GORDON BURTCH

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ACADEMIC POSITIONS

2013 – Assistant Professor

University of Minnesota Carlson School of Management

EDUCATION

2009 – 2013 Ph.D., Management Information Systems

Temple University, Fox School of Business

2005 – 2007 **MBA**, e-Business

McMaster University, Hamilton, ON, Canada

2001 – 2005 B. Eng. Software Engineering

McMaster University, Hamilton, ON, Canada

HONORS & AWARDS

- Best Dissertation Award, Fox School of Business, 2013.
- Academy of Management Annual Meeting (OCIS) Best Associate Editor, 2013.
- Dean's High Achiever Award, Fox School of Business, 2013.
- Selected for ICIS Doctoral Consortium, Orlando, FL. 2012.
- Selected for Academy of Management (OCIS) Doctoral Consortium, Boston, MA. 2012.
- Selected for AMCIS Doctoral Consortium, Seattle, WA. 2012.
- Young Scholars Forum Seed Funding Award, Fox School of Business. 2012.
- University Fellow, Fox School of Business, Temple University. 2009 2011.

JOURNAL PUBLICATIONS

- 1. Burtch, G., A. Ghose and S. Wattal (2013) "An Empirical Examination of the Antecedents and Consequences of Contribution Patterns in Crowd-funded Markets." *Information Systems Research*, 24:3, p. 499-519. (Lead Article)
- 2. Burtch, G., A. Ghose and S. Wattal (2014) "Cultural Differences and Geography as Determinants of Online Pro-Social Lending." *MIS Quarterly*, Forthcoming.

WORKING PAPERS

- 1. Burtch, G., A. Ghose and S. Wattal. "An Empirical Analysis of Social Image and Information Hiding Responses in the Crowdfunding Contribution Process" (Under Review at Information Systems Research).
- 2. Burtch, G., A. Ghose and S. Wattal. "The Hidden Costs of Accommodating Crowdfunder Privacy Preferences: A Randomized Field Experiment" (*Under Review at Management Science*).
- 3. Burtch, G., A. Ghose and S. Wattal. "Do As I Say, or Do As I Do? The Impact of Senders' Observable Past Product or Service Engagement on WOM Referral Efficacy"
- 4. Burtch, G. and Y. Yoo. "Complexity and Information Systems Research: Review and Future Directions"
- 5. Burtch, G. and J Chan. "Reducing Medical Bankruptcy Through Crowdfunding: Evidence From GiveForward.com"

BOOK CHAPTERS

1. Burtch, G., Di Benedetto, C. A. and Mudambi, S. 2014. "Leveraging Information Systems for Enhanced Product Innovation," in *Springer Handbook of e-Business Strategic Management*, Forthcoming.

CONFERENCE PROCEEDINGS

- 1. Burtch, G., Ghose, A. and Wattal, S. 2013. "An Empirical Examination of Users' Information Hiding in a Crowdfunding Context." *Proceedings of the 34th International Conference on Information Systems (ICIS)*, Milan, Italy.
- 2. Burtch, G., Ghose, A. and Wattal, S. 2012. "An Empirical Examination of Cultural Differences in Online Interpersonal Exchange." *Proceedings of the 33rd International Conference on Information Systems (ICIS)*, Orlando, FL.
- 3. Obal, M., Burtch, G. and Kuntz, W. 2012. "Evaluating the Role of Weak Ties in the Context of an Online Social Network." *Proceedings of the 2012 AMA Winter Marketing Educators Conference*, St. Petersburg, FL.
- 4. Burtch, G., Ghose, A. and Wattal, S. 2011. "An Empirical Examination of Private Contribution Toward a Public Good in a Crowd-funding Context." *Proceedings of the International Conference on Information Technology, Systems and Management (ITSM)*, Kozhikode, India.
- 5. Burtch, G., Ghose, A. and Wattal, S. 2011. "An Empirical Examination of the Antecedents of Contribution Patterns in Crowd-Funded Markets." *Proceedings of the 32nd International Conference on Information Systems (ICIS)*, Shanghai, China.
- 6. Burtch, G. 2011. "Herding Behavior as a Network Externality." *Proceedings of the 32nd International Conference on Information Systems (ICIS)*, Shanghai, China.

- 7. Obal, M., Burtch, G. and Kuntz, W. 2011. "Considering Weak Tie Expertise and Similarity as Surrogates for Tie Strength: An Experimental Examination of Reliance Upon Weak Tie Information in Consumption Decisions." *Proceedings of the DMEF Direct/Interactive Marketing Research Summit*, Boston, MA.
- 8. Burtch, G., Wattal, S. and Ghose, A. 2011. "The Silent Signals: Implicit User Generated Content and Implications for Consumer Decision Making." *Proceedings of the 71st Annual Meeting of the Academy of Management*, San Antonio, TX.
- 9. Burtch, G., Yoo, Y. and Weiss, A. 2010. "Digital Innovation and Craftsmanship: The Case of C. F. Martin & Company." *Proceedings of the 31st International Conference on Information Systems (ICIS)*, St. Louis, MO.

MEDIA MENTIONS

- 1. Luckerson, Victor; "This New Kind of Kickstarter Could Change Everything" *Time*; January 20, 2014 http://business.time.com/2014/01/20/ibm-internal-enterprise-crowdfunding-mimics-kickstarter/
- 2. Kuo, John; "Equity Crowdfunding Platforms: How Many Will There Be? (Expert FAQ)" *NerdWallet*; November 7, 2013 http://www.nerdwallet.com/blog/investing/2013/equity-crowdfunding-platforms/
- 3. Hamilton, Walter and Guynn, Jessica; "Investing Along with the Crowd" *Los Angeles Times*; October 23, 2013 http://articles.latimes.com/2013/oct/23/business/la-fi-crowdfunding-20131024
- 4. Strohmeyer, Robert; "The Crowdfunding Caveat: Most Campaigns Fail" *PC World*; September 26, 2013 http://www.pcworld.com/article/2049399/the-crowdfunding-caveat-most-campaigns-fail.html
- 5. Luckerson, Victor; "The Crowdfunding Economy is About to Pop" *Time*; September 24, 2013 http://business.time.com/2013/09/24/the-crowdfunding-economy-is-about-to-pop/
- 6. Thorpe, Devin; "Three-Professors Share Crowdfunding Research" *Forbes*; June 3, 2013 http://www.forbes.com/sites/devinthorpe/2013/06/03/three-professors-share-crowdfunding-research-tune-in-to-learn-how-to-make-your-campaign-a-success/

CONFERENCE AND WORKSHOP PRESENTATIONS

- 1. Burtch, G., Ghose, A. and Wattal, S. 2013. ""The Impact of Online Privacy Controls on User Engagement: Evidence from a Randomized Experiment on a Crowdfunding Platform." *Workshop on Information Systems and Economics (WISE)*, Milan, Italy.
- 2. Burtch, G. and Chan, J. 2013. "Reducing Medical Bankruptcy Through Crowdfunding: Evidence from 'Give Forward'." 4th Annual Workshop on Health IT and Economics (WHITE), Washington, DC.
- 3. Burtch, G., Ghose A., and Wattal, S. 2013. "Private Displays of Affection: An Empirical Examination of Online Crowdfunder Information Hiding." *Academic Symposium on Crowdfunding*, Berkeley, CA.

- 4. Burtch, G., Ghose, A. and Wattal, S. 2013. "The Impact of Online Privacy Controls on User Engagement: Evidence from a Randomized Experiment on a Crowdfunding Platform." *INFORMS Annual Meeting*, Minneapolis, MN.
- 5. Burtch, G., Ghose, A., and Wattal, S. 2013. "Secret Benefactors: Crowdfunder Information Hiding and its Implications for Fundraising Outcomes." *INFORMS Conference on Information Systems and Technology (CIST)*, Minneapolis, MN.
- 6. Burtch, G., Ghose, A., and Wattal, S. 2013. "An Empirical Examination of the Antecedents and Consequences of Information Hiding in Crowdfunded Markets." *INFORMS Marketing Science Conference*, Istanbul, Turkey.
- 7. Burtch, G., Ghose, A., and Wattal, S. 2013. "An Empirical Examination of Online Information Hiding." 8th Symposium on Statistical Challenges in eCommerce Research (SCECR), Lisbon, Portugal.
- 8. Burtch, G., Ghose, A. and Wattal, S. 2013. "Cultural Differences and Geographic Proximity in Online Crowd-funding." *International Symposium on Information Systems (ISIS)*, Goa, India.
- 9. Burtch, G., Ghose, A. and Wattal, S. 2012. "Leveraging Big Data to Develop a Comprehensive Understanding of Crowd-funded Markets." *Workshop on Information Systems and Economics (WISE)*, Orlando, FL.
- 10. Burtch, G., Ghose, A. and Wattal, S. 2012. "Crowd-funding Online Journalism: Examining the Roles of Peer Influence and Market Awareness, *INFORMS Conference on Information Systems and Technology (CIST)*, Phoenix, AZ.
- 11. Burtch, G., Ghose, A. and Wattal, S. 2012. "Exploring the Role of Cultural Differences in Crowdfunder Contribution Decisions." *INFORMS Annual Meeting*, Phoenix, AZ.
- 12. Burtch, G, Ghose, A. and Wattal, S. 2011. "An Empirical Examination of the Antecedents and Consequences of Investment Patterns in Crowd-funding Markets." 6th Annual Workshop on Statistical Challenges in e-Commerce Research (SCECR), Rio de Janeiro, Brazil.
- 13. Burtch, G., Wattal, S. and Ghose, A. 2011. "The Silent Signals: Implicit User Generated Content and Implications for Consumer Decision Making." *INFORMS Marketing Science Conference*, Houston, TX.
- 14. Burtch, G., Pavlou, A. and Wattal, S. 2010. "Evaluating the Performance and Adoption of Pharmaceutical e-Detailing Strategies." *I*st Annual Workshop on Health IT and Economics (WHITE), Washington, DC.

TEACHING

- Analysis and Modeling for Business Systems Development (IDSc 3202), Spring 2014.
 - o Section 001: Enrollment: 50, Instructor Evaluation: **TBD**.
 - o Section 002: Enrollment: 20, Instructor Evaluation: **TBD**.

- Business Analytics (IDSc 4444), Spring 2014.
 - o Enrollment: 35, Instructor Evaluation: **TBD**.
- Data Analytics, Undergraduate Course (MIS 2502), Fall 2012.
 - o Enrollment: 50, Instructor Evaluation: 4.7 / 5

PROFESSIONAL SERVICE (JOURNALS)

• Reviewer – Management Science, Information Systems Research, MIS Quarterly, JMIS, Information Systems Journal, Industrial Marketing Management, New Media & Society.

PROFESSIONAL SERVICE (CONFERENCES & WORKSHOPS)

- Track Chair International Conference on e-Commerce (ICEC). 2014.
- Associate Editor International Conference on Information Systems (ICIS). 2014.
- Program Committee Americas Conference on Information Systems (AMCIS). 2012.
- Session Chair Workshop on Statistical Challenges in e-Commerce Research (SCECR). 2012.
- Reviewer ICIS, AMCIS, ECIS, Annual Meeting of the Academy of Management (AoM).

UNIVERSITY SERVICE

- Officer Ph.D. Doctoral Association, Fox School of Business, Temple University. 2009 2011.
- Curriculum Development Data Analytics (MIS 2502). 2012.

SOFTWARE/PROGRAMMING SKILLS

- Statistics Matlab, Stata, SAS, R
- Databases MySQL, MS Access, SQL Server, DB2, Cognos

SELECTED COURSEWORK

- Econometrics Series (I, II and III)
- Statistics Series (I and II)
- Structural Econometric Modeling (U. Penn., Columbia).
- Economics of Information Systems
- Organization Theory

MEMBERSHIPS

• AIS, INFORMS, Academy of Management

FUN FACT

• Typing Speed: 112 WPM (99.98th Percentile) – http://10fastfingers.com/typing-test/english