

Vidyanand "VC" Choudhary

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Education

PhD, Krannert Graduate School of Management, Purdue University, 1998.
Management
Dissertation Title: Economic Analysis of Selling and Renting Software in eCommerce
Advisor: Chaturvedi, A. R.

MS, School of Industrial Engineering, Purdue University, 1997.
Major: Industrial Engineering
Minor: Operations Research

Bachelor of Technology, Indian Institute of Technology, 1994.
Major: Computer Science & Engineering

Professional Positions

Professor, Paul Merage School of Business, University of California, Irvine (2017-Present).

Associate Dean, Undergraduate Programs, Paul Merage School of Business, University of California, Irvine (2016-Present).

Associate Professor, Paul Merage School of Business, University of California, Irvine (2009-2017).

Assistant Professor, Paul Merage School of Business, University of California, Irvine (2002-2009).

Visiting Associate Professor, London Business School. (June 2011 - July 2011).

Assistant Professor, Tepper School of Business, Carnegie Mellon University. (1999 - 2002).

Instructor, Tepper School of Business, Carnegie Mellon University. (1998 - 1999).

Awards and Honors

Runner up for Best Paper Award, China Summer Workshop on Information Management (CSWIM 2015).

Faculty Career Development Award, University of California, Irvine. (2005 - 2006).

Best Completed Research Paper Award, 22nd International Conference on Information Systems (ICIS). (December 2001).

Nominated for Best Paper Award, Internet and the Digital Economy Track at the 34th Hawaii International Conference on System Sciences (HICSS). (January 2001).

Best Paper Award, 10th Workshop on Information Technology and Systems (WITS). (December 2000).

International Conference on Information Systems (ICIS) Doctoral Consortium. (December 1997).

Distinguished Teacher, Krannert Graduate School of Management. (1997).

RESEARCH

Publications

Journal Articles, Peer-Reviewed

19. Choudhary, V., Currim, I., Dewan, S., Mintz, O. and Turner, J. (2017). Evaluation Set Size and Purchase: Evidence from a Product Search Engine. *Journal of Interactive Marketing*, 37, February, 16-31.
18. Choudhary, V. and Shivendu, S. (2017). Targeted Couponing in Online Auctions. *Information Systems Research*, Forthcoming. <http://pubsonline.informs.org/doi/abs/10.1287/isre.2017.0688>
17. MacCrary, F., Choudhary, V., Pinsonneault, A. (2016). Research Note: Designing Promotion Ladders to Mitigate Turnover of IT Professionals. *Information Systems Research*, 27(3), 648–660.
16. Choudhary, V., Zhang, Z. (2015). Research Note: Patching the Cloud: Impact of SaaS on Patching Strategy and the Timing of Software Release. *Information Systems Research*, 26(4), 845-858.
15. Choudhary, V., Vithayathil, J. (2013). The Impact of Cloud Computing: Should the IT Department Be Organized as a Cost Center or a Profit Center? *Journal of Management Information Systems*, 30(2), 67-100.
14. Hui, W., Yoo, B., Choudhary, V., Tam, K.-Y. (2012). Sell by bundle or unit?: Pure bundling versus mixed bundling of information goods. *Decision Support Systems*, 53(3), 517-525.
13. Yoo, B., Choudhary, V., Mukhopadhyay, T. (2011). A Study of Sourcing Channels for Electronic Business Transactions. *Journal of Management Information Systems*, 28(2), 145-170.
12. Choudhary, V. (2010). Use of Pricing Schemes for Differentiating Information Goods. *Information Systems Research*, 21(1), 78-92.
11. Choudhary, V., Tyagi, R. K. (2009). Economic Incentives to Adopt Electronic Payment Schemes under Competition. *Decision Support Systems*, 46(2), 552-561.
10. Bhargava, H. K., Choudhary, V. (2008). Research Note: When is Versioning Optimal for Information Goods?. *Management Science*, 54(5), 1029-1035.
9. Choudhary, V. (2007). Comparison of Software Quality under Perpetual Licensing and Software as a Service. *Journal of Management Information Systems*, 24(2), 141-165.
8. Yoo, B., Choudhary, V., Mukhopadhyay, T. (2007). Electronic B2B Marketplaces with Different Ownership Structures. *Management Science*, 53(6), 952-961.

7. Hosanagar, K., Krishnan, R., Chuang, J., Choudhary, V. (2005). Pricing and Resource Allocation in Caching Services with Multiple Levels of QoS. *Management Science*, 51(12), 1844-1859.
6. Choudhary, V., Ghose, A., Mukhopadhyay, T., Rajan, U. (2005). Personalized Pricing and Quality Differentiation. *Management Science*, 51(7), 1120-1130.
5. Bhargava, H. K., Choudhary, V. (2004). Economics of an Electronic Intermediary with Aggregation Benefits. *Information Systems Research*, 15(4), 22-36.
4. Yoo, B., Choudhary, V., Mukhopadhyay, T. (2002). A model of Neutral B2B Intermediaries. *Journal of Management Information Systems*, 19(3), 43-68.
3. Bhargava, H. K., Choudhary, V. (2001). Information Goods and Vertical Differentiation. *Journal of Management Information Systems*, 18(2), 85-102.
2. Bhargava, H., Choudhary, V., Krishnan, R. (2000). Pricing and Product Design: Intermediary Strategies in an Electronic Market. *International Journal of Electronic Commerce*, 5(1), 37-56.
1. Choudhary, V., Tomak, K., Chaturvedi, A. R. (1998). Economic Benefits of Software Renting. *Journal of Organizational Computing and Electronic Commerce*, 8(4), 277-305.

Articles Under Review at Peer-Reviewed Journals

20. Vithayathil, J. and V. Choudhary. IT-Enabled Governance of Corporate Takeovers: Time For Say-On-Takeovers? Revision invited (4th round) at *MIS Quarterly*.
21. Choudhary, V. and M. Xin. IT Investment under Competition: The Role of Implementation Uncertainty. Revision invited (2nd round) at *Management Science*.
22. Choudhary, V. and R. Zhang. (2015). Bundling Add-on Products in a Vertically Differentiated Duopoly. Under review at *POM Journal*.

Conferences and Workshops

Choudhary, V. and Z. Zhang. (2017). Recommender Systems and Consumer Product Search. Theory in Economics of Information Systems (TEIS), Sonoma, California.

Choudhary, V., Currim, I., Dewan, S., Mintz, O. and Turner, J. (2016). Evaluation Set Size and Purchase: Evidence from a Product Search Engine. *Production and Operations Management Society (POMS) Annual Conference*, Orlando, Florida.

Choudhary, V. and M. Xin. (2015). IT Investment under Competition: The Role of Implementation Uncertainty. *China Summer Workshop on Information Management (CSWIM 2015)*, Hefei, China. **Runner up for Best Paper Award.**

Choudhary, V. and M. Xin. (2015). IT Investment under Competition: The Role of Implementation Uncertainty. *Workshop on Information Systems and Economics (WISE)*, Dallas, Texas.

Choudhary, V. and R. Zhang. (2015). Bundling Add-on Products with Information Goods. *INFORMS Conference on Information Systems and Technology (CIST), Philadelphia, Pennsylvania.*

Choudhary, V. and Z. Zhang. (2015). Recommender Systems and Consumer Product Search. *INFORMS Conference on Information Systems and Technology (CIST), Philadelphia, Pennsylvania.*

Choudhary, V. and M. Xin. (2015). IT Investment under Competition: The Role of Implementation Uncertainty. *Theory in Economics of Information Systems (TEIS), Banff, Canada.*

Choudhary, V. and M. Xin. (2015) IT Investment under Competition: The Role of Project Uncertainty. Production and Operations Management Society (POMS) Annual Conference, Washington DC.

Choudhary, Vidyanand, and Zhang, Ran. (2015). Add-on Goods Pricing in a Duopolistic market. *INFORMS Annual Meeting, Philadelphia, Pennsylvania.*

Choudhary, V. and Zhang, Z. (2014). Recommender Systems and Consumer Product Search. *Workshop on Information Systems and Economics (WISE), Auckland, New Zealand.*

Choudhary, V. and M. Xin. (2014) IT Investment under Competition: The Role of Implementation Uncertainty. *INFORMS Annual Conference, San Francisco, California.*

Choudhary, V. and Z. Zhang. (2014). Firm's Strategic use of Recommendation System. *INFORMS Annual Conference, San Francisco, California.*

Choudhary, V., Shivendu, S. (2013). Targeted Couponing in Online Auctions. *Workshop on Information Systems and Economics (WISE), Milan, Italy.*

Choudhary, V., Shivendu, S. (2013). Targeted Couponing in Online Auctions. *Theory in Economics of Information Systems (TEIS), Monterey California.*

Choudhary, V., Zhang, Z. (2012). Patching the Cloud: Impact of SaaS on Patching and Software Defects. *Workshop on Information Systems and Economics (WISE), Orlando, Florida.*

Vithayathil, J., Choudhary, V. (2012). IT Governance: Optimal IT Organizational Structure, and the impact of Cloud Computing. *Theory in Economics of Information Systems (TEIS), Laguna Beach, California.*

MacCrory, F., Choudhary, V., Pinsonneault, A. (2011). Designing Promotion Tournaments to Mitigate Turnover of IT Professionals. *Twenty third Workshop on Information Systems and Economics (WISE), Shanghai, China.*

Vithayathil, J., Choudhary, V. (2011). IT Governance: Optimal IT Organizational Structure, and the impact of Cloud Computing. *Twenty third Workshop on Information Systems and Economics (WISE), Shanghai, China.*

Vithayathil, J., Choudhary, V. (2011). The Future is Cloudy: Optimal Organizational Structure and Incentives for Information Technology. *INFORMS 2011 Annual Meeting, Charlotte, North Carolina.*

Choudhary, V., Gurbaxani, V. C., Zeng, Q. (2010). The Role of Technology Refresh on Asset Ownership in IT Outsourcing. *Twenty second Workshop on Information Systems and Economics (WISE), St. Louis, Missouri.*

Choudhary, V., Zhou, Z. Z. (2007). Design of Proprietary Software Quality and Usability to Compete with Open Source Software. *Nineteenth Workshop on Information Systems and Economics (WISE)*, Montreal, Quebec, Canada.

Choudhary, V., Zhou, Z. Z. (2007). Impact of Competition from Open Source Software on Proprietary Software Quality and Social Welfare. *INFORMS Annual Conference*, Seattle, Washington.

Choudhary, V., Yang, J. (2007). Intensity of Competition and IT investment, Risk and Return: A Theoretical Model, *International Symposium on Information Systems*, Hyderabad, India.

Choudhary, V. (2007). Our Society and the Business of Information Technology, *NEDO Workshop on Photonic Networking for the Future*, Anaheim, California.

Choudhary, V. (2006). Software as a Service vs. Perpetual Licensing: Implications for Software Quality. *INFORMS Annual Conference*, Pittsburgh, Pennsylvania.

Choudhary, V. (2005). Optimal Mix of Pricing Schemes for Differentiated Information Goods. *Seventeenth Workshop on Information Systems and Economics (WISE)*, University of California, Irvine.

Choudhary, V. (2004). Monopoly Profits in a Competitive Market for Undifferentiated Information goods via Differentiated Pricing Schemes. *Sixteenth Workshop on Information Systems and Economics (WISE)*, College Park, Maryland.

Arora, A., Choudhary, V., Kannan, K., Krishnan, R., Padman, R., Schneider, J. (2002). Effect Of Information Revelation Policies On A Web Services Marketplace, *Computational and Mathematical Organization Theory Conference*, Pittsburgh, Pennsylvania.

Yoo, B., Choudhary, V., Mukhopadhyay, T. (2002). Biased or Neutral? Ownership Structure of Electronic Business-to-Business Marketplaces. *Fourteenth Workshop on Information Systems and Economics (WISE)*, Barcelona, Spain.

Choudhary, V., Ghose, A., Mukhopadhyay, T., Rajan, U. (2001). Dynamic Pricing: A Strategic Advantage for E-tailers. *Thirteenth Workshop on Information Systems and Economics (WISE)*, New Orleans, Louisiana.

Choudhary, V., Bhargava, H. K. (2001). Vertical Differentiation and the Nature of Consumers' Utility Function, *13th Annual Decision and Information Systems (DIS) workshop on e-business and supply chain management*, University of Florida, Gainesville, Florida.

Bhargava, H. K., Choudhary, V. (2000). Second Degree Price Discrimination and the Nature of Consumers' Utility. *Twelfth Workshop on Information Systems and Economics (WISE)*, Brisbane, Australia.

Bhargava, H. K., Choudhary, V. (1999). Price Discrimination And Product Differentiation In Information Goods. *Eleventh Workshop on Information Systems and Economics (WISE)*, Charlotte, North Carolina.

Choudhary, V. (1999). Experimental Investigation of Monopoly Power in a Durable Goods Market. *INFORMS National Conference*, Cincinnati, Ohio.

Choudhary, V., Bhargava, H. (1999). Price Discrimination and Segmentation for Information Goods, *12th Annual Decision and Information Systems (DIS) workshop on e-business*, Indiana University, Bloomington, Indiana.

Choudhary, V. (1999). Economics and Business in E-commerce, *ITEC*, Pittsburgh, Pennsylvania.

Choudhary, V., Chaturvedi, A., Mehta, S., Noussair, C. (1998). An Experimental Test of the Coase Conjecture, *Midwest Theory Conference*, Ann Arbor, Michigan.

Choudhary, V., Mehta, S., Chaturvedi, A. (1998). Experiments with Software Renting. *Tenth Workshop on Information Systems Economics (WISE)*, New York, New York.

Choudhary, V., Morin, T., Walter, J. (1998). Algorithms for Discrete Multiple Objective Optimization. *INFORMS National Conference*, Montreal, Canada.

Choudhary, V., Tomak, K., Chaturvedi, A. R. (1997). Economics of Software Renting. *Ninth Workshop on Information Systems Economics (WISE)*, Atlanta, Georgia.

Morin, T., Choudhary, V., Walter, J. (1997). Optimal Algorithm for Discrete Multiple Objective Optimization. *INFORMS National Conference*, San Diego, California.

Choudhary, V., Chaturvedi, A. (1997). Software Reuse: Facts and Fiction. *Software Engineering Research Center Showcase*, West Lafayette, Indiana.

Choudhary, V. (1997). Synthetic Economy for Advanced Simulation. *Workshop on Synthetic Economies*, Alexandria, Virginia.

Choudhary, V., Mehta, S. (1996). Simulation and Economic Modeling of Microbilling, Superdistribution and Software Renting, *Software Engineering Research Center Showcase*, Portland, Oregon.

Choudhary, V., Chaturvedi, A. R. (1996). The Buyer-Supplier Relationship: Its Effect on Shareholder Value. *INFORMS National Conference*, Atlanta, Georgia.

Conference/Workshop/Symposium Proceedings, Peer-Reviewed

Choudhary, V., and Zhang, R. (2016). The Economics of Pricing Add-on Products under Duopoly Competition. *Americas Conference on Information Systems*, San Diego, CA.

Zhou, Z. Z., Choudhary, V. (2013). Impacts of Competition from Open Source Software on Proprietary Software. *Hawaii International Conference for Systems Sciences (HICSS)*.

Vithayathil, J., Choudhary, V. (2013). Profit Center or Cost Center? The Impact of Cloud Computing. *Hawaii International Conference for Systems Sciences (HICSS)*.

Yoo, B., Choudhary, V., Mukhopadhyay, T. (2011). Marketplaces or Web Services? Alternate Business Models for Electronic B2B Transactions. *44th Hawaii International Conference on System Sciences (HICSS)*.

Choudhary, V., Zhou, Z. Z. (2007). Impact of Competition from Open Source Software on Proprietary Software Quality and Social Welfare. In *Proceedings of the Twelfth INFORMS Conference on Information Systems and Technology (CIST)*. Seattle, Washington.

Choudhary, V. (2007). Software as a Service: Implications for Investment in Software Development. In *Proceedings of the 40th Hawaii International Conference on System Sciences (HICSS)*. Waikoloa, Hawaii.

Ghose, A., Mukhopadhyay, T., Rajan, U., Choudhary, V. (2003). Personalized Pricing: A Strategic Advantage for Electronic Retailers. In *Proceedings of the Eighth INFORMS Conference on Information Systems and Technology (CIST)*. Atlanta, Georgia.

Ghose, A., Mukhopadhyay, T., Rajan, U., Choudhary, V. (2002). Dynamic Pricing: A Strategic Advantage for Electronic Retailers. In *Proceedings of the 23rd International Conference on Information Systems (ICIS)*. Barcelona, Spain.

Hosanagar, K., Krishnan, R., Chuang, J., Choudhary, V. (2002). Optimal Pricing and Capacity Allocation in Vertically Differentiated Web Caching Services. In *Proceedings of the 23rd International Conference on Information Systems (ICIS)*. Barcelona, Spain.

Yoo, B., Choudhary, V., Mukhopadhyay, T. (2002). Pricing Strategies of Electronic B2B Marketplaces with Two-Sided Network Externalities. In *Proceedings of the 35th Hawaii International Conference on System Sciences (HICSS)*. Waikoloa, Hawaii.

Yoo, B., Choudhary, V., Mukhopadhyay, T. (2001). Neutral Vs Biased Marketplaces: A Comparison of Electronic B2B Marketplaces with Different Ownership Structures. In *Proceedings of the 22nd International Conference on Information Systems (ICIS)*. New Orleans, Louisiana. (Best Completed Research Paper Award).

Bhargava, H. K., Choudhary, V. (2001). Second Degree Price Discrimination for Information Goods. In *Proceedings of the 34th Hawaii International Conference on System Sciences (HICSS)*. Maui, Hawaii. (Nominated for Best Paper Award in the Internet and the Digital Economy Track).

Arora, A., Choudhary, V., Kannan, K., Krishnan, R., Padman, R. (2000). On Analyzing Interactions in a Software Agent Marketplace. In *Proceedings of the 10th Workshop on Information Technology and Systems (WITS)*. Brisbane, Australia. (Best Paper Award).

Bhargava, H. K., Choudhary, V., Krishnan, R., Lee, K. B. (1999). Analysis of an Intermediary's Strategies in Electronic Markets for Decision Technologies. In *Proceedings of the 20th International Conference on Information Systems (ICIS)*. Charlotte, North Carolina.

Choudhary, V., Tomak, K., Chaturvedi, A. R. (1998). Effect of Network Externalities on Software Pricing. In *Proceedings of the 31st Hawaii International Conference on System Sciences (HICSS)*. Kohala Coast, Hawaii.

Chaturvedi, A. R., Choudhary, V., Tomak, K. (1997). An Economic Model for Microrenting in Electronic Commerce. In *Proceedings of the 3rd AIS Americas conference*. Indianapolis, Indiana.

Invited Research Presentations at Educational, Governmental Institutions

Choudhary, V., Scheller College of Business, Georgia Tech, Atlanta, Georgia. (April 2016).

Choudhary, V., Goizueta Business School, Emory University, Atlanta, Georgia. (April 2016).

Choudhary, V., Jindal School of Management, University of Texas, Dallas, Texas. (February 2016).

Choudhary, V., Muma College of Business, University of South Florida, Tampa, Florida. (December 2015).

Choudhary, V., Graduate School of Management, University of California, Davis, California. (October 2015).

Choudhary, V., College of Business Administration, Seoul National University (SNU), Seoul, South Korea. (November 2013).

Choudhary, V., School of Management, Fudan University, Shanghai, China. (September 2013).

Choudhary, V., London Business School, London, United Kingdom. (2011).

Choudhary, V., Business School, Hong Kong University of Science and Technology, Hong Kong. (2010).

Choudhary, V., Business School, Korea Advanced Institute for Science and Technology (KAIST), Seoul, South Korea. (2010).

Choudhary, V., Center for Research in IT and Organizations (CRITO), University of California, Irvine, California. (2010).

Choudhary, V., College of Business Administration, Seoul National University (SNU), Seoul, South Korea. (2010).

Choudhary, V., College of Business, City University of Hong Kong, Hong Kong. (2010).

Choudhary, V., Foster School of Business, University of Washington, Seattle, Washington. (2010).

Choudhary, V., Indian School of Business, Hyderabad, India. (2010).

Choudhary, V., Krannert Graduate School of Management, Purdue University, West Lafayette, Indiana. (2008).

Choudhary, V., Carlson School of Management, University of Minnesota, Minneapolis, Minnesota. (2007).

Choudhary, V., Ross School of Business, University of Michigan, Ann Arbor, Michigan. (2007).

Choudhary, V., Business School, Hong Kong University of Science and Technology, Hong Kong. (2006).

Choudhary, V., Graduate School of Management, University of California, Davis, Davis, California. (2006).

Choudhary, V., McCombs School of Business, University of Texas, Austin, Texas. (2006).

Choudhary, V., Haskayne School of Business, University of Calgary, Alberta, Canada. (2005).

Contracts, Grants and Sponsored Research

Grants

1. Choudhary, Vidyanand (Principal Investigator), "Role of Competition and Risk in Incentivizing Innovation," The Don Beall Center for Innovation and Entrepreneurship, University of California, Irvine, \$4,000.00. (June 2013).
2. Choudhary, Vidyanand (Principal Investigator), "Licensing Schemes for Information Goods," University of California, Council on Research, Computing and Library Resources (CORCLR), \$1,500.00. (January 2006).
3. Choudhary, Vidyanand (Principal Investigator), "Licensing and Pricing Strategy for Software - Buyer and Seller Perspectives," Center for Research on Information Technology and Organizations (NSF/CRITO), \$15,000.00. (July 2005 - June 2006).
4. Choudhary, Vidyanand (Principal Investigator), "Licensing Schemes for Information Goods," University of California, Council on Research, Computing and Library Resources (CORCLR), \$1,500.00. (January 2006).
5. Choudhary, Vidyanand (Principal Investigator), "Licensing and Pricing Strategy for Software - Buyer and Seller Perspectives," Center for Research on Information Technology and Organizations (NSF/CRITO), \$15,000.00. (July 2004 - June 2005).
6. Choudhary, Vidyanand (Principal Investigator), "Public or Private? Uncertainty in Electronic B2B Marketplaces," Center for Research on Information Technology and Organizations (NSF/CRITO), \$7,500.00. (July 2003 - June 2004).
7. Choudhary, Vidyanand, "Dissertation Fellowship," Purdue Research Foundation. (1997 - 1998).
8. Choudhary, Vidyanand, "Summer Research Grant," Purdue Research Foundation. (1997).

Professional Service

Management Science, Information Systems Research, Journal of Management Information Systems, Marketing Science, Operations Research, Production and Operations Management, Journal of Organizational Computing and Electronic Commerce, Decision Support Systems, Information Technology and Management, Journal of the Association for Information Systems, Journal of Industrial and Management Optimization, Ad Hoc Reviewer.

Workshop on Information Systems and Economics (WISE), Co-Organizer, Seoul, South Korea. (December 2017).

POMS Annual Conference, Track chair for the Information in Operations Management track. Seattle, Washington. (May 2017).

Associate Editor for Journal of Management Information Systems (JMIS). Special issue on "Transformative Value of Cloud Computing". (2016).

Theory in IS Economics Workshop (TEIS), Workshop Co-Organizer, Banff, Canada, (2015).

Workshop on Information Systems and Economics (WISE), Discussant, Dallas, Texas. (December 2015).

Theory in IS Economics Workshop (TEIS), Advisory Board Member, (2015-present).

INFORMS Conference on Information Systems and Technology (CIST), Session Chair, Philadelphia, Pennsylvania. (2015).

Workshop on Information Systems and Economics (WISE), Discussant, Milan, Italy. (December 2013).

Session Chair, Workshop on Information Systems and Economics (WISE), Orlando, Florida. (December 2012).

Workshop on Information Systems and Economics (WISE), Discussant, Orlando, Florida. (December 2012).

Doctoral Consortium, Association for Information Systems, Panelist, Seattle, Washington. (August 2012).

Theory in IS Economics Workshop (TEIS), Workshop Co-Organizer, Laguna Beach, California, International. (June 2012).

IT Teaching Workshop, Co-Organizer, Irvine, California, International. (June 2012).

Workshop on Information Systems and Economics (WISE), Discussant, Shanghai, China. (December 2011).

Information Systems Research, Associate Editor. (January 2009 - December 2011).

INFORMS Conference on Information Systems and Technology (CIST), Reviewer, Charlotte, North Carolina. (November 2011).

Inaugural Theory in IS Economics Workshop, Co-Organizer, Lake Tahoe, Nevada, International. (June 2011).

Workshop on Information Systems and Economics (WISE), Discussant, St. Louis, Missouri. (December 2010).

Information Systems Economics Track, 41st Decision Sciences Institute (DSI) Annual meeting, Co-Chair, San Diego, California. (November 2010).

30th International Conference on Information Systems, Session Chair, Phoenix, Arizona. (December 2009).

30th International Conference on Information Systems (ICIS), Associate Editor, Phoenix, Arizona. (December 2009).

IS Economics Track, Pacific Asia Conference on Information Systems (PACIS), Chair, Hyderabad, India. (December 2009).

Workshop on Information Systems and Economics (WISE), Discussant, Phoenix, Arizona. (December 2009).

MIS Quarterly Special Issue, Editorial Review Board Member, Appointed. (2009).

Track Chair, Pacific Asia Conference on Information Systems (PACIS), Hyderabad, India, Appointed. (2009).

Fourteenth INFORMS Conference on Information Systems and Technology (CIST), Reviewer, San Diego, California. (October 2009).

Workshop on Information Systems and Economics (WISE), Session Chair, Paris, France. (December 2008).

29th International Conference on Information Systems (ICIS), Discussant, Paris, France. (December 2008).

29th International Conference on Information Systems (ICIS), Associate Editor, Paris, France. (December 2008).

29th International Conference on Information Systems (ICIS), Associate Editor, Paris, France, Appointed. (December 2008).

28th International Conference on Information Systems (ICIS), Discussant, Montreal, Quebec, Canada. (December 2007).

28th International Conference on Information Systems (ICIS), Associate Editor, Montreal, Quebec, Canada. (December 2007).

Invited Research Session "Economics of Information Systems", INFORMS Annual Conference, Chair, Seattle, Washington. (November 2007).

Research Paper Session, "Economics of Digital/Information Goods," Twelfth INFORMS Conference on Information Systems and Technology (CIST), Chair, Seattle, Washington. (November 2007).

Twelfth INFORMS Conference on Information Systems and Technology (CIST), Program Committee, Seattle, Washington. (November 2007).

Workshop on Information Systems and Economics (WISE), Discussant, Chicago, Illinois. (December 2006).

Eleventh INFORMS Conference on Information Systems and Technology (CIST), Program Committee, Pittsburgh, Pennsylvania. (November 2006).

Invited Research Session "Economics of Information Systems", and "Economics of IS-2", INFORMS Annual Conference, Chair, Pittsburgh, Pennsylvania. (November 2006).

Workshop on Information Systems and Economics (WISE), Organizer, Irvine, California. (June 2005 - December 2005).

Invited Research Session "Information Systems Economics", Tenth INFORMS Annual Conference, Chair, San Francisco, California, Appointed. (November 2005).

Tenth INFORMS Conference on Information Systems and Technology (CIST), Program Committee, New Orleans, LA. (September 2005).

25th International Conference on Information Systems (ICIS) Program Committee, Washington DC. (December 2004).

Ninth INFORMS Conference on Information Systems and Technology (CIST) Program Committee, Denver, CO. (October 2004).

Workshop on Information Systems and Economics (WISE), Discussant, Seattle, WA. (December 2003).

5th International Conference on Electronic Commerce (ICEC) Program Committee, Pittsburgh, PA. (October 2003).

5th International Conference on Electronic Commerce, Chair, Pittsburgh, PA. (October 2003).

23rd International Conference on Information Systems (ICIS), Associate Editor, Barcelona, Spain. (December 2002).

Workshop on Information Systems and Economics (WISE), Discussant, Barcelona, Spain. (December 2002).

22nd International Conference on Information Systems (ICIS) Program Committee, New Orleans, LA. (December 2001).

Workshop on Information Systems and Economics (WISE), Discussant, New Orleans, LA. (December 2001).

21st International Conference on Information Systems, Chair, Brisbane, Australia. (December 2000).

Workshop on Information Systems and Economics (WISE), Discussant, Charlotte, NC. (December 1999).

INFORMS National Meeting, Chair, Cincinnati, Ohio. (May 1999).

Consulting

For Profit Organization, Exert Data LLC, Chicago, Illinois, Board Member. (7/2016 – Present)

Non-profit Organization, Business Software Alliance, Washington, DC. (March 28, 2016 - May 18, 2016).

Non-profit Organization, Business Software Alliance, Washington, DC. (May 1, 2014 - May 10, 2014).

Non-profit Organization, Business Software Alliance, Washington, DC. (April 8, 2012 - April 12, 2012).

Non-profit Organization, Business Software Alliance, Washington, DC. (March 2011 - June 2011).

For Profit Organization, Candelis Corporation, Irvine, CA. (October 2009 - January 2010).

Consulting, Sangikyo Corporation, Irvine, CA. (August 2007 - March 2008).

TEACHING

Special Pedagogical Activities

Design and Create Graduate level Hybrid Course "Business Intelligence for Analytical Decisions", (2015)

Workshop Co-Organizer, (June, 2012).
2012 IT Teaching Workshop at the University of California, Irvine

Workshop, (May, 2011).
2011 IT Teaching Workshop at the University of Michigan

Workshop, (May 2010).
2010 IT Teaching Workshop at Georgia Institute of Technology

Doctoral Committee Chair / Co-Chair

(In Progress), Ran Zhang, Chair

July 2014, Zhe Zhang, Co-Chair

May 2013, Joseph Vithayathil, Chair

June 2008, Zach Zhou, Co-Chair

Doctoral Committee

May 2016, Yi-Jen Ho, Member

May 2014, Yuhong He, Member

June 2011, Qiang Zeng, Member

May 2010, Kiron Ravindran, Member

September 2007, Jui Ramaprasad, Member

September 2005, Fei Ren, Member

2003, Byungjoon Yoo, Member

2002, Kevin Stolarick, Member

Doctoral Candidacy Committee

September 2016, Anwida Prompijit, Member

September, 2013, Ian Ho, Member

September 2014, Ran Zhang, Chair

May 2012, Zhe Zhang, Member

August 2011, Yuhong He, Member

June 2011, Wei Dai, Member

August 2010, Joe Vithayathil, Chair

December 2009, Joel Ross, Member

November 2009, Frank MacCrory, Member

October 2008, David Nguyen, Member

February 2008, David Zeng, Member

September 2005, Pei-Fang Hsu, Member

June 2005, Youngbong Chang, Member

March 2004, Einar Mykletun, Member

Directed Individual/Independent Study

June 2008, David Lee, Advisor
March 2007, Sangita Mahajan, Advisor
March 2006, Sam Sachdev, Advisor
June 2004, Weiya Xiao, Advisor

Master's Thesis Committee

December 2000, Ming Li, Hsing-Chen Tsai, Ken Umeda, Advisor

Undergraduate Research Supervision

May 2008, Luca Cornali, Advisor

SERVICE

Department Service

Coordinator, Information Systems Colloquium Series, Merage School of Business, University of California, Irvine. (2002 - 2005).

Information Systems Area Faculty Recruiting, Merage School of Business, University of California, Irvine. (2003 - 2004).

Coordinate MIS Lab with Thomas Eppel. (2003).

Developed promotional literature for the PhD program. (2003).

School/College Service

Associate Dean of Undergraduate Programs, Merage School of Business, University of California, Irvine. (July 2016 – June 2018).

Chair, Online Education Committee, Merage School of Business, University of California, Irvine. (July 2014 - June 2015).

Member, Masters Program Committee, Merage School of Business, University of California, Irvine. (July 2012 – June 2016).

Member, Faculty Advisory Committee, Merage School of Business, University of California, Irvine. (2012 - 2014).

Chair, Information Systems Area Faculty Recruiting Committee, Merage School of Business, University of California, Irvine. (July 2011 - June 2012).

Area Coordinator, Information Systems Area, Paul Merage School of Business, University of California, Irvine. (July 2010 - June 2012).

Member, Personnel Committee, Paul Merage School of Business, University of California, Irvine. (July 2010 - June 2012).

Member, Faculty Advisory Committee, Merage School of Business, University of California, Irvine. (2009 - 2010).

Member, Master of Science in Engineering Management Steering Committee. (2009 - 2010).

Member, Masters Program Committee, Merage School of Business, University of California, Irvine. (2007 - 2009).

Area Coordinator, Information Systems Area, Paul Merage School of Business, University of California, Irvine. (January 2009 - March 2009).

Member, Information Systems Area Faculty Recruiting Search Committee, Merage School of Business, University of California, Irvine. (2007 - 2008).

Member, PhD Committee, Merage School of Business, University of California Irvine. (2004 - 07).

Member, Member, Faculty Panel for Full Time MBA Student Orientation. (September 2007).

Guest Lecturer, MGMT 6 "Introduction to Business". (2006).

Area Coordinator, Information Systems Area, Paul Merage School of Business, University of California, Irvine. (2005 - 06).

Guest Lecturer, MGMT 6 "Introduction to Business". (2005).

University Service

Chair, Committee on Committees, University of California, Irvine. (September 2015 - June 2016).

Member, University Committee on Committees, University of California (system-wide). (September 2015 - June 2016).

Member, Committee on Committees, University of California, Irvine. (September 2014 - August 2015).

Chair, The Faculty Board for Undecided/Undeclared Students, University of California, Irvine. (July 2010 - June 2011).

Member, The Faculty Board for Undecided/Undeclared Students, University of California, Irvine. (July 2008 - June 2011).

Instructor, Taught Freshman Seminar, "Management and Use of Information," (Fall). (2006).

University Service System-wide

Member, University Committee on Committees, University of California (system-wide). (September 2015 - June 2016).

Public Service

Guest Speaker, National League of Young Men, Orange County, California. (9/2016).

Advisor, Business and Technology Association, Merage School of Business, UCI. (2011 - 2013).