

Curriculum Vita

Sunil Wattal
Associate Professor, MIS
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Education

- Carnegie Mellon University, Information Systems, PhD
Dissertation Title: Essays on Economics of Internet Personalization and Privacy
- Indian Institute of Management, Calcutta PGDM
- BITS Pilani, Electrical and Electronics Engineering, B.E.

Academic Positions

- Managing Director, PhD program in Business Administration, Fox School, Sept 2019 - present
- Associate Professor (with tenure), Fox School of Business, Temple University, July 2013 – present
- Assistant Professor, Fox School of Business, Temple University, January 2007 – June 2013.

Academic Awards and Honors

- Irwin Gross Senior Research Fellow (October 2017 – present)
- Associate Editor at MIS Quarterly (Jan 2014 – Dec 2017)
- Associate Editor at ISR (Jan 2018 – Dec 2020)
- Program co-chair – International Conference on Information Systems, Munich 2019
- Conference co-chair – Conference for Information Systems and Technology (CIST) 2016, Nashville TN
- Program Committee co-chair – International Conference on Electronic Commerce, Philadelphia 2014
- Best Published Paper Award 2014 in *Information Systems Research (ISR)*
- Best Runner up paper at *Conference for Information Systems and Technology (CIST) 2015*
- Best Paper at *International Conference on Information Systems (ICIS) 2012* in research in progress category
- *MIS Researcher of the Year*, Fox School of Business, Temple University 2010
- *Management Science* Meritorious Service Award – Fall 2009, for notable service to the journal (*Management Science*) as a reviewer
- Nominated for Best Paper at Hawaii International Conference for Systems Sciences (HICSS) – Jan 2009
- *Fox School Crystal Award* for Innovation in Teaching – Fall 2009

- *Leader in Teaching Innovation* Award at Fox School of Business – Spring 2009
- Track Chair (Social Media and Internet of Things) – POMS 2018, POMS 2019
- Track Chair (General Topics) – International Conference on Information Systems, San Francisco 2018
- Track Chair (Information Privacy and Security) – International Conference on Information Systems, Seoul 2017
- Editorial Review Board – *IEEE Transactions on Engineering Management*, August 2012 – July 2015
- William Larimer Mellon Fellowship, Carnegie Mellon University

Fellowships and Grants

- Co- PI “BIGDATA: Multi-level predictive analytics & motif discovery across massive dynamic spatio-temporal networks in complex socio-technical systems: An organizational genetics approach” *National Science Foundation* grant, \$ 899,506. Feb 2015 – Jan 2018
- PI : ‘Crowdfunding Dynamics and Its Impact on Entrepreneurial Landscape - Empirical Analysis using Big Data’ Wattal S, Ghose A and G Burtch. *Kauffman Foundation*, \$30,000, March 2014 – Sept 2014
- Co- PI “Privacy in the Big Data era: a technological, social, economic and legal research agenda for privacy protection in the Big Data era” with P Pavlou *National Science Foundation* grant, \$ 50,000. July 2014 – June 2015
- Co-PI : ‘The Structure and Dynamics of Generative Innovations: An Organizational Genetics Approach’ Yoo Y., Zhang B, Wattal S., and Kulathinal R. *National Science Foundation* grant, \$ 267,000. May 2013 – April 2016
- Co-PI : ‘Designing the 21st century organization for generativity: An organizational genetics approach’ Yoo Y., Wattal S., and Kulathinal R. CIGREF (Club Informatique des Grandes Entreprises Françaises), \$93,000. August 1, 2012 - July 31, 2013
- PI - ‘Geography and Social Differences in Online Crowd-Funded Markets’ Wattal S. Center for International Business Education and Research (CIBER), \$5000, April 25, 2012 – August 31, 2013
- PI - ‘Analyzing the drivers of enterprise 2.0 usage.’ Wattal, S. and Mandviwalla, M. Lockheed Martin Corporation and the Institute for Business and Technology. \$9,000. July 1, 2007 – June 30, 2008.

Publications (non-refereed/invited)

- “Information Privacy : MIS Quarterly Research Curations,” Ashley Bush and Arun Rai, Eds., with Aleš Popovič, H. Jeff Smith and James Y.L. Thong in *MIS Quarterly Research Curations*, Ashley Bush and Arun Rai, Eds., <http://misq.org/research-curations>, April 30, 2017.

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Publications

- “Understanding IT-enabled Social Features in Online Peer-to-Peer Business for Cultural Goods” with E Zifla *Journal of Association of Information Systems*, 20.5, (2019)
- ‘Show me the way to go home: an empirical investigation of ride sharing and alcohol related motor vehicle homicide’ with B Greenwood, *MIS Quarterly*, 41.1, (2017): 163-187
- ‘Secret Admirers: An Empirical Examination of Information Hiding and Contribution Dynamics in Online Crowdfunding’ with G. Burtch and A. Ghose, *Information Systems Research* 27.3 (2016): 478-496
- ‘The Hidden Cost of Accommodating Crowdfunder Privacy Preferences: A Randomized Field Experiment’ with G. Burtch and A. Ghose *Management Science* , 61.5 (2015): 949-962
- ‘An Empirical Examination of Cultural Differences in Online Interpersonal Exchange’ with G. Burtch and A. Ghose - *MIS Quarterly*, 38.3 (2014): 773-794
- ‘An Empirical Examination of the Antecedents and Consequences of Contribution Patterns in Crowd-Funded Markets’ with G. Burtch and A. Ghose - *Information Systems Research*, 24.3 (2013): 679-697
- ‘What's in a "name"? Impact of Use of Customer Information in Email Advertisement’ with R. Telang, T. Mukhopadhyay and P. Boatwright, *Information Systems Research*, 23.3 – Part 1 (2012): 679 - 697
- ‘R&D versus Acquisitions: Role of Diversification in the choice of Innovation Strategy by IT Firms’ with R. Banker and J. M. Plehn-Dujowich, *Journal of Management Information Systems*, 28.2 (2011): 109-144
- ‘Web 2.0 and Politics: The 2008 U.S. Presidential Election and an E-Politics Research Agenda’ with D. Schuff, M. Mandviwalla and C. Williams, *MIS Quarterly*, 34.4 (2010): 669 - 688
- ‘Network Externalities and Technology Use: A Quantitative Analysis of Intraorganizational Blogs’, with P. Racherla and M. Mandviwalla, *Journal of Management Information Systems*, 27.1 (2010): 145 - 174
- ‘Information Personalization in a Two-Dimensional Product Differentiation Model’, with Telang R, and T. Mukhopadhyay, *Journal of Management Information Systems*, 26.2 (2009), 69 - 95
- ‘An Empirical Analysis of the Impact of Software Vulnerability Announcements on Firm Stock Price’ with R. Telang, *IEEE Transactions on Software Engineering*, 33.8 (2007): 544 - 557

Papers Under Review

- “Competitive Poaching in Search Advertising: A Randomized Field Experiment” with S Bhattacharya, and J Gong *conditionally accepted at ISR*
- ‘Does Home Sharing Impact Crime Rate? An Empirical Investigation’ with W Han, X Wang, and M Ahsen, *under third round review at at ISR*

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- “Generative Architecture of a Digital Ecosystem: A Network Perspective” with SungYong Um, Youngjin Yoo, Rob J. Kulathinal, and Bin Zhang (*revise and resubmit at ISR*)
- “To join or not to join: Health Information Exchange and Information Security” with Leting Zhang (*under review at MISQ*)
- “Carcierge: An Innovative Alternate Approach to Car Sales” with S Lambert and J Miller (*case study under review at Ivey*)

Working papers

- “Introducing a Product “Showroom” on Social Media Fan Pages: Accessing Real Time Location Based Impact on Consumer Behavior” with Shuting Wang, JaeHwuen Jung, *under preparation for submission to MISQ*
- “Search Engine Advertising Strategies when Contracting with an Online Search Infomediary: A Game-Theoretic Model” with Siddharth Bhattacharya, S Kumar and A Roy (*under preparation for submission to ISR*)
- A departure from Online Norms - Amazon Reviews as Entertainment' with D Schuff, S Mudambi, and E Zifla (*under preparation for submission to MIS Quarterly*)
- “Complementarity between Workforce Education and R&D: An Investigation with Technology Firms” with Banker, Rajiv; Liu, Fang Chun; Ou, Chin-Shyh (*under preparation for submission to POMS*)
- 'Rejecting and Retaining New Contributions in Open Knowledge Collaboration: A Natural Experiment in Stack Overflow Q&A Service' with A Altonen (*under preparation for submission to Management Science*)
- “Data Variety Implications: The Case of Electronic Consultations” with Y Gao and S Ayabakan (*under preparation for submission to MISQ*)
- "What Doctors Wish They Knew: Treatment Compliance in an Online Health Community for Chronic Patients” with E Zifla
- "Crowdfunding Project Uncertainty Prediction: An Attention based Multi-Label Text-CNN Approach" with G Shan, and K Bauman
- “Does Fact Finding Stop the Spread of Fake News” with G Shan, M Risius and J Thatcher
- “On the relative influence of friends and strangers in Online Crowdfunding”, with Gordon Burtch and Anindya Ghose,
- “Listening to the users: how reviews impact performance of digital products” with Y Kwon and A Altonen

Peer Reviewed Conference Proceedings

- "What Doctors Wish They Knew: Treatment Compliance in an Online Health Community for Chronic Patients." With E Zifla *Proceedings of the 52nd Hawaii International Conference on System Sciences*. 2019.

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- "A Poisoned Chalice: Impact of Introducing a Store on Social Media Fan Pages on Customer Engagement and Product Sales." with S Wang *Proceedings of the 51st Hawaii International Conference on System Sciences*. 2018.
- "Community Engagement in Peer to Peer Business: Evidence from Etsy.com" with E Zifla in *Proceedings of the European Conference on Information Systems (ECIS) 2016*
- "The Evolution of Digital Ecosystems: A Case of WordPress from 2004 to 2014" with Y Yoo, S Um, and R Kulathinal in *Proceedings of the International Conference on Information Systems (ICIS) 2015*
- "An Experiment in Crowdfunding: Assessing the Role and Impact of Transaction-Level Information Controls" with G Burtch and A Ghose in *Proceedings of the International Conference on Information Systems (ICIS) 2014*
- "Generative Diffusion of Innovations and Knowledge Networks in Open Source Projects" with Y Yoo, Z Zhang, and R Kulathinal in *Proceedings of the International Conference on Information Systems (ICIS) 2014* – won Best Research in progress paper Award
- "An Empirical Examination of Users' Information Hiding in a Crowdfunding Context" with G Burtch and A Ghose, in *Proceedings of the International Conference on Information Systems (ICIS) 2013*
- "Human Capital of IT Professionals: A Research Agenda" panel discussion with R Banker, S Slaughter, S Ang and R Bapna in *Proceedings of the International Conference on Information Systems (ICIS)*, 2011.
- "Technology diffusion in the society: Analyzing digital divide in the context of social class." with Y Hong and M Mandviwalla *44th Hawaii International Conference on System Sciences (HICSS)*. IEEE, 2011.
- "Determinants of firm survival in e-markets: An analysis with software service providers." with R Banker and I Hwang, *44th Hawaii International Conference on System Sciences (HICSS)*, IEEE, 2011.
- "Determinants of Mode of Innovation in IT Firms." with R Banker and JP Dujovich, *44th Hawaii International Conference on System Sciences (HICSS)*, IEEE, 2011.
- "Is Bill Gates the Exception or the Norm - Role of Human Capital in Occupation Choice in IT Industries" with O Rytchkov in *Proceedings of the International Conference on Information Systems (ICIS)*, 2010.
- "Is IT the Great Equalizer? A Social Class Based Longitudinal Analysis of Technology Diffusion" with M Mandviwalla and Y Hong in *Proceedings of the International Conference on Information Systems (ICIS)*, 2010.
- "Information Personalization in a Two Dimensional Product Differentiation Model: Impact of Market Structure and the Quality-Fit Ratio." with R Telang and T Mukhopadhyay, *42th Hawaii International Conference on System Sciences (HICSS)*, IEEE, 2009.
- "Employee adoption of corporate blogs: A quantitative analysis." with P Racherla and M Mandviwalla, *42th Hawaii International Conference on System Sciences (HICSS)*, IEEE, 2009.
- "Interdependence between employee education and R and D investment in impacting IT firm performance." with R Banker and F Lui, *42th Hawaii International Conference on System Sciences (HICSS)*, IEEE, 2009.
- "Value Contributed by Education in IT Firms" with F Liu and R Banker in *Proceedings of the International Conference on Information Systems (ICIS)*, 2008

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- “Essays on Economics of Internet Personalization” in *Proceedings of the Americas Conference on Information Systems (AMCIS)*, 2005
- “Do Security Vulnerability Announcements Impact Software Vendors - An Event Study Analysis” with R Telang in *Proceedings of the Americas Conference on Information Systems (AMCIS)*, 2005

Research Interests

peer to peer sharing economy, online crowdfunding, ride sharing, online consumer behavior, privacy, technology driven innovation, business value of IT

Invited Talks

University of Pittsburgh, Georgia Tech University, University of Texas at Austin, University of Texas at Dallas, Penn State University, Michigan State University, Erasmus University, University of Maryland, Emory University, Purdue University, University of Minnesota, Arizona State University, University of St Gallen, University of Utah, University of Illinois at Urbana Champaign, University of Wisconsin, University of Tilburg, Philadelphia Chamber of Commerce, TD Bank, Temple University Alumni Association

Select Conference Presentations (without proceedings)

- G Shan, K Bauman and S Wattal, "*Crowdfunding Project Uncertainty Prediction: An Attention based Multi-Label Text-CNN Approach*" WISE 2020
- ‘Search Engine Advertising Strategies when Contracting with an Online Search Infomediary: A Game-Theoretic Model’ with Siddharth Bhattacharya, Abhishek Roy, Subodha Kumar – presented at Conference on Information Systems and Technology 2019
- ‘Search Engine Advertising Strategies when Contracting with an Online Search Infomediary: A Game-Theoretic Model’ with Siddharth Bhattacharya, Abhishek Roy, Subodha Kumar – presented at Workshop on Information Systems Economics 2019
- “Selling on Social Media: Impact of Fan Page Stores on Offline Sales” – with Wang S, and Jung J presented at Workshop on Information Systems Economics (WISE) December 2018
- “Search Engine Advertising and Contractual Strategies between a Parent Firm and its Affiliate: A Game-Theoretic Model” with Bhattacharya S, and Kumar S presented (**by S Bhattacharya**) at Conference on Information Systems and Technology (CIST), Nov 2018
- “Does Sharing Make My Data More Insecure? An Empirical Study on Health Information Exchanges and Data Breaches” with Zhang L, and Pang M, presented (**by L Zhang**) at Conference on Information Systems and Technology (CIST), Nov 2018
- Competitive Poaching in Search Advertising: A Randomized Field Experiment with S Bhattacharya and J Gong, presented (**by S Bhattacharya**) *Workshop on Information Systems Economics (WISE)*, 2017
- “The Evolution of Digital Ecosystem: A case of Wordpress from 2004 to 2014” with Y Yoo and S Um, presented (**by S Um**) *Workshop on Information Systems Economics (WISE)*, 2016
- “The Hidden Cost of Accommodating Crowdfunder Privacy Preferences: A Randomized Experiment” with G Burtch and A Ghose, presented at *Collective Intelligence (CI)*, 2016
- “Understanding Status in Online Peer-to-Peer Business for Cultural Goods” with E Zifla, presented (**by E Zifla**) at *Collective Intelligence (CI)*, 2016

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- “Show Me The Way To Go Home: An Empirical Investigation of Ride Sharing and Alcohol Related Motor Vehicle Homicide” with B Greenwood, presented **(by B Greenwood)** *Conference on Information Systems and Technology (CIST/INFORMS)*, 2015
- “Show Me the Way To Go Home: An Empirical Investigation of Ride Sharing & Alcohol Related Motor Vehicle Homicide” with B Greenwood, presented at *Production and Operations Management Society (POMS)*, Washington DC 2015
- “Impact of R&D Investment and Workforce Education on the Performance of Information Technology Firms” with R Banker and F Liu, presented at *Production and Operations Management Society (POMS)*, Washington DC 2015
- “The Impact of Online Privacy Controls on User Engagement: Evidence from a Randomized Experiment on a Crowdfunding Platform” with G Burtch and A Ghose, presented **(by G Burtch)** at *Workshop on Information Systems Economics (WISE)*, 2013
- “Secret Benefactors: Crowdfunder Information Hiding and its Implications for Fundraising Outcomes” with G Burtch and A Ghose, *Conference on Information Systems and Technology* presented **(by G Burtch)** *(CIST/INFORMS)*, 2013

Teaching

- Executive level
 - Managing Information in an Enterprise – Executive MBA programs in Philadelphia, Tokyo, Singapore and Bogota
- PhD level
 - Proseminar in MIS
- MBA level
 - Business Intelligence
 - Data Analytics for Managers – GMBA and PMBA programs
- Undergraduate level
 - Advanced Predictive Modeling
 - Data Analytics
 - Internet and Supply Chains
 - Principles of Information Systems

Service Contributions at Temple University

- Managing Director, Fox School PhD program – Fall 2019 - present
- Fox School Merit Committee – Fall 2019-Spring 2020
- Strategic Planning Taskforce, Fox School – *Fall 2018 – Summer 2019*
- Fox School Promotion and Tenure Committee – *Spring 2016 – Spring 2019*
- PhD Director, MIS Dept – *Fall 2014 – Fall 2019*
- Member, Fox School Budget Committee
- Member, Doctoral Program Committee, Fox School – *Fall 2014 – Summer 2019*
- Coordinator for Masters Programs Committee for MIS Dept – *Fall 2013 – Summer 2014*
- Coordinator for MIS seminar series from 2007 – 2014
- Member on Fox School non tenure track promotions committee
- Chair, MIS Dept Merit Committee – Fall 2012 – Spring 2014

Service Contributions outside Temple University

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- Program co-chair (ICIS 2019)
- Associate Editor – *MIS Quarterly*
- Associate Editor – *Information Systems Research*
- Associate Editor – *International Conference on Information Systems (ICIS)* – 2010, 2011, 2012, 2013, 2014
- Program Committee - *Conference on Information Science and Technology (CIST)* – 2008, 2009, 2010, 2011, 2012, 2013, 2014
- Session Chair – *International Conference on Information Systems (ICIS)* – 2009, 2011
- Session Chair – *International Conference on Information Systems (ICIS)* – 2009
- **Reviewer for Journals:** *Management Science, Information Systems Research (ISR), Journal of Management Information Systems (JMIS), Marketing Science, Journal of Strategic Information Systems, Manufacturing and Service Operations Management (MSOM), MIS Quarterly*
- **Reviewer for Conferences:** *International Conference on Information Systems (ICIS), Americas Conference on Information Systems (AMCIS), International Conference on Electronic Commerce (ICEC), Hawaii International Conference on System Sciences (HICSS), Conference on Information Science and Technology (CIST)*

Research Citations in Popular Press

- Media mentions in NPR, *Economic Times, Forbes, New York Times, Washington Post, Fox 29, CBS Philly, Politico, Philadelphia Business Journal, Yahoo Finance, Business News Daily, Daily Mail UK, New Scientist, Security Focus, Insider, The Register UK, Morning Consult,*

PhD Dissertation Committees – student, **first job**

- Gordon Burtch (**Chair**), *University of Minnesota*
- Ermira Zifla (**Chair**), *University of New Hampshire*
- Fangchun Liu, *Stevens Institute of Technology*
- Douglas Schutz, *Tokyo University of Science*
- Zhewei Zhang, *Brunel University, UK*
- Sungyong Um, *National University Singapore*

Executive DBA Dissertations chaired

- Diane Denny (graduated, May 2017)
- Maureen Padgett (graduated, May 2019)
- Saravana Govindasamy (graduated, May 2019)
- Todd Tucker (graduated, May 2020)

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