

HOSSEIN GHASEMKHANI

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ACADEMIC EXPERIENCE

KRANNERT SCHOOL OF MANAGEMENT, PURDUE UNIVERSITY <i>Assistant Professor of Management</i>	2015 - present
SLOAN SCHOOL OF MANAGEMENT, MIT <i>Visiting Scholar</i>	2015 - 2018
SLOAN SCHOOL OF MANAGEMENT, MIT <i>Postdoctoral Associate</i>	2013 - 2014

EDUCATION

PHD IN BUSINESS ADMINISTRATION <i>Foster School of Business, University of Washington – Seattle, WA</i>	2009 – 2013
M.S. IN BUSINESS ADMINISTRATION <i>Foster School of Business, University of Washington – Seattle, WA</i>	2009 – 2011
M.S. IN INDUSTRIAL ENGINEERING <i>Sharif University of Technology (the #1 technical university in Iran), - Tehran, Iran</i>	2005– 2007
B.S. IN INDUSTRIAL ENGINEERING <i>Sharif University of Technology (the #1 technical university in Iran) - Tehran, Iran</i>	2001– 2005

RESEARCH INTERESTS

Economics of Information Systems
Digital Marketplaces and Electronic Commerce
Peer-to-Peer Digital Platforms
Economics of User-Generated Content
Health Analytics and AI

REFEREED JOURNAL PUBLICATIONS

- Ray, A., Ghasemkhani, H., & Martinelli, C. (forthcoming). Competition and Cognition in the Market for Online News. *Journal of Management Information Systems*.
https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4376209
- Khern-am-nuai, W., Ghasemkhani, H., Qiao, D., & Kannan, K. (2023). The Impact of Online Q&As on Product Sales: The Case of Amazon Answer. *Information Systems Research*.
<https://doi.org/10.1287/isre.2023.1233>
- Deng, J., Ghasemkhani, H., Tan, Y., & Tripathi, A. K. (2023). Actions speak louder than words: Imputing users' reputation from transaction history. *Production and Operations Management*, 32(4), 1096–1111.
<https://doi.org/10.1111/poms.13913>
- Ghasemkhani, H., Goes, P., & Tripathi, A. (2022). Effect of Market Information on Bidder Attrition in Online Auction Markets. *MIS Quarterly*, 46(2), 1009–1034. <https://doi.org/10.25300/MISQ/2022/15136>
- Lee, Y. J., Ghasemkhani, H., Xie, K., & Tan, Y. (2021). Switching decision, timing, and app performance: An empirical analysis of mobile app developers' switching behavior between monetization strategies. *Journal of Business Research*, 127, 332-345. <https://doi.org/10.1016/j.jbusres.2021.01.027>
- Khern-am-nuai, W., Kannan, K., & Ghasemkhani, H. (2018). Extrinsic versus intrinsic rewards for contributing reviews in an online platform. *Information Systems Research*, 29(4), 871-892.
<https://doi.org/10.1287/isre.2017.0750>
- Ghasemkhani, H., Li, Y. M., Moinzadeh, K., & Tan, Y. (2018). Contracting models for P2P content distribution. *Production and Operations Management*, 27(11), 1940-1959.
<https://doi.org/10.1111/poms.12718>

- Park, J., Cai, H., Dunston, P. S., & Ghasemkhani, H. (2017). Database-supported and web-based visualization for daily 4D BIM. *Journal of Construction Engineering and Management*, 143(10), 04017078. [https://doi.org/10.1061/\(ASCE\)CO.1943-7862.0001392](https://doi.org/10.1061/(ASCE)CO.1943-7862.0001392)

WORKING PAPERS

- When Moderators are Moderated: Evidence from an Online Forum, with Ilango Guru Muniyasamy, Wreetabrata Kar and Warut Khern-am-nuai
- The Advertising Big Picture: Analyzing the Cross-Platform Synergies between TV and Online Advertising, with Mohammed Alyakoob and Ilango Guru Muniyasamy
- Using Predictive Analytics to Reduce Uncertainty in Enterprise Risk Management, with Shachar Reichman and George Westerman
- Ad-Blockers: Extortionists or Digital Age Robin Hoods? With Abhishek Ray and Karthik Kannan
- Competitive Advantage in a Digital World: Toward an Information-Based View of the Firm, with Deborah Soule and George Westerman

WORK IN PROGRESS

- Detecting the onset of Covid-19 using a transformer-based anomaly detection model based on person-generated health data (PGHD) from smart wearables, with Shiyang Sima, Alok Chaturvedi, Ritika Chaturvedi and Arezoo M. Ardekani
- Imputing missing time-series health data using transformer neural network models with Shiyang Sima, Alok Chaturvedi, Ritika Chaturvedi and Arezoo M. Ardekani
- Algorithmic fairness and the impact of sampling bias on healthcare predictive models, with Shiyang Sima, Alok Chaturvedi, Ritika Chaturvedi, Miad Boodaghi and Arezoo M. Ardekani
- Personal Traits and Job Performance: A Novel Approach Using Short Video Games Data, with George Westerman and Jeremy Gray

CONFERENCE PUBLICATIONS & PRESENTATIONS

- When Moderators are Moderated: Evidence from an Online Forum, Conference on Information Systems and Technology (CIST), Phoenix, AZ, October 2023
- Engagement by Enragement: The Economics of Online News, POMS 33rd Annual Conference, Orlando, FL, May 2023
- Engagement by Enragement: The Economics of Online News, WeB, the 21st Workshop on e-Business (*nominated for Best Paper Award*), Copenhagen, Denmark, December 2022
- The Impact of Online Q&As on Product Sales: The Case of Amazon Answer, Fall 2020 OM and IS Consortium Friday Seminars, Nov 2020
- Using Predictive Analytics to Reduce Uncertainty in Enterprise Risk Management, POMS 31st Annual Conference, Minneapolis, MN, April 2020
- Ad-Blockers, Advertisers, and Internet: The Economic Implications of Ad-Blocker Platforms, International Conference on Information Systems (ICIS) (*nominated for Most Innovative Short Paper Award*), 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 (*nominated for Best Paper Award*)
- 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

- Nominated for Best Paper Award, WeB (Workshop on e-Business) 2022 (December 2022).
- Krannert Masters Distinguished Teacher, Krannert School of Management, Purdue University, spring 2021
- Krannert Research Data Initiative Grant (along with Susan Lu and Umit Ozmel), 2020
- Krannert Doctoral Distinguished Teacher, Krannert School of Management, Purdue University, fall 2019
- Krannert Masters Outstanding Teacher, Krannert School of Management, Purdue University, spring 2019
- Krannert Undergraduate Distinguished Teacher, Krannert School of Management, Purdue University, spring 2019
- Krannert Undergraduate Distinguished and Outstanding Teacher, Krannert School of Management, Purdue University, spring 2018
- Nominated for Most Innovative Short Paper Award, ICIS 2017 (December 2017).
- Krannert Undergraduate Distinguished and Outstanding Teacher, Krannert School of Management, Purdue University, spring 2017
- Krannert Masters Outstanding Teacher, Krannert School of Management, Purdue University, fall 2016
- Krannert Undergraduate Outstanding Teacher, Krannert School of Management, Purdue University, spring 2016
- Krannert Doctoral Distinguished Teacher, Krannert School of Management, Purdue University, fall 2015
- Krannert Undergraduate Outstanding Teacher, Krannert School of Management, Purdue University, spring 2015
- McCabe Dissertation Fellowship, Foster School of Business, University of Washington, 2012-13
- Nominated for Best Paper Award, WITS 2010 (December 2010).
- 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)
- 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

GRADUATE STUDENTS

Dissertation Committee Chair/Co-Chair

- Ilango Guru Munisamy, co-chair, 2022-now
- Abhishek Ray, co-chair, 2014-2019 (placement: George Mason University)

Dissertation Committee Member

- Xiaoxiao Wang, 2023-now
- Shiyang Sima, 2022-now

- Sameer Borwankar, graduating in 2023 (placement: McGill University)
- Jaehyun “Jason” Park, Purdue Lyles School of Civil Engineering, graduated in 2017
- Warut Khern-am-nuai, graduated in 2016 (placement: McGill University)

OTHER SERVICE

- PhD Coordinator, Purdue Krannert MIS Area, 2018-2023
- PhD Admissions Chair, Purdue Krannert MIS Area, 2018-2023
- Associate Editor, ICIS, 2021-now
- Program Committee Member, CIST, 2013-now
- Program Committee Member, WITS, 2014-now
- Reviewer, Management Science, Information Systems Research, MIS Quarterly, Production and Operations Management Journal, Journal of Management Information Systems, Journal of the Association for Information Systems

TEACHING EXPERIENCE

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

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

- A Method for Measuring Personnel Performance Efficiency, Kayson Co. Bulletin, vol. 31, fall 2007
- Standardization of Employee Performance Measurement in an Enterprise, Kayson Co. Bulletin, vol. 30, Summer 2007
- How Supply Chain Management Creates Value, a Case Study of Iranol Co., Iranol Co. Bulletin, vol. 01, Spring 2006
- Iran's Comprehensive Lubrication Handbook, 1st edition, 2005 (co-author of the Commercial Section)