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, AMCIS and OCIS Doctoral Consortia. 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 (2014) "Cultural Differences and Geography as Determinants of Online Pro-Social Lending." ***MIS Quarterly,*** Forthcoming.

2. 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)

WORKING PAPERS

1. Burtch, G., A. Ghose and S. Wattal. "The Hidden Costs of Accommodating Crowdfunder Privacy Preferences: A Randomized Field Experiment" *(2nd Round Review at **Management Science**).*

2. Burtch, G., A. Ghose and S. Wattal. "Secret Admirers: Examining the Antecedents and Consequences of Crowdfunder Information Hiding" *(R&R at **Information Systems Research**).*

3. Burtch, G., A. Ghose and S. Wattal. "Actions Speak Louder Than Words: Online Word of Mouth and the Role of Senders' Observable Past Product or Service Engagement on Referral Efficacy" *(1st Round Review at **Marketing Science**).*

4. Burtch, G. and J Chan. "Reducing Medical Bankruptcy Through Crowdfunding: Evidence From GiveForward"

5. Huang, N., Hong, Y. and G. Burtch. "Distance Makes the Heart Grow Fonder: Effects of Temporal and Spatial Distances on Consumer Evaluation"

6. Burtch, G. and Y. Hong. "What Happens When Word of Mouth Goes Mobile?"

7. Burtch, G. and Y. Yoo. "Complexity and Information Systems Research: Review and Future Directions"

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**,* p. 211-216.

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. Eckel, Sara; "You Want Me to Give You Money for What?!" *BBC*; May 1, 2014 http://www.bbc.com/capital/story/20140501-you-want-money-for-what

2. Luckerson, Victor; "When Crowdfunding Goes Corporate: Kickstarter Backers Vent Over Facebook's Oculus Buy" *Time*; March 26, 2014 http://time.com/39271/oculus-facebook-kickstarter-backlash/

3. Brandt, Madeleine, "Kickstarter Reaches $1 Billion" *NPR Southern California (KCRW - 89.9 FM)*; March 5, 2014 http://www.kcrw.com/etc/programs/pp/pp140305vaping_chevron_in_ec

4. 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/

5. 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/

6. 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

7. 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

8. 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/

9. 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. 2014. "The Hidden Costs of Accommodating Crowdfunder Privacy Preferences: A Randomized Field Experiment" *ZEW Conference on the Economics of Information and Communication Technologies,* Mannheim, Germany.

2. Burtch, G., Ghose, A. and Wattal, S. 2014. "Do As I Say, or Do As I Do? Distinguishing Observational Learning from Word-of-Mouth Effects." *9th Annual Symposium on Statistical Challenges in e-Commerce Research (SCECR),* Tel Aviv, Israel.

3. Burtch, G. and Chan, J. 2014. "Reducing Medical Bankruptcy Through Crowdfunding: Evidence from GiveForward.com" *Industry Studies Annual (ISA) Conference*, Portland, OR.

4. Burtch, G., Ghose, A. and Wattal, S. 2014. "An Examination of Peer Referrals in Crowdfunding." *Crowds 2.0: New Frontiers in Crowdfunding + Crowdsourcing*, New York, NY.

5. Burtch, G., Ghose, A. and Wattal, S. 2014. "The Impact of Online Privacy Controls on User Engagement: Evidence from a Randomized Experiment on a Crowdfunding Platform." *INFORMS Annual Meeting,* Minneapolis, MN.

6. 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.

7. 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.

8. 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.

9. 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.

10. 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.

11. 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.

12. 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.

13. 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.

14. 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.

15. 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.

16. Burtch, G., Ghose, A. and Wattal, S. 2012."Exploring the Role of Cultural Differences in Crowdfunder Contribution Decisions." *INFORMS Annual Meeting,* Phoenix, AZ.

17. 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.

18. 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.

19. Burtch, G., Pavlou, A. and Wattal, S. 2010. "Evaluating the Performance and Adoption of Pharmaceutical e-Detailing Strategies." *1st Annual Workshop on Health IT and Economics (WHITE)*, Washington, DC.

TEACHING

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

- Business Analytics (IDSc 4444), Spring 2014, Term A.
    - Enrollment: 33, Instructor Evaluation: **5.4 / 6**.

- Data Analytics, Undergraduate Course (MIS 2502), Fall 2012.
    - Enrollment: 50, Instructor Evaluation: **4.7 / 5**

PROFESSIONAL SERVICE (JOURNALS)

- **Reviewer** – *Management Science, Information Systems Research, MIS Quarterly, Journal of Public Economics, Journal of Economics & Behavioral Organization, JMIS, Information Systems Journal, Industrial Marketing Management, New Media & Society, Electronic Markets.*

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 Organizer** – *Workshop on Statistical Challenges in e-Commerce Research (SCECR)*, 2012; *INFORMS Annual Meeting,* 2014.
- **Reviewer** – *ICIS, AMCIS, ECIS, AoM Annual Meeting (OCIS Division).*

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