



Gordon Burtch

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Academic Positions

2019–2020

Visiting Professor, *Information Sciences Department*
IE Business School, IE University, Madrid, Spain.

2018–

McKnight Presidential Fellow,
University of Minnesota, Minneapolis, MN.

2018–

Associate Professor, *Information & Decision Sciences Department*
Carlson School of Management, University of Minnesota, Minneapolis, MN.

2013–2018

Assistant Professor, *Information & Decision Sciences Department*
Carlson School of Management, University of Minnesota, Minneapolis, MN.

2016–2018

Consulting Researcher, *Computational Social Science*
Microsoft Research, New York, NY.

Education

2013

PhD of Business Administration, *Management Information Systems*
Fox School of Business, Temple University, Philadelphia, PA
Dissertation: *Three Essays on Crowdfunding* (Chairs: Sunil Wattal, Anindya Ghose).

2007

Master of Business Administration, *eCommerce*
DeGroote School of Business, McMaster University, Hamilton, ON, Canada.

2005

Bachelor of Engineering, *Software*
Faculty of Engineering, McMaster University, Hamilton, ON, Canada.

Professional Recognition, Awards & Grants

2019

Research Grant,
European Commission (with FFG – Austrian Research Promotion Agency).

2018

Research Grant,
Facebook Research, Computational Social Science.

2018

Best Paper Award (Runner-Up),
INFORMS, Conference on Information Systems and Technology (CIST).

2018

Nominated for Best Paper Award,
INFORMS, Workshop on Data Science.

2018–

McKnight Presidential Fellowship,
University of Minnesota.

- 2018 ● **Digital Experience Research Award,**
Adobe, \$50,000.
- 2018 ● **Research Grant,**
Center for Transportation Studies, University of Minnesota.
- 2017 ● **AIS Early Career Award,**
AIS (Association for Information Systems).
- 2017 ● **Sandra A. Slaughter Early Career Award,**
INFORMS, Information Systems Society.
- 2017 ● **Outstanding Researcher Award,**
Carlson School of Management, University of Minnesota.
- 2017 ● **Best Workshop Paper Award (Runner-Up),**
IEEE INFOCOM, SDP Workshop.
- 2017 ● **Teaching Innovator of the Year,**
Full Time MBA Program, Carlson School of Management, University of Minnesota.
- 2017 ● **Mary & Jim Lawrence Fellow,**
Carlson School of Management, University of Minnesota.
- 2016 ● **Teaching Innovation Grant,**
Timothy J. Nantell Fund, University of Minnesota.
- 2016 ● **Reviewer of the Year,**
Information Systems Research (INFORMS).
- 2016 ● **Research Grant,**
Ewing Marion Kauffman Foundation.
- 2015-2016 ■ **Summer Research Grant (x2),**
NET Institute.
- 2016 ● **Best Paper Proceedings,**
Academy of Management Annual Meeting (TIM).
- 2015-2017 ■ **Distinguished Service Award (x3),**
Management Science (INFORMS).
- 2014-2016 ■ **Non-Tenured Faculty Award,**
3M Foundation.
- 2014 ● **Best Paper Award,**
Information Systems Research (INFORMS).
- 2014 ● **Research Grant,**
Ewing Marion Kauffman Foundation.

Journal Publications

1. **Burtch, G. & Chan, J.** (2018). “Investigating the Relationship Between Medical Crowdfunding and Personal Bankruptcy in the United States: Evidence of a Digital Divide”, *MIS Quarterly*, Forthcoming.

2. **Burtch, G., Carnahan, S. & Greenwood, B.** (2018) “Can You Gig It? An Empirical Examination of the Gig Economy and Entrepreneurship”, *Management Science*, Articles in Advance.
3. **Huang, N., Burtch, G., Gu, B., Hong, Y., Liang, C., Wang, K., Fu, D. & Yang, B.** (2018). “Motivating User-Generated Content via Performance Feedback: Evidence from Randomized Experiments”, *Management Science*, Articles in Advance.
4. **Hong, Y., Hu, Y. & Burtch, G.** (2018). “Embeddedness, Pro-Sociality and Fundraising Response: Evidence from Crowdfunding Platforms”, *MIS Quarterly*, 42(4), pp. 1211-1224.
5. **Burtch, G., Hong, Y., Bapna, R. & Griskevicius, V.** (2018). “Stimulating Online Reviews by Combining Financial Incentives and Social Norms”, *Management Science*, 64(5), pp. 2065-2082.
6. **Burtch, G., Hong, Y., & Liu, D.** (2018). “The Role of Provision Points in Online Crowdfunding”, *Journal of Management Information Systems*, 35(1), pp. 117-144.
7. **Yang, M., Adomavicius, G., Burtch, G. & Ren, Y.** (2018). “Mind the Gap: Accounting for Measurement Error and Misclassification in Variables Generated via Data Mining”, *Information Systems Research*, 29(1), pp. 4-24.
– Lead/Featured Article.
8. **Huang, N., Hong, Y. & Burtch, G.** (2017). “Social Network Integration and User Content Generation: Evidence from Natural Experiments”, *MIS Quarterly*, 41(4), pp. 1035-1058.
– Lead/Featured Article.
9. **Hong, Y., Huang, N., Burtch, G. & Li, C.** (2016). “Culture, Conformity and Emotional Suppression in Online Reviews”, *Journal of the Association for Information Systems*, 17(11).
10. **Burtch, G., Ghose, A. & Wattal, S.** (2016). “Secret Admirers: An Empirical Examination of Information Hiding and Contribution Dynamics in Online Crowdfunding”, *Information Systems Research*, 27(3), pp. 478-496.
11. **Huang, N., Burtch, G., Hong, Y. & Polman, E.** (2016). “Effects of Multiple Psychological Distances on Construal Level: A Field Study of Online Reviews”, *Journal of Consumer Psychology*, 26(4), pp. 474-482.
12. **Burtch, G., Ghose, A. & Wattal, S.** (2015). “The Hidden Cost of Accommodating Crowdfunder Privacy Preferences”, *Management Science*, 61(5), pp. 949-962.
– E&Y’s (Winter 2015) *Journal of Financial Perspectives*, FinTech Special Issue, pp. 138-154.
13. **Burtch, G., Ghose, A. & Wattal, S.** (2014). “Cultural Differences and Geography as Determinants of Online Pro-Social Lending”, *MIS Quarterly*, 38(3), pp. 773-794.
14. **Burtch, G., Ghose, A. & Wattal, S.** (2013). “An Empirical Examination of the Antecedents and Consequences of Contribution Patterns in Crowd-funded Markets”, *Information Systems Research*, 24(3), pp. 499-519.
– Lead/Featured Article & Winner of the *ISS* and *ISR* 2014 Best Paper Award.

Book Chapters & Invited Publications

- **Greenwood, B., Burtch, G. & Carnahan, S.** (2017). “Unknowns of the Gig Economy”, *Communications of the ACM*, 60(7), pp. 27-29.
- **Burtch, G., Di Benedetto, C. A. & Mudambi, S.** (2014). “Leveraging Information Systems for Enhanced Product Innovation”, In: *Springer Handbook of e-Business Strategic Management*, pp. 211-216.

Papers in Review

- **Huang, N., Zhang, J., Burtch, G., Li, X. & Chen, P.** “Combating Procrastination on MOOCs via Optimal Calls-to-Action: Evidence from a Randomized Field Experiment”, Under 3rd Round Review at *Information Systems Research*
- **Huang, N., Burtch, G., Hong, Y. & Pavlou, P.** “Unemployment and Worker Participation in the Gig Economy: Evidence from an Online Labor Platform”, Preparing for 3rd Round Review at *Information Systems Research*
- **Babar, Y. & Burtch, G.** “Examining the Impact of Ride-hailing Services on Public Transit Use”, Preparing for 3rd Round Review at *Information Systems Research*
- **Burtch, G. & Gupta, D.** “Referral Timing & Fundraising Success in Crowdfunding”, Under 2nd Round Review at *Manufacturing & Service Operations Management*
- **Hong, Y., Peng, J., Burtch, G. & Huang, N.** “Do You Have Time for a Quick Chat? Direct Messaging System Usage and Hiring Outcomes in Online Labor Markets”, Preparing for 2nd Round Review at *Information Systems Research*
- **Deodhar, S., Babar, Y. & Burtch, G.** “Changing the Rules: The Participation-Inducing Effects of Status Loss Following Modifications to User Status Hierarchies”, Preparing for 2nd Round Review at *MIS Quarterly*
- **Schanke, S., Burtch, G. & Ray, G.** “Estimating the Economic Impact of ‘Humanizing’ Customer Service Chatbots”, Under Review at *Information Systems Research*
- **McFowland, E., Burtch, G., Danaher, B. & Smith, M.** “Examining the Relationships Between Box-Office Revenue and the Timing, Quality and Consumption of Movie Piracy Leaks”, Under Review at *Management Science*

Invited Seminars

Date TBD

University of Mannheim, Business School, Mannheim, Germany.

TBD

Date TBD

Tel Aviv University, Collier School of Management, Tel Aviv, Israel.

TBD

Date TBD

Erasmus University, Rotterdam School of Management, Rotterdam, Netherlands.

TBD

- Date TBD
Warwick University, Warwick Business School, Coventry, England.
TBD
- Date TBD
University of Liverpool, Management School, Liverpool, England.
TBD
- February 2020
Goethe University Frankfurt, Business Administration, Frankfurt, Germany.
Estimating the Economic Impact of ‘Humanizing’ Customer Service Chatbots
- April 2019
Temple University, Fox School of Business, Philadelphia, PA.
Estimating the Economic Impact of ‘Humanizing’ Customer Service Chatbots
- April 2019
University of Washington, Foster School of Business, Seattle, WA.
Estimating the Economic Impact of ‘Humanizing’ Customer Service Chatbots
- April 2019
Pennsylvania State University, Smeal College of Business, State College, PA.
Estimating the Economic Impact of ‘Humanizing’ Customer Service Chatbots
- November 2018
University of Minnesota, CSOM (Marketing), Minneapolis, MN.
Examining Relationships Between Movie Piracy Leak Timing, Format and Box Office Revenue
- May 2018
New York University, Leonard N. Stern School of Business, New York, NY.
Motivating User-Generated Content via Performance Feedback: Evidence from Randomized Field Experiments
- May 2018
Microsoft Research, Computational Social Science, New York, NY.
Motivating User-Generated Content via Performance Feedback: Evidence from Randomized Field Experiments
- April 2018
University of Pennsylvania, The Wharton School (HSC), Philadelphia, PA.
Motivating User-Generated Content via Performance Feedback: Evidence from Randomized Field Experiments
- March 2018
University of Connecticut, School of Business, Storrs, CT.
Examining the Impact of Ridehailing Services on Public Transit Use
- January 2018
Temple University, Fox School of Business, Philadelphia, PA.
Examining the Impact of Ridehailing Services on Public Transit Use
- October 2017
HEC Paris, Department of IS and OM, Paris, France.
Examining the Impact of Ridehailing Services on Public Transit Use
- August 2017
The 3M Company, 3M Innovation Center, St. Paul, MN.
Stimulating User Contributions via Performance Feedback: A Mobile Field Experiment
- April 2017
University of Maryland, Smith School of Business, College Park, MD.
Stimulating User Contributions via Performance Feedback: A Mobile Field Experiment

April 2017
Carnegie Mellon University, Heinz College, Pittsburgh, PA.
Stimulating User Contributions via Performance Feedback: A Mobile Field Experiment

February 2017
Arizona State University, W. P. Carey School of Management, Phoenix, AZ.
Stimulating User Contributions via Performance Feedback: A Mobile Field Experiment

January 2017
Boston University, Questrom School of Business, Boston, MA.
Stimulating User Contributions via Performance Feedback: A Mobile Field Experiment

January 2017
Georgia Tech, Scheller College of Business, Atlanta, GA.
Social Network Integration and User Content Generation: Evidence from Natural Experiments

September 2016
Georgia Tech, Scheller College of Business, Atlanta, GA.
Stimulating User Contributions via Performance Feedback: A Mobile Field Experiment

September 2016
Emory University, Goizueta Business School, Atlanta, GA.
Stimulating User Contributions via Performance Feedback: A Mobile Field Experiment

June 2016
Católica Lisbon, School of Business and Economics, Lisbon, Portugal.
Data-Driven Insights for Crowdfunding

Feb 2016
McGill University, Desautels Faculty of Management, Montreal, QC.
What Are Social Incentives Worth? Randomized Experiments in User Content Generation

Feb 2015
Temple University, Fox School of Business, Philadelphia, PA.
An Empirical Examination of Peer Referrals in Online Crowdfunding

Feb 2013
University of Minnesota, CSOM, Minneapolis, MN.
An Empirical Examination of the Antecedents and Consequences of Contribution Patterns in Crowd-funded Markets

Jan 2013
UT Austin, McCombs School of Business, Austin, TX.
An Empirical Examination of the Antecedents and Consequences of Contribution Patterns in Crowd-funded Markets

Conference Proceedings

2018
Huang, N., Burtch, G., Hong, Y., & Pavlou, P., *Local Economic Conditions and Worker Participation in the Gig Economy*, in *Proceedings of the International Conference on Information Systems (ICIS)*, San Francisco, CA.

2016
Huang, N., Gu, B., Burtch, G., Hong, Y. & Liang, C., *Effectiveness of Performance Feedback in Stimulating User Generated Content*, in *Proceedings of the International Conference on Information Systems (ICIS)*, Dublin, Ireland.

- 2016
• **Burtch, G., Carnahan, S. & Greenwood, B.**, *Can You Gig It? Yes You Can - An Empirical Examination of the Gig Economy and Entrepreneurship*, in *Best Paper Proceedings of the 79th Annual Academy of Management Annual Meeting (TIM Division)*, Anaheim, CA.
- 2015
• **Burtch, G., Hong, Y., Bapna, R. & Griskevicius, V.**, *What Are Social Incentives Worth?*, in *Proceedings of the International Conference on Information Systems (ICIS)*, Dallas, TX.
- 2015
• **Hong, Y., Hu, Y. & Burtch, G.**, *Social Broadcasting or Social Sharing? Understanding the Crowd's Contribution to Public vs. Private Goods in Crowdfunding Campaigns*, in *Proceedings of the International Conference on Information Systems (ICIS)*, Dallas, TX.
- 2015
• **Huang, N., Hong, Y. & Burtch, G.**, *Anonymity and Language Usage: A Natural Experiment of Social Network Integration*, in *Proceedings of the NET Institute Conference*, New York, NY.
- 2014
• **Burtch, G. & Hong, Y.**, *What Happens When Word of Mouth Goes Mobile?*, in *Proceedings of the International Conference on Information Systems (ICIS)*, Auckland, New Zealand.
– Nominated for the ICIS 2014 Best Paper Award
- 2014
• **Burtch, G. & Chan, J.**, *Reducing Medical Bankruptcy Through Crowdfunding: Evidence from GiveForward*, in *Proceedings of the International Conference on Information Systems (ICIS)*, Auckland, New Zealand.
– Nominated for the ICIS 2014 Best Paper Award
- 2014
• **Burtch, G., Ghose, A. & Wattal, S.**, *An Empirical Examination of Peer Referrals in Online Crowdfunding*, in *Proceedings of the International Conference on Information Systems (ICIS)*, Auckland, New Zealand.
- 2014
• **Burtch, G., Ghose, A. & Wattal, S.**, *An Experiment in Crowdfunding: Assessing the Role and Impact of Transaction-Level Information Controls*, in *Proceedings of the International Conference on Information Systems (ICIS)*, Auckland, New Zealand.
- 2014
• **Burtch, G., Ghose, A. & Wattal, S.**, *An Experiment in Crowdfunding: Assessing the Role and Impact of Transaction-Level Information Controls*, in *Proceedings of the Academy of Management Annual Meeting (AoM)*, Philadelphia, PA.
- 2013
• **Burtch, G., Ghose, A. & Wattal, S.**, *An Empirical Examination of Users' Information Hiding in a Crowdfunding Context*, in *Proceedings of the International Conference on Information Systems (ICIS)*, Milan, Italy.
- 2012
• **Burtch, G., Ghose, A. & Wattal, S.**, *An Empirical Examination of Cultural Biases in Online Interpersonal Exchange*, in *Proceedings of the International Conference on Information Systems (ICIS)*, Orlando, FL.
- 2012
• **Obal, M., Burtch, G. & Kuntz, W.**, *Evaluating the Role of Weak Ties in the Context of an Online Social Network*, in *Proceedings of the AMA Winter Marketing Educators Conference*, St. Petersburg, FL.

- 2011 **Burtch, G., Ghose, A. & Wattal, S.,** *An Empirical Examination of Private Contribution Toward a Public Good in a Crowd-funding Context*, in *Proceedings of the International Conference on Information Technology, Systems and Management (ITSM)*, Kozhikode, India.
- 2011 **Burtch, G., Ghose, A. & Wattal, S.,** *An Empirical Examination of the Antecedents of Contribution Patterns in Crowd-Funded Markets*, in *Proceedings of the International Conference on Information Systems (ICIS)*, Shanghai, China.
- 2011 **Burtch, G.,** *Herding Behavior as a Network Externality*, in *Proceedings of the International Conference on Information Systems (ICIS)*, Shanghai, China.
- 2011 **Obal, M., Burtch, G. & Kuntz, W.,** *Considering Weak Tie Expertise and Similarity as Surrogates for Tie Strength: An Experimental Examination of Reliance Upon Weak Tie Information in Consumption Decisions*, in *Proceedings of the DMEF Direct / Interactive Marketing Research Summit*, Boston, MA.
- 2011 **Burtch, G., Ghose, A. & Wattal, S.,** *The Silent Signals: Implicit User Generated Content and Implications for Consumer Decision Making*, in *Proceedings of the Academy of Management Annual Meeting (AoM)*, San Antonio, TX.
- 2010 **Burtch, G., Yoo, Y. & Weiss, A.,** *Digital Innovation and Craftsmanship: The Case of CF Martin & Company*, in *Proceedings of the International Conference on Information Systems (ICIS)*, St. Louis, MO.

Conference & Workshop Presentations

- December 2018 **Huang, N. Burtch, G., Hong, Y., & Pavlou, P.,** *Local Economic Conditions and Worker Participation in the Gig Economy*, International Conference on Information Systems (ICIS), San Francisco, CA.
- November 2018 **Hill, S., Colas, A., Schwarz, A., & Burtch, G.,** *TV Advertising and Online Search: Combining Econometrics and ML to Detect Reliable Causal Effects of Ads*, INFORMS Conference on Information Systems and Technology (CIST), Phoenix, AZ.
- August 2018 **Yang, M., McFowland, E., Burtch, G., & Adomavicius, G.,** *Forest IV: Generating Instrumental Variables with Random Forest for Bias Correction in Statistical Inferences*, CSOM Summer Applied Economics Seminar, Minneapolis, MN.
- June 2018 **Burtch, G., Gupta, D. & Chen, Y.,** *Referral Timing and Fundraising Success in Crowdfunding*, INFORMS Revenue Management & Pricing (RMP) Conference, Toronto, Canada.
- June 2018 **Hong, Y., Peng, J., Burtch, G. & Huang, N.,** *Do You Have Time for a Quick Chat? Direct Messaging System Usage and Hiring Outcomes in Online Labor Markets*, Statistical Challenges in eCommerce Research (SCECR), Rotterdam, Netherlands.

- May 2018
Huang, N., Burtch, G., Gu, B., Hong, Y., Liang, C., Wang, K., Fu, D. & Yang, B., *Motivating User-Generated Content via Performance Feedback: Evidence from Randomized Experiments*, NSF Convergence Workshop on Crowdsourcing, Alexandria, VA.
- May 2017
Sen, S., Burtch, G., Gupta, A., & Rill, R., *Incentive Design for Ad-Sponsored Content*, Workshop on Behavioral and Experimental Economics in IS (WEBEIS), Atlanta, GA.
- December 2016
Hong, Y., Gu, B., Burtch, G., Huang, N., & Liang, C., *Effectiveness of Performance Feedback in Stimulating User Generated Content*, International Conference on Information Systems (ICIS), Dublin, Ireland.
- August 2016
Hong, Y., Gu, B., Burtch, G., Huang, N., & Liang, C., *Stimulating UGC via Performance Feedback: A Randomized Mobile Field Experiment*, CSOM Summer Applied Economics Seminar, Minneapolis, MN.
- July 2016
Burtch, G., Carnahan, S. & Greenwood, B., *Can You Gig It? An Empirical Examination of the Gig-Economy and Entrepreneurship*, NBER Summer Institute on the Economics of IT and Digitization, Cambridge, MA.
- July 2016
Hong, Y., Gu, B., Burtch, G., Huang, N., & Liang, C., *Stimulating UGC via Performance Feedback: A Randomized Mobile Field Experiment*, Statistical Challenges in eCommerce Research (SCECR), Naxos, Greece.
- May 2016
Burtch, G., Carnahan, S. & Greenwood, B., *Can You Gig It? An Empirical Examination of the Gig-Economy and Entrepreneurship*, Economics of Entrepreneurship and Innovation (EEI9), Kingston, ON.
- December 2015
Burtch, G., Hong, Y., Bapna, R. & Griskevicius, V., *What Are Social Incentives Worth? A Randomized Field Experiment in User Content Generation*, International Conference on Information Systems (ICIS), Dallas, TX.
- August 2015
Burtch, G., Hong, Y., Bapna, R. & Griskevicius, V., *Motivating Action and Effort: Stimulating UGC Contributions with Financial Incentives and Social Norms*, CSOM Summer Applied Economics Seminar, Minneapolis, MN.
- December 2014
Burtch, G. & Hong, Y., *What Happens When Word of Mouth Goes Mobile?*, International Conference on Information Systems (ICIS), Auckland, New Zealand.
- December 2014
Burtch, G., Ghose, A., & Wattal, S., *An Experiment in Crowdfunding: Assessing the Role and Impact of Transaction-Level Information Controls*, International Conference on Information Systems (ICIS), Auckland, New Zealand.

- December 2014
Burtch, G., Ghose, A., & Wattal, S., *An Empirical Examination of Peer Referrals in Online Crowdfunding*, International Conference on Information Systems (ICIS), Auckland, New Zealand.
- September 2014
Burtch, G., Ghose, A., & Wattal, S., *An Empirical Examination of Peer Referrals in Online Crowdfunding*, 2nd Annual Academic Symposium on Crowdfunding, Berkeley, CA.
- July 2014
Burtch, G., Ghose, A. & Wattal, S., *The Hidden Cost of Accommodating Crowdfunding Privacy Preferences: A Randomized Field Experiment*, NBER Summer Institute on the Economics of IT and Digitization, Cambridge, MA.
- June 2014
Burtch, G., Ghose, A. & Wattal, S., *The Hidden Cost of Accommodating Crowdfunder Privacy Preferences: A Randomized Field Experiment*, ZEW Conference on the Economics of Information and Communication Technologies, Mannheim, Germany.
- June 2014
Burtch, G., Ghose, A., & Wattal, S., *Do As I Say, Or Do As I Do? Distinguishing Observational Learning from Word-of-Mouth Effects*, Statistical Challenges in eCommerce Research (SCECR), Tel Aviv, Israel.
- May 2014
Burtch, G., Ghose, A., & Wattal, S., *An Examination of Peer Referrals in Crowdfunding*, Crowds 2.0: New Frontiers in Crowdfunding + Crowdsourcing, New York, NY.
- December 2013
Burtch, G., Ghose, A. & Wattal, S., *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.
- December 2013
Burtch, G., Ghose, A. & Wattal, S., *An Empirical Examination of Users' Information Hiding in a Crowdfunding Context*, International Conference on Information Systems (ICIS), Milan, Italy.
- October 2013
Burtch, G., Ghose, A., & Wattal, S., *The Impact of Online Privacy Controls on User Engagement: Evidence from a Randomized Experiment on a Crowdfunding Platform*, INFORMS Annual Meeting, Minneapolis, MN.
- October 2013
Burtch, G., Ghose, A., & Wattal, S., *Secret Benefactors: Crowdfunder Information Hiding and the Implications for Fundraising Outcomes*, INFORMS Conference on Information Systems and Technology (CIST), Minneapolis, MN.
- September 2013
Burtch, G., Ghose, A., & Wattal, S., *Private Displays of Affection: An Empirical Examination of Online Crowdfunder Information Hiding*, 1st Annual Academic Symposium on Crowdfunding, Berkeley, CA.

- July 2013
Burtch, G., Ghose, A., & Wattal, S., *An Empirical Examination of the Antecedents and Consequences of Information Hiding in Crowdfunded Markets*, INFORMS Marketing Science Conference, Istanbul, Turkey.
- June 2013
Burtch, G., Ghose, A., & Wattal, S., *An Empirical Examination of Online Information Hiding*, Statistical Challenges in eCommerce Research (SCECR), Lisbon, Portugal.
- January 2013
Burtch, G., Ghose, A., & Wattal, S., *Cultural Differences and Geographic Proximity in Online Crowdfunding*, International Symposium on Information Systems, Goa, India.
- December 2012
Burtch, G., Ghose, A. & Wattal, S., *An Empirical Examination of Cultural Biases in Interpersonal Economic Exchange*, International Conference on Information Systems (ICIS), Orlando, FL.
- December 2012
Burtch, G., Ghose, A. & Wattal, S., *Leveraging Big Data to Develop a Comprehensive Understanding of Crowd-funded Markets*, Workshop on Information Systems and Economics (WISE), Orlando, FL.
- October 2012
Burtch, G., Ghose, A. & Wattal, S., *Crowd-funding Online Journalism: Examining the Roles of Peer Influence and Market Awareness*, INFORMS Conference on Information Systems and Technology (CIST), Phoenix, AZ.
- October 2012
Burtch, G., Ghose, A. & Wattal, S., *Exploring the Role of Cultural Differences in Crowdfunder Contribution Decisions*, INFORMS Annual Meeting, Phoenix, AZ.
- December 2011
Burtch, G., *Herding Behavior as a Network Externality*, International Conference on Information Systems (ICIS), Shanghai, China.
- December 2011
Burtch, G., Ghose, A. & Wattal, S., *An Empirical Examination of the Antecedents of Contribution Patterns in Crowdfunded Markets*, International Conference on Information Systems (ICIS), Shanghai, China.
- October 2010
Burtch, G., Pavlou, P. & Wattal, S., *Evaluating the Performance and Adoption of Physician e-Detailing Strategies*, Workshop on Health IT and Economics (WHITE), Washington, DC.

Media Mentions

- September 20, 2018
Stephen Dinan, *"Illegal Immigrants Turn to GoFundMe in Effort to Stay in U.S."*
The Washington Times.
- November 27, 2017
Louise Lee, *"Gig Work May Stifle Some Startups"*
The Wall Street Journal.

- October 28, 2017
Donovan Harrell, "[Vegas Shooting Victims Are Struggling to Pay Hospital Bills – And Need the Crowd’s Help](#)"
The Sacramento Bee.
- October 27, 2017
Anna Almendrala, "[Las Vegas Shooting Victims Are Turning to GoFundMe For Help With Medical Bills](#)"
Huffington Post.
- October 16, 2017
Kevin Lewis, "[Rents & Regulations: Findings](#)"
National Affairs.
- October 11, 2017
Matt McFarland, "[Uber and Lyft are Creating a Traffic Problem for Big Cities](#)"
CNN Money.
- March 9, 2017
Shawndra Hill, "[How Data Mining Can Help Advertisers Hit Their Targets](#)"
Knowledge@Wharton.
- June 8, 2016
Chad Brooks, "[Is the On-Demand Economy Helping or Hurting Entrepreneurship?](#)"
Business Insider.
- May 25, 2016
Robb Mandelbaum, "[How Uber Helps the Entrepreneurial Economy](#)"
Forbes.
- May 24, 2016
Shankar Vedantam, "[Gig Economy Reduces Lower Quality Entrepreneurial Activity](#)"
National Public Radio (NPR).
- May 20, 2016
Brad Greenwood, "[Is Uber Helping Weed Out All the Bad Kickstarter Ideas?](#)"
Technical.ly Brooklyn.
- December 8, 2015
Brown, Heather, "[Good Question: How Much of Our Shopping Is Online?](#)"
CBS Minnesota.
- June 30, 2015
Rogers, Katie, "[A Crowdfunding Campaign Tries to Save Greece](#)"
The New York Times.
- May 7, 2015
Shortal, Jana, "[The Crowded Field of Crowdfunding](#)"
NBC KARE 11 News.
- April 30, 2015
Luckerson, Victor, "[This Company is Designing the Home of the Future](#)"
Time Magazine.
- April 9, 2015
Weinmann, Karlee, "[Would MNVest Crowdfunding Draw Investors?](#)"
Finance & Commerce.
- January 30, 2015
Kennedy, Clare, "[Equity Crowdfunding’s Not Your Older Sister’s Kickstarter](#)"
Minneapolis / St. Paul Business Journal.

November 25, 2014

Pesek, Jeff, "[MNVest Equity Crowdfunding Panel](#)"
Tech.MN.

October 16, 2014

Metz, Cade, "[Equity Crowdfunding Takes Another \(Small\) Step Forward](#)"
Wired.com.

September 4, 2014

Collins, Nathan, "[Upfront Privacy Options Don't Encourage Crowdfunding](#)"
The Pacific Standard.

August 26, 2014

Pearson, Jordan, "[How Privacy Controls Can Make or Break a Crowdfunded Project](#)"
VICE Motherboard.

July 28, 2014

Hosanagar, Kartik, "[The Digital Show](#)"
Wharton Business Radio – Sirius XM Channel 111.

May 1, 2014

Eckel, Sara, "[You Want Me To Give You Money for What?!](#)"
BBC Capital.

March 26, 2014

Luckerson, Victor, "[When Crowdfunding Goes Corporate](#)"
Time.com.

March 5, 2014

Brandt, Madeleine, "[Kickstarter Reaches \\$1 Billion](#)"
NPR Southern California – KCRW 89.9 FM.

January 20, 2014

Luckerson, Victor, "[This New Kind of Kickstarter Could Change Everything](#)"
Time.com.

November 7, 2013

Kuo, John, "[Equity Crowdfunding Platforms: How Many Will There Be?](#)"
NerdWallet.com.

October 23, 2013

Hamilton, Walter & Guynn, Jessica, "[Investing Along With the Crowd](#)"
The Los Angeles Times.

September 26, 2013

Strohmeyer, Robert, "[The Crowdfunding Caveat: Most Campaigns Fail](#)"
PC World.

September 24, 2013

Luckerson, Victor, "[The Crowdfunding Economy is About to Pop](#)"
Time.com.

June 3, 2013

Thorpe, Devin, "[Three Professors Share Crowdfunding Research](#)"
Forbes.com.

Teaching

2019–

MSBA 6440, *Causal Inference via Econometrics and Experimentation*
Carlson School of Management, University of Minnesota, (Graduate).

- 2015– **MBA 6240**, *Competing in a Data-Driven Digital Age*
Carlson School of Management, University of Minnesota, (Graduate).
- 2015– **MSBA 6510**, *Experiential Learning Projects*
Carlson School of Management, University of Minnesota, (Graduate).
- 2016–2017 **MBA 6444**, *Business Intelligence*
Carlson School of Management, University of Minnesota, (Graduate).
- 2014–2016 **IDSC 4444**, *Business Analytics*
Carlson School of Management, University of Minnesota, (Undergraduate).
- 2014–2015 **IDSC 3202**, *Analysis and Modeling for Systems Development*
Carlson School of Management, University of Minnesota, (Undergraduate).
- 2012 **MIS 2502**, *Business Analytics*
Fox School of Business, Temple University, (Undergraduate).

Student Advising

- 2021 **Scott Schanke**, *Dissertation Committee*, (Expected).
- 2020 **Yash Babar**, *Co-Advisor*, (Expected).
- 2018 **Mochen Yang**, *Dissertation Committee*, Indiana University.
- 2017 **Nina Huang**, *Dissertation Committee*, Arizona State University.

Conference Organization

- 2019 **Workshop on Information Systems & Economics (WISE)**, *Conference Co-Chair*, Munich, Germany.
- 2019 **International Conference on Information Systems (ICIS)**, *Track Chair*, Munich, Germany.
- 2018 **International Conference on Information Systems (ICIS)**, *Associate Editor*, San Francisco, CA.
- 2017 **International Conference on Information Systems (ICIS)**, *Track Chair*, Seoul, South Korea.
- 2016 **Workshop on Information Systems & Economics (WISE)**, *Conference Co-Chair*, Dublin, Ireland.
- 2016 **International Conference on Information Systems (ICIS)**, *Associate Editor*, Dublin, Ireland.
- 2015 **INFORMS Annual Meeting (IS Cluster)**, *Session Organizer*, Philadelphia, PA.
- 2014 **INFORMS Annual Meeting (eBusiness Cluster)**, *Session Organizer*, San Francisco, CA.
- 2014 **International Conference on eCommerce (ICEC)**, *Track Chair*, Philadelphia, PA.
- 2014 **International Conference on Information Systems (ICIS)**, *Associate Editor*, Auckland, New Zealand.

2012

Academy of Management Annual Meeting (AoM), *Associate Editor*, Boston, MA.

2012

Workshop on Statistical Challenges in eCommerce Research (SCECR), *Session Organizer*, Montreal, QC.

University Service

2018-2019

Member of Faculty Consultative Committee, *Carlson School of Management*, University of Minnesota.

2016-2018

IDSC Seminar Series Organizer, *Carlson School of Management*, University of Minnesota.

2016-2018

IDSC Faculty Recruiting Committee, *Carlson School of Management*, University of Minnesota.

2013-2014

PhD Recruiting Committee, *Carlson School of Management*, University of Minnesota.

2012

Curriculum Development, *MIS 2502 – Data Analytics*, Fox School of Business, Temple University.

Editorial Positions

2018-

Associate Editor, *Information Systems Research*, INFORMS.

2019-

Associate Editor, *Service Science*, INFORMS.

Ad-Hoc Referree

Information Systems

Management Science, ISR, MIS Quarterly, JMIS, ISJ, Electronic Markets, EJIS, JAIS

Economics

Journal of Public Economics (JPE), Journal of Economics & Behavioral Organization (JEBO), Journal of Industrial Economics

Medicine

BMJ: Journal of Medical Ethics, Social Science and Medicine

National Science Foundation (SciSIP)

Other

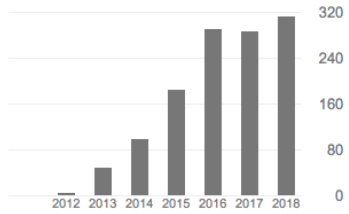
Marketing Science, Journal of Banking & Finance, Journal of Corporate Finance, Industrial Marketing & Management, Journal of Business Research (JBR), Journal of Computer-Mediated Communication (JCMC), New Media & Society, California Management Review, Journal of Business Venturing, Entrepreneurship Theory & Practice, Policy & Internet.

Technical Skills

STATA, R, Python, L^AT_EX, MySQL, Cognos, Pig, Spark

Google Citations

	All	Since 2013
Citations	1239	1224
h-index	13	13
i10-index	16	16



Last Revised: May 31, 2019