

**Alok Gupta**  
**Curtis L. Carlson Schoolwide Chair in Information Management**

**Home Address**

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**EMPLOYMENT**

2006 – Present, Department Chair, Dept. of IDSc, Carlson School of Management, U. of Minnesota  
2005 – Present, Professor, Dept. of IDSC, Carlson School of Management, U. of Minnesota  
2004 – 2006, Academic Director, Carlson Consulting Enterprise  
2001 – 2005, Associate Professor, Dept. of IDSC, Carlson School of Management, U. of Minnesota  
1997 – 2001, Assistant Professor, Dept. of OPIM, University of Connecticut  
1996 – 1997, Visiting Assistant Professor, Dept. of OPIM, University of Connecticut

**EDUCATION**

**Doctor of Philosophy, 1996**

The University of Texas at Austin  
Austin, TX  
Major: Management Science and Information Systems  
Supporting Fields: Economics & Statistics

**Master of Science, 1991**

The Pennsylvania State University  
University Park, PA  
Major: Mine Electrical Systems

**Bachelor of Technology, 1988**

Institute of Technology, Banaras Hindu University  
Varanasi, India  
Major: Mining Engineering

**DOCTORAL DISSERTATION**

**Title:** A Real-Time Priority Pricing Approach for Resource Allocation in Multi Service Class Data Communication Networks

**Chairs:** Professor Andrew B. Whinston and Professor Dale O. Stahl

**RESEARCH INTERESTS**

Electronic Commerce  
Data Communications  
Information Modeling  
Online Mercantile Processes

Decision Support Systems  
Real-Time Mechanisms  
Computational Mechanism Design  
Information Security

## **Publications**

### ***Journals***

1. Gedas Adomavicius, Jesse Bockstedt, Alok Gupta and Rob Kauffman, "Making Sense of Technology Trends in the IT Landscape: A Design Science Approach," *MIS Quarterly*, Accepted March 2008, forthcoming.
2. Bapna, Ravi, Paulo Goes, and Alok Gupta, "Computational Infrastructure for Auctioning Vertically Integrated Online Services," *Journal of MIS*, Accepted April 2008, forthcoming.
3. Gedas Adomavicius, Alok Gupta and Dmitry Zhdanov, "Designing Intelligent Software Agents for Auctions with Limited Information Feedback," *Information Systems Research*, forthcoming, 2008.
4. Ravi Bapna, Paulo Goes, Alok Gupta and Gilbert Karuga, "Predicting Bidders' Willingness to Pay in Online Multi-Unit Ascending Auctions: Analytical and Empirical Insights," *INFORMS Journal of Computing*, forthcoming, 2007.
5. Nelson Granados, Alok Gupta, Rob Kauffman, "Designing Online Selling Mechanisms: Transparency Levels And Prices," *Decision Support Systems*, forthcoming, 2007.
6. Wolfgang Ketter, John Collins, Maria Gini, Alok Gupta, Paul Schrater, "Detecting and Forecasting Economic Regimes in Automated Exchanges," *Decision Support Systems*, forthcoming, 2007.
7. Gedas Adomavicius, Jesse Bockstedt, Alok Gupta and Robert J. Kauffman, "Understanding Evolution in Technology Ecosystems," *Communications of the ACM*, forthcoming, 2006.
8. Gedas Adomavicius, Jesse Bockstedt, Alok Gupta and Robert J. Kauffman, "Technology Roles in An Ecosystem Model of Technology Evolution," *Information Technology Management*, 2006, forthcoming.
9. Granados, Nelson, Alok Gupta, and Robert J. Kauffman, "IT-Enabled Transparent Electronic Markets: The Case of The Air Travel Industry," *Information Systems and e-Business Management*, 2006, DOI 10.1007/s10257-006-0038-5.
10. Walter, Zhiping, Alok Gupta, Bo-Chiuan Su, "The Sources of On-Line Price Dispersion Across Product Types: An Integrative View of On-Line Search Costs and Price Premiums," *International Journal of Electronic Commerce*, 11(1), 37-62.
11. Granados, Nelson, Alok Gupta, and Robert J. Kauffman, "Market Forces and Unbiased Electronic Markets: A Theoretical Framework," *Journal of AIS*, 7 (3), 148-178, 2006.
12. Chen, Andrew N. K., Paulo B. Goes, Alok Gupta and James R. Marsden, "Heuristics for Selecting Robust Database Structures with Dynamic Query Patterns," *European Journal of Operations Research*, 168 (1), 2006, 200-220.
13. Bapna, Ravi, Paulo Goes, and Alok Gupta, "Pricing and Allocation for Quality Differentiated Online Services," *Management Science*, 51 (7), 2005, 1141-1150.
14. Adomavicius, Gedas and Alok Gupta, "Towards Comprehensive Real-Time Bidder Support in Iterative Combinatorial Auctions," *Information Systems Research*, 16 (2), 2005, 169-185.
15. Gupta, Alok, Bo-Chiuan Su, and Zhiping Walter, "Risk Profile and Consumer Shopping Behavior in Electronic and Traditional Channels," *Decision Support Systems*, 38 (3), 2004, 347-367.

16. Albert, Terri, Paulo Goes, and Alok Gupta, "GIST: A Model for Design and Management of Content and Interactivity of Customer-Centric Web Sites," *Management Information Systems Quarterly*, 28 (2), 2004, 161-182.
17. Gupta, Alok, Bo-Chiuan Su, and Zhiping Walter, "An Empirical Study of Consumer Switching from Traditional to Electronic Channel: A Purchase Decision Process Perspective," *International Journal of Electronic Commerce*, 8 (3), 2004, 131-161.
18. Chen, Andrew, Paulo Goes, Alok Gupta, and James Marsden, "Database Design in the Modern Organization - Identifying Robust Structures Under Changing Query Patterns and Arrival Rate Conditions," *Decision Support Systems*, 37 (3), 2004, 435-447.
19. Bapna, Ravi, Paulo Goes, Alok Gupta and Yiwei Jin, "User Heterogeneity and its Impact on Electronic Auction Market Design: An Empirical Exploration," *Management Information Systems Quarterly*, 28 (1), 2004, 21-43.
20. Gupta, Alok, Y. Alex Tung, James R. Marsden, "Digital Signature: Use and Modification to Achieve Success in Next Generational E-Business Processes," *Information & Management*, 41 (5), 2004, 561-575.
21. Bapna, Ravi, Paulo Goes, and Alok Gupta, "Replicating Online Yankee Auctions to Analyze Auctioneers' and Bidders' Strategies," *Information Systems Research*, 14:3, 2003, 244-268.
22. Bapna, Ravi, Paulo Goes, and Alok Gupta, "Analysis and Design of Business-to-Consumer Online Auctions," *Management Science*, 49:1, 2003, 85-101.
23. Bapna, Ravi, Paulo Goes, Alok Gupta, and Gilbert Karuga, "Optimal Design of the Online Auction Channel: Analytical, Empirical and Computational Insights," *Decision Sciences*, 33:4, 2002, 557-577.
24. Chellappa, R. K. and Gupta, A., "Managing Computing Resources in Active Intranets ," *International Journal of Network Management*, 12, 2002, 117-128.
25. Gupta, Alok, Boris Jukic, Mingzhi Li, Dale O. Stahl, and Andrew B. Whinston, "Estimating Internet Users' Demand Characteristics," *Computational Economics*, 17:2-3, 2001, 203-218.
26. Bapna, Ravi, Paulo Goes and Alok Gupta, " Online Auctions: Insights and Analysis," *Communications of the ACM*, 44:11, 2001, 42-50.
27. Bapna, Ravi, Paulo Goes and Alok Gupta, "Comparative Analysis of Multi-Item Online Auctions: Evidence from the Laboratory," *Decision Support System*, 32:2, 2001, 135-153.
28. Gupta, Alok, Leigh Linden, Dale O. Stahl and Andrew B. Whinston, "Benefits and Costs of Adopting Usage-Based Pricing in a Subnetwork," *Information Technology Management*, 2:2, 2001, 175-191.
29. Konana, P., Alok Gupta, and Andrew B. Whinston, "Integrating User Preferences and Real-time Workload in Electronic Commerce," *Information Systems Research*, 11:2, 2000, 177-196.
30. Gupta, Alok, Boris Jukic, Dale O. Stahl, and Andrew B. Whinston " Extracting Consumers' Private Information for Implementing Incentive-Compatible Internet Traffic Pricing," *Journal of MIS*, 17:1, 2000, 9-29.
31. Bapna, Ravi, Paulo Goes and Alok Gupta, "A Theoretical and Empirical Investigation of Multi-item On-line Auctions," *Information Technology Management*, 1:1, 2000, 1-23.
32. Gupta, Alok, Dale O. Stahl, and Andrew B. Whinston, " The Economics of Network Management," *Communications of the ACM*, 42:9, 1999, 57-63.
33. Gupta, Alok, Dale O. Stahl, and Andrew B. Whinston, "Managing Computing Resources in Intranets: An Electronic Commerce Perspective," *Decision Support Systems*, 24, 1998, 55-69. (Received a [Citation of Excellence](#) from UK based ANBAR Electronic Intelligence).

34. Gupta, Alok, Boris Jukic, Manoj Parameswaran, Dale O. Stahl, and Andrew B. Whinston, "Streamlining the Digital Economy: How to Avert a Tragedy of the Commons," *IEEE Internet Computing*, December 1997, 38-46.
35. Gupta, Alok, Dale O. Stahl, and Andrew B. Whinston, "A Decentralized Approach to Estimate Activity Based Costs and Near-Optimal Resource Allocation in Flexible Manufacturing Systems," *International Journal of Flexible Manufacturing Systems*, 9, 1997, 167-193.
36. Gupta, Alok, Dale O. Stahl, and Andrew B. Whinston, "A Stochastic Equilibrium Model of Internet Pricing," *Journal of Economic Dynamics and Control*, 21, 1997, 697-722.
37. Gupta, Alok, Dale O. Stahl, and Andrew B. Whinston, "An Economic Approach to Network Computing with Priority Classes," *Journal of Organizational Computing and Electronic Commerce*, 6(1), 1996, 71-95.

### **Refereed Book Chapters**

1. Ketter, W., J. Collins, M. Gini, A. Gupta, P. Schrater, "Strategic Sales Management Guided By Economic Regimes," in P. Vervest, Diederik van Liere, Li Zheng (eds.), *The Network Factor*, Springer Verlag, Berlin, Germany, 2008.
2. Ketter, W., J. Collins, M. Gini, A. Gupta, P. Schrater, "Identifying and Forecasting Economic Regimes in TAC SCM," in H. Poutre, N. Sadeh, S. Janson (eds.) *Agent-Mediated Electronic Commerce: Designing Trading Agents and Mechanisms*, Agent-Mediated Electronic Commerce: Designing Trading Agents and Mechanisms, Springer-Verlag, Berlin, Germany, 2006, 113-125.
3. Alok Gupta, Dale O. Stahl and Andrew B. Whinston, "Pricing Traffic On Interconnected Networks: Issues, Approaches, And Solutions," in *Handbook of Telecommunications Economics*, Sumit Majumdar, Ingo Vogelsang and Martin Cave (eds.), Elsevier, Amsterdam, The Netherlands, 2005, 413-439.
4. Granados, Nelson, Alok Gupta and Robert J. Kauffman, "Transparency Strategy In Internet-Based Selling," in *Advances in the Economics of Information Systems*, Kerem Tomak (ed.), Idea Group Publishing, Harrisburg, PA, 2005, 80-112.
5. Gupta, Alok, Boris Jukic and Prabhudev Konana, "Congestion Based Pricing and Management of Distributed Computational Resources," in *Business Modelling: A MultiDisciplinary Approach – Essays in honor of Andrew B. Whinston*, C. Holsapple, V. Jacob, H. R. Rao eds., Kluwer Academic Publishers, Boston, MA, 2001, pp. 205 - 233.
6. Bapna, Ravi and Alok Gupta, "Online Auctions: A Closer Look, in *The E-Business Handbook*, P. B. Lowry, R. J. Watson, and J. O. Cherrington eds., St. Lucie Press, Boca Raton, FL, 2002, pp. 85-98.
7. Gupta, Alok, Dale O. Stahl and Andrew B. Whinston, "Application of Parallel Computing to Resource Pricing and Scheduling in Flexible Manufacturing Systems," in *Operations Research: Methods, Models, and Applications*, J. E. Aronson and S. Zionts eds., Quorum Books, Westport, CT, 1998, pp. 313 - 337.
8. Gupta, Alok, Dale O. Stahl and Andrew B. Whinston, "The Internet: A Future Tragedy of the Commons?" in *Computational Approaches to Economic Problems*, H. Amman, B. Rustem, and A. B. Whinston eds., Kluwer Academic Publishers, Dordrecht, The Netherlands, 1997, pp. 347 - 361.
9. Gupta, Alok, Dale O. Stahl and Andrew B. Whinston, "Priority Pricing of Integrated Services Networks, in *Internet Economics*, L. W. McKnight and J. P. Bailey, eds., MIT Press,

Cambridge, MA, 1997, pp. 323 - 352. (An earlier version was published in [Journal of Electronic Publishing](#) under the title "[A Priority Pricing Approach to Manage Multi-Service Class Networks in Real-Time](#)," 2:1, 1996.)

10. Gupta, A., Dale O. Stahl, and Andrew B. Whinston, "Economic Issues in Electronic Commerce," in *Readings in Electronic Commerce*, Ravi Kalakota and Andrew B. Whinston eds., Addison Wesley, Reading, MA, pp.197-227, 1996. Parts Reprinted under the same title in *Legal Issues in Electronic Commerce*, R.L. Campbell ed., Captus Press, Ontario, Canada, pp. 31-34, 2002.
11. Gupta, Alok, Dale O. Stahl and Andrew B. Whinston, "Pricing of Services on The Internet," in *IMPACT: How IC<sup>2</sup> Research Affects Public Policy and Business Markets*, Quorum Books, Westport, 1997. (An earlier version of the paper was titled "[Managing The Internet as an Economic System](#)," *Technical Report*, The University of Texas at Austin, 1994).

### ***Refereed Conference Proceedings (Full Length Articles)***

1. Alok Gupta, Rob Kauffman, Amy Wu, "Do Firm R&D Investments Drive Decisions to Join? On the Value of Standard-Setting in the Electronics Industry," Proceedings of the HICSS-41, Big Island, Hawaii, January 2008.
2. Gedas Adomavicius, Shawn Curley, Alok Gupta, Pallab Sanyal, "Design and Effects of Information Feedback in Continuous Combinatorial Auctions," International Conference on Information Systems, Montreal, Canada, December 9-12, 2007.
3. Rohit Aggarwal, Ram Gopal and Alok Gupta, "Putting Your Money Where Mouth is: Role of Electronic Word-of-Mouth on New Venture Funding," Proceedings of WITS 2007, Montreal, December 8-9, 2007.
4. Gediminas Adomavicius, Shawn Curley, Alok Gupta and Pallab Sanyal, "Impact of Information Feedback on Bid Characteristics in Continuous Combinatorial Auctions," Proceedings of WITS 2007, Montreal, December 8-9, 2007.
5. Gedas Adomavicius, Shawn Curley, Alok Gupta and Pallab Sanyal, "User Perceptions in Continuous Combinatorial Auctions: Effects of Information Feedback," Proceedings of the CIST, Seattle, November 3-4, 2007.
6. Wolfgang Ketter, John Collins, Maria Gini, Alok Gupta, Paul Schrater, "A Predictive Empirical Model for Pricing and Resource Allocation Decisions," Proceedings of ICEC, August 2007.
7. Gupta, Alok and Dmitry Zhdanov, "Growth and sustainability of MSSP networks," Proceedings of Sixth Workshop on the Economics of Information Security, Pittsburgh, June 7-8, 2007.
8. Adomavicius, Gedas, Alok Gupta and Pallab Sanyal, "Computational Feedback Mechanisms for Iterative Multi-Unit Multiattribute Auctions," Proceeding of WITS 2006, Milwaukee, December 9-10, 2006. (***Nominated for Best Conference Paper Award***)
9. Gupta, Alok and Dmitry Zhdanov, "Trust and Fairness as Incentives for Compliance with Information Security Policies," Proceeding of WITS 2006, Milwaukee, December 9-10, 2006.
10. Gupta, Alok and Dmitry Zhdanov, "Role of Performance Incentives in Compliance with Information Security Policies," Proceedings of CIST, Pittsburgh, November 4-5, 2006.
11. Ketter, Wolfgang, John Collins, Maria Gini, Alok Gupta and Paul Schrater, "A Computational Approach to Predict Economic Regimes in Automated Exchanges," Proceedings of WITS 2005, Las Vegas, December 10-11, 2005.

12. Nelson Granados, Alok Gupta, Rob Kauffman, "Designing Internet-based Selling Mechanisms: Optimal Market Transparency Levels and Prices across Distribution Channels," Proceedings of WITS 2005, Las Vegas, December 10-11, 2005..
13. Ketter, Wolfgang, John Collins, Maria Gini, Alok Gupta, and Paul Schrater, "Identifying and Forecasting Economic Regimes in TAC SCM," *IJCAI-05 Workshop on Trading Agent Design and Analysis*, Edinburgh, Scotland, August 1, 2005.
14. Nelson Granados, Alok Gupta, Rob Kauffman, "Identifying Facilitators and Inhibitors of Market Structure Change: A Hybrid Theory of Unbiased Electronic Markets," Proceedings of the 38th Annual Hawaii International Conference on System Sciences, IEEE, 2005.
15. Adomavicius, Gedas and Alok Gupta, "Providing Real-Time Feedback to Bidders: Homogeneous- versus Heterogeneous-Item Combinatorial Auctions," *Proceedings of WITS-14*, Washington D. C., December 11-12, 2004.
16. Granados, Nelson, Alok Gupta, Rob Kauffman, "Identifying Facilitators and Inhibitors of Market Structure Change: A Hybrid Theory of Unbiased Electronic Markets," *Proceedings of HICSS-38*, Big Island, HI, January, 2005.
17. Adomavicius, Gedas and Alok Gupta, "Towards Comprehensive Bidder Support in Online Combinatorial Auctions," *Proceedings of WITS-13*, Seattle, December 13-14, 2003.
18. Granados, Nelson, Alok Gupta and Robert J. Kauffman, "Can You See What I See? Market Transparency, Consumer Demand, and Strategic Pricing in B2C Electronic Commerce," *Proceedings of the 8th INFORMS Conference on Information Systems and Technology*, Atlanta, GA, October 2003.
19. Bapna, Ravi, Paulo Goes, Alok Gupta, and Gilbert Karuga, "Predictive Calibration of Online Multi-Unit Ascending Auctions," *Proceedings of WITS-12*, Barcelona, Spain, December 14-15, 2002. (**Nominated for best paper award**)
20. Gopal, Ram and Alok Gupta, "Trading Higher Software Piracy for Higher Profits: The Case of Phantom Piracy," *Proceedings of HICSS-35*, Big Island, HI, January, 2002. (**Nominated for best paper award**)
21. Bapna, Ravi, Paulo Goes, and Alok Gupta, "Simulating Online Yankee Auctions to Optimize Sellers Revenue," *Proceedings of HICSS-34*, Maui, HI, January, 2001.
22. Bapna, Ravi, Paulo Goes, and Alok Gupta, "Online Mercantile Processes for Digital Products under Quality-of-Service and Uncertain Demand," *Proceedings of WITS*, Sydney, Australia, December, 2000.
23. Konana, P., Alok Gupta, Dale O. Stahl and Andrew B. Whinston, "Pricing of Information Services Using Real-Time Database: A Framework for Integrating User Preferences and Real-Time Workload," *Proceedings of ICIS*, Cleveland, OH, December, 1996. (**Winner of Runner-up award for best conference paper**)
24. Konana, P., Alok Gupta, Dale O. Stahl and Andrew B. Whinston, "Research Issues in Real-time DBMS in the Context of Electronic Commerce," *Proceedings of ACM for Workshop on Databases: Active and Real-time* (In association with 5th International Conference on Information and Knowledge Management), 1996.
25. Gupta, Alok and Douglas J. Morrice, "Transient Sensitivity Analysis in Computer Simulation," *Proceedings of European Simulation Multiconference*, Barcelona, Spain, June, 1994. (**Nominated for best paper award**)
26. Gupta, Alok, Dale O. Stahl and Andrew B. Whinston, "A Conceptual Framework for Applying Parallel Computing to Flexible Manufacturing Systems," *Proceedings of NSF Conference on Design and Manufacturing*, Cambridge, MA, January 1994.

### ***Other Publications***

1. Bapna, Ravi, Alok Gupta and Joni Jones, "Guest Editorial: Special Issue on Online Auctions," *Information Technology & Management*, 7(3), 2006, 155-156.
2. Gupta, Alok, "Introduction: The Special Issue on Economics of Electronic Commerce," *Decision Support Systems*, 24, 1998, pp. 1-2.

### ***Professional and Invited Presentations (exclusive of the ones listed under proceedings)***

1. Economics of Network Traffic Pricing, *MIT IS Workshop*, Cambridge, MA, March 1996.
2. Designing Incentive Compatible Mechanisms for Internet Traffic Pricing, *DIMACS Workshop on Economics, Game Theory, and the Internet*, Piscataway, NJ, April 1997.
3. Estimating Internet Users' Demand Characteristics, *INFORMS*, Oct. 1997.
4. Efficient Multicasting with Pricing: Charging the Pushers, *CREC Conference on Electronic Marketplace and Economics*, Austin TX, February 1998. (Invited Presentation)
5. Economic Incentives in Multi-Owner Integrated Services Networks, *INFORMS*, Montreal, Canada, April 1998. (Invited Presentation)
6. Internet Traffic Economics, *CSIM Simulation Symposium*, Austin, TX, August 1998. (Invited Presentation). <http://www.mesquite.com/schedulepage.htm>
7. Impact of Congestion Pricing on Network Infrastructure Investment, *The Workshop of IT/OM Interface*, sponsored by Indiana University and University of Florida, Gainesville Florida, February 1999.
8. Economic Incentives of Service Providers in Electronic Markets, *INFORMS*, May 1999, Cincinnati, OH. (Invited Presentation)
9. Impact of Congestion Pricing on Network Infrastructure Investment, *MIT/Tufts Workshop on Internet Service Quality Economics*, Dec 1999, Boston, MA.
10. Estimating Internet Users' Demand Characteristics, *Fifth International Conference of the Society for Computational Economics*, June 1999, Boston, MA.
11. Analysis and Design of Multi-Item On-Line Auctions, *The Workshop of IT/OM Interface*, sponsored by Indiana University and University of Florida, Indiana University, Bloomington, IN, October 1999.
12. Online Mercantile Processes for Digital Products under Quality of Service and Uncertain Demand, *The Workshop of IT/OM Interface*, sponsored by Indiana University and University of Florida, Sabanci University, Istanbul, Turkey, June 2000.
13. On-line Mercantile Processes on the Web, *Indian Institute of Management*, Lucknow, India, January 2000. (Invited Presentation)
14. A Dynamic Pricing Mechanism to Determine Optimal Capacity and Service Mix in Quality of Service Environments, *INFORMS*, San Antonio, TX, October 2000.
15. An Analysis of Business to Consumer On-Line Auctions, *INFORMS*, San Antonio, TX, October 2000.
16. Optimal Design of Multi-item Online Auctions, *INFORMS*, Miami, FL, October 2001.
17. Replicating Online Yankee Auctions to Analyze Design Parameters and Bidders' Strategies, *IDSC Workshop*, University of Minnesota, April 2001. (Invited Presentation)
18. Business to Consumer Online Auctions, *MSIS Research Seminar*, University of Texas at Austin, September 2001. (Invited Presentation)

19. Analysis of Consumer Bidding Strategies in Online Multi-unit Auctions, *IFORS 2002*, Edinburgh, Scotland, July 2002.
20. Consumer Heterogeneity in Online Auctions: Longitudinal and Learning Effects, *INFORMS 2002*, San Jose, November 2002.
21. Predicting Bidder Valuations In Online Multi-item Ascending Price Auctions, *INFORMS 2002*, San Jose, November 2002.
22. Bidder Behavior In Multi-Unit Online Auctions: An Empirical Exploration, *WISE 2002*, Barcelona, Spain, December 2002.
23. Usable Cutting Edge IT Solutions, *MISRC*, Minneapolis, MN, April 4, 2003.
24. Business Perspectives of Emerging Disruptive Technologies – Making Technology Usable, *Intelligent Storage Workshop*, Digital Technology Center, Minneapolis, MN, May 21, 2003.
25. Predicting Bidders' Willingness to Pay in Online Multi-Unit Ascending Auctions: Analytical and Empirical Insights, *Workshop on Revolutionary Strategies and Tactics In Research Design And Data Collection For E-Business Management Research*, Pittsburgh, PA, September 30, 2003.
26. A Real-Time Computational Infrastructure to Aid Bidders in Combinatorial Auctions, *Workshop on Revolutionary Strategies And Tactics In Research Design and Data Collection For E-Business Management Research*, Pittsburgh, PA, September 30, 2003.
27. Strategic Bidding in Multi-unit Online Auctions: Insights and Analysis, *INFORMS*, Atlanta, GA, October 20, 2003.
28. Consumer Bidding Strategies in Multi-Unit Online Auctions – Towards Smarter Agents, *Managing IT in Networked Organizations*, Tucson, AZ, October 25, 2003.
29. Designing and Managing On-line Service Quality and Product Mix Under Uncertain Demand and Fixed Short-term Capacity, University of Texas at Dallas, Feb. 6, 2004.
30. Designing and Managing On-line Service Quality and Product Mix Under Uncertain Demand and Fixed Short-term Capacity, University of Washington, April 2, 2004.
31. Predicting Bidders' Willingness to Pay in Online Multi-Unit Auctions, Carnegie Mellon University, April 9, 2004.
32. An Ecosystem Model of Technology Evolution, *CIST 2004*, Denver, CO, October 24, 2004.
33. Towards a Theory on the Move to Unbiased Electronic Markets, *JAIS Theory Workshop 2004*, Washington D.C., December 15, 2004.
34. Overlay Networks and GSW Pricing: Revisiting the Research Opportunities, University of Texas at Austin, March 3, 2005.
35. Bidder Support in Iterative Combinatorial Auctions, University of Texas at Austin, March 4, 2005.
36. Bidder Support in Iterative Combinatorial Auctions, Texas Tech. University, March 25, 2005.
37. Applying Economic Rationale to Electronic Commerce Problems: Research Overview and an Example, University of Maryland, April 19, 2005.
38. Identifying and Forecasting Economic Regimes in Electronic Marketplaces, *INFORMS 2005*, San Francisco, November 14, 2005.
39. Market Transparency in Internet-Based Selling: Modeling and Empirical Analysis, *INFORMS 2005*, San Francisco, November 13, 2005.
40. Generalized Overlapping Online Auctions: An Empirical Examination of Revenue Equivalence, Bidder Behavior and Market Forces, *WISE 2005*, Irvine, December 10, 2005.

41. Empirical Analysis of Internet Enabled Market Transparency: Impact on Demand, Price Elasticity, and Firm Strategy, WISE 2005, Irvine, December 10, 2005.
42. Trading Higher Software Piracy for Higher Profits: The Case of Phantom Piracy, DIS Workshop, University of Florida, February 10-11, 2006.
43. Market Transparency And Multi-channel Strategy: Modeling And Empirical Analysis Of Online Travel Agents, Michigan State University, East Lansing, January 27, 2006.
44. Market Transparency And Multi-channel Strategy: Modeling And Empirical Analysis Of Online Travel Agents, University of Colorado, Denver, March 6, 2006.
45. Strategic Sales Management Guided by Economic Regimes, 2nd Statistical Challenges in E-Commerce Research Symposium, May 22-23, 2006.
46. Strategic Sales Management Guided By Economic Regimes, Smart Business Networks Initiative Discovery Session, Kasteel De Vanenburg, Putten, The Netherlands, June 14 - 16, 2006.
47. Trading Higher Software Piracy for Higher Profits: The Case of Phantom Piracy, INFORMS, Pittsburgh, Nov. 6-9, 2006.
48. Designing a Social Network Based Electronic Market: Trust Incentives and Welfare, International Symposium of Information Systems, Indian School of Business, Hyderabad, India, December 16, 2006.
49. Bidder Feedback in Iterative Combinatorial Auctions, Georgia Tech. University, January 18, 2007.
50. Predicting Bidders? Willingness to Pay in Online Multi-Unit Ascending Auctions: Analytical and Empirical Insights, New York University, January 25, 2007.
51. Overlapping Liquidation Auctions: Empirical Characterization of Bidder Strategies and Auction Prices, Statistical Challenges in Ecommerce Research, Stamford, May 19-20, 2007.
52. Information Strategies for Information Age: In Search of a Theory of IT-Enabled Market Transparency, INFORMS Annual Meeting, Seattle, 2007.
53. Monetizing Information Transparency through Design of Online Mercantile Mechanisms, University of Illinois, October 12, 2007.
54. Adventures in Design and Analysis of Online Mercantile Processes, Erasmus University, Rotterdam, The Netherlands, October 16, 2007.
55. Nurturing Innovation and Educational Impact for Research in Information Systems, CIST Panel, Nov. 3, 2007.
56. Pricing and Resource Allocation for Intelligent Trading Agents using Economic Regimes, International Symposium on Information Systems (ISIS), Indian School of Business, Hyderabad, India, Dec. 22, 2007.
57. Connecting the IS Core with IT Research and Practices, International Symposium on Information Systems (ISIS), Indian School of Business, Hyderabad, India, Dec. 23, 2007.

### ***Major External Research Grants***

1. **NSF Career Grant:** *Economic Analysis of Online Mercantile Process*, 2001. Total Grant Amount: \$325,000 from 2001 – 2006.
2. **NSF Information Technology Research Initiative Grant:** *A Unified Experimental Testbed to Compare Bandwidth Contract Choices for Differentiated Service Networks*, 2002. Total grant amount \$499,000. (with Dale O. Stahl and Andrew B. Whinston, University of Texas at Austin)

## PROFESSIONAL SERVICES

### *Editorial Board, Journal Editing, and National Panels*

Publishing Editor, MISQ, 2004 –  
Senior Editor, Information Systems Research, 2008 --  
Area Editor, Decision Support Systems, 2004 –present  
Associate Editor, Management Science, 2007 --  
Associate Editor, JMIS, 2006 – present  
Associate Editor, Information Systems Research, 2002 – 2007  
Ad-hoc Associate Editor, Management Science, 2005 -- 2007  
Associate Editor, Decision Support Systems 1997 – 2004.  
Associate Editor, Brazilian Electronic Journal of Economics, 1997 – present  
Program Committee Member, CIST 2002 – present  
Program Committee Member WITS 2003 -- present  
Conference co-chair, CIST 2005.  
Special Issue Editor of Decision Support Systems (1998)  
Member, NSF's Information Technology Research (ITR) Panel, May 2000  
Member, NSF's Information Technology Research (ITR) Panel, Feb 2001  
Session Chair, INFORMS 2001  
Session Chair, CIST 2001  
Discussant, WISE 2001  
Mini-Track Co-Chair, HICSS 2002  
Session Chair, IFORS 2002  
Special Issue Co-Editor for Information Technology Management 2002  
Associate Editor, ICIS 2002  
Session Chair, ICIS 2002  
Discussant, WISE 2002  
Member, NSF's Information Technology Research (ITR) Panel, 2002  
Member, NSF's Small Business Innovation Research (SBIR) panel, 2002  
Mini-Track Co-Chair, HICSS 2003 -- 2007  
Program Committee Member, WEB 2003 Conference  
Session Chair, Workshop on Revolutionary Strategies and Tactics in Research  
Design And Data Collection for E-Business Management Research, 2003  
Session Chair, ICEC, 2003  
Member, NSF's Information Technology Research (ITR) Panel, Feb 2003  
Member, NSF's Small Business Innovation Research (SBIR) panel, Sep. 2003  
Mini-Track Co-Chair, HICSS 2004  
Member, NSF's Information Technology Research (ITR) Panel, May 2004  
Program Committee Member, WITS 2004--  
Session Chair, ICIS 2004  
Mini-Track Co-Chair, HICSS 2005  
Mini-Track Co-Chair, HICSS 2006

### *Manuscript and Proposal Review*

#### *Ad-hoc reviewer:*

JASA (2006 – Present)

Journal of Retailing (2006 – Present)  
American Economic Review (2003 – present)  
IEEE Internet Computing (1998-2000)  
ISR (1996 – present)  
Management Science (1996 – present)  
MISQ (2002 -- present)  
Decision Support Systems (1994 – present)  
Journal of Management Information Systems (1999 – present)  
CACM (1997 – present)  
Information Technology Management Journal (1998 – present)  
IEEE Transactions on Pattern Analysis and Machine Intelligence (1999 – present)  
Journal of Organizational Computing and Electronic Commerce (1996 – present)  
International Journal of Electronic Commerce (1998 – present)  
Journal of Economic Dynamics and Control (2000 – present)  
Electronic Commerce Research Journal (2001 – present)  
Interfaces (2002 – present)  
ICIS (1996 – present)  
HICCS (2000 – present)  
NSF (1998 – present)  
Reviewer for McKnight Grant Proposals at CSOM  
Reviewer for UCONN Large Grant Proposals

#### **Ph.D. STUDENTS**

*Ravi Bapna*<sup>\*</sup>, Ph.D. in OPIM, Indian School of Business  
*Andrew Chen*, Ph.D. in OPIM, at Arizona State University.  
*Robert Moore*, Ph.D. in Marketing, at Mississippi State University.  
*Bo-Chiuan Su*<sup>\*</sup>, Ph.D. in OPIM, at National Central University, Taiwan.  
*Gilbert Karuga*, Ph.D. in OPIM, at Kansas State University.  
*Jungpil Hahn*, Ph.D. in MIS, at Purdue University.  
*Bin Wang*, Ph.D. in MIS, University of Texas, Pan American.  
*Angsana Techatassanasoontorn*, Ph.D. candidate in MIS.  
*Darin A. England*, Ph.D. in Computer Science, Ingenix.  
*Wolfgang Ketter*, Ph.D. candidate, Computer Science  
*Nelson Granados*<sup>\*</sup>, Ph.D. in MIS, Pepperdine University.  
*Kunsoo Han*, Ph.D. in MIS, McGill University.  
*Shariffah Zamoon*, Ph.D. in MIS, Kuwait University  
*Seok-Joo Chang*, Ph.D. in OPIM, SUNY, Albany  
*Dmitry Zhdanov*<sup>\*</sup>, Ph.D. candidate in MIS  
*Jesse Bockstedt*<sup>\*</sup>, Ph.D. candidate in MIS  
*Pallab Sanyal*<sup>\*</sup>, Ph.D. candidate in MIS  
*Ping (Amy) Wu*<sup>\*</sup>, Ph.D. candidate in MIS

<sup>\*</sup>Major Advisor to these students

#### **COURSES TAUGHT**

The University of Minnesota (8/01 – present)

- IT Security (MBA)
- Systems Design (Ph.D. Seminar)
- Online Auctions and Exchanges (MBA)
- E-Business Practicum (MBA)
- Information System Technologies (MBA)
- B2B Processes and Technologies (MBA)
- Information Technologies and Systems (MBA)
- Online Auctions and Exchanges (MBA)
- IT Infrastructure (Undergraduate)
- Network Security and Threats (Undergraduate)
- O-O Programming Using Java (Undergraduate)

The University of Connecticut (8/96 – 5/01)

- Managing Electronic Commerce (MBA)
- Electronic Commerce Technology (MBA/Executive MBA)
- Computer Networking and Electronic Commerce (Part-time MBA)
- Decision Support Systems (MBA)
- Web Database Integration (Executive MBA)
- Introduction to MIS (Executive MBA)
- Research in Electronic Commerce (Ph.D.)
- Introduction to C++ (Undergraduate)
- Client Side Programming with JAVA (Undergraduate)
- Database Management (Undergraduate)

The University of Texas at Austin (8/92 - 12/92)

- Teaching Assistant, Introduction to Management Science and Information System (for non-business majors) - responsible for writing documentation for software introduction, grading assignments and exams.

Krannert Graduate School of Management (8/90 - 5/92)

- Instructor, Introduction to Business Statistics (for business juniors) - responsible for designing the course outline, preparing and grading assignments and exams.

## ACADEMIC HONORS

2007	IS Publications of the year award from Senior IS scholars (AIS)
2007	Best paper award from Journal of AIS
2007	Nominated for Best paper award at WITS 2007
2006	Recognized among the top MIS researchers in an article in CAIS <sup>%</sup>
2006	Nominated for Best paper award at WITS 2006
2005	Recognized among the top 20 MIS researchers in an article in CAIS <sup>*</sup>

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<sup>%</sup> Clark, J.G. and J. Warren, "In Search of the Primary Suppliers of IS Research: Who are They and Where did They Come From?" CAIS, 18, 2006, 296-328.

- 2002 Nominated for Best Paper Award at WITS 2002
- 2002 Honorable mention for being nominated for teaching the best IDSC course
- 2002 NSF Grant for Comparative Study of Internet Traffic Pricing
- 2002 Nominated for the Best Paper Award at HICSS-35
- 2001 NSF CAREER award for research on Online Mercantile Processes
- 2000 Innovation in Teaching Award, School of Business Administration, UCONN
- 1999 Intro to C++ syllabus was chosen as one of the examples of well-constructed syllabi by the SBA teaching and learning enhancement committee.
- 1999 Citation of Excellence, for a research article published in DSS, from UK based ANBAR Electronic Intelligence <http://www.anbar.co.uk/>
- 1998 UCONN Small Research Grant, \$1,000
- 1996 Runner-up for the Best Paper Award in International Conference of Information Systems
- 1996 University of Texas Summer Tuition Fellowship
- 1995 CISM Research Fellowship
- 1994 Nominated for the Best Paper Award in European Simulation Multi-Conference
- 1993 DuPont Travel Grant.
- 1992 Purdue Research Foundation Summer Fellowship.

## **PROFESSIONAL AFFILIATIONS**

INFORMS

AIS

ICIS

WITS

WISE

HICCS

ACM

CREC, University of Texas at Austin.

CISDRIS, University of Connecticut.

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\* Hsieh-Hong Huang and Jack Shih-Chieh Hsu, "An Evaluation of Publication Productivity in Information Systems: 1999 To 2003," CAIS, 15, 2005, 555-564.