Curriculum Vitae

CHRYSANTHOS DELLAROCAS

(Revised on June 16, 2013)

Boston University
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EDUCATION

Massachusetts Institute of Technology, Cambridge, Mass.
Doctor of Philosophy (Ph.D.) in Electrical Engineering and Computer Science, February 1996.
Dissertation: A Coordination Perspective on Software Architecture: Towards a Design Handbook for Integrating Software Components. Advisor: Thomas W. Malone.
Massachusetts Institute of Technology, Cambridge, Mass.
Master of Science in Electrical Engineering and Computer Science, June 1991.
Graduated with a perfect GPA of 5.0/5.0.
National Technical University of Athens, Greece.
Diploma in Electrical Engineering, June 1989.
Graduated 1st in class of 300 students. GPA: 9.78/10.

PROFESSIONAL EXPERIENCE

School of Management, Boston University
Professor and Chair of Information Systems (2012-present)
Associate Professor of Information Systems (with tenure, 2009-2011)
Robert H. Smith School of Business, University of Maryland
Director, Center for Complexity in Business (2008-2009)
Associate Professor of Information Systems (with tenure, 2007-2009)
Assistant Professor of Information Systems (2004-2006)
Sloan School of Management, Massachusetts Institute of Technology
Affiliated Researcher, MIT Center for Collective Intelligence (2008-present)
Associate Professor of Management (2002-2004)
Douglas Drane Career Development Assistant Professor of Management (1998-2001)
Assistant Professor of Management (1996-1998)
Stern School of Business, New York University
Visiting Associate Professor of Information Systems (2001-2002)
McKinsey and Company, Zurich, Switzerland
Summer Associate (1993)
Andersen Consulting (now Accenture), Athens, Greece
Consultant (1991-1992)

PUBLICATIONS

Journal Papers Published or Accepted

C. Dellarocas, Z. Katona, W. Rand. Media, Aggregators and the "Link Economy": Strategic Link Formation in Content Networks. *Management Science*, forthcoming.

S. Aral, C. Dellarocas, D. Godes. Social Media and Business Transformation: A Framework for Research. *Information Systems Research* 24 (1), March 2013, 3-13.

C. Dellarocas. Double Marginalization in Performance-based Advertising: Implications and Solutions, *Management Science*, 58 (6), June 2012, 1178-1195.

Y. Bakos and C. Dellarocas. Cooperation Without Enforcement? A Comparative Analysis of Litigation and Online Reputation as Quality Assurance Mechanisms. *Management Science* 57 (11), November 2011, 1944–1962.

C. Dellarocas, G. Gao and R. Narayan. Are consumers more likely to contribute online reviews for hit products or niche products? *Journal of Management Information Systems* 27 (2), Fall 2010, 127-157.

R. Bapna, C. Dellarocas, S. Rice. Vertically Differentiated Simultaneous Vickrey Auctions: Theory and Experimental Evidence. *Management Science* 56 (7), July 2010, 1074-1092.

C. Dellarocas. Online Reputation Systems: How to Design One That Does What You Need. *Sloan Management Review* 51 (3), Spring 2010, 33-38.

T. W. Malone, R. Laubacher and C. Dellarocas. The Collective Intelligence Genome. *Sloan Management Review* 51 (3), Spring 2010, 21-31.

C. Dellarocas and C. A. Wood. The Sound of Silence in Online Feedback: Estimating Trading Risks in the Presence of Reporting Bias. *Management Science* 54 (3), March 2008, 460-476.

C. Dellarocas, M. Zhang and N. F. Awad. Exploring the Value of Online Product Reviews in Forecasting Sales: The Case of Motion Pictures. *Journal of Interactive Marketing* 21 (4), Fall 2007, 23-45. *(Recipient of 2008 Journal of Interactive Marketing Best Paper Award.)*

C. Dellarocas. Strategic Manipulation of Internet Opinion Forums: Implications for Consumers and Firms. *Management Science* 52 (10), October 2006, 1577-1593.

C. Dellarocas. How Often Should Reputation Mechanisms Update a Trader's Reputation Profile? *Information Systems Research* 17 (3), September 2006, 271-285.

C. Dellarocas and R. Narayan. A Statistical Measure of a Population's Propensity to Engage in Post-Purchase Online Word-of-Mouth. *Statistical Science* 21 (2), May 2006, 277-285.

D. Godes, D. Mayzlin, Y. Chen, S. Das, C. Dellarocas, B. Pfeiffer, B. Libai, S. Sen, M. Shi and P.W.J. Verlegh. The Firm's Management of Social Effects. *Marketing Letters* 16 (3), December 2005, 415-428.

C. Dellarocas. Reputation Mechanism Design in Online Trading Environments with Pure Moral Hazard. *Information Systems Research* 16 (2), June 2005, 209-230.

C. Dellarocas. The Digitization of Word-of-Mouth: Promise and Challenges of Online Reputation Systems. *Management Science* 49 (10), October 2003, 1407-1424.

M. Klein, J.A. Rodriguez-Aguilar and C. Dellarocas. Using Domain-Independent Exception Handling Services to Enable Robust Open Multi-Agent Systems: The Case of Agent Death. *Journal of Autonomous Agents and Multi-Agent Systems* 7 (1-2), July/September 2003, 179-189.

M. Klein and C. Dellarocas. A Knowledge-Based Approach to Handling Exceptions in Workflow Systems, *Computer Supported Collaborative Work* 9, November 2000, 399-412.

M Klein, C Dellarocas, A. Bernstein. Introduction to the Special Issue on Adaptive Workflow Systems. *Computer Supported Collaborative Work* 9 (3-4) 265-67.

C. Dellarocas and M. Klein. A Knowledge-Based Approach for Handling Exceptions in Business Processes. *Information Technology and Management*, 1 (3), January 2000, 155-169.

T. W. Malone, K. Crowston, J. Lee, B. Pentland, C. Dellarocas, G. Wyner, J. Quimby, C. S. Osborn, A.

Bernstein, G. Herman, M. Klein and E. O Donnell. Tools for inventing organizations: Toward a handbook of organizational processes. *Management Science*, 45 (3) March 1999, 425-443.

A. Colbrook, E. A. Brewer, C. Dellarocas and W. E. Weihl. Algorithms for Search Trees on Message-Passing Architectures. *IEEE Transactions on Parallel and Distributed Systems* 7 (2), February 1996, 97-108.

A. Bernstein, C. Dellarocas, T. W. Malone and J. Quimby. Software Tools for a Process Handbook *IEEE Bulletin of the Technical Committee on Data Engineering*, 18 (1), March 1995, 41-48.

A. Colbrook, W. Weihl, E. Brewer, C. Dellarocas, W. Hsieh, A. Joseph, C. Waldspurger and P. Wang. Portable software for multiprocessor systems. *Computing and Control Engineering Journal*, November 1992, 275-281.

Books Published or Edited

R. Conte and C. Dellarocas (editors). *Social Order in Multiagent Systems*. Springer, July 2001.

Dellarocas, G. Papakonstantinou, P. Tsanakas. *The EMPIX Operating System.* Athens, Greece, 1990 (in Greek). Used as textbook in required *Operating Systems Design* course at National Technical University of Athens, department of Electrical Engineering and Computer Science from 1990-2000.

Dellarocas, I. Kavouras, C. Halkiopoulos. *The UNIX Operating System and the C Programming Language.* Greek Computer Society Press, Athens, Greece, 1986 (in Greek).

Papers Published or Accepted in Peer-reviewed Conferences

E. Palme, C. Dellarocas, M. Calin, J. Sutanto. Attention Allocation in Information-Rich Environments: The Case of News Aggregators. *14th International Conference on Electronic Commerce*, August 7-8, 2012, Singapore.

M. Calin. C. Dellarocas, J. Sutanto, E. Palme. Uncovering the Laws of the Link Economy: What Factors affect Article Click-through and User Retention Rates in Content Aggregators? *Workshop on Information Systems and Economics (WISE)*, Shanghai, P. R. China, December 2011.

C. Dellarocas, W. Rand. Z. Katona. Media, Aggregators and the Link Economy: Strategic Link Formation in Content Networks. *Workshop on Information Systems and Economics (WISE)*, St. Louis, MO, December 2010.

C. Dellarocas. Double Marginalization in Performance-based Advertising. *Sixth Ad Auctions Workshop*. Harvard University, June 2010.

C. Dellarocas. The Impact of Performance Based Advertising on the Prices of Advertised Goods. *Workshop on Information Systems and Economics (WISE)*, Phoenix, Arizona, December 2009.

I. Benbasat, C. Dellarocas, R. Krishnan and P. Pavlou. Mitigating Product Uncertainty In Online Markets: IT and Business Solutions and Research Implications. *29th International Conference on Information Systems (ICIS)*, December 2008, Paris, France. *(24% acceptance ratio)*

R. Bapna, C. Dellarocas and S. Rice. Simultaneous Auctions of Identical Goods by Sellers of Different Reputations: Evidence from the Laboratory. *Workshop on Information Systems and Economics* (WISE), Paris, France, December 2008.

C. Dellarocas and S. Viswanathan. The Holy Grail of Advertising? Quality Signaling and Revenue Implications of Pay-per-Performance Advertising. *Workshop on Information Systems and Economics* (WISE), Montreal, Quebec, Canada, December 2007.

C. Dellarocas and M. Zhang. The Lord of the Ratings: Is a Movie's Fate Influenced by Professional and Amateur Reviews? *27th International Conference on Information Systems (ICIS)*, December 2006, Milwaukee, Wisconsin. *(15% acceptance ratio)*

C. Dellarocas and R. Narayan. What motivates people to review a product online? A study of the product-specific antecedents of online movie ratings. *Workshop on Information Systems and Economics*

(WISE), Evanston, IL, December 2006. *(30% acceptance ratio)*

N. Awad, C. Dellarocas and M. Zhang. The Digital Divide of Word of Mouth. *The 1st Annual Midwest Association for Information Systems (MWAIS) Conference* (MWAIS 2006), Grand Valley, MI,

C. Dellarocas and C. A. Wood. The Sound of Silence in Online Feedback: Estimating Trading Risks in the Presence of Reporting Bias. *Workshop on Information Systems and Economics* (WISE), Irvine, CA, December 2005. *(30% acceptance ratio)*

C. Dellarocas, N. Awad and M. Zhang. Exploring the Value of Online Reviews to Organizations: Implications for Revenue Forecasting and Planning *Proceedings of the 25nd International Conference on Information Systems (ICIS)*, December 2004, Washington, DC. *(15% acceptance ratio)*

M. Zhang, C. Dellarocas and N. Awad. The Impact of Online Movie Reviews on Box Office Performance. *Workshop on Information Systems and Economics* (WISE), College Park, MD, December 2004. *(32% acceptance ratio)*

N. Awad, C. Dellarocas and M. Zhang. Is Online Word of Mouth a Complement or Substitute to Traditional Means of Consumer Conversion. *Workshop on Information Systems and Economics* (WISE), College Park, MD, December 2004. *(32% acceptance ratio)*

C. Dellarocas, M. Fang and C. A. Wood. Reciprocity, Free Riding and Participation in Online Reputation Systems *Workshop on Information Systems and Economics* (WISE), Seattle, WA, December 2003. *(28% acceptance ratio)*

C. Dellarocas. Efficiency through Feedback-contingent Fees and Rewards in Auction Marketplaces with Adverse Selection and Moral Hazard. *Proceedings of the 4th ACM Conference on Electronic Commerce*, June 9-12, 2003, San Diego, CA, USA. *(19% acceptance ratio)*

Y. Bakos and C. Dellarocas. Cooperation without Enforcement? A Comparative Analysis of Litigation and Online Reputation as Quality Assurance Mechanisms. *Proceedings of the 23rd International Conference on Information Systems (ICIS)*, December 2002, Barcelona, Spain. *(19% acceptance ratio)*

M. Klein, C. Dellarocas and J.A. Rodriguez-Aguilar. A knowledge-based methodology for designing robust multi-agent systems. *Proc. First International Conference on Autonomous Agents and Multiagent Systems* (AAMAS), Bologna, Italy, July 2002, page 661. *(18% acceptance ratio)*

C. Dellarocas. Goodwill Hunting: An Economically Efficient Online Feedback Mechanism for Environments with Variable Product Quality. *Workshop on Agent Mediated Electronic Commerce IV: Designing Mechanisms and Systems*, July 2002, Bologna, Italy (part of AAMAS 2002). Published as *Agent-Mediated Electronic Commerce IV. Designing Mechanisms and Systems*, Padget, J., Shehory, O., Parkes, D., Sadeh, N., and Walsh, W. E. (Eds.) Lecture Notes in Computer Science 2351, Springer Verlag, 238-252.

C. Dellarocas. Analyzing the economic efficiency of eBay-like online reputation reporting mechanisms. *Proceedings of the 3rd ACM Conference on Electronic Commerce*, Tampa, FL, October 14-16, 2001. *(22% acceptance ratio)*

C. Dellarocas. Mechanisms for coping with unfair ratings and discriminatory behavior in online reputation reporting systems. *Proceedings of the 21st International Conference on Information Systems (ICIS)*, Brisbane, Australia, December 2000. *(15% acceptance ratio)*

C. Dellarocas. Immunizing online reputation reporting systems against unfair ratings and discriminatory behavior. *Proceedings of the 2nd ACM Conference on Electronic Commerce*, Minneapolis, MN, October 17-20, 2000. *(19% acceptance ratio)*

C. Dellarocas, M. Klein and J.A. Rodriguez-Aguilar. An exception-handling architecture for open electronic marketplaces of contract net software agents. *Proceedings of the 2nd ACM Conference on Electronic Commerce*, Minneapolis, MN, October 17-20, 2000. *(19% acceptance ratio)*

C. Dellarocas and M. Klein. An Experimental Evaluation of Domain-Independent Fault Handling Services in Open Multi-Agent Systems. *Proceedings of the 4th International Conference on Multi-Agent Systems*

(ICMAS-2000), July 2000, Boston, MA. *(20% acceptance ratio)*

C. Dellarocas. Contractual Agent Societies: Negotiated shared context and social control in open multi-agent systems. *Workshop on Norms and Institutions in Multi-Agent Systems*, co-located with the 4th *International Conference on Autonomous Agents (Agents-2000),* Barcelona, Spain, June 2000.

C. Dellarocas and M. Klein. Designing robust, open electronic marketplaces of contract net agents. *Proceedings of the 20th International Conference on Information Systems (ICIS*), Charlotte, NC, December, 1999. *(21% acceptance ratio)*

C. Dellarocas and M. Klein. Civil Agent Societies: Tools for inventing open agent-mediated electronic marketplaces. *Proceedings of the Workshop in Agent-Mediated Electronic Commerce (co-located with IJCAI'99),* Stockholm, Sweden, July 1999.

M. Klein and C. Dellarocas. Exception Handling in Agent Systems. *Proceedings of the Third International Conference on Autonomous Agents (Agents '99),* Seattle, Washington, May 1-5, 1999. *(29% acceptance ratio)*

C. Dellarocas and M. Klein. A Knowledge-Based Approach for Handling Exceptions in Business Processes. *Proceedings of the 8th Workshop on Information Technologies and Systems (WITS'98),* Helsinki, Finland, December 12-13, 1998. (*Best Paper Nominee*).

C. Dellarocas, M. Klein and H. Shrobe. An Architecture for Constructing Self-Evolving Software Systems. *Proceedings of the 3rd International Software Architecture Workshop*, Orlando, Florida, November 1-2, 1998.

C. Dellarocas. Toward Exception Handling Infrastructures in Component-based Software. *Proceedings of the International Workshop on Component-based Software Engineering, 20th International Conference on Software Engineering (ICSE),* Kyoto, Japan, April 25-26, 1998.

C. Dellarocas. The SYNTHESIS Environment for Component-Based Software Development. *Proceedings of the 8th International Workshop on Software Technology and Engineering Practice (STEP97),* London, UK, July 14-18, 1997.

C. Dellarocas. A Coordination Perspective on Software System Design. *Proceedings of the 9th International Conference on Software Engineering and Knowledge Engineering (SEKE97),* Madrid, Spain, June 17-20, 1997.

C. Dellarocas. Towards A Design Handbook for Integrating Software Components. *Proceedings of the 5th International Symposium on Assessment of Software Tools (SAST97),* Pittsburgh, PA, June 2-5, 1997.

C. Dellarocas, J. Lee, T. W. Malone, K. Crowston and B. Pentland. Using a Process Handbook to Design Organizational Processes. *Proceedings of the AAAI 1994 Spring Symposium on Computational Organization Design*, Stanford, California, March 21-23, 1994. Published by the AAAI Press as Technical Report SS-94-07.

W. Weihl, E. Brewer, A. Colbrook, C. Dellarocas, W. Hsieh, A. Joseph, C. Waldspurger and P. Wang. PRELUDE: A System for Portable Parallel Software. *Proceedings of 4th International PARLE Conference (Parallel Architectures and Languages Europe),* Paris, France, June 15-18, 1992. Published as Springer Verlag Lecture Notes in Computer Science 605.

E. Brewer, C. Dellarocas, A. Colbrook and W. Weihl. Proteus: A High-Performance Parallel-Architecture Simulator. *Proceedings of the 1992 ACM SIGMETRICS and PERFORMANCE 92 International Conference on Measurement and Modeling of Computer Systems*, June 1-5 1992, Newport, Rhode Island, USA.

A. Colbrook, E. Brewer, C. Dellarocas and W. Weihl. An Algorithm for Concurrent Search Trees. *Proceedings of the 1991 International Conference on Parallel Processing*, August 12-16, 1991, University Park, PA. Vol. 3.

Chapters in edited volumes

C. Dellarocas. Designing Reputation Systems for the Social Web. In *The Reputation Society: How Online Opinions Are Reshaping the Offline World*. Hassan Masum and Mark Tovey (eds.) MIT Press, February 2012, 3-11.

C. Dellarocas, F. Dini and G. Spagnolo. Designing Reputation Mechanisms. Chapter 18 in *Handbook of Procurement*, N. Dimitri, G. Piga, G. Spagnolo (eds.), Cambridge University Press, 2007, 446-482.

C. Dellarocas. Reputation Mechanisms. *Handbook on Information Systems and Economics*, T. Hendershott (ed.), Elsevier Publishing, 2006, 629-660.

C. Dellarocas. Online Reputation Mechanisms. Chapter 20 in *The Practical Handbook of Internet Computing.* M. Singh (Ed.) Chapman & Hall/CRC, 2004.

C. Dellarocas. Building Trust On-Line: The Design of Robust Reputation Mechanisms for Online Trading Communities. *Information Society or Information Economy? A combined perspective on the digital era*, Doukidis, G., Mylonopoulos, N. and Pouloudi, N. (Eds.), Idea Book Publishing 2004, 95-113.

C. Dellarocas. Toward a Design Handbook for Integrating Software Components. *Organizing Business Knowledge: The MIT Process Handbook*, Malone, T. W., Crowston, K., and Herman, G.A. (Eds.), MIT Press, 2003, 109-128.

C. Dellarocas. A Coordination Perspective on Software Architecture. *Organizing Business Knowledge: The MIT Process Handbook*, Malone, T. W., Crowston, K., and Herman, G.A. (Eds.), MIT Press, 2003, 291-332.

C. Dellarocas and M. Klein. Designing Robust Business Processes. *Organizing Business Knowledge: The MIT Process Handbook*, Malone, T. W., Crowston, K., and Herman, G.A. (Eds.), MIT Press, 2003, 423-440.

C. Dellarocas. A Coordination Perspective on Software System Design. *Organizing Business Knowledge: The MIT Process Handbook*, Malone, T. W., Crowston, K., and Herman, G.A. (Eds.), MIT Press, 2003, 497-515.

C. Dellarocas and M. Klein. A Knowledge-Based Approach for Designing Robust Business Processes. *Business Process Management: Models, Techniques, and Empirical Studies*, Wil van der Aalst, Jorg Desel, Andreas Oberweis (eds.), Lecture Notes in Computer Science 1806, Springer-Verlag 2000, 50-65.

Patents

U.S. Patent No. 7,509,230 (March 24, 2009). Method for rating an entity.

U.S. Patent No. 7,017,146 (March 21, 2006). Computer system and computer implemented process for representing software system descriptions and for generating executable computer programs and computer system configurations from software system descriptions.

Canadian Patent No. 2,249,386 (June 27, 2003). Computer system and computer implemented process for representing software system descriptions and for generating executable computer programs and computer system configurations from software system descriptions.

Canadian Patent No. 2,156,917 (April 22, 2003). A computerized handbook of processes.

U.S. Patent No. 6,370,681 (April 9, 2002). Computer system and computer implemented process for representing software system descriptions and for generating executable computer programs and computer system configurations from software system descriptions.

U.S. Patent No. 6,349,298 (February 19, 2002). Computer handbook of processes.

U.S. Patent No. 6,070,163 (May 30, 2000). Computer handbook of processes.

European Patent No. 0692113 (October 14, 1998). A computerized handbook of processes.

U.S. Patent No. 5,819,270 (October 6, 1998). Computer system for displaying representations of processes.

Work in Progress and Papers Currently Under Review

E. Palme, M. Calin, J. Sutanto and C. Dellarocas. Attention Allocation in Information-Rich Environments: The Case of News Aggregators. Submitted to Management Science.

M. Buck, C. Dellarocas, K. de Ruyter B. Weinberg. Organizing the Enterprise for Social Media Excellence: Lessons Learned from Dell's Transformational Journey. Submitted to the Journal of Interactive Marketing.

GRANTS AND AWARDS

- **Google Award (2011)**
  Proposal Title: Understanding the emerging power of social networks and social search in information discovery. Award amount: $60,000
- **Microsoft Academic Relations Award (2011)**
  Proposal Title: How the Economics of Information can Save the News. Award amount: $30,000
- **Net Institute Summer Grant (2010)**
  Proposal Title: Media, Aggregators and the "Link Economy": Strategic Link Formation in Content Networks. Award amount; $3,000
- **Google and WPP Marketing Research Award (2010)**
  Proposal Title: Media, Aggregators and the Link Economy: An Analytical and Empirical Investigation of the Future of Content. Award amount: $80,000
- **Robert H. Smith School of Business Top 15% Teacher Award (2005, 2007, 2009)**
- **Journal of Interactive Marketing Best Paper Award (2008)**
  Awarded for paper: C. Dellarocas, M. Zhang and N. F. Awad. Exploring the Value of Online Product Reviews in Forecasting Sales: The Case of Motion Pictures. *Journal of Interactive Marketing* 21 (4), Fall 2007, 23-45
- **NSF CAREER Award 9984147 (1999-2005)**
  Proposal Title: Contractual Agent Societies: Negotiated Shared Context and Social Control in Heterogeneous Multi-Agent Systems. Award amount: $320,000.
- **DARPA Award F30602-98-2-0099 (1998-2002)**
  Proposal Title: An Exception Handling Infrastructure for Software Agent Systems. Award amount: $1,574,820.
- **NSF Award 0209136 (2002)**
  Proposal title: Interdisciplinary Workshop on Reputation Mechanisms in Online Communities. Award amount: $31,662.
- **MIT Center for eBusiness Vision Fund Award (2000-2001)**
  Proposal Title: The Design of Reliable Reputation Reporting Systems for Online Trading Communities. Award amount: $70,000.
- **Bodossakis Foundation Scholarship (1989-1991)**
- **Starr Foundation Scholarship (1989-1991)**
- **Greek National Scholarship Foundation Award (1984-1989)**
- **Goethe Institute Annual Scholarship (1985-1986)**
- **Greek Technical Chamber Award. (1985-1986)**

COURSES TAUGHT

Digital Marketing (ALBA Graduate Business School, Athens, Greece, 2013)
Introduction to digital marketing concepts, including search engine marketing, online reviews, social media marketing and mobile marketing.
Business Analytics (Boston University 2011, 2012)
Introduction to Data Mining and other advanced analytics methods (e.g. social network analysis) for MBA students
Summer Intensive Session (Boston University 2010, 2011)
Introduction to Data Management, Computer Networks and Security for MS-MBA students.
Systems Analysis and Data Management (Boston University 2009, 2010)
Introduction to process modeling, systems analysis and relational database design
Managing Digital Markets and Businesses (Maryland 2008, 2009)
Introduction to information goods economics and two-sided market strategies for MBA students.
Technology Strategy (Bocconi University, Milan, EMBA 2007, 2008)
Case-based overview of competition in platform-mediated industries for technology executives.
Strategic Information Systems (Maryland 2004-2008)
Case-based core IS MBA and EMBA course at Maryland; concepts and frameworks that help managers effectively manage the technology resources of their organization: relationship of IT and strategy, assessing emerging technologies, IT project valuation and prioritization, IT implementation management, IT governance, inter-organizational initiatives.
Data Management Systems (Maryland 2005)
Database management elective for MBA students; emphasis on data analysis using relational databases and advanced SQL.
Advanced Technologies for Business Applications (NYU 2001)
Overview of emerging technologies of particular interest to MBA students: wired and mobile networks, information security, data warehousing and business intelligence.
Information Technology Essentials (MIT 1996-2004)
Overview of salient technology concepts for MBA students; topics include computer technology, networks, databases, world wide web, information security, eCommerce and analytics.

DISSERTATIONS SUPERVISED

Ph.D. dissertations

- Radu Jurca. Truthful Reputation Mechanisms for Online Systems. Ecole Polytechnique Federale (EPFL), Lausanne, Switzerland, October 2007. (thesis committee member)
- Xiaoquan (Michael) Zhang. Tapping into the Pulse of the Market: Essays on Marketing Implications of Information Flows, MIT Sloan School of Management, May 2006. (thesis committee member)
- John Ruark. Implementing Reusable Solvers: An Object-Oriented Framework for Operations Research Algorithms, MIT Department of Electrical Engineering and Computer Science, June 1998. (thesis committee member)

Master's dissertations

- James Youll. Peer to peer transactions in agent-mediated electronic commerce, MIT Media Lab, May 2001.
- Athicha Muthitacharoen. An experimental analysis of exception handling services for multi-agent systems. MIT Department of Electrical Engineering and Computer Science, May 2000.
- Leon Grekin. A taxonomy for collaborative design conflict management. MIT Sloan School of Management, May 1999.
- Ricardo Orlando. Reviewing IS: How to handle legacy systems. MIT Sloan School of Management, May 1999.
- Lijin Aryananda. An exceptional handling service for the contract net protocol family, MIT Department of Electrical Engineering and Computer Science, May 1999.
- David Shue. SimHazard : an agent-world exception simulator, MIT Department of Electrical Engineering and Computer Science, May 1999.
- Sergio Paniagua. Using a design handbook of coordination processes to reduce object model dependencies on software applications, MIT Technology and Policy Program, May 1998.
- Alexandros Moukas. Amalthaea: Information Discovery and Filtering using a Multiagent Evolving Ecosystem, MIT Media Lab, May 1997.

INVITED TALKS (LAST TEN YEARS)

Where will MIS go in 2015? 2020? Panel talk at the *MIS Academic Leadership Conference, Fox School of Business, Temple University*, November 1-2, 2012.

Attention Allocation in Information-Rich Environments: The Case of News Aggregators. *MIT Sloan School* April 25, 2012; *Statistical Challenges in Electronic Commerce Research (SCECR),* Montreal, June 28, 2012; *Harvard Business School* November 26, 2012; *University of Minnesota*, April 19, 2013.

It's not about being ON Social, it's about BEING Social, Keynote address, *Conference on Digital Marketing Strategies,* February 3, 2012, Indian School of Business, Hyderabad, India.

Double Marginalization in Performance-based Advertising: Implications and Solutions. *Research Roundtable on "The Law & Economics of Search Engines and Online Advertising,"* November 3, 2011, George Mason University School of Law.

Media, Aggregators and the "Link Economy": Disruption and Innovation in Content Networks. *Heinz School of Public Policy, Carnegie Mellon University*, October 10, 2011; *University of Utah*, January 27, 2012; *Wharton School, University of Pennsylvania* April 12, 2012; *Georgia Institute of Technology*, April 28, 2012; *Third Annual Conference on Internet Search and Innovation, Northwestern University* June 22, 2012.

Media, Aggregators and the Link Economy: Strategic Link Formation in Content Networks. *Workshop on Information in Networks (WIN),* New York, NY, September 25, 2010; *Media Economics Workshop*, New York, NY, October 15, 2010; *Google/WPP Marketing Research Award Ceremony*, New York, NY, November 9, 2010; *NET-Institute Conference*, New York, NY, November 17, 2010; 6th bi-annual Conference on The Economics of the Software and Internet Industries, *IDEI Toulouse*, France, January 14, 2011; *ETH Zürich*, Switzerland, January 19, 2011.

Digital Market Games. *IT Teaching Workshop*, Georgia Tech, Atlanta, GA, May 14, 2010.

Double Marginalization in Performance-based Advertising: Implications and Solutions. *London Business School, London, UK*, April 27, 2010.

Harnessing Crowds: Mapping The Genome of Collective Intelligence. *Copenhagen Business School, Copenhagen, Denmark*, April 26, 2010.

Double Marginalization in Performance-based Advertising: Implications and Solutions. *Yahoo! Research,*

New York City, April 13, 2010 and *Temple University, Philadelphia, PA,* April 16, 2010.

The Impact of Performance-based Advertising on the Prices of Advertised Goods. *Smeal College of Business, Penn State University*, November 6, 2009.

Your Operations is your New Marketing. Invited Talk at User Generated Content 3.0 Conference, *Columbia Institute for Tele-Information (CITI), Columbia University*, April 17, 2009.

The Many Faces of Reputation: Toward a Discipline of Web 2.0 Reputation System Design. *Invited Keynote Address*, International Conference on Reputation, Gargonza, Italy, March 19. 2009.

New Pricing Models for Internet Advertising: There is more than meets the eye. *Invited Roundtable Address*, 5th bi-annual Conference on The Economics of the Software and Internet Industries, *IDEI Toulouse*, France, January 8, 2009.

The Holy Grail of Advertising? Quality Signaling and Revenue Implications of Pay-per-Performance Advertising. *Tepper School of Business, Carnegie Mellon University*, February 28, 2008.

The Holy Grail of Advertising? Quality Signaling and Revenue Implications of Pay-per-Performance Advertising. *The Wharton School, University of Pennsylvania*, February 26, 2008.

Web 2.0 Platform Strategies: Competition in Markets with Network Effects. *Invited Talk*, The New New Internet Conference: Web 2.0 for Business, Reston, VA, October 31, 2007.

Strategic Manipulation of Internet Opinion Forums: Implications for Consumers and Firms. *Simon School of Business, U. Rochester*, April 17, 2007.

The Sound of Silence in Online Feedback. *American Economics Association Annual Meeting 2007*, Chicago, IL, January 6, 2007.

Strategic Manipulation of Internet Opinion Forums: Implications for Consumers and Firms. Invited talk at the *2006 INFORMS meeting*, Pittsburgh PA, November 8, 2006.

What motivates consumers to review a product online? *Marketing Science* conference, Pittsburgh, PA, June 8, 2006.

The Sound of Silence in Online Feedback. *Carlson School of Management, University of Minnesota*, May 23, 2006.

The INFORMS ISS Teaching Community Initiative. IS Teaching Conference, *Harvard Business School*, May 5, 2006.

The Digitization of Word-of-Mouth: Online Communities, Reputation Mechanisms and their Implications to 21st Century Firms. *Netcentricity* conference, University of Maryland, April 27, 2006.

The Sound of Silence in Online Feedback. *Federal Trade Commission*, Washington, DC, April 16, 2006.

Empirical Research: A Primer for Analytical Modelers. *Graduate School of Business, Stanford University*, March 15, 2006.

Strategic Manipulation of Internet Opinion Forums: Implications for Consumers and Firms. Workshop on the economics of digital business models, Paris, France, June 17, 2005.

Strategic Manipulation of Internet Opinion Forums: Implications for Consumers and Firms. *Lausanne Federal Institute of Technology* (EPFL), June 15, 2005.

Strategic Manipulation of Internet Opinion Forums: Implications for Consumers and Firms. *IESE Business School*, Barcelona, Spain, June 13, 2005.

Using Online Ratings to Study Word-of-Mouth Communication about Products and Services: Applications in the Motion Pictures Industry. Invited talk at the *First Workshop on Statistical Challenges in e-Commerce*, University of Maryland, May 22, 2005.

Strategic Manipulation of Internet Opinion Forums: Implications for Consumers and Firms. *Stern School of Business, New York University*, February 10, 2005.

Strategic Manipulation of Internet Opinion Forums: Implications for Consumers and Firms. *Department of Economics, Brown University*, December 5, 2004.

Using online ratings for motion picture revenue forecasting. *Marketing Science* conference, Rotterdam, The Netherlands, June 24, 2004.

e-Democracy and Incentives: Lessons Learned from Online Communities. Invited talk at the *14th World Congress on Information Technology* (WCIT), Athens, Greece, May 20, 2004.

The Impact of Online Opinion Forums on Competition and Marketing Strategies. *School of Information, University of Michigan*, November 10, 2003; *Wharton School, University of Pennsylvania*, October 23, 2003; *University of California, Irvine*, October 8, 2003; *University of Southern California*, October 7, 2003; *University of California, Berkeley*, October 6, 2003.

Mechanisms, Reputation and P2P Networks. Keynote address at MMAPS (Market Managed Peer-to-Peer Services; European Union research initiative) Day, Munich, Germany, September 16, 2003.

Summary Report of the First Interdisciplinary Symposium on Online Reputation Mechanisms. Invited talk at the *1st Workshop on Economics of Peer-to-peer Systems*, University of California, Berkeley, June 4, 2003.

MEDIA APPEARANCES AND CITATIONS

Television

- Interview by news anchor Erica Hill, *CNN Headline News*, June 30, 2003.

Radio

- How LinkedIn wants to be cooler than Facebook. *Marketplace*, March 12, 2013
- For $75, This guy will sell you 1,000 Facebook Likes. *National Public Radio Planet Money*, May 16, 2012

Press (selected)

- Reputations at stake, companies try to alter word of mouth online. *The Washington Post*, March 29, 2010.
- The crowd is wise (when it's focused). *The New York Times*, July 19, 2009.
- The death of self-rule on the internet. *Financial Times*, February 13, 2008
- Watch Your Virtual Back (Our Digital Life column). *US Airways Magazine*, November 2007.
- Firms Tidy Up Clients' Bad Online Reputations. *The Wall Street Journal*, June 13, 2007.
- The Ol' Bait and Click. Devices Meant to Reassure Online Buyers Are Often Used to Swindle Them. *The Washington Post*, March 16, 2007.
- The Moviegoer: What social scientists and economists can tell us about our cinematic preferences. *Slate*, June 16, 2005.
- Do Film Critics Still Matter? *CNN* (website), October 26, 2004.
- Better Than Two Thumbs Up. *CIO Magazine*, September 15, 2004.
- Inside Move: MIT prof proffers new B.O. predictor Yahoo! being touted as way to forecast grosses. *Variety*, June 20, 2004.
- Online Reputation Systems. *Esther Dyson's Release 1.0*, 21 (9), October 23, 2003.
- Making and breaking sales through 'word of mouse' *International Herald Tribune*, June 24, 2003.
- More Companies Pay Heed to Their 'Word of Mouse' Reputation. *The New York Times*, June 23, 2003.

Popular Business Books (selected)

- John Thackara. In the Bubble: Designing in a Complex World, MIT Press, 2005. Cited on page 130.
- Joseph Jaffe. Life After the 30-Second Spot: Energize Your Brand With a Bold Mix of Alternatives to Traditional Advertising, John Wiley, 2005. Cited on page 208.
- Michael Cusumano. The Business of Software: What Every Manager, Programmer, and Entrepreneur

Must Know to Thrive and Survive in Good Times and Bad, Free Press, 2004. Cited on page 201.
- John Winsor. Beyond the Brand: Why Engaging the Right Customers is Essential to Winning in Business, Kaplan Business, 2004. Cited on page 54.
- Dennis Prince. Unleashing the Power of eBay: New Ways to Take Your Business or Online Auction to the Top, McGraw Hill, 2004. Cited on page 95.
- Howard Rheingold. Smart Mobs. The Next Social Revolution, Perseus Publishing, 2002. Cited on pages 126-127.

PROFESSIONAL LEADERSHIP

Professional Societies

- Community Chair. INFORMS Information Systems Society (ISS), 2006-2008. Leader of INFORMS ISS Teaching Online Community Project http://informs-old.ismlab.usf.edu
- Advisory Board Member. Word of Mouth Marketing Association (WOMMA), 2005-2008.

Editorial Responsibilities

- Senior Editor. Information Systems Research 2009-to date
- Associate Editor. Management Science, 2005-to date
- Associate Editor. Information Systems Research, 2005-2008
- Associate Editor. Electronic Commerce Research, 2001-2002

Grant Proposal Reviewer

- National Science Foundation, Division of Information and Intelligent Systems
- Social Sciences and Humanities Research Council of Canada
- Swiss National Science Foundation
- United States-Israeli Binational Science Foundation (BSF)
- Greek Ministry of Education

Conference and Workshop Chair

- ACM Conference on Electronic Commerce, June 2010, Harvard University (program chair)
- Inaugural Conference on Complexity in Business, April 2009, College Park, MD (conference chair)
- European Conference on Information Systems (ECIS), June 2008, Galway, Ireland (track chair)
- International Conference on Electronic Commerce, August 2007, Minneapolis, MN (program chair)
- Eighth ACM Conference on Electronic Commerce, June 2007, San Diego, CA (tutorials chair)
- Workshop on Information Systems and Economics (WISE), December 2004, College Park, MD (workshop chair)
- NSF Interdisciplinary Symposium on Reputation Mechanisms in Online Communities, April 2003, Cambridge, MA (workshop chair)
- First International Conference on Autonomous Agents and Multi-Agent Systems (AAMAS), July 2002, Bologna, Italy (tutorials chair)
- Third ACM Conference on Electronic Commerce, October 2001, Tampa, FL (tutorials chair)
- Second Workshop on Norms and Institutions in Multi-Agent Systems, Autonomous Agents Conference 2000, Montreal, Canada (workshop chair)
- First Workshop on Norms and Institutions in Multi-Agent Systems, Autonomous Agents Conference

1999, Barcelona, Spain (workshop chair)
- Workshop on Adaptive Workflow Systems, Conference on Computer-Supported Collaborative Work (CSCW) 1998, Seattle, WA (workshop chair)
- International Conference on Software Engineering 1997, Kyoto, Japan (workshop chair)

Conference and Workshop Committee Member

- ACM Conference on Electronic Commerce 2004, 2006, 2008, 2009, 2011, 2012
- Third International Conference on Software Business 2012
- International Conference on Reputation (ICORE) 2011
- International Conference on Recommender Systems (RecSys) 2010, 2011
- International Conference on Mobile Business 2010
- International Conference on Trust Management 2010
- International Conference on Information Systems (ICIS) 2001, 2002, 2007, 2009
- Workshop on Information Systems and Economics (WISE) 2007
- International Conference on Electronic Commerce 2009
- Workshop on Ad Auctions 2008
- INFORMS Conference on Information Systems and Technology (CIST) 2005, 2012, 2013
- Workshop on Peer-to-Peer Systems and Economics 2005
- First Interdisciplinary Workshop on Statistical Challenges in E-Commerce 2005
- International World Wide Web Conference 2003, 2008
- Workshop on Information Technology and Systems (WITS) 1999, 2000, 2003
- Autonomous Agents Conference (Agents) 2001
- International Conference on the Design of Cooperative Systems (COOP) 2000
- International Conference on Software Engineering and Knowledge Engineering (SEKE) 1998, 1999

Referee

American Economics Review (AER), Management Science, Marketing Science, Information Systems Research , MIS Quarterly, Journal of Marketing, Journal of Interactive Marketing, Journal of Economics and Management Strategy, Communications of the ACM, IEEE Transactions on Data and Knowledge Engineering, IEEE Transactions on Systems, Man and Cybernetics, IEEE Transactions on Internet Technology, Journal of Autonomous Agents and Multiagent Systems, Journal of Artificial Intelligence Research, Computer Supported Cooperative Work, Electronic Commerce Research, European Journal of Operations Research, Journal of Engineering Valuation and Cost Analysis, Journal of Information Technology and Management, Software Practice and Experience

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INTERNAL SERVICE (HIGHLIGHTS)

MIT

- Undergraduate Advisor 1996-2004
- Member, PhD admissions committee 1997-2004
- Member, Sloan IT Recruiting committee 1999, 2000
- Faculty Coordinator, Sloan IT doctoral program 1998-2001
- Faculty Coordinator, MIT Sloan ITBT (Information Technology and Business Transformation) MBA Track 1998-2001
- Chair, PhD admissions committee 2000-2001

University of Maryland

- Member, Departmental Website redesign committee 2004-05
- Faculty Coordinator, Smith MBA Hispanic Student Association 2005-07
- Member, Statistics Recruiting Committee 2005-06
- Member, IS Recruiting Committee 2006-07
- Departmental Seminar Coordinator 2007-08
- Chair, IS Recruiting Committee 2007-08
- Chair, Dean's Task Force on School Technology Infrastructure Review 2007
- Member, Dean's Task Force on improving School's image in Strategy and International Business 2008
- Chair, Candidate Review Committee 2008 (College-level committee reviewing candidate's case for promotion to Associate Professor with Tenure)

Boston University

- Chair, Faculty Recruiting 2009-2010
- Member, MS-MBA program review committee 2009-2010
- Member, Dean's Task Force on Information Technology, 2010-2011
- Program Committee Member, Research Day Conference 2011
- Member, Dean's Task Force on Research Infrastructure, 2011-2012
- Member, Faculty Policy Committee 2011-2012
- Member, President's Council on Educational Technology and Learning Innovation, 2012-2013
- Steering Committee Member, Rafik B. Hariri Institute for Computing and Computational Science & Engineering, 2011-present
- Chair, Information Systems Department, 2012-present

PERSONAL

- US citizen
- Married, one son