

Ashish Agarwal

IROM Department
McCombs School of Business
University of Texas at Austin
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EDUCATION

Tepper School of Business, Carnegie Mellon University, Pittsburgh, PA, 05/09
Ph. D. in Business Administration *Major: Information Systems Minor: Marketing*

Massachusetts Institute of Technology, Cambridge, MA, 05/98
Master of Science in Materials Science and Engineering

Indian Institute of Technology, Mumbai, India, 05/96
Bachelor of Technology in Materials Science and Engineering

EXPERIENCE

2017 – Associate Professor (with tenure), McCombs School of Business, University of Texas at Austin

2009 – 2017: Assistant Professor, McCombs School of Business, University of Texas at Austin
(Medical leave 2012-2013)

1998 – 2004: Technical Leader, Senior Sales Consultant and Solutions Architect: JDA Software

HONORS AND AWARDS

- Best Paper Nomination, International Conference on Information Systems (2021)
- Best Paper Nomination, Workshop on Information Technologies and Systems (2020)
- Informs Sandra A. Slaughter Early Career Award (2018)
- Fayez Sarofim & Co. Centennial Fellowship (2018)
- Department Nominee for CBA Excellence Research Award (2016, 2017, 2019)
- Nominated for University of Texas Regents Outstanding Teaching Award (2015, 2016)
- Best Paper Nomination, INFORMS Conference on Information Systems and Technology (2014)
- Best Paper Nomination, INFORMS Conference on Information Systems and Technology (2012)
- Texas Blazer Outstanding Faculty Award (2012)
- Nominated for the Doctoral Consortium at ICIS (2008)
- William Larimer Mellon Fellowship (2004)

RESEARCH INTERESTS

Digital Advertising, Digital Platforms, Fintech, Social Media and Artificial Intelligence

PUBLICATIONS

Journal Publications –Published/Accepted

- Aditya Karanam, Ashish Agarwal and Anitesh Barua: “Designing for Sharing: The Case of Mobile Apps”, forthcoming at *Information Systems Research*.
- Phoebe Shangguan, Alvin Leung, Ashish Agarwal, Prabhudev Konana and Xi Chen (2022), “Developing a Composite Measure to Represent Information Flows in Networks: Evidence from a Stock Market”, *Information Systems Research*, 33(2), 413-428.
- Ashish Agarwal, Shannon Chen and Lillian Mills (2021): “Entity Structure and Taxes: An Analysis of Embedded Pass-Through Entities”, *The Accounting Review*, 96(6), 1-27. (**Lead Article**)
- Jing Peng, Ashish Agarwal, Kartik Hosanagar and Raghuram Iyengar (2018), “Network Overlap and The Sharing of Content on Social Media Platforms”, *Journal of Marketing Research*, 55(4), 571-585.
- Zhuoxin Li and Ashish Agarwal (2017), “Platform Integration and Demand Spillovers in Complementary Markets: Evidence from Facebook’s Integration of Instagram”, *Management Science*, 63(10), 3438-3458.
- Alvin Leung, Ashish Agarwal, Prabhudev Konana and Alok Kumar (2017), “Network Analysis of Search Dynamics: The Case of Stock Habitats”, *Management Science*, 63(8), 2667-2687.
- Ashish Agarwal, Alvin Leung, Prabhudev Konana Alok Kumar (2017), “Co-search Attention and Stock Return Predictability in Supply-Chains”, *Information Systems Research*, 28(2), 265-288.
- Ashish Agarwal and Tridas Mukhopadhyay (2016), “Effect of Competing Ads on Click Performance in Sponsored Search”, *Information Systems Research*, 28(3), 538-557.
- Ashish Agarwal, Kartik Hosanagar and Michael D. Smith (2015), “Sponsored Search: Do Organic Results help or hurt the Performance”, *Information Systems Research*, 26(4), 695-713.
- Ashish Agarwal, Kartik Hosanagar, Michael D. Smith (2011), “Location, Location, Location: An Analysis of Profitability and Position in Online Advertising Markets,” *Journal of Marketing Research*, 48(6), 1057-1073.
(Included in MSI Journal Selections <http://www.msi.org/articles/topmost-keywords-may-not-be-most-profitable/>)
- Ashish Agarwal and Amar Gupta (2009), “Self-Configuration and Administration of Wireless Grids,” *International Journal of Grid and High Performance Computing*, 1(3), 37-51.
- Agarwal Ashish, Uday Pal (1999), “Influence of Pellet Composition and Structure on Carbothermic Reduction of Silica,” *Metallurgical and Materials Transactions*, 30B (2), (1999), p.295.

Refereed Conference Proceedings

- Aditya Karanam, Ashish Agarwal and Anitesh Barua (2021), “ML-Based Product Design: The Case of Mobile Apps”, *ICIS 2021 Proceedings, 12. (Best Student Paper Nomination)*
- Vasundhara Sharma, Ashish Agarwal and Anitesh Barua (2021), “Spillovers in Open Innovation: The Case of Cryptocurrencies”, *ICIS 2021 Proceedings, 18.*
- Qian Tan, Tingting Song, Liangfei Qiu and Ashish Agarwal (2019), “Online Content Consumption: Social Endorsements, Observational Learning and Word-of-Mouth”, *ICIS 2019 Proceedings, 20.*
- Aditya Karanam, Ashish Agarwal and Anitesh Barua (2018), “Designing for Visibility and Sharing: The Case of Mobile Apps”, *ICIS 2018 Proceedings, 23.*
- Jing Peng, Ashish Agarwal, Kartik Hosanagar and Raghuram Iyengar (2014) “Toward Effective Social Contagion: A Micro Level Analysis of the Impact of Dyadic Network Relationship”, *ICIS 2014 Proceedings, 26.*
- Alvin Leung, Ashish Agarwal, Alok Kumar and Prabhudev Konana (2012), “Online Search: Identifying New Investment Habitats”, *ICIS 2012 Proceedings, 15.*
- Ashish Agarwal, Alvin Leung, and Prabhudev Konana (2011), “Online Retailer vs. Click and Mortar Retailer: Who Performs Better?”, *ICIS 2011 Proceedings, 11.*
- Ashish Agarwal, Kartik Hosanagar, and Michael Smith (2011), “Sponsored Search: Do Organic Results help or hurt the Performance and under what conditions?”, *ICIS 2011 Proceedings, 18.*

Journal Papers under Review/Revision

- Ashish Agarwal, Shun-Yang Lee and Andrew Whinston: “Online Word of Mouth in Social Media Advertising”, invited for 3rd round review at *Information Systems Research*.
- Vasundhara Sharma, Ashish Agarwal and Anitesh Barua: “Cryptocurrencies: Spillover Effects of Open Innovation”, under 2nd round review at *Management Science*.
- Aditya Karanam, Ashish Agarwal and Anitesh Barua: “Follow Your Heart or Listen to Users? The Case of Mobile App Design”, invited for 2nd round review at *Information Systems Research*.
- Zijian Zheng, Ashish Agarwal and Yannis Stamatopolous: “Promotional Inventory Displays: An Empirical Analysis Using IoT Data”, under 2nd round review at *MSOM*.

- Hale Erkan, Yannis Stamatopolous, Ashish Agarwal and Kumar Muthuraman: “Why so many scooters”, under review at *Operations Research*.
- Alving Leung, Vincent Zhuang, Ashish Agarwal and Prabhudev Konana: “Harnessing Facial Expressions using Video Mining: Emotional States of Executives and Market Reaction”, under review at *Information Systems Research*.
- Yixuan Liu, Ashish Agarwal, Guoming Lai and Weihua Zhou: “On-Demand Healthcare Platforms: Impact of Subsidized Q&A Service on Online Consultations and Offline Appointments”, under preparation for submission to *Information Systems Research*.

Working Papers/Work in Progress

- Aditya Karanam, Ashish Agarwal, Anitesh Barua: Artificial Intelligence and Collusion
- Haoyan Li, Wen Wen, Ashish Agarwal, Andrew Whinston: The Implications of Artificial Intelligence Feedback for Worker Productivity
- Fangchen Song, Wen Wen, Ashish Agarwal: Impact of Artificial Intelligence on Software Production
- Vasundhara Sharma, Ashish Agarwal, Anitesh Barua: Experiments on Curbing Misinformation Through Crowdsourced Content Moderation
- Cenying Yang, Ashish Agarwal, Prabhudev Konana: Digitization of products and user behavior: Case of Advanced Driving Assistance Systems
- Ashish Agarwal, Shannon Chen, Steven Utke: Determinants of Corporate Structure

Refereed Conferences Presentations

- Haoyuan Li, Wen Wen, Ashish Agarwal and Andrew Whinston (2022), “The Implications of Artificial Intelligence Feedback for Worker Productivity”, *Conference on Information Systems and Technology*, Indianapolis, October 13-14.
- Jacob Zheng, Ashish Agarwal and Yannis Stamapolous (2021), “Promotional Inventory Displays: An Empirical Analysis Using IoT Data”, *Conference on Information Systems and Technology*, Newport, October 23-24.

- Vasundhara Sharma, Ashish Agarwal and Anitesh Barua (2020), “Cryptocurrencies: Spillover Effects of Open Innovation”, *Conference on Information Systems and Technology*, National Harbor, November 7-8.
- Phoebe Shangguan, Alvin Leung, Ashish Agarwal and Prabhudev Konana (2019), “Co-Attention Based Networks, Information Diffusion and Stock Returns Predictability”, *Conference on Information Systems and Technology*, Seattle, October 19-20.
- Yixuan Liu, Ashish Agarwal, Guoming Lai and Weihua Zhou (2019), “On-Demand Healthcare Platforms: Impact of Subsidized Q&A Service on Demand for Online and Offline Consultation”, *Conference on Information Systems and Technology*, Seattle, October 19-20.
- Yannis, Stamapolous, Ashish Agarwal and Jacob Zheng (2018), “Operational Execution and POP Campaign Effectiveness: Empirical Evidence from Adoption of an IoT Technology”, *MSOM Conference*, Dallas, July 2-3.
- Alvin Leung, Ashish Agarwal, and Prabhudev Konana (2017), “An Empirical Study of Buy Online and Pickup in Store Option in Omnichannel Stores”, *Conference on Information Systems and Technology*, Houston, October 21-22.
- Shun-Yang Lee, Ashish Agarwal and Andrew Whinston (2015) “Word of Mouth in Social Media Advertising”, *Conference on Information Systems and Technology*, Philadelphia, October 31- November 1.
- Ashish Agarwal, Shannon Chen, Rahul Tikekar, Ririko Horvath and Larry May (2015) “Analysis of Flow-Through Entities Using Social Network Analysis Techniques”, *SOI Tax Stats IRS TPC Research Conference*, Washington D.C., June 18.
- Ashish Agarwal and Kartik Hosanagar (2014) “Social Advertising: When does it Work?” *Conference on Information Systems and Technology*, San Francisco, November 8-9. (**Best Paper Nomination**)
- Alvin Leung, Ashish Agarwal, Alok Kumar and Prabhudev Konana (2012), “Online Search: Identifying New Investment Habitats”, *Conference on Information Systems and Technology*, Phoenix, October 13-14. (**Best Paper Nomination**)
- Zhuoxin Li, Ashish Agarwal and Steve Gilbert (2012), “Channel Competition in Online Referral Markets”, *Conference on Information Systems and Technology*, Phoenix, October 13-14. (**Best Student Paper Nomination**)
- Agarwal, Ashish, Tridas Mukhopadhyay (2010), “Sponsored Search: Search Characteristics, Advertisers’ Bids & Performance,” *Conference on Information Systems and Technology*, Austin, November 5-6.

Workshops and Other Presentations

- Yan Leng and Ashish Agarwal. 2022. Identifying Business Influence Network using Mobile Data, Workshop in Information Systems Economics, Copenhagen, December 14-16.
- Haoyuan Li, Wen Wen, Ashish Agarwal and Andrew Whinston. 2022. The Implications of Artificial Intelligence Feedback for Worker Productivity, Workshop in Information Systems Economics, Copenhagen, December 14-16.

- Vasundhara Sharma, Ashish Agarwal and Anitesh Barua. 2021. Dynamics of Open Innovation: The Case of Cryptocurrency Forking, Workshop in Information Systems Economics, Austin, December 16-17.
- Aditya Karanam, Ashish Agarwal and Anitesh Barua. (2020), "Extracting Suggestion Features from Noisy User Generated Content Using BERT", Workshop in Information Technology and Systems, Hyderabad, December 16-18. **(Best Paper Nomination)**
- Aditya Karanam, Ashish Agarwal and Anitesh Barua. 2020. Designing New App Features: Imitate, Innovate or Follow the Crowd. Sixteenth Symposium on Statistical Challenges in eCommerce Research Symposium (SCECR'20), Spain, June 18-19.
- Qian Tan, Tingting Song, Liangfei Qiu and Ashish Agarwal. 2020. Online Content Consumption: Social Endorsement, Content Popularity and Word-of-Mouth. Sixteenth Symposium on Statistical Challenges in eCommerce Research Symposium (SCECR'20), Spain, June 18-19.
- Cenying Yang, Ashish Agarwal and Prabhudev Konana. 2020. Advanced Driver Assistance Systems (ADAS), Driving Behavior and Collision Accident. Sixteenth Symposium on Statistical Challenges in eCommerce Research Symposium (SCECR'20), Spain, June 18-19.
- Vasundhara Sharma, Ashish Agarwal and Anitesh Barua. 2019. Cryptocurrency Innovations and Returns. Workshop in Information Systems Economics, Munich, December 19-20.
- Cenying Yang, Ashish Agarwal, Deepayan Chakrabarti and Prabhudev Konana. 2018. Consumption of News Information and Stock Returns. Workshop in Information Systems Economics, San Francisco, December 16-18.
- Tracy Yang, Ashish Agarwal, Deepayan Chakrabarti and Prabhudev Konana. 2017. Market Response to the Amount of Information in News Articles. Workshop in Information Systems Economics, Seoul, December 13-15.
- Aditya Karanam, Ashish Agarwal and Anitesh Barua. 2017. Mobile App Ecosystem: Social Features and Performance. Workshop in Information Systems Economics, Seoul, December 13-15.
- Shun-Yang Lee, Ashish Agarwal and Andrew Whinston. 2017. The Adverse Effect of "Likes" and Friends' "Likes" on Facebook Ads. Conference on Digital Experimentation MIT, Boston, October 27-28.
- Shun-Yang Lee, Ashish Agarwal and Andrew Whinston. 2015. Word of Mouth in Social Media Advertising. Workshop in Information Systems Economics, Dallas, December 11-13.
- Jing Peng, Ashish Agarwal, Kartik Hosanagar and Raghuram Iyengar. 2015. Towards Effective Information Diffusion on Social Media Platforms: A Dyadic Analysis of Network Embeddedness. Workshop in Information Systems Economics, Dallas, December 11-13. **(Best Student Paper Nomination)**
- Zhuoxin Li, Ashish Agarwal. 2014. Impact of Platform Integration on the Consumer Demand in Complementary Markets: Evidence from Facebook's Integration of Instagram. Workshop in Information Systems Economics, Auckland, New Zealand, December 17-19.

- Zhuoxin Li, Ashish Agarwal. 2014. Impact of Platform Integration on the Consumer Demand in Complementary Markets: Evidence from Facebook's Integration of Instagram. The Tenth Symposium on Statistical Challenges in Electronic Commerce Research, Tel Aviv, Israel, June 12-13.
- Alvin Leung, Ashish Agarwal and Prabhudev Konana. 2013. Co-Searching and Stock Cross-Predictability. Workshop in Information Systems Economics, Milan, Italy, December 19-20.
- Jing Peng, Kartik Hosanagar, Ashish Agarwal and Raghuram Iyengar. 2013. Toward Effective Social Advertising: A Micro Level Analysis of the Impact of Network Attributes on Social Influence. The Ninth Symposium on Statistical Challenges in Electronic Commerce Research, Lisbon, Portugal, June 27-28.
- Alvin Leung, Ashish Agarwal, Alok Kumar and Prabhudev Konana. 2013. Online Search: Identifying New Investment Habitats. International Symposium of Information Systems, Goa, India, January 5-6.
- Ashish Agarwal and Kartik Hosanagar. 2012. Social Advertising: Does Social Influence Work? Workshop in Information Systems Economics, Orlando, December 15-16.
- Zhuoxin Li, Ashish Agarwal. 2011. Manufacturer Encroachment in Direct Sales. Workshop in Information Systems Economics, Shanghai, China, December 7-9
- Agarwal, Ashish, Kartik Hosanagar, Michael D. Smith. 2010. Sponsored Search: Do Organic Results help or hurt the Performance and under what conditions? Workshop in Information Systems Economics, St. Louis, December 11-12.
- Leung, Alvin, Ashish Agarwal, Prabhudev Konana. 2010. Online Channel: A means to higher market valuation? Workshop in Information Systems Economics, St. Louis, December 11-12.
- Agarwal, Ashish, Tridas Mukhopadhyay. 2010. Sponsored Search: Search Characteristics, Advertisers' Bids & Performance. The Sixth Symposium on Statistical Challenges in Electronic Commerce Research, Austin, June 5-6.
- Agarwal, Ashish, Tridas Mukhopadhyay. 2009. Sponsored Search Advertising: Empirical Analysis of Search and Advertisers' Bidding Characteristics. Workshop in Information Systems Economics, Phoenix, December 14-15.
- Montgomery, Alan, Ashish Agarwal. 2009. User Profiling using Web Browsing Data. Marketing Meets Data mining Conference, Austin, August 22-23.
- Montgomery, Alan, Ashish Agarwal. 2009. User Profiling using Web Browsing Data. INFORMS Marketing Science Conference, Ann Arbor, Michigan, USA, June 4-6.
- Agarwal, Ashish, Pei-yu Chen, Tridas Mukhopadhyay. 2008. Beyond Plug & Play: Alliances in the Software Industry. Workshop in Information Systems Economics, Paris, December 13-14.
- Agarwal, Ashish, Kartik Hosanagar, Michael D. Smith. 2008. Location, Location, Location: An Analysis of Profitability and Position in Online Advertising Markets. INFORMS Marketing Science Conference, Vancouver, British Columbia, Canada, June 12-14.

- Agarwal, Ashish, Kartik Hosanagar, Michael D. Smith. 2008. Location, Location, Location: An Analysis of Profitability and Position in Online Advertising Markets. Fourth Symposium on Statistical Challenges in eCommerce Research Symposium (SCECR'08), New York, May 18-19.
- Agarwal, Ashish, Kartik Hosanagar, Michael D. Smith. 2007. Location, Location, Location: An Analysis of Profitability and Position in Online Advertising Markets. Workshop in Information Systems Economics, Montreal, December 8-9.
- Agarwal, Ashish, Pei-yu Chen, Tridas Mukhopadhyay. 2007. Software Customization: How Much and When? POMS Conference, Dallas, May 4-7.
- Agarwal, Ashish, Pei-yu Chen, Tridas Mukhopadhyay. 2005. Compatibility and Pricing in the Market for Complements. Workshop in Information Systems Economics, Irvine, December 10-11.

INVITED TALKS AND PRESENTATIONS

- *Developer Instincts or User Insights: The Case of Mobile Apps*
University of Illinois at Chicago (2022)
Erasmus University (2021)
University of Texas at Dallas (2021)
Keynote Speaker in Conference on Artificial Intelligence, Machine Learning and Business Analytics, Temple University (2021)
- *Entity Structure and Taxes: An Analysis of Embedded Pass-Through Entities*
Internal Revenue Service (2020)
- *Designing for Visibility: The Case of Mobile Apps*
Indiana University (2020)
Carnegie Mellon University (2019)
Georgia State University (2019)
Boston University (2019)
University of Florida (2019)
- *Word of Mouth in Social Media Advertising*
HEC Paris (2018)
Scheller College of Business, Georgia Tech (2018)
Goizueta Business School, Emory University (2017)
Eli Broad College of Business, Michigan State University (2017)
Stern School of Business, New York University (2016)
- *Co-search Attention and Stock Return Predictability in Supply-Chains*

Krannet School of Management, Purdue University (2016)
Simon School of Business, University of Rochester (2015)
- *Impact of Platform Integration on the Consumer Demand in Complementary Markets: Evidence from Facebook's Integration of Instagram*

Foster School of Business, University of Washington (2014)
MISRC Workshop, Carlson School of Business, University of Minnesota (2014)
Structural Modeling Applications for Research on Technology Workshop, Carnegie Mellon University, Pittsburgh (2014)

- Social Advertising: Does Social Influence Work? (2013)
Fifth Annual Conference on Internet Search and Innovation, Northwestern Law School, Chicago
- Sponsored Search: Search Characteristics, Advertiser Quality & Click Performance (2012)
Fourth Annual Conference on Internet Search and Innovation, Northwestern Law School, Chicago
- Pure-Play Online Retailer vs. Click and Mortar Retailer: The Value of Different Customer Engagement Models (2011),
Informs Annual Meeting, Charlotte
- Compatibility & Pricing: Interaction between platform and application (2011)
Informs Annual Meeting, Charlotte
- Economics of Interaction Utility: Compatibility Beyond Plug & Play (2010)
Informs Annual Meeting, Austin
- Sponsored Search: Search Characteristics, Advertisers' Bids & Performance (2010)
Texas Tech University
- Location, Location, Location: An Analysis of Profitability and Position in Online Advertising Markets (2009)
Harvard Business School
University of Texas at Austin
University of Texas at Dallas
University of Utah
University of Illinois at Urbana Champaign

RESEARCH GRANTS

- OS2 Grant for Blockchain-enabled Risk Assessment 2021-22 (\$159,415)
- Research Excellence Grant, McCombs School of Business, 2020-2021 (\$10,000)
- General Motors Research Grant, 2019-2021 (\$41,000)
- Research Grant for Blockchain Research, McCombs School of Business, 2019-2020 (\$15,000)
- Research Excellence Grant, McCombs School of Business, 2019-2020 (\$12,000)
- Research Excellence Grant, McCombs School of Business, 2016-2017 (\$15,000)
- Research Excellence Grant, McCombs School of Business, 2015-2016 (\$6,000)

- IRS Research Grant 2014-2015 (\$20,000)

DOCTORAL STUDENT SUPERVISION

Advisor/Co-Advisor

- Vasundhara Sharma, Graduated in 2022, UT Austin (Indian School of Business)
- Zijian Zheng, Graduated in 2022, UT Austin (University of North Carolina) (Visiting)
- Aditya Karanam, Graduated in 2021, UT Austin (National University of Singapore)
- Cenying Yang, Graduated in 2021, UT Austin (City University of Hong Kong)
- Shun-Yang Lee, Graduated in 2016, UT Austin (University of Connecticut)
- Zhuoxin Li, Graduated in 2015, UT Austin (Boston College) (**Best Dissertation Award**)
- Alvin Leung, Graduated in 2014, UT Austin (City University of Hong Kong)

Committee Member

- Mahdi Moghadam, Expected Graduation in 2024
- Zhuoran Jiang, Expected Graduated in 2024
- Hale Erkan, Expected Graduation in 2023 (Arizona State University)
- Junjie Qian, Graduated in 2021, UT Austin (ByteDance)
- Xiaofan Li, Graduated in 2020, UT Austin (National University of Singapore)
- Yanzhen Chen, Graduated in 2017, UT Austin (HKUST)
- Samuel Blake, Graduated in 2017, UT Austin (DARPA)
- Qian Tang, Graduated in 2013, UT Austin (Singapore Management University)

TEACHING

- MIS301H: Introduction to Information Technology Management: UG Honors Core, 2012-2019, 2021-
- MIS373: IT for Supply Chains: UG Elective, 2012-2017
- MIS 284N: Digital Technologies and Business Innovations: MSITM, 2019-

- BA 380C: Strategies for Networked Economy: HMBA, 2018-2020
- MIS 285N: Research in Digital Platforms and Technologies: A Methodological Perspective, 2021
- MIS301: Introduction to Information Technology Management: UG Core, 2010-2011
- Supply Chain Sales & Operations Planning & Logistics: Executive Education: 2013,2015,2016, 2017
- ESCP Europe Program: Executive Education: 2022
- SPIJMR Program: Executive Education: 2020-21

SERVICE

Academic Service

- **Associate Editor:** Management Science, 2017-
- **Associate Editor:** Service Science, 2019-
- **Senior Editor (Guest):** POMS, 2018-2019
- **Associate Editor (Guest):** Information Systems Research, 2016-2020
- **Associate Editor:** Decision Support Systems, 2013-2016
- **Associate Editor:** International Conference on Information Systems (ICIS): 2011, 2012, 2013, 2014, 2016, 2017, 2018,2020
- **Co-Chair:** Conference on Information Systems and Technology (CIST), Phoenix, October 2023
- **Co-Chair:** Conference on Information Systems and Technology (CIST), Houston, October 2017
- **Track Chair:** International Conference on Information Systems (ICIS): 2019
- **Program Committee:** Conference on Information Systems and Technology (CIST): 2011-2022; ACM Conference on Electronic Commerce, 2012
- **Session Chair:** Informs Annual Meeting, Charlotte, 2011, Conference on Information Systems and Technology (CIST), Charlotte, 2011, WISE 2012, Informs Marketing Science Conference 2014
- **Co-Chair:** Sixth Symposium on Statistical Challenges in Electronic Commerce Research, Austin, June 2010
- **Coordinator:** Information Management Seminar Series at McCombs School of Business, 2010-11, 2015-2017

- **Reviewer:** Information Systems Research, Marketing Science, ICIS, WISE, ACM Conference on Electronic Commerce, CIST, Production and Operations Management, Management Science, Marketing Letters, Journal of Interactive Marketing

University Service

- BAX Faculty Hiring Committee, 2022
- Graduate Committee Chair, MSITM Program 2021-
- IM PhD Committee, 2020,2021
- Member of the Faculty Promotions Committee, 2019
- MSITM Admissions Committee, 2017, 2018, 2019, 2020, 2021
- Member of the Department Executive Committee, 2018-2020
- PhD Student Recruitment Committee, 2010-
- Faculty hiring committee, IM group, 2011-2012, 2018-2019
- Member of sixth year post tenure review committee: 2013,2015,2018,2021
- Research Databased Committee, 2013-2014
- Member of Non-Tenure Track Faculty Third Year Review Committee, 2014, 2016, 2017,2020
- Member of Non-Tenure Track Faculty First Year Review Committee, 2016,2020, 2021
- Member of Non-Tenure Track Faculty Sixth Year Review Committee, 2016
- BHP Committee, 2017-2018, 2020-
- Analytics Curriculum Committee, 2017-2018.

MEDIA MENTIONS

<https://semify.com/?The-Interplay-Between-Paid-and-Organic-Search&AID=1955>

<https://www.audacy.com/krlD/podcasts/north-texas-wants-to-know-132111/why-are-cryptocurrency-miners-flocking-to-texas-1507046269>

<https://www.kxan.com/news/local/austin/this-app-and-3-words-could-save-your-life-city-of-austin-says>

<https://medium.com/texas-mccombs/online-attention-predicts-stock-returns-8fb5826010e>

<https://medium.com/texas-mccombs/tagged/instagram>

<http://www.texasenterprise.utexas.edu/2016/08/01/research-brief/advertisers-don-t-ignore-your-unpaid-competition>

<http://www.texasenterprise.utexas.edu/2015/07/20/research-brief/can-search-engines-help-investors-beat-market>

http://www.mckinsey.com/insights/marketing_sales/measuring_the_value_of_search

<http://www.texasenterprise.utexas.edu/article/opportunity-store-online-sellers>

<http://blog.eloqua.com/sponsored-search/>

<http://knowledge.wharton.upenn.edu/article.cfm?articleid=2928>

<http://www.mccombstoday.org/2012/04/the-science-behind-big-data>

<http://www.mccombstoday.org/2010/06/making-sense-out-of-e-commerce-data>

INDUSTRY COLLABORATIONS

Nokia, National Instruments, Yahoo, Yodle, Ampush, Internal Revenue Service, Affinity Answers, Glassview, Shelfbucks, Trefis, General Motors, Datanomers, BrilliantMD, Spin