Wei, *Conference on Information Systems and Technology (CIST)*, Houston, TX, 2017.
- Geography and the Rise of FinTech: Evidence from Peer to Peer Lending, with M. Alyakoob and A. Mahalingam, *The First Toronto Annual FinTech Conference* (accepted but no one could attend to present and, therefore, withdrew), Ontario, Canada, 2017.
- Where You Live Matters: The Impact of Local Financial Market Competition on a Borrower's Debt Management Strategies, with M. Alyakoob and Z. Wei, *Third Workshop on Marketplace Innovation*, Stanford University, Stanford, CA, 2017.

- Where You Live Matters: The Impact of Local Financial Market Competition on a Borrower's Debt Management Strategies, with M. Alyakoob and Z. Wei, *Boulder Summer Conference on Consumer Financial Decision Making*, Boulder, CO, 2017.
- To Prepay or Default? The Impact of Local Financial Market Competition in Online Debt Crowdfunding, with M. Alyakoob and Z. Wei, *POMS 28th Annual Conference (POMS)*, Seattle, WA, 2017.
- To Prepay or Default? The Role of Local Financial Market Competition in Online Peer-to-Peer Lending, with M. Alyakoob and Z. Wei, *Workshop on Information Systems Economics (WISE)*, Dublin, Ireland, 2016.
- Choice of IT Governance Mode in Multi Business Firms: The Effect of Technology Embeddedness, with T. Havakhor and P. Setia, *Conference on Information Systems and Technology (CIST)*, Nashville, TN, 2016.
- Crowd-Driven Competitive Intelligence: Understanding the Relationship between Local Market Structure and Online Rating Distributions, with D. Gutt and P. Herrmann, *INFORMS Annual Meeting 2016*, Nashville, TN, 2016.
- Crowd-Driven Competitive Intelligence: Understanding the Relationship between Local Market Structure and Online Rating Distributions, with D. Gutt and P. Herrmann, *NBER Summer Workshop on Economics of IT and Digitization*, Boston, 2016.
- The Hunt for Quality in a Market: Exploring the Relationship between Local Market Structure and Digitized Customer Experience, with P. Herrmann, *Workshop on Information Systems Economics (WISE)*, Auckland, New Zealand, 2014.
- The Hunt for Quality in a Market: Exploring the Relationship between Local Market Structure and Digitized Customer Experience, with P. Herrmann, *Workshop on e-Business (WeB)*, Auckland, New Zealand, 2014.
- What is the Relationship between Market Structure and Digitized Customer Experience?, with P. Herrmann, *INFORMS Annual Meeting 2014*, San Francisco, CA, 2014.
- Exploring the Relationship between Local Market Structure and Digitized Customer Experience, with P. Herrmann, *Conference on Information Systems and Technology (CIST)*, San Francisco, CA, 2014. [Best Research Video Award]
- The Effect of Sister-Store Presence and Market Competition on Product Assortment: Evidence from Book Retailing, with T. Chen, Y. Hu, and J. Sun, *POMS 25th Annual Conference (POMS)*, Seattle, WA, 2014.
- An Internet-Enabled Move to the Market, with F. Gong and B. Nault, *POMS 25th Annual Conference (POMS)*, Seattle, WA, 2014.
- Dynamics of the Market for Information: An Analysis of the Online Word-of-Mouth, with W. Jabr, *International Conference on Information Systems (ICIS)*, Milan, Italy, 2013.
- The Impact of Technology Clusters on Centralization of IT Governance, with T. Havakhor and P. Setia, *INFORMS Annual Meeting 2013*, Minneapolis, MN, 2013.
- Reach Versus Competition in Channels with Internet and Traditional Retailers, with B. Nault, *Theory in Economics of Information Systems 2013*, Monterey, CA, 2013.
- Digital Economy and Technology Adoption, *47th Annual Conference of the Canadian Economic Association*, Montreal, Canada, 2013.

- Dynamics of the Market for Information: An Analysis of the Online Word-of-Mouth, with W. Jabr, Ninth Symposium on *Statistical Challenges in Electronic Commerce Research* (SCECR), Lisbon, Portugal, 2013.
- Does it Pay Off to Bid Aggressively? An Empirical Study, with P. Herrmann and D. Kundisch, *Hawaii International Conference on System Sciences* (HICSS), Hawaii, 2013.
- To Bid or Not to Bid Aggressively? An Empirical Study, with P. Herrmann and D. Kundisch, *Workshop on Information Systems Economics* (WISE), Orlando, FL, 2012.
- Does it Pay Off to Bid Aggressively? An Empirical Study, with P. Herrmann and D. Kundisch, *International Conference on Information Systems* (ICIS), Orlando, FL, 2012.
- The Role of Online Reviews in Mitigating Product Uncertainties, with W. Jabr, *INFORMS Annual Meeting 2012*, Phoenix, AZ, 2012.
- Does it Pay Off to Bid Aggressively? An Empirical Study, with P. Herrmann and D. Kundisch, *INFORMS Annual Meeting 2012*, Phoenix, AZ, 2012.
- The Effect of Store Coordination and Market Competition on Product Assortment: Evidence from Book Retailing, with T. Chen, Y. Hu, and J. Sun, *INFORMS MSOM (Manufacturing and Service Operations Management) Conference*, Columbia University, 2012.
- The Impact of Delegating Decision Making to IT on the Sunk Cost Effect, with P. Herrmann and D. Kundisch, *Workshop on Information Systems Economics* (WISE), Shanghai, China, 2011.
- IT, Logistics Outsourcing and Industry-level Productivity, with F. Gong and B. Nault, *INFORMS Annual Meeting 2011*, Charlotte, NC 2011.
- Sunk Cost Effect: The Impact of Delegating Decision Making to IT, with P. Herrmann and D. Kundisch, *INFORMS Annual Meeting 2011*, Charlotte, NC, 2011.
- Sunk Cost Effect: The Impact of Delegating Decision Making to IT, with P. Herrmann and D. Kundisch, Seventh Symposium on *Statistical Challenges in Electronic Commerce Research* (SCECR), Rio de Janeiro, Brazil, 2011.
- An Empirical Investigation of the Effect of Advanced Web Technologies on Product Returns, with P. De and Y. Hu, *Workshop on Information Systems Economics* (WISE), St. Louis, MO, 2010.
- Product Returns: An Empirical Investigation of the Effect of Advanced Web Technologies, with P. De and Y. Hu, *Conference on Information Systems and Technology* (CIST), Austin, TX, 2010.
- Software Maintenance and Piracy: Economic and Policy Implications of Patch Development Resources, with K. Kannan and M. Tawarmalani, *University of Alberta Workshop on Information Systems Security*, University of Alberta, Edmonton, AB, Canada, 2010.
- Advance Selling Battle on Infomediaries: How Quality Differentiation Determines Price Premiums, with M. T. Ackura and Z. Ozdemir, *Conference on Information Systems and Technology* (CIST), San Diego, 2009.
- Advance Selling of Services Through Infomediaries, with M. T. Ackura and Z. Ozdemir, *INFORMS Annual Meeting 2009*, San Diego, 2009.
- When and How Should Service Providers Adopt Internet Infomediaries? with M. T. Ackura and Z. Ozdemir, *CORS/INFORMS International Meeting 2009*, Toronto, Canada, 2009.
- Strategic Adoption of Internet Agents, with M. T. Ackura and Z. Ozdemir, *INFORMS Marketing Science Conference 2009*, Ann Arbor, 2009.

- Website Features and Online Shopping: How Technology Usage Impacts Consumer Demand, with P. De and Y. Hu, *INFORMS Annual Meeting 2008*, Washington D.C., 2008.
- Website Features and Online Shopping: How Technology Usage Impacts Consumer Demand, with P. De and Y. Hu, *2008 Big Ten Information Systems Symposium*, University of Notre Dame, IN, 2008.
- Battle of the Retail Channels: How Internet Selection and Local Retailer Proximity Drive Cross-channel Competition, with E. Brynjolfsson and Y. Hu, *International Conference on Information Systems (ICIS)*, Montréal, Québec, Canada, 2007.
- The Impact of Technology Usage on Consumer Demand, with P. De and Y. Hu, *Workshop on Information Systems Economics (WISE)*, Montréal, Québec, Canada, 2007.
- The Countervailing Incentive of Restricted Patch Distribution: Economic and Policy Implications, with K. Kannan and M. Tawarmalani, *Workshop on the Economics of Information Security (WEIS)*, Carnegie Mellon University, Pittsburgh, PA, 2007.
- The Impact of the Internet on the Sales Distribution: The Role of Product Attributes, *2006 Big Ten Information Systems Symposium*, University of Illinois at Urbana-Champaign, IL, April 29, 2006.
- Data Mining, Group Memory, Group Decision Making: A Theoretical Framework, with N. Martin and S. Paul, *Proceedings of the 9th Americas Conference on Information Systems (AMCIS)*, Tampa, FL, 2003.

INVITED PRESENTATIONS

- Temple University, September, 2018.
- Paderborn University, June, 2018.
- Krannert Alumni Conference, April, 2018.
- Lubar School of Business, University of Wisconsin-Milwaukee, October, 2017.
- 2017 Dawn or Doom, Purdue University, September 2017.
- Modeling & Machine Learning Association, Walmart Technology, April 2016.
- School of Business, North South University, January 2016.
- Keynote Speaker, International Conference on Computer and Information Technology (ICIT), December, 2015.
- Simon School of Business, University of Rochester, November 2015.
- Dawn or Doom 2, Purdue University, September 2015.
- Tepper School of Business, Carnegie Mellon University, May 2015.
- ITM Distinguished Speaker, Scheller College of Business, Georgia Institute of Technology, April 2015.
- Rady School of Management, University of California San Diego, April 2014.
- Krannert School of Management, Purdue University, February 2014.
- Naveen Jindal School of Management, University of Texas at Dallas, February 2014.
- Economic Research and Policy Analysis Branch, Industry Canada, Ottawa, February 2013.
- Lead Discussant, Workshop on *Measuring the Digital Economy*, Ottawa, October 2012.
- Foster School of Business, University of Washington, May 2012.

- Carlson School of Management, University of Minnesota, April 2012.
- Naveen Jindal School of Management, University of Texas at Dallas, April 2012.
- Warrington College of Business Administration, University of Florida, February 2012.
- Merage School of Business, University of California Irvine, January 2012.
- School of Business, University of Alberta, AB, Canada, October 2010.
- Information Management & E-Finance, University of Paderborn, Germany, January 2010.
- Department of Information Technology and Operations Management, Florida Atlantic University, February 2008.
- Haskayne School of Business, University of Calgary, February 2008.
- *MIS Workshop*, Krannert School of Management, Purdue University, April, October 2007, November 2006.

DOCTORAL CONSORTIA

- 2007 Americas Conference on Information Systems (AMCIS) Doctoral Consortium.
- 2007 Purdue University Nominee, International Conference on Information Systems (ICIS) Doctoral Consortium.
- 2006 Big Ten Information Systems Symposium, University of Illinois at Urbana-Champaign, IL.
- Gordon Davis Symposium, Carlson School of Management, University of Minnesota, Minneapolis, MN, 2005.

TEACHING EXPERIENCE

- MGMT 690, Doctoral Seminar in MIS, Krannert School of Management, Purdue University (Fall 2014, Fall 2016).
- MGMT 590, Web Data Analytics, Krannert School of Management, Purdue University (Fall 2015, Fall 2016, Fall 2017).
- MGMT 488, Data-Driven Decisions in Digital Markets (formerly known as Ecommerce and Information Strategies until 2017), Krannert School of Management, Purdue University (Spring 2015, Spring 2016, Spring 2017, Spring 2018).
- MGIS 799.04, PhD Seminar IV in Management Information Systems (Part II), Haskayne School of Business, University of Calgary (Winter 2010).
- MGIS 331, Data Management and Business Analytics (Previously Database Systems), Haskayne School of Business, University of Calgary (Winter 2011, Fall 2011, Winter 2013, Fall 2013).
- MGIS 317, Introduction to Information Systems, Haskayne School of Business, University of Calgary (Fall 2008, Fall 2009, Fall 2010, Fall 2011, Fall 2013).
- MGST 391, Research and Analysis for Decision Making, Haskayne School of Business, University of Calgary (Winter 2013, Winter 2014).
- MGMT 382, Management Information Systems, Krannert School of Management, Purdue University (Spring 2007).

- MGMT 482, Management Information Systems, Krannert School of Management, Purdue University (Spring 2006).

TEACHING AWARDS/ CERTIFICATES

- 2015 Undergraduate Innovation in Teaching Grant (\$10,000), Krannert School of Management, Purdue University.
- Krannert PhD Outstanding and Distinguished Teacher (Fall 2014, Fall 2016).
- Krannert Master's Outstanding and Distinguished Teacher (Fall 2015, Fall 2016, Fall 2017).
- Krannert Undergraduate Outstanding and Distinguished Teacher (Spring 2015, Spring 2016, Spring 2017).
- Krannert Certificate for Distinguished Teaching, (Spring 2006, 2007), Krannert School of Management, Purdue University (*this is the highest recognition awarded by Krannert to a doctoral student instructor for excellence in teaching*).
- Graduate Teaching Certificate, Center for Instructional Excellence, Purdue University.
- Applied Analytics Using SAS Enterprise Miner, SAS Institute, Toronto, ON.

CURRICULUM DEVELOPMENT

- Developed MGMT 590 in Fall 2015 (at Krannert) for MBA and other graduate students from scratch that focuses on harvesting data from the web and making inferences from the data.
- Significantly revamped MGMT 488 in Spring 2015 (at Krannert) to include more data analytics and experiential learning materials. A team of five students from my class won the *Kraft Data Dive Competition* in April 2015.
- Completely redesigned MGIS 331 in 2011 (at Haskayne) to include both data management and basic predictive analytics materials in the course.
- Co-designed MGIS 317 in 2008 (at Haskayne) and made significant changes in 2010 and 2013 to make ongoing improvements to the core undergraduate class.

HONORS AND AWARDS

- GOLD Award, Entrepreneurial Learning Academy, Burton D. Morgan Center for Entrepreneurship, Purdue University, 2018.
- The World's Top 40 Business School Professors Under 40, Poets and Quants, 2017.
- Entrepreneurial Learning Academy Fellow, Burton D. Morgan Center for Entrepreneurship, Purdue University, 2017-2018.
- PRF International Travel Grant, Purdue University, 2016.
- Jay N. Ross Yong Faculty Scholar Award, Krannert School of Management, 2015.
- Meritorious Service Award, Management Science, 2015.
- PRF International Travel Grant, Purdue University, 2014.
- Dean's Award for Outstanding Research Achievement, Haskayne School of Business, 2014.

- Inaugural Nominee of Haskayne School of Business, Royal Society of Canada New Scholar Award, 2014.
- Leadership Fellow, Canadian Centre for Advanced Leadership in Business (CCAL), 2013.
- Fellow, Center for the Digital Economy (CDE@), 2012.
- Meritorious Service Award, Management Science, 2011.
- Dean's Award for Outstanding New Scholar, Haskayne School of Business, 2010.
- Graduate Fellowship, Southern Illinois University, 2003-2004.
- Outstanding Senior, Department of Computer Science, Southern Illinois University, 2002.
- Who's Who Among Students in American Universities and Colleges, 2001-2002.
- College of Science Dean's Scholarship, 2001.
- Computer Science Alumni Scholarship, 2001.
- Augusta Auerbach Endowed Memorial Scholarship, 2000.
- SIUC Undergraduate Tuition Award, 2000-2002.
- College of Science Dean's List, Every Semester, 1999-2002.
- The National Dean's List, 1999-2001.
- Scholastic Honors, 2000-2002.
- Registered Student Organization (RSO) Outstanding Officer Award, Student Development, Southern Illinois University, 2003.

ACADEMIC SERVICE

University/School Committees

- Chair, Undergraduate Program Faculty Oversight Committee, Krannert School of Management, Purdue University, 2017-current.
- Coordinator, MIS PhD Program Committee, Krannert School of Management, Purdue University, 2016 - 2017.
- Member, Undergraduate Research Committee (University Level), Purdue University, 2016.
- Member, Signature Experience/Experiential Learning Undergraduate Committee, Krannert School of Management, Purdue University, 2016.
- Member, MIS Search Committee, Krannert School of Management, Purdue University, 2015.
- Member, Research and Scholarship Committee (University Level), University of Calgary, 2013-2014.
- Member, Dean's Research Advisory Committee, Haskayne School of Business, University of Calgary, 2011-2014.
- Member, Dean's Task Force on Community Outreach, Haskayne School of Business, University of Calgary, 2013.
- Member, Undergraduate Program Committee, Haskayne School of Business, University of Calgary, 2011-2013.

- Member, IS Hiring Committee, Haskayne School of Business, University of Calgary, 2011, 2012, 2013.
- Member, Master's Program Committee, Haskayne School of Business, University of Calgary, 2008-2011.
- Member, University Commencement Committee, Purdue University, 2005-2008.
- Member, MIS Area MGMT 482 Course Content Review Committee, 2006.
- Senator, Purdue Graduate Student Government, 2005-2006.
- Executive Committee Member, Krannert Doctoral Student Association, 2005-2006.

Conference/Event Organizer and Executive Committees

- Organizer, 2018 Dawn or Doom Data Dive.
- Organizer, 2017 Dawn or Doom Data Dive.
- Organizer, Krannert-Walmart Data Dive 2016. [believed to be the first data dive on a college campus and, by all accounts, a hugely successful event for participants, Purdue, and Walmart]
- President, E-Business Society, INFORMS 2014.
- Co-Chair, Conference on Information Systems and Technology (CIST) 2013.
- President-Elect, E-Business Society, INFORMS 2013.
- Treasurer, E-Business Society, INFORMS 2012.
- E-Business Cluster Co-Chair, INFORMS Annual Meeting 2012.
- Member, Local Arrangement Committee, Theory in Economics of Information Systems 2014.
- Member, Local Arrangement Committee, 2007 Big Ten Information Systems Symposium, Krannert School of Management, Purdue University, West Lafayette, IN.

Editorial Appointments and Program Committees

- Associate Editor, Management Science (2017-current).
- Associate Editor, Information Systems Research (ISR) (2016-current).
- Associate Editor, Information Technology and Management (ITM) (2013-current).
- Associate Editor, Journal of Electronic Commerce Research (JECR) (2014-2017).
- Associate Editor, International Conference on Information Systems (ICIS) (2014, 2016, 2017).
- Associate Editor, European Conference on Information Systems (ECIS) (2014, 2015).
- Conference on Information Systems and Technology (CIST) (2010, 2011, 2014, 2015, 2016, 2017).
- International Conference on Electronic Commerce (ICEC) (2015, 2016, 2017).
- Workshop on Information Technologies and Systems (WITS) (2010, 2012).
- Session Chair, Production and Operations Management Society (POMS) Annual Conference 2014.
- Session Chair, INFORMS Annual Meeting 2011.

Reviewer

- Journals: Management Science, Information Systems Research, MIS Quarterly, Journal of MIS, Production and Operations Management, Economics Letters, Journal of Retailing, MIT Sloan Management Review, Information Technology and Management.
- Conferences: International Conference on Information Systems (ICIS), Conference on Information Systems and Technology (CIST), Hawaii International Conference on System Sciences (HICSS).
- Grant Agencies: National Science Foundation (NSF), Social Sciences and Humanities Research Council of Canada (SSHRC), Israel Science Foundation (ISF), Research Grants Council (RGC) of Hong Kong.

Supervisory and Examiner Experience

- Ph.D. Advisor, Mohammed Alyakoob, Purdue University, 2016-current.
- Ph.D. Supervisory Committee Member, Tho Van Le, Civil Engineering, Purdue University, 2017.
- Ph.D. External Examiner, Youngsok Bang, McGill University, 2015.
- Ph.D. Supervisory Committee Member, Fengmei Gong, MIS, University of Calgary, 2013.
- Ph.D. Candidacy Examining Committee Member, M. Zaman Forootan, Operations Management, University of Calgary, 2012.
- Ph.D. Supervisory Committee Member, Dawei Zhang, MIS, University of Calgary, 2011.
- Ph.D. Candidacy Examining Committee Member, Madhusudan Rao, Finance, University of Calgary, 2011.
- Ph.D. Candidacy Examining Committee Member, Fengmei Gong, MIS, University of Calgary, 2011.
- Ph.D. Supervisory Committee Member, Muhaimenul Adnan, Computer Science, University of Calgary, 2011.
- Ph.D. Candidacy Examining Committee Member, Dawei Zhang, MIS, University of Calgary, 2010.
- M.Sc. Thesis Committee Member, Abdelghani Guerbas, Computer Science, University of Calgary, 2010.

Current/Past Professional Affiliations

- American Economic Association (AEA).
- Association for Information Systems (AIS).
- Canadian Economic Association (CEA).
- Institute for Operations Research and the Management Sciences (INFORMS).

REFERENCES

- **Erik Brynjolfsson**
Schussel Family Professor and Director of the MIT Center for Digital Business
MIT Sloan School of Management
100 Main Street, Cambridge, MA 02139
Phone: (617) 253-4319
Email: erikb@mit.edu
- **Prabuddha De**

Accenture Professor of Information Technology and Professor of Management
Krannert School of Management, Purdue University
403 W. State Street, West Lafayette, IN 47907
Phone: (765) 494-0699
Email: pde@purdue.edu

- **Yu (Jeffrey) Hu**
Sharon A. and David B. Pearce Professor
Scheller College of Business, Georgia Institute of Technology
800 West Peachtree St. NW, Atlanta, GA 30308
Phone: (404) 894-6696
Email: yuhu@gatech.edu