

# Brad N. Greenwood, PhD

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## ACADEMIC POSITIONS

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<b>University of Minnesota, Twin Cities</b>	<i>Associate Professor (w/ Tenure)</i>	July '17 – Present
<b>Temple University</b>	<i>Richard J Fox Faculty Fellow Assistant Professor</i>	Nov '16 – June '17 July '14 – June '17
<b>University of Maryland, College Park</b>	<i>Visiting Assistant Professor Graduate Assistant</i>	Aug '13 – May '14 Aug '08 – May '13
<b>University of Notre Dame</b>	<i>Graduate Assistant</i>	Aug '07 – May '08
<b>Rensselaer Polytechnic Institute</b>	<i>Research Assistant</i>	Aug '03 – May '04

## EDUCATION

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<b>University of Maryland, College Park</b>		College Park, MD
<i>Doctor of Philosophy: Decision, Operations, &amp; Information Technology</i>		Aug 08 – May 13
<i>Minor: Strategic Management</i>		
<b>University of Notre Dame</b>	<i>Magna Cum Laude</i>	Notre Dame, IN
<i>Masters of Business Administration: IT Consulting</i>		May 07 - May 08
<b>Virginia Polytechnic Institute</b>		Blacksburg, VA
<i>Masters of Information Technology: Information Technology</i>		Jan 05 - Dec 06
<b>Rensselaer Polytechnic Institute</b>	<i>Cum Laude</i>	Troy, NY
<i>Bachelors of Science: Information Technology / Management Information Systems</i>		Aug 00 - May 04

## RESEARCH (Interests: Information Availability, Decision Making, Healthcare, Data Analytics)

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**Dissertation Title:** Pokes, Prods, and Pushes: Information Availability and Decision Making in Ambiguous Environments

**Committee:** Ritu Agarwal (co-chair), Anandasivam Gopal (co-chair), Rajshree Agarwal, Guodong (Gordon) Gao, Alan Neustadt (Dean's Representative)

### Peer Reviewed Publications

- Hilal Atasoy, Brad N Greenwood, Jeff McCullough (2018) "The Digitization of Patient Care: A Review and Paths Forward on Electronic Health Records Research" *Annual Review of Public Health; Forthcoming*
- Brad N Greenwood, Ritu Agarwal, Rajshree Agarwal, Anand Gopal (2018) "The Role of Individual and Organizational Expertise in the Adoption of New Practices" *Organization Science; Forthcoming*
- Brad N Greenwood, Kartik Ganju, Corey Angst (2018) "How Does the Implementation of Enterprise Information Systems Affect a Professional's Mobility? An Empirical Study" *Information Systems Research; Forthcoming*
- **2017 Academy of Management Best Paper Proceedings, TIM Division**
- \*Gordon Burtch, Seth Carnahan, Brad N Greenwood (2018) "Can You Gig It? An Empirical Examination of the Gig Economy and Entrepreneurial Activity" *Management Science; Forthcoming*
- **2016 Academy of Management Best Paper Proceedings, TIM Division**
- \*Brad N Greenwood, Seth Carnahan, Laura Huang (2018) "Patient-Physician Gender Concordance and Increased Mortality Among Female Heart Attack Patients" *Proceedings of the National Academy of Sciences; 115 (34) 8569-8574*
- Seth Carnahan, Brad N Greenwood (2018) "Managers' Political Beliefs and Gender Inequality among Subordinates: Does His Ideology Matter More than Hers?" *Administrative Science Quarterly; 63 (2) 287-322*
- **2016 Academy of Management Best Paper Finalist, OMT Division**
  - **2016 Academy of Management Best Paper Proceedings, OMT Division**

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\* Indicates equal authorship.

- Brad N Greenwood, Ritu Agarwal, Rajshree Agarwal, Anand Gopal (2017) "The When and Why of Abandonment: The Effect of Organizational Incentives on Technology Lifecycles" *Management Science*; 63 (9) 2948-2966
- **2015 Utah WCBI Poster Slam: Most Publishable Paper**
- Brad N Greenwood, Anand Gopal (2017) "Ending the Mending Wall: Exploring Entrepreneur Venture Capital Co-Location in IT Ventures" *MIS Quarterly*; 41(3) PP. 989-1007
- \*Anand Gopal, Brad N Greenwood (2017) "Traders, Guns, and Money: The Effects of Mass Shootings on Stock Prices of Firearm Manufacturers in the U.S." *PLoS ONE* 12(5): e0177720
- Brad N Greenwood, Sunil Wattal (2017) "Show Me the Way to Go Home: An Empirical Investigation of Ride Sharing and Motor Vehicle Fatalities" *MIS Quarterly*; 41(1), pp 163-187
- **2015 Conference on Information Systems and Technology, Best Paper Runner Up**
  - **2015 Workshop on Health IT Economics, Runner Up for Best Young Scholar Award**
- Brad N Greenwood, Ritu Agarwal (2016) "Matching Platforms and HIV Incidence: An Empirical Investigation of Race, Gender, and Socio-Economic Status" *Management Science*; 62(8), pp. 2281–2303
- Brad N Greenwood, Anand Gopal; (2015) "Tigerblood: Newspapers, Blogs, and the Founding of Information Technology Firms" *Information Systems Research*; 26(4), pp. 812-828
- **Academy of Management Best Empirical Paper Award, ENT Division**
  - **2012 Academy of Management Best Paper Proceedings, ENT Division**
- Gordon Gao, Brad N Greenwood, Jeff McCullough, Ritu Agarwal; (2015) "Vocal Minority and Silent Majority: How do Online Ratings Reflect Population Perceptions of Quality?" *MIS Quarterly*; 39(3), pp. 565-589
- **2015 MIS Quarterly Best Paper**
- Corey M Angst, Sarv Devaraj, Carrie Queenan, Brad Greenwood; (2011) "Performance effects related to the sequence of implementation of health information technologies." *Productions and Operations Management*; 20(3) pp. 319-333
- **2013 POMS College of Service Operations Most Influential Paper**

#### Invited Publications

- \*Brad N Greenwood, Gordon Burtch, Seth Carnahan (2017) "Unknowns of the Gig-Economy" *Communications of the ACM*; 60 (7), 27-29

#### Papers Under Review

- Jing Gong, Brad Greenwood, Yiping Song; "Uber Might Buy Me a Mercedes Benz: An Empirical Investigation of Ridesharing Platforms and Durable Goods Purchase" (*Requested for 3<sup>rd</sup> Round Revision at Management Science*)
- C. Jennifer Tae, Min-Seok Pang, Brad N Greenwood "When Your Problem Becomes My Problem: The Impact of Airline IT Disruptions on On-Time Performance of Competing Airlines" (*Requested for 2<sup>nd</sup> Round Revision at the Strategic Management Journal*)
- Shuting (Ada) Wang, Brad Greenwood, Paul Pavlou "Tempting Fate: Firm Social Media Posting, Customer Purchase, and the Social Network Dynamics" (*Requested for 2<sup>nd</sup> Round Revision at MIS Quarterly*)
- Zhi (Aaron) Cheng, Brad N Greenwood, Paul Pavlou "Shall We Play a Game? An Empirical Investigation of location-based mobile gaming and mental health" (*Under Review at Information Systems Research*)
- Gord Burtch, Brad N Greenwood "The Legalization of Same Sex Unions: An Empirical Examination of Marriage, Divorce, and Birthrates" (*Under Review at the Proceedings of the National Academy of Sciences*)

#### Working Papers

- Isaac Elking, Brad Greenwood "Can You Hear Me Now: An Empirical Examination of Technology Regulation and Motor Vehicle Fatalities" (Target: *Management Science*)
- GT Ozer, Brad N Greenwood, Anand Gopal, "Digital Multisided Platforms and Women's Health: An Empirical Analysis of Peer-To-Peer Lending and Abortion Rates" (Target: *Information Systems Research*)
- Russel Funk, Brad N Greenwood, "The Doctor Will See You Elsewhere: Enterprise Information Systems and the Changing Permeability of Firm Boundaries" (Target: *Management Science*)
- Brad N Greenwood, Idris Adjerid, Corey Angst "How Unbecoming of You: Gender Biases in Perceptions of Ridesharing Performance" (Target: *Journal of Management Information Systems*)

Brad N Greenwood, Rachel Hardeman, Aaron Sojourner “Racial Disparities in Birthing Outcomes Based on Physician-Patient Racial Concordance” (Target: *New England Journal of Medicine*)

Nicholas Berente, Brad N Greenwood “A Theory of Regional Externalities: Changing Perceptions of Risk and Risky Behavior Resulting From Digital Platforms” (Target: *Academy of Management Review*)

Xi Wu, Jing Gong, Brad N Greenwood, Yiping Song “No Longer Rolling Dirty: How Purchase Subsidies for Electronic Vehicles Affect Automobile Markets” (Target: *Manufacturing and Service Operations Mgmt*)

### Peer Reviewed Proceedings

Brad N Greenwood, Idris Adjerid, Corey M Angst (2017) “Race and Gender Bias in Online Ratings: An Origins Story” *Proceedings of the 2017 International Conference of Information Systems*

Brad N Greenwood, Kartik Ganju, Corey Angst (2017) “Just What the Doctor Ordered? Physician Mobility After the Adoption of Electronic Health Records” *Academy of Management Best Paper Proceedings*

Seth Carnahan, Brad Greenwood “Managers’ Political Ideology and Gender Inequality within Organizations” (2016) *Academy of Management Best Paper Proceedings*

Gordon Burtch, Seth Carnahan, Brad Greenwood “Can You Gig It? An Empirical Examination of the Gig Economy and Entrepreneurial Activity” (2016) *Academy of Management Best Paper Proceedings*

Brad Greenwood and Ritu Agarwal, "Two Sided Platforms and HIV Incidence Among the Digitally Disadvantaged" (2013). *Proceedings of the 2013 International Conference of Information Systems*

Brad Greenwood and Anandasivam Gopal, "Tigerblood: Availability Cascades, Social Media, and the Environment of the Entrepreneurship" (2012). *Academy of Management Best Paper Proceedings*

Brad Greenwood and Anandasivam Gopal, "Tigerblood: Availability Cascades, New Firm Formation, and the Acquisition of Venture Capital" (2011). *Dingman Center for Entrepreneurship. Research at the University of Maryland*

Brad Greenwood and Anandasivam Gopal, "Ending the Mending Wall: Exploring Entrepreneur – Venture Capitalist Co-Location in IT Ventures" (2010). *Dingman Center for Entrepreneurship. Research at the University of Maryland*

Brad Greenwood and Anandasivam Gopal, "Ending the Mending Wall: Exploring Entrepreneur – Venture Capitalist Co-Location in IT Ventures" (2010). *Proceedings of the 2010 International Conference of Information Systems*

### Awards

2018 AOM Technology and Innovation Management Division’s (TIM) Emerging Scholar	Fall ‘18
2018 Carlson School of Management Dean’s Small Grant	Spring ‘18
2017 Inaugural ICIS Paper-a-Thon - <i>Mentor for Winning Team</i>	Dec ‘17
Academic Key’s <i>Who’s Who in Business Higher Education</i> (WWBHE)	Fall ‘17 - Present
2017 <i>Management Science</i> Meritorious Service Award	Fall ‘17
2017 <i>Marquis Who’s Who</i> Albert Nelson Marquis Lifetime Achievement Award	Fall ‘17
2017 Summer at Census Scholar (US Census Bureau)	Summer ‘17
Academy of Management Best Paper Proceedings, “Just What the Doctor Ordered? Physician Mobility After the Adoption of Electronic Health Records” TIM Division	Fall ‘17
Richard J Fox Faculty Fellowship – <i>Temple University</i> Inaugural Recipient	Fall ‘16
Member of Dean’s Research Roundtable ( <i>Fox School of Business</i> )	Fall ‘16
2016 Member of <i>Marquis Who’s Who in America</i>	Fall ‘16
2016 Young Scholars Seed Grant (\$2000), <i>Temple University</i>	Fall ‘16
2016 <i>Management Science</i> Meritorious Service Award	Fall ‘16
2015 <i>MIS Quarterly</i> Best Paper Award – “Vocal Minority and Silent Majority: How do Online Ratings Reflect Population Perceptions of Quality?” (Awarded Annually to Top Paper in the Journal)	Fall ‘16
Academy of Management Best Paper Finalist, “Managers’ Political Ideology and Gender Inequality within Organizations” OMT Division	Fall ‘16

Academy of Management Best Paper Proceedings, “Can You Gig It? An Empirical Examination of the Gig Economy and Entrepreneurial Activity” TIM Division Fall ‘16

Researcher of the Year, MIS Department, *Temple University* Spring ‘16

2015 Conference on Information Systems and Technology, Best Paper Runner Up “Show Me the Way to Go Home: An Empirical Investigation of Ride Sharing and Motor Vehicle Homicides” Fall ‘15

2015 Workshop on Health IT Economics; Runner-Up for Best Young Scholar Award “Show Me the Way to Go Home: An Empirical Investigation of Ride Sharing and Motor Vehicle Homicides” Fall ‘15

2015 Young Scholars Seed Grant (\$2000), *Temple University* Spring ‘15

2015 Utah Winter Conference on Business Intelligence Poster Slam Most Publishable Paper; “The When and Why of Abandonment: The Effect of Organizational Incentives on Technology Lifecycles” Spring ‘15

2013 Most Outstanding Reviewer Award, *MIS Quarterly* (Awarded Annually to Top Reviewer for the Journal) Fall ‘14

2014 Young Scholars Seed Grant (\$2500), *Temple University* Fall ‘14

2014 Outstanding Reviewer Award, *Academy of Management* (Awarded to top 5% of ~1000 BPS division reviewers) Fall ‘14

2014 Distinguished Reviewer Award, *Academy of Management* (Awarded to top 5% of ~700 ENT division reviewers) Fall ‘14

2013 Distinguished Reviewer Award, *Academy of Management* (Awarded to top 5% of ~700 division reviewers) Fall ‘13

2013 Allen Nash Outstanding Doctoral Student; RH Smith School of Business (College level award for research and service contribution - selected out of 92 students) Spring ‘13

2013 POMS College of Service Operations Most Influential Paper Award, “Performance Effects Related to the Sequence of Integration of Healthcare Technologies” Spring ‘13

Attendee, *Consortium for Competitiveness and Cooperation*, Kansas City, MO Spring ‘13

Attendee, *ICIS Doctoral Consortia*, Orlando, FL Fall ‘12

Academy of Management Best Empirical Paper Award, “Tigerblood: Availability Cascades, Social Media, and the Environment of the Entrepreneurship” ENT Division Fall ‘12

University of Maryland, International Conference Support Award Fall ‘11 ‘12

Brad Greenwood; Dingman Center for Entrepreneurship Best Working Paper Award “Tiger Blood: Availability Cascades, New Firm Formation and Performance in IT Ventures” Spring ‘11

Brad Greenwood, Anand Gopal; Dingman Center for Entrepreneurship Best Student Paper Award “Ending the Mending Wall: Exploring Entrepreneur Venture Capital Co-Location” Spring ‘10

### **Selected Research Mentions in Press**

Show Me the Way to Go Home: An Empirical Investigation of Ride Sharing and Motor Vehicle Fatalities

- [The New York Times](#), [LA Times](#), [LA Times](#), [Atlanta Journal Constitution](#), [Washington Post](#), [The Today Show](#), [Philadelphia City Paper](#), [LSE Business Review](#), [The Daily Mail](#), [Fox News](#), [Fox 5 New York](#), [Forbes](#), [La Presse](#), [Newsweek](#), [USA Today](#), [Gizmodo](#), [The Globe and Mail](#), [San Diego Sun Times](#), [Politifact](#), [The Daily Beast](#), [Entrepreneur Magazine](#), [Philadelphia Magazine](#), [KQED Radio](#), [KABC Radio](#), [CBC News](#), [CBC Radio](#), [The Orange County Register](#), [Plan Philly](#), [Good Magazine](#), [Tech Times](#), [Center for Global Enterprise](#), [The Observer](#), [Temple Now](#), [NJ.com](#), [Locker Dome](#), [Tech Investor News](#), [The Bend Bulletin](#), [Journal Gazette](#), [The Temple News](#), [The Rome Sentinel](#), [Vancity Buzz](#), [Reason.com](#), [The Daily Orange](#), [The Street](#), [Politifact](#), [Our Thinking About Drinking](#), [Temple Magazine](#), [Uber Newsroom](#), [Daily Orange](#), [Pittsburgh Tribune-Review](#), [KDKA Newsradio](#), [Heartland](#), [The Alternative Daily](#), [The Fort Worth Star-Telegram](#), [INC.com](#), [The Stratford Star](#), [The Times Union](#), [StreetsBlog USA](#), [WDTV](#), [ABC Action News](#), [Complex.com](#), [Fox 61 News](#), [NJ.com](#), [WV Metro News](#), [Politifact](#), [The Washington Post](#), [National Public Radio](#), [Vice](#), [The Ithaca Voice](#), [Reason.com](#), [KQED](#), [The Argyll Free Press](#), [ICI Radio Canada](#), [Billy Penn](#), [British Airways Magazine](#), [The Heritage Foundation](#), [The Legislative Gazette](#)

Patient-Physician Gender Concordance and Increased Mortality Among Female Heart Attack Patients

- [The New York Times](#), [USA Today](#), [NBC](#), [CNN](#), [BBC News](#), [CBS News](#), [ABC News](#), [The Atlantic](#), [Consumer Reports](#), [Gizmodo](#), [Time Magazine](#), [Harvard Business Review](#), [Atlantic Journal Constitution](#), [Newsweek](#), [Scientific American](#), [Reuters](#), [The Guardian](#), [The Telegraph](#), [US News & World Reports](#),

[Seattle Times](#), [St Louis Public Radio](#), [The New York Post](#), [The Mirror](#), [The Times](#), [The Daily Mail](#), [The Union Leader](#), [Fortune Magazine](#), [Quartz](#), [Cardiovascular News](#), [Science Daily](#), [Katie Couric's Twitter Feed](#), [Click Lancaster](#), [Advocator](#), [National Affairs](#), [Raw Story](#), [Stat News](#), [WebMD](#), [Salon](#), [Harvard Business School](#), [Business Insider](#), [IFL Science](#), [The Independent](#), [Daily Nation](#), [Jezebel](#), [The Pacific Standard](#), [El Confidencial](#), [Minn Post](#), [Yahoo! News](#), [International News](#), [American Thinker](#), [Sputnik News](#), [The Financial](#), [Becker's Hospital Review](#), [Cardiovascular Business](#), [Global News](#), [Discover Magazine](#), [Repubblica](#), [A Plus](#), [The Technology Inquirer](#), [The Australian](#), [St Lucian News Online](#), [GMA News](#), [The Express Tribune](#), [News Medical](#), [Health Central](#), [Modern Ghana](#), [South Florida Reporter](#), [Assisted Living](#), [Healthline](#), [The Straits Times](#), [Dirty South Soccer](#), [Galileu](#), [MD Magazine](#), [Doctor NDTV](#), [Zloto News](#), [Shape.com](#), [Silicon Republic](#), [Tech Times](#), [Free Malasia Today](#), [The Doctor Will See You Now](#), [Newser](#), [Consumer Health Day](#), [SBS News](#), [The Belfast Telegraph](#), [Moneyish](#), [The Star](#), [New Vision](#), [Harvard Magazine](#), [MD Linx](#), [Bustle](#), [Channel News Asia](#), [Breaking News](#), [Eureka Alert](#), [My Joy Online](#), [The Daily Caller](#), [Malasia Mail](#), [Punchng](#), [Doctors Lounge](#), [Mental Floss](#), [Hello Magazine](#), [Evening Standard](#), [Siasat](#), [Brinkwire](#), [Jamaica Observer](#), [Daily Sabah](#), [JBH Monitor](#), [Hilltop Monitor](#), [InfoSurHoy](#), [The Japan Times](#), [The Jordan Times](#), [AJMC](#), [KING5](#), [KESQ](#), [KHN](#), [KREM](#), [KSRO](#), [KXLY](#), [NHS](#), [TCT-MD](#), [UPI](#), [WHBL](#), [WLFI](#), [WNYT](#), [WGRZ](#), [WSB Radio](#), [WTOP](#), [KIIITV](#), [WNYT](#), [WRAL](#)

#### Managers' Political Ideology and Gender Inequality within Organizations

- [The Washington Post](#), [Forbes](#), [Above the Bar](#), [The Journal of the American Bar Association](#), [The Guardian](#), [The Global Legal Post](#), [Knowledge @ Wharton](#), [Women's Health](#), [Philadelphia Magazine](#), [Politico](#), [Cosmopolitan Magazine](#), [Elite Daily](#), [Politico](#), [Law360](#), [Becker's Hospital Review](#), [University of Michigan News](#), [The North Dallas Gazette](#), [The HR Herald](#), [MyInforms](#), [Latina Lista](#), [The Reason Blog](#), [Phys.org](#), [The American Lawyer](#), [Law.com](#), [Organizational Musings](#), [Government Executive](#), [Fofoca.org](#)

#### Matching Platforms and HIV Incidence: An Empirical Investigation of Race, Gender, and Socio-Economic Status

- [Economic Times](#), [Science Daily](#), [Health Exposed](#), [Medical Daily](#), [MedicalXpress](#), [BMJ Sexually Transmitted Infection Blog](#), [AIDS.com](#), [The Diamondback](#), [The Daily Caller](#), [News At Smith](#), [Gameday](#), [Infection Control Today](#)

#### Can You Gig It? An Empirical Examination of the Gig-Economy and Entrepreneurial Activity

- [The Wall Street Journal](#), [NPR: Morning Edition](#), [Forbes](#), [University of Michigan News](#), [Technical.ly](#), [Business News Daily](#), [Phys.org](#), [Marginal Revolution](#), [Discovery at Carlson](#), [Market Watch](#)

#### Traders, Guns, and Money: An Event Study of Mass Shootings and Stock Prices of Gun Manufacturers

- [New York Times](#), [The Boston Globe](#), [Value Walk](#), [Outdoor Life](#), [Alpha Architect](#), [Frankfurter Allgemeine](#), [Journalist's Resource](#), [News At Smith](#)

#### Tempting Fate: Firm Social Media Posting, Customer Purchase, and the Loss of Followers

- [NPR: Morning Edition](#), [Temple News](#), [Philadelphia Magazine](#), [Campaign Live](#), [Fox School News](#)

#### How Does the Implementation of Enterprise Information Systems Affect a Professional's Mobility? An Empirical Study

- [Becker's Hospital Review](#), [MD Magazine](#), [EHR Intelligence](#), [Notre Dame News](#), [News Wise](#), [News Medical](#), [Public Now](#), [Medical News Line](#), [MedicalXpress](#), [Health News Digest](#), [Pharmacy Choice](#), [Smart Brief](#), [Clinical Innovation and Technology](#), [Healthcare Informatics](#), [Fierce Healthcare](#), [Public Now](#)

#### Vocal Minority and Silent Majority: How do Online Ratings Reflect Population Perceptions of Quality?

- [Science Daily](#), [Medical Justice](#), [Health Integrity](#)

#### Performance effects related to the sequence of implementation of health information technologies.

- [Notre Dame Business Magazine](#)

#### General Media Interviews

- [The Washington Post](#), [The St Louis Dispatch](#), [WCCO News Radio](#), [The Los Angeles Times](#), [The News Herald](#), [The Chicago Daily Herald](#), [The State Journal-Register](#), [The Allentown Morning Call](#), [Tulsa World](#), [The Columbian](#), [The Providence Journal](#), [Durango Herald](#), [Le Vif](#), [Repairer Driven News](#)

## Expert Witness Engagements

*Hillsborough County PTC v. Uber Technologies, Inc., et al.*, Thirteenth Judicial Circuit of Florida, Case No. 2015-CA-03097; July 17, 2015

*Metropolitan Taxicab Commission v. Uber Inc., et al.*, Circuit Court of St. Louis County, Missouri, Case No. 15SL-CC03416; October 17, 2016

## PRESENTATIONS

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### Invited Presentations

- C. Jennifer Tae, Min-Seok Pang, Brad N Greenwood; *INFORMS Annual Meeting*; Phoenix, AZ “How Unbecoming of You: Gender Biases in Perceptions of Ridesharing Performance” (November 4, 2018)
- Brad N Greenwood, Kartik Ganju, Corey M Angst; *Carnegie Mellon University*; Pittsburgh, PA “Just What the Doctor Ordered? Physician Mobility After the Adoption of Electronic Health Records” (March 30, 2018)
- Jing Gong, Brad Greenwood, Yiping Song; *Arizona State University*; Tempe, AZ “Uber Might Buy Me a Mercedes Benz: An Empirical Investigation of Ridesharing Platforms and Durable Goods Purchase” (Feb 24, 2018)
- Brad N Greenwood, Kartik Ganju, Corey M Angst; *University of Minnesota SME Seminar Series*; Minneapolis, MN “Just What the Doctor Ordered? Physician Mobility After the Adoption of Electronic Health Records” (February 9, 2018)
- Brad N Greenwood, Kartik Ganju, Corey M Angst; *University of Minnesota IDS Seminar Series*; Minneapolis, MN “Just What the Doctor Ordered? Physician Mobility After the Adoption of Electronic Health Records” (January 19, 2018)
- Jing Gong, Brad Greenwood, Yiping Song; *Michigan State University*; East Lansing, MI “Uber Might Buy Me a Mercedes Benz: An Empirical Investigation of Ridesharing Platforms and Durable Goods Purchase” (October 27, 2017)
- Jing Gong, Brad Greenwood, Yiping Song; *US Census Bureau*; Washington, DC “Uber Might Buy Me a Mercedes Benz: An Empirical Investigation of Ridesharing Platforms and Durable Goods Purchase” (July 10, 2017)
- Jing Gong, Brad Greenwood, Yiping Song; *Oklahoma State University*; Stillwater, OK “Uber Might Buy Me a Mercedes Benz: An Empirical Investigation of Ridesharing Platforms and Durable Goods Purchase” (April 14, 2017)
- Jing Gong, Brad Greenwood, Yiping Song; *Rensselaer Polytechnic Institute*; Troy, NY “Uber Might Buy Me a Mercedes Benz: An Empirical Investigation of Ridesharing Platforms and Durable Goods Purchase” (March 31, 2017)
- Gordon Burtch, Seth Carnahan, Brad Greenwood; *Georgia Institute of Technology*; Atlanta, GA; “Can You Gig it? An Empirical Examination of the Gig-Economy and Entrepreneurial Activity” (January 17, 2017)
- Gordon Burtch, Seth Carnahan, Brad Greenwood; *Boston University*; Boston, MA; “Can You Gig it? An Empirical Examination of the Gig-Economy and Entrepreneurial Activity” (January 13, 2017)
- Gordon Burtch, Seth Carnahan, Brad Greenwood; *University of Minnesota*; Minneapolis, MN; “Can You Gig it? An Empirical Examination of the Gig-Economy and Entrepreneurial Activity” (November 28, 2016)
- Corey Angst, Brad Greenwood, Kartik Ganju; *INFORMS Annual Meeting*; Nashville, TN “Just What the Doctor Ordered? Physician Mobility and the Adoption of Electronic Health Records” (November 13, 2016)
- Gordon Burtch, Seth Carnahan, Brad Greenwood; *University of Minnesota Symposium on the Sharing Economy*; Minneapolis, MN; “Can You Gig it? An Empirical Examination of the Gig-Economy and Entrepreneurial Activity” (May 16, 2016)
- Panel - Sarah Light, Hunter Shkolnik, Brad Greenwood; *Temple University*; Philadelphia, PA “Uber and the Sharing Economy: Law, Ethics, and Policy” (Feb 2, 2016)
- Brad Greenwood, Sunil Wattal, *The George Washington University*; Washington, DC “Show Me the Way to Go Home: An Empirical Investigation of Ride Sharing and Motor Vehicle Homicide” (Nov 11, 2015)
- Brad Greenwood, Sunil Wattal, *University of Notre Dame*; Notre Dame, IN “Show Me the Way to Go Home: An Empirical Investigation of Ride Sharing and Motor Vehicle Homicide” (Sept 25, 2015)
- Brad Greenwood, Sunil Wattal, *Uber Technologies LTD*; Philadelphia, PA “Show Me the Way to Go Home: An Empirical Investigation of Ride Sharing and Motor Vehicle Homicide” (August 31, 2015)
- Brad Greenwood, Sunil Wattal, (Presenter) *University of Florida*; Gainesville, FL “Show Me the Way to Go Home: An Empirical Investigation of Ride Sharing and Motor Vehicle Homicide” (February 27, 2015)

- Brad Greenwood, Ritu Agarwal; *INFORMS Annual Meeting*; San Francisco, CA; “A Double Digital Divide? Two-Sided Markets and HIV Incidence among the Digitally Disadvantaged,” (November 11, 2014)
- Brad Greenwood, Ritu Agarwal, Rajshree Agarwal, Anand Gopal *INFORMS Annual Meeting*; San Francisco, CA “A Brief History of Stenting: Antecedents of Organizational Adoption and Abandonment of Technology” (November 9, 2014)
- Brad Greenwood, Ritu Agarwal; *City University of New York – Baruch College*; New York, NY; “A Double Digital Divide? Two-Sided Markets and HIV Incidence among the Digitally Disadvantaged,” (March 3, 2014)
- Brad Greenwood, Ritu Agarwal; *University of Minnesota*; Minneapolis, MN; “A Double Digital Divide? Two-Sided Markets and HIV Incidence among the Digitally Disadvantaged,” (Jan 31, 2014)
- Brad Greenwood, Ritu Agarwal; *University of Arizona*; Tucson, AZ; “A Double Digital Divide? Two-Sided Markets and HIV Incidence among the Digitally Disadvantaged,” (Jan 24, 2014)
- Brad Greenwood, Ritu Agarwal; *Boston College*; Chestnut Hill, MA; “A Double Digital Divide? Two-Sided Markets and HIV Incidence among the Digitally Disadvantaged,” (Jan 22, 2014)
- Brad Greenwood, Ritu Agarwal; *University of Virginia*; Charlottesville, VA; “A Double Digital Divide? Two-Sided Markets and HIV Incidence among the Digitally Disadvantaged,” (Jan 20, 2014)
- Brad Greenwood, Ritu Agarwal; *McGill University*; Montreal, QC; “A Double Digital Divide? Two-Sided Markets and HIV Incidence among the Digitally Disadvantaged,” (Jan 10, 2014)
- Brad Greenwood, Ritu Agarwal, Rajshree Agarwal, Anand Gopal; *Temple University*; Philadelphia, PA; “Physician Heal Thyself? Changes in Decision Making after Information Shocks,” (December 12, 2013)
- Brad Greenwood, Ritu Agarwal, Rajshree Agarwal, Anand Gopal; *Bentley University*; Waltham, MA; “Physician Heal Thyself? Changes in Decision Making after Information Shocks,” (December 2, 2013)
- Brad Greenwood, Ritu Agarwal, Rajshree Agarwal, Anand Gopal; *University of South Carolina*; Columbia, SC; “Physician Heal Thyself? Changes in Decision Making after Information Shocks,” (October 21, 2013)
- Brad Greenwood, Anand Gopal; *University of Memphis*; Charlotte, NC; “Tigerblood: Availability Cascades, New Firm Formation, and the Acquisition of Venture Capital” (June 5, 2013)
- Brad Greenwood, Anand Gopal; *Rensselaer Polytechnic Institute*; Troy, NY; “Tigerblood: Availability Cascades, New Firm Formation, and the Acquisition of Venture Capital” (Feb 13, 2013)
- Brad Greenwood, Anand Gopal; *University of Delaware*; Newark, DE; “Tigerblood: Availability Cascades, New Firm Formation, and the Acquisition of Venture Capital” (Feb 11, 2013)
- Brad Greenwood, Anand Gopal; *University of Minnesota*; Minneapolis, MN; “Tigerblood: Availability Cascades, New Firm Formation, and the Acquisition of Venture Capital” (Jan 23, 2013)
- Brad Greenwood, Anand Gopal; *Ohio State University*; Columbus, OH; “Tigerblood: Availability Cascades, New Firm Formation, and the Acquisition of Venture Capital” (Dec 11, 2012)
- Brad Greenwood, Anand Gopal; *INFORMS*; Charlotte, NC; “Tigerblood: Availability Cascades, New Firm Formation, and the Acquisition of Venture Capital” (Nov, 15, 2011)
- Anna Devlin (presenter), Brad Greenwood, Il-Horn Hann; *INFORMS*; Charlotte, NC; “Max Headroom and Bob Dylan Walk into a Bundle: Digital Distribution in the Post Napster Era” (Nov, 13, 2011)
- Guodong Gao, Brad Greenwood, Jeffrey McCullough, Ritu Agarwal; *INFORMS*; Charlotte, NC, “The Information Value of Online Physician Ratings,” (Nov 13, 2011)
- Brad Greenwood, Anand Gopal; *Dingman Center for Entrepreneurship Research Lunch*, College Park, MD “Ending the Mending Wall: Exploring Entrepreneur Venture Capital Co-Location in IT Ventures,” (February 9, 2011)

### Conference Presentations

- Aaron Zhi Chen (Presenter), Brad Greenwood, Paul Pavlou; *INFORMS Workshop on Data Science*; Phoenix, AZ; “Should we play a game? An empirical Investigation of location-based mobile gaming and mental health” (November 4, 2018)
- C. Jennifer Tae, Min-Seok Pang (Presenter), Brad N Greenwood; *Conference on Information Systems and Technology*; Phoenix, AZ “How Unbecoming of You: Gender Biases in Perceptions of Ridesharing Performance” (November 4, 2018)
- GT Ozer (Presenter), Brad Greenwood and Anand Gopal; *Conference on Health IT Analytics* Washington, DC; “Digital Multisided Platforms and Women’s Health: An Empirical Analysis of Peer-To-Peer Lending and Abortion Rates” (October 19, 2018)

Aaron Zhi Chen (Presenter), Brad Greenwood, Paul Pavlou; *Conference on Health IT Analytics*; Washington, DC; “Should we play a game? An empirical Investigation of location-based mobile gaming and mental health” (October 19, 2018)

Brad N Greenwood, Idris Adjerid, Corey M Angst; *Academy of Management Annual Meeting*; Chicago, IL “The Impact of Airline IT Disruptions on On-Time Performance of Competing Airlines” (August 14, 2018)

C. Jennifer Tae (Presenter), Min-Seok Pang, Brad N Greenwood; *Academy of Management Annual Meeting*; Chicago, IL “How Unbecoming of You: Gender Biases in Perceptions of Ridesharing Performance” (August 13, 2018)

Aaron Zhi Chen (Presenter), Brad Greenwood, Paul Pavlou; *Statistical Challenges in E-Commerce Research*; Rotterdam, NL; “Should we play a game? An empirical Investigation of location-based mobile gaming and mental health” (June 19, 2018)

Shuting Wang (Presenter), Brad Greenwood, Paul Pavlou; *Statistical Challenges in E-Commerce Research*; Rotterdam, NL; “Tempting Fate: Social Media Posts, Loss of Followers, and Cumulative Purchases” (June 18, 2018)

GT Ozer (Presenter), Brad Greenwood and Anand Gopal; *Statistical Challenges in E-Commerce Research*; Rotterdam, NL; “Digital Multisided Platforms and Women's Health: An Empirical Analysis of Peer-To-Peer Lending and Abortion Rates” (June 18, 2018)

Brad N Greenwood, Kartik Ganju, Corey M Angst; *Workshop on Information Systems Economics*; Seoul, Korea “Just What the Doctor Ordered? Physician Mobility After the Adoption of Electronic Health Records” (December 14, 2017)

Brad N Greenwood, Idris Adjerid, Corey M Angst; *International Conference of Information Systems*; Seoul, Korea “Race and Gender Bias in Online Ratings: An Origins Story” (December 11, 2017)

Brad Greenwood, Seth Carnahan, Laura Huang; *Conference on Health IT and Analytics*; Washington, DC; “A Glass Ceiling on Living? Gender Disparities in Heart Attack Survival” (November 4, 2017)

Jing Gong (Presenter), Brad Greenwood, Yiping Song; *INFORMS Annual Meeting*; Houston, TX; “Uber Might Buy Me a Mercedes Benz: An Empirical Investigation of Ridesharing Platforms and Durable Goods Purchase” (October 23, 2017)

Brad Greenwood, Seth Carnahan, Laura Huang (Presenter); *Strategy Science*; Houston, TX “When Do Male Physicians Underperform for Female Patients? An Examination of Cardiac Death” (October 22, 2017)

Brad N Greenwood, Idris Adjerid, Corey Angst; *Conference on Information Systems and Technology*; Houston, TX; “Race and Gender Bias in Online Ratings: An Origins Story” (October 22, 2017)

Jing Gong (Presenter), Brad Greenwood, Yiping Song; *Conference on Information Systems and Technology*; Houston, TX; “Uber Might Buy Me a Mercedes Benz: An Empirical Investigation of Ridesharing Platforms and Durable Goods Purchase” (October 21, 2017)

Brad Greenwood, Seth Carnahan (Presenter), Laura Huang; *Wharton People and Organizations Conference*; Philadelphia, PA “When Do Male Physicians Underperform for Female Patients? An Examination of Cardiac Death” (October 13, 2017)

Brad Greenwood, Corey Angst, Kartik Ganju; *Academy of Management Annual Meeting*; Atlanta, GA; “Just What the Doctor Ordered? Physician Mobility and the Adoption of Electronic Health Records” (August 7, 2017)

Jing Gong (Presenter), Brad Greenwood, Yiping Song; *NBER Summer Institute*; Boston, MA “Uber Might Buy Me a Mercedes Benz: An Empirical Investigation of Ridesharing Platforms and Durable Goods Purchase” (July 20, 2017)

Jing Gong, Brad Greenwood, Yiping Song; *Boston University Platforms Research Symposium*; Boston, MA “Uber Might Buy Me a Mercedes Benz: An Empirical Investigation of Ridesharing Platforms and Durable Goods Purchase” (July 13, 2017)

Jing Gong (Presenter), Brad Greenwood, Yiping Song; *China Summer Workshop on Information Management*; Nanjian, CN “Uber Might Buy Me a Mercedes Benz: An Empirical Investigation of Ridesharing Platforms and Durable Goods Purchase” (June 25, 2017)

Jing Gong (Presenter), Brad Greenwood, Yiping Song; *Utah Winter Conference on Business Analytics*; Snowbird, UT; “Uber Might Buy Me a Mercedes Benz: An Empirical Investigation of Ridesharing Platforms and Durable Goods Purchase” (March 4, 2017)

Brad Greenwood, Corey Angst, Kartik Ganju; *Utah Winter Conference on Business Analytics*; Snowbird, UT; “Just What the Doctor Ordered? Physician Mobility and the Adoption of Electronic Health Records” (March 4, 2017)

Gordon Burtch, Seth Carnahan, Brad Greenwood; *Workshop on Information Systems Economics*; Dublin, IRL; “Can You Gig it? An Empirical Examination of the Gig-Economy and Entrepreneurial Activity” (Dec 14, 2016)

Gordon Burtch, Seth Carnahan, Brad Greenwood; *Conference on Information Systems and Technology*; Nashville, TN “Can You Gig it? An Empirical Examination of the Gig-Economy and Entrepreneurial Activity” (November 12, 2016)

Corey Angst, Brad Greenwood, Kartik Ganju; *Workshop on Health Information Technology Economics*; Washington, DC “Just What the Doctor Ordered? Physician Mobility and the Adoption of Electronic Health Records” (October 21, 2016)

Gordon Burtch, Seth Carnahan, Brad Greenwood; *Wharton People and Organizations Conference*; Philadelphia, PA “Can You Gig it? An Empirical Examination of the Gig-Economy and Entrepreneurial Activity” (September 9, 2016)

Gordon Burtch, Seth Carnahan, Brad Greenwood; *Academy of Management Annual Meeting*; Anaheim, CA “Can You Gig it? An Empirical Examination of the Gig-Economy and Entrepreneurial Activity” (August 8, 2016)

Seth Carnahan (Presenter), Brad Greenwood; *Academy of Management Annual Meeting*; Anaheim, CA “Managers’ Political Ideology and Gender Inequality among Subordinates: Evidence from Legal Services and Capitol Hill,” (August 8, 2016)

Anand Gopal (Presenter), Brad Greenwood *Academy of Management Annual Meeting*; Anaheim, CA “Traders, Guns, and Money: An Event Study of Mass Shootings and Stock Prices of Gun Manufacturers” (August 7, 2016)

Gordon Burtch (Presenter), Seth Carnahan, Brad Greenwood; *National Bureau of Economic Research Summer Institute*; Boston, MA; “Can You Gig it? An Empirical Examination of the Gig-Economy and Entrepreneurial Activity” (July 23, 2016)

Gordon Burtch, Seth Carnahan, Brad Greenwood; *Boston University’s Platform Research Symposium*; Boston, MA; “Can You Gig it? An Empirical Examination of the Gig-Economy and Entrepreneurial Activity” (June 14, 2016)

Gordon Burtch, Seth Carnahan, Brad Greenwood; *Statistical Challenges in Electronic Commerce Research*; Naxos, Greece; “Can You Gig it? An Empirical Examination of the Gig-Economy and Entrepreneurial Activity” (June 24, 2016)

Gordon Burtch, Seth Carnahan, Brad Greenwood; *Darden & Cambridge Judge Entrepreneurship and Innovation Research Conference*; Washington, DC; “Can You Gig it? An Empirical Examination of the Gig-Economy and Entrepreneurial Activity” (May 10, 2016)

Gordon Burtch, Seth Carnahan, Brad Greenwood; *Robert H Smith Entrepreneurship Research Conference*; College Park, MD; “Can You Gig it? An Empirical Examination of the Gig-Economy and Entrepreneurial Activity” (April 30, 2016)

Gordon Burtch, Seth Carnahan, Brad Greenwood; *Winter Conference on Business Intelligence*; Snowbird, UT; “Can You Gig it? An Empirical Examination of the Gig-Economy and Entrepreneurial Activity” (March 5, 2016)

Brad Greenwood, Sunil Wattal; *INFORMS Annual Meeting*, Philadelphia, PA “Show Me the Way to Go Home: An Empirical Investigation of Ride Sharing and Motor Vehicle Homicide” (November 1, 2015)

Brad Greenwood, Sunil Wattal; *Conference on Info Systems and Technology*; Philadelphia, PA “Show Me the Way to Go Home: An Empirical Investigation of Ride Sharing and Motor Vehicle Homicide” (Oct 31, 2015)

Brad Greenwood, Ritu Agarwal, Rajshree Agarwal, Anand Gopal; *Wharton People and Organizations Conference*; Philadelphia, PA; “Heterogeneity in Expertise and Response to New Organizational Guidelines on Best Practices,” (October 17, 2015)

Seth Carnahan (Presenter), Brad Greenwood; *Wharton People and Organizations Conference*; Philadelphia, PA; “Managers’ Political Ideology and Gender Inequality among Subordinates: Evidence from Legal Services and Capitol Hill,” (October 17, 2015)

Brad Greenwood, Sunil Wattal; *Workshop on Health IT Economics*; Washington, DC “Show Me the Way to Go Home: An Empirical Investigation of Ride Sharing and Motor Vehicle Homicide” (October 10, 2015)

Seth Carnahan, Brad Greenwood; *Strategic Management Society Annual Meeting*; Denver, CO “Managers’ Political Ideology and Inequality among Subordinates: Evidence from Capitol Hill” (October 5, 2015)

Brad Greenwood, Sunil Wattal; *Academy of Management Annual Meeting*; Vancouver, BC “Show Me the Way to Go Home: An Empirical Investigation of Ride Sharing and Motor Vehicle Homicide” (August 11, 2015)

Brad Greenwood, Sunil Wattal; *NBER Summer Institute*; Boston, MA; “Show Me the Way to Go Home: An Empirical Investigation of Ride Sharing and Motor Vehicle Homicide” (July 16, 2015)

Brad Greenwood, Sunil Wattal; *Platform Strategy Research Symposium*; Boston, MA; “Show Me the Way to Go Home: An Empirical Investigation of Ride Sharing and Motor Vehicle Homicide” (July 9, 2015)

Brad Greenwood, Sunil Wattal (Presenter); *POMS Annual Conference*; Washington, DC; “Show Me the Way to Go Home: An Empirical Investigation of Ride Sharing and Motor Vehicle Homicide” (May 10, 2015)

Brad Greenwood, Sunil Wattal; *Winter Conference on Business Intelligence*; Snowbird, UT; “Show Me the Way to Go Home: An Empirical Investigation of Ride Sharing and Motor Vehicle Homicide” (March 12, 2015)

Brad Greenwood, Ritu Agarwal, Rajshree Agarwal, Anand Gopal; *Winter Conference on Business Intelligence*; Snowbird, UT; “The When and Why of Abandonment: The Effect of Organizational Incentives on Technology Lifecycles” (March 12, 2015)

Brad Greenwood, Ritu Agarwal, Rajshree Agarwal, Anand Gopal; *Workshop on Information Systems Economics*; Auckland, NZ; “The When and Why of Abandonment: The Effect of Organizational Incentives on Technology Lifecycles” (December 17, 2014)

Brad Greenwood, Ritu Agarwal, Rajshree Agarwal, Anand Gopal; *Workshop on Health IT Economics*; Alexandria, VA; “A Brief History of Stenting: Antecedents of Organizational Adoption and Abandonment of Technology” (Oct 11, 2014)

Brad Greenwood, Ritu Agarwal; *Platform Strategy Research Symposium*; Boston, MA; “A Double Digital Divide? Two-Sided Markets and HIV Incidence among the Digitally Disadvantaged,” (July 24, 2014)

Brad Greenwood, Ritu Agarwal, Rajshree Agarwal, Anand Gopal; *RH Smith Entrepreneurship Research Conference*; College Park, MD; “A Brief History of Stenting: Antecedents of Organizational Adoption and Abandonment of Technology” (April 26, 2014)

Brad Greenwood, Ritu Agarwal; *Workshop on Information Systems Economics*; Milan, IT; “A Double Digital Divide? Two-Sided Markets and HIV Incidence among the Digitally Disadvantaged,” (December 19, 2013)

Brad Greenwood, Ritu Agarwal; *International Conference on Information Systems*; Milan, IT; “A Double Digital Divide? Two-Sided Markets and HIV Incidence among the Digitally Disadvantaged,” (December 17, 2013)

Brad Greenwood, Ritu Agarwal; *Workshop on Health IT Economics*; Washington, DC; “A Double Digital Divide? Two-Sided Markets and HIV Incidence among the Digitally Disadvantaged,” (November 16, 2013)

Brad Greenwood, Ritu Agarwal; *Conference on Information Systems and Technology*; Minneapolis, MN; “A Double Digital Divide? Two-Sided Markets and HIV Incidence among the Digitally Disadvantaged,” (Oct 6, 2013)

Brad Greenwood, Ritu Agarwal, Rajshree Agarwal, Anand Gopal; *Strategic Management Society*; Atlanta, GA; “Physician Heal Thyself? Changes in Decision Making after Information Shocks,” (October 1, 2013)

Brad Greenwood, Ritu Agarwal, Rajshree Agarwal, Anand Gopal; *Academy of Management Annual Meeting*; Orlando, FL; “Physician Heal Thyself? Changes in Decision Making after Information Shocks,” (August 13, 2013)

Brad Greenwood, Ritu Agarwal, Rajshree Agarwal, Anand Gopal; *Consortium for Competitiveness and Cooperation*; Kansas City, MO; “Physician Heal Thyself? Changes in Decision Making after Information Shocks,” (March 23, 2013)

Brad Greenwood, Ritu Agarwal, Rajshree Agarwal, Anand Gopal; *Utah Winter Conference on Business Intelligence*; Snowbird, UT; “COURAGE Under Fire? Physician Reaction, and Over-Reaction, to the Release of Medical Trials,” (March 1, 2013)

Brad Greenwood, Ritu Agarwal, Anand Gopal, Rajshree Agarwal; *Workshop on Information System Econ*; Orlando; “The Shadow of Goliath: Scientific Discovery and the Abandonment of Technology,” (Dec 16, 2012)

Brad Greenwood, Ritu Agarwal, Anand Gopal, Rajshree Agarwal; *Conference on Information Systems and Technology*; Phoenix, AZ; “The Shadow of Goliath: Scientific Discovery and the Abandonment of Technology,” (Oct 13, 2012)

Brad Greenwood, Anand Gopal; *Strategic Management Society Annual Meeting*; Prague, CZ; “Tigerblood: Broadcast Media, Social Media, and Firm Formation” (Oct 9, 2012)

Brad Greenwood, Ritu Agarwal (presenter), Anand Gopal, Rajshree Agarwal; *Workshop on Health IT and Economics*; Washington, DC; “The Shadow of Goliath: Scientific Discovery and the Abandonment of Technology,” (Oct 6, 2012)

Guodong Gao, Brad Greenwood, Jeff McCullough, Ritu Agarwal; *Academy of Management Annual Meeting*; Boston, MA; “A Digital Soapbox: The Information Value of Online Physician Ratings,” (Aug 7, 2012)

Brad Greenwood, Anand Gopal; *Academy of Management Annual Meeting*; Boston, MA; “Tigerblood: Firm Formation, Social Media, and the Environment of Entrepreneurship” (Aug 7, 2012)

Guodong Gao (Presenter), Brad Greenwood, Jeff McCullough, Ritu Agarwal; *28<sup>th</sup> Annual Human-Computer Interaction Lab (HCIL) Symposium*; College Park, MD, “The Information Value of Online Physician Ratings,” (May 25, 2012)

Brad Greenwood, Anand Gopal; *Darden Entrepreneurship and Innovation Research Conference*; Charlottesville, VA; “Tigerblood: Availability Cascades, New Firm Formation, and the Acquisition of Venture Capital” (May 5, 2012)

Brad Greenwood, Anand Gopal; *Utah Winter Business Intelligence Conference*; Snowbird, Utah; “Tigerblood: Availability Cascades, New Firm Formation, and the Acquisition of Venture Capital” (March 1, 2012)

Brad Greenwood, Anand Gopal; *Workshop on Information Systems and Economics*; Shanghai, China; “Tigerblood: Availability Cascades, New Firm Formation, and the Acquisition of Venture Capital” (Dec, 9, 2011)

Guodong Gao, Brad Greenwood, Jeff McCullough, Ritu Agarwal; *Conference on Information Systems and Technology*; Charlotte, NC, “The Information Value of Online Physician Ratings,” (Nov 13, 2011)

Guodong Gao, Brad Greenwood, Jeffrey McCullough, Ritu Agarwal; *Workshop on Health Information Technology Economics*, Washington, DC, “A Digital Soapbox? The Information Value of Online Physician Ratings,” (October 22, 2011)

Guodong Gao, Brad Greenwood, Jeffrey McCullough, Ritu Agarwal; *INFORMS Healthcare*, Montreal, QC, “The Information Value of Online Physician Ratings,” (June 20, 2011)

Brad Greenwood; *Mason Entrepreneurship Research Conference*, Fairfax, VA "Tiger Blood: Availability Cascades, New Firm Formation, and the Acquisition of Venture Capital," (May 6, 2011)

Brad Greenwood, Anand Gopal; *Darden Entrepreneurship and Innovation Research Conference*, Charlottesville, VA "Ending the Mending Wall: Exploring Entrepreneur Venture Capital Co-Location in IT Ventures," (May 5, 2011)

Guodong Gao (presenter), Jeffrey McCullough, Ritu Agarwal, and Ashish Jha (with Brad Greenwood); *Workshop on Information Systems and Economics*, St Louis, MO, “Are Doctors Created Equal? An Investigation of Online Ratings by Patients,” (December 2010)

Brad Greenwood, Anand Gopal; *International Conference on Info Systems*, St. Louis, MO, "Ending the Mending Wall: Exploring Entrepreneur Venture Capital Co-Location in IT Ventures," (Dec, 2010)

Brad Greenwood, Anand Gopal; *Conference on Information Systems and Technology*, Austin, TX, "Ending the Mending Wall: Exploring Entrepreneur VC Co-Location in IT Ventures," (November 7, 2010)

Brad Greenwood, Anand Gopal; *Academy of Management Conference*, Montreal, QC, "Ending the Mending Wall: Exploring Entrepreneur-VC Co-Location in IT Ventures," (August 2010)

Brad Greenwood, Anand Gopal; *Industrial Studies Conference*, Chicago, IL, "Ending the Mending Wall: Exploring Entrepreneur Venture Capital Co-Location in IT Ventures," (May 5, 2010)

Corey Angst, Carolyn R. Queenan (presenter), Sarv Devaraj, Brad Greenwood, *INFORMS 2008*, Washington DC, "An Empirical Investigation of Technology Adoption Sequences in Hospitals," (October 14, 2008).

## TEACHING

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<b>MSBA6515 – Capstone Project in Analytics</b>	<i>University of Minnesota</i> **	Spring ‘18
<ul style="list-style-type: none"> <li>• Primary instructor and course developer for graduate level MSBA course integrating business analytics curriculum with live practicum, i.e. experiential learning project, between students and Carlson Analytics Lab partners.</li> <li>• Ratings not collected due to size of course enrollment</li> </ul>		
<b>MSBA6250 - Analytics for Competitive Advantage</b>	<i>University of Minnesota</i> **	Spring ‘18
<ul style="list-style-type: none"> <li>• Primary instructor and course developer for graduate level MSBA course (split case, lecture, and technological) motivating the use of analytics within the organization. Topics include: Taylorism, quantification of the organization, causal methods for competitive advantage, predictive methodologies, machine learning, and data ethics. Course objective is to provide a broad overview of available tools and their business application.</li> <li>• Spring '18 Instructor Evaluations</li> </ul>		

\*\* - Reported teaching evaluations from the University of Minnesota are the four question SRT average.

- Summer '18 Instructor Evaluations (Sec 001) 5.2/6.0 (Sec 002) 5.3/6.0
- IDSc 6455 - Web 2.0: The Business of Social Media** *University of Minnesota\*\** Fall '17
- Primary instructor for graduate level MBA course (split case based and Socratic method) examining the rise of Web 2.0, its effect on firm strategy and marketing, open innovation, and collaborative consumption.
  - Fall '17 Instructor Evaluations 5.1/6.0
- MIS 9003 – Foundations of eCommerce Research** *Temple University\*\*\** Spring '17
- Primary instructor and sole developer of doctoral seminar designed to prepare students to conduct research in information systems, with a specific emphasis on study design. Topics include the benefits and drawbacks of a wide range of methodological approaches used to conduct quantitative research, as well as the opportunities each creates for conducting interesting and multidisciplinary research.
  - Ratings not collected due to size of course enrollment
- MIS3501 – Data Centric Application Development** *Temple University\*\*\**
- Primary instructor for MIS core class teaching open source software development (Apache, PHP and MySQL) to provide the student with a fundamental programming background. Students will develop the skills necessary to create interactive, database-driven web sites.
  - Fall '16 Instructor Evaluations (35 Students) 4.6/5.0 (35 Students) 4.7/5.0
  - Fall '15 Instructor Evaluations (35 Students) 4.3/5.0 (35 Students) 4.5/5.0
- MIS2101 – Info Systems in Organizations** *Temple University\*\*\**
- Primary instructor for undergraduate core class on the organizational use of information systems. Focus includes: technology as a business enabler, tech application, and organizational fit with strategic IT initiatives
  - Spring '15 Instructor Evaluations (120 Students) 4.5/5.0 (60 Students) 4.6/5.0
  - Fall '14 Instructor Evaluation (60 Students) 4.4/5.0
- BUMK759 – Social Media Marketing** *University of Maryland, College Park* Spring '14
- Supervised independent study of MBA student launching a social media marketing campaign for the promotion of his first novel (written on his experiences during the war in Afghanistan)
  - Projected first year sales from publisher post course – 1600 units
- BUDT706 – Social Media and Web2.0** *University of Maryland, College Park\*\*\*\** Fall '13
- Primary instructor for 3 MBA and Master's level courses covering social media and user generated content to extend and create business models, or augment firm strategies, from case approach. Current practicum partners are the Laborer's International Union of North American and Deloitte Federal
  - Fall '13 Instructor Evaluation (Averaged over three sections) 4.4/5.0
- BMGT301 – Intro to Info Systems** *University of Maryland, College Park\*\*\*\**
- Primary instructor for 60 student class on the strategic use of information systems with case approach; topics include digital and information goods, data exploitation, Web 2.0, IT Consulting
  - Spring '14 Instructor Evaluation (Averaged over two sections) 4.5/5.0
  - Fall '11 Instructor Evaluation 4.2/5.0
  - Fall '10 Instructor Evaluation 4.2/5.0
- BMGT468Q – Social Venture Consulting** *University of Maryland, College Park* Spring '12
- Two section guest lecturer focusing on consulting and the case methodology within the context of non-profit organizations and social value creation
- DMGT890 – Concept Proposal** *University of Maryland, University College* Spring '11
- Guest lecturer to first year doctoral students. Topics included the selection of research questions, framing, and demonstration of theoretical contribution

\*\*\* - Reported teaching evaluations from Temple University are responses to the question: "The instructor taught this class well."

\*\*\*\* - Reported teaching evaluations from the University of Maryland have been converted to a 1-5 scale for consistency

- BUDT773 – Data Mining**      *University of Maryland, College Park*      Fall '09 - Fall '11
- Grading TA and guest lecturer for MBA level course focused on data exploitation, discrete analysis, classification, forecasting, and business intelligence (10 sections)
- BMG301 – Intro to Info Systems**      *University of Maryland, College Park*      Apr 09
- Guest Lecturer to assist faculty in instruction of IT Consulting focused section of class
- MGT40490 – Business Problem Solving**      *University of Notre Dame*      Feb 08
- Guest lecturer to assist faculty in instruction of fabricated case based on real world events in an IT/Manufacturing industry.
  - Authored original case illustrating to students various problems associated with ERP Implementation

## SERVICE

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### Editorships and Ad Hoc Reviewing

- |  |  |                |
|--|--|----------------|
| • Intl Conf. on Information Systems    | <i>Track Chair – Innovation and Entrepreneurship</i> | 2019           |
| • Management Science                   | <i>Associate Editor</i>                              | 2017 - Present |
| • Intl Conf. on Information Systems    | <i>Associate Editor</i>                              | 2013 - 2018    |
| • INFORMS – CIST                       | <i>Program Committee</i>                             | 2015 - 2018    |
| • Management Science                   | <i>Reviewer</i>                                      |                |
| • Information Systems Research         | <i>Reviewer</i>                                      |                |
| • Administrative Science Quarterly     | <i>Reviewer</i>                                      |                |
| • MIS Quarterly                        | <i>Reviewer</i>                                      |                |
| • Marketing Science                    | <i>Reviewer</i>                                      |                |
| • Organization Science                 | <i>Reviewer</i>                                      |                |
| • Journal of Economic Geography        | <i>Reviewer</i>                                      |                |
| • Production and Operations Management | <i>Reviewer</i>                                      |                |
| • Southern Economic Journal            | <i>Reviewer</i>                                      |                |
| • Strategic Management Journal         | <i>Reviewer</i>                                      |                |
| • Strategic Entrepreneurship Journal   | <i>Reviewer</i>                                      |                |
| • INFORMS – CIST                       | <i>Reviewer</i>                                      |                |
| • Intl Conf. on Information Systems    | <i>Reviewer</i>                                      |                |
| • Academy of Management Annual Meeting | <i>Reviewer</i>                                      |                |
| • Israel Science Foundation            | <i>Reviewer</i>                                      |                |

### Professional Associations

- Academy of Management
- Association for Information Systems
- Institute For Operations Research and the Management Sciences
- Strategic Management Society

### Internal Service

#### University of Minnesota

- |   |                              |                 |
|---|------------------------------|-----------------|
| • CSOM Promotion & Tenure Reading Committee | <i>Member</i>                | Fall 2018       |
| • IDSc PhD Student Evaluation Committee     | <i>Member</i>                | Summer 2018     |
| • CSOM Junior Faculty Evaluation Committee  | <i>Member</i>                | Spring 2018     |
| • IDSc Junior Faculty Evaluation Committee  | <i>Member</i>                | Spring 2018     |
| • UMN Initiative on the Sharing Economy     | <i>Participating Faculty</i> | Oct '17-Present |
| • IDSc Promotion & Tenure Committee         | <i>Member</i>                | Fall 2017       |
| • IDSc Faculty Recruitment Committee        | <i>Member</i>                | Fall 2017       |

#### Temple University

- |  |                    |                        |
|--|--------------------|------------------------|
| • MIS Distinguished Speaker Series                   | <i>Coordinator</i> | (Aug 2014 – June 2017) |
| • PhD Program Office - Dissertation Awards Committee | <i>Member</i>      | 2015                   |

### University of Maryland, College Park

- Dingman Center for Entrepreneurship *Research Fellow* (May 2010 – Aug 2014)
- Center for Health and Information Decision Systems *Research Fellow* (Oct 2009 - Present)
- RH Smith School Association of Doctoral Students *Vice President* (May 2011 – May 2012)
- RH Smith School Association of Doctoral Students *Social Chair* (May 2010 – May 2011)
- Dean’s IT Architecture Committee *Member* (Spring 2011)

### **Advising and Mentoring**

#### University of Minnesota

- Sandeep Gangarapu - *2<sup>nd</sup> Year Paper Committee Member*
- Christina Y. Jeong - *Semester Research Advisor*
- Taylor Canann (Economics) - *Dissertation Committee Member*

#### Temple University

- Kartik Ganju - *Dissertation Committee Member - Placement: McGill University*
- Shuting “Ada” Wang - *Dissertation Committee Member*  
- *Semester Research Advisor*

#### Exterior Advising

- William Obenauer - *Committee Member (Rensselaer Polytechnic Institute)*

### **External Service**

- Inaugural ICIS Paper-a-Thon *Team Mentor* 2017
- INFORMS – Information Systems Society (ISS) *Treasurer/Secretary* 2015-2017
  - Re-elected in January of 2018 *Treasurer/Secretary* 2017-2019
- INFORMS *Session Chair* 2015
- Conf on Information Systems and Technology *Program Committee* 2015, 2016, 2017
- Platform Research Symposium *Discussant* 2014, 2015
- Workshop on Information Systems Economics *Discussant* 2013, 2014, 2015, 2017
- International Conference on Electronic Commerce *Program Committee* 2014
- Workshop on Health IT Economics *Doctoral Consortium Mentor* 2018
- Workshop on Health IT Economics *Session Chair* 2013
- Workshop on Health IT Economics *Discussant* 2013, 2014, 2015, 2016
- Academy of Management Annual Meeting *Session Chair* 2013, 2015, 2017

### **PROFESSIONAL EXPERIENCE**

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#### **CACI International** *Deputy Project Manager – MD State Registry of Wills* July 2004- Mar 2012

- Assisted in management of a seven-person team in charge of the implementation of four large scale application upgrades (10,000+ man-hours each).

#### *Analyst/Programmer – MD State Registry of Wills*

- Served as lead for planning, documenting and designing each successive iteration of the application within a three-person team

#### **GE Specialty Materials** *IS Development Project Leader* Jan 03 - May 03

- Headed a five-person team to determine the effectiveness of GE Silicone’s American based training efforts regarding a new Enterprise Information System built by SAP for GESM

### **CREDENTIALS AND CERTIFICATIONS**

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**Language Familiarity:** C, C++, C#, ASP, PHP, Pascal, Visual Basic, JavaScript, Basic, SQL, JAVA, T-SQL, R

**Database Familiarity:** Access, Oracle, MySQL, Sybase, MS SQL Server

**Operating Systems Familiarity:** Win 9X, 2000, XP, 7, 8, 10, UNIX, Mac OS X, Fedora X, GNOME, FreeBSD

**Security Clearance:** TS/SCI with Full-Scope Polygraph (Inactive), United States Holocaust Memorial Museum (Sworn Researcher)

## REFERENCES

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- Dr. Ritu Agarwal** [ragarwal@rhsmith.umd.edu](mailto:ragarwal@rhsmith.umd.edu) 301.405.3121  
Senior Associate Dean for Faculty and Research  
Professor and Robert H. Smith Dean's Chair of Information Systems  
4327 Van Munching Hall  
University of Maryland, College Park  
College Park, MD 20742
- Dr. Anandasivam Gopal** [agopal@rhsmith.umd.edu](mailto:agopal@rhsmith.umd.edu) 301.405.9681  
Professor of Information Systems  
Van Munching Faculty Fellow  
4307 Van Munching Hall  
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