

Animesh

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EMPLOYMENT

Desautels Faculty of Management, McGill University (Montreal, QC, CA)

Associate Professor (Aug 2013 – till date)

Assistant Professor (Aug 2007 – Aug 2013)

EDUCATION

R. H. Smith School of Business, University of Maryland (College Park, MD, USA)

Ph.D., Decision and Information Technologies, *Aug 2007*.

Dissertation Title: The Impact of Online Sponsored Search on Consumer and Seller Strategies.

Committee: Dr. Ritu Agarwal (co-chair), Dr. Siva Viswanathan (co-chair), Dr. Amna Kirmani, Dr. G. Anandalingam, and Dr. John Rust.

Carnegie Mellon University (Pittsburgh, PA, USA)

Master of Information Systems Management, *May 2001*.

College of Business Studies, University of Delhi (Delhi, India)

Bachelor of Business Studies, *May 1998*.

RESEARCH INTERESTS

- Impact of Internet technologies and technology-enabled business models on consumers, firms, intermediaries and market dynamics. Current focus on online search advertising and social media.
- Computer supported coordination systems and human computer interaction.

RESEARCH PAPERS

Refereed Journal Articles

- Oh, H., Animesh, A. and Pinsonneault, A. 2015. Free vs. For a Fee: The Impact of Paywall on the Pattern and Effectiveness of Word-of-Mouth via Social Media. *MIS Quarterly* 40(1), 31-56.
- Mishra S., Modi S., and A. Animesh. 2013. The Relationship between Information Technology Capability, Inventory Efficiency, and Shareholder Wealth: A Firm-Level Empirical Analysis. *Journal of Operations Management* 31(6), 298-312.
- Yang, S., Lim, J., Oh, W., Animesh, A., and Pinsonneault, A. 2012. Using Real Options to Investigate the Market Value of Virtual World Businesses. *Information System Research*, 23:3-part-2, pp 1011-1029
- Animesh, A., Viswanathan, S., and Agarwal, R. 2011. Competing “Creatively” in

Sponsored Search Markets: The Impact of Rank, Unique Selling Proposition, and Competition on the Effectiveness of Sponsored Search Listings. *Information System Research*, 22(1), 153-169

- Animesh, A., Pinsonneault, A., Yang, S., and Oh, W. 2011. An Odyssey into Virtual Worlds: Exploring the Impacts of Technological and Spatial Environments on Intention to Purchase Virtual Products, *MIS Quarterly*, 35 (3), 789-810
- Yin, S., Ray, S., Gurnani, H., and Animesh, A. 2010. Durable Products with Multiple Used Goods Markets: Product Upgrade and Retail Pricing Implications. *Marketing Science*, 29(3), 540-560.
- Animesh, A., Ramachandran, V., and Viswanathan, S. 2010. Quality Uncertainty and the Performance of Online Sponsored Search Markets: An Empirical Investigation. *Information Systems Research*, 21(1), 190-201.
- Agarwal, R., Animesh, A., and Prasad, K. 2009. Social Interactions and the 'Digital Divide': Explaining Regional Variations in Internet Use. *Information Systems Research*, 20 (2), 277-294.

Under Review

- Chung, S., Animesh, A., Han, K. and Pinsonneault, A., "Do IT Patents Matter for Firm Value? The Role of Innovation Orientation and Environmental Uncertainty," *Fourth Round of Review at Information Systems Research*.
- Chung, S., Animesh, A., Han, K. and Pinsonneault, A., " Firms' Social Media Efforts, Consumer Behavior, and Firm Performance: Evidence from Facebook," *Fourth Round of Review at Information Systems Research*.

Work-in-progress

- Value Co-creation in Crowdsourcing: The Effects of Social Networks on Product Co-development Project Success
Co-author: Hyelim Oh, and Alain Pinsonneault
Status: Manuscript under preparation
- When Logins Go Social: Effects on Purchase Behaviors and Targeted Responses in Online Markets
Co-author: Hyunji So, Mingdi Xin, and Wonseok Oh
Status: Manuscript under preparation
- Predicting customers' mobile channel adoption from their past behaviors in PC channel
Co-author: Bang Y., Han K., and Hwang M.
Status: Manuscript under preparation
- Reaction to Facebook's "Reactions": Impact of Emotive Engagement Features on User's Engagement
Co-author: Hamid Khobzi.
Status: Manuscript under preparation
- Business Value and Competitive Impacts of Software Patents: A Stochastic Frontier Approach of Firm Capabilities
Co-author: Chung S., Han K., and Alain Pinsonneault.
Status: Manuscript under preparation

- Customer Attitude from Social Media, Customer Satisfaction Index, and Firm Value
Co-author: Chung S., Han K., and Donghyuk Shin.
Status: Manuscript under preparation
- Media Synchronicity Theory and the Instant Messaging System: Evaluating the effectiveness of Encapsulated-Hierarchical Instant Messaging System (E-HIMS).
Status: Need to conduct experiment to test the effectiveness of alternative IM designs in terms of productivity, satisfaction and other dimensions of performance.

Book Chapters

- Agarwal, R., Viswanathan, S., and Animesh A. (2012). **The “New” World of Negotiating: Interactions Mediated by Information Technology** in B. Goldman & D.L. Shapiro (Eds.), *The Psychology of Negotiation in the 21st Century: Frontiers Series of the Society for Industrial and Organizational Psychology*. New York: Routledge/Psychology Press.

Refereed Conference/ Workshop Papers

- Chung, Sunghun, Animesh, Animesh, Han, Kunsoo and Pinsonneault, Alain (2017). Does Give-And-Take Really Matter? Dynamics of Social Interactions in Social Network. *Hawaii International Conference on System Sciences (HICSS) 2017*
- Chung, Sunghun, Animesh, Animesh, Han, Kunsoo and Pinsonneault, Alain (2016). Does Give-And-Take Really Matter? Dynamics of Social Interactions in Social Network. *ICIS 2016 Proceedings*
- Chung, Sunghun, Animesh, Animesh, Han, Kunsoo and Pinsonneault, Alain (2015). Do Social Media Efforts Matter for a Firm's Bottom Line? Evidence from Facebook. In: PACIS 2015 Proceedings. Pacific Asia Conference on Information Systems (PACIS 2015), Singapore. 6-9 July 2015.
- Chung, Sunghun, Animesh, Animesh, Han, Kunsoo and Pinsonneault, Alain (2015). Firm's Social Media Efforts, Consumer Behavior, and Firm Performance: Evidence from Facebook. In: CORS/INFORMS International Conference, Montreal, Canada., 14-17 June 2015.
- Chung, Sunghun, Animesh, Animesh, Han, Kunsoo and Pinsonneault, Alain (2015). The business value of firms' social media efforts: evidence from Facebook. In: Proceedings of the 17th International Conference on Electronic Commerce 2015. International Conference on Electronic Commerce (ICEC), Seoul, South Korea. 3-5 August 2015.
- Jin, Q., Animesh, A., and Pinsonneault, A., "First-Mover Advantage in Online Review Platform", *CORS/INFORMS International Conference, Montreal, Canada, 2015*.
- Jin, Q., Animesh, A., and Pinsonneault, A., "First-Mover Advantage in Online Review Platform", *INFORMS Annual Meeting, Philadelphia, USA, 2015*.
- Jin, Q., Animesh, A., and Pinsonneault, A., "First-Mover Advantage in Online Review Platform", *ICIS 2015 Proceedings*
- Chung, Sunghun, Han, Kunsoo, Animesh, Animesh and Pinsonneault, Alain (2014). Competitive impact of software patents in the IT industry: an empirical examination. In: Workshop on Information Systems and Economics, Auckland, New Zealand, (1-31). 17-19 December 2014.

- Chung, Sunghun, Animesh, Animesh, Han, Kunsoo and Pinsonneault, Alain (2014). Firm's social media efforts, consumer behavior, and firm performance: evidence from Facebook. In: INFORMS Conference on Information Systems and Technology (CIST), San Francisco, CA, United States. 8-9 November 2014.
- Chung, Sunghun, Animesh, Animesh, Han, Kunsoo and Pinsonneault, Alain (2014). Firm's social media efforts, consumer behavior, and firm performance. In: International Conference on Information Systems, Auckland, New Zealand. 14-17 December 2014.
- Oh, H., Animesh, A., and Pinsonneault, A., "Value Co-creation in Crowdsourcing: The Effects of Social Networks on Product Co-development Project Success," *International Symposium of Information Systems (ISIS)*, Rajasthan, India, 2014.
- Chung, S., Animesh, A., Han, K. and Pinsonneault, A., "Do IT Patents Matter for Firm Value? The Role of Innovation Orientation and Environmental Uncertainty," *Proc. of International Conference on Information Systems (ICIS)*, Milan, Italy, 2013.
- Chung, S., Animesh, A., Han, K. and Pinsonneault, A., "IT Patent and Firm Value: The Role of Innovation Orientation and Environmental Uncertainty," *Informis Conference on Information Systems and Technology (CIST)*, Minneapolis, MN, 2013.
- Oh, H., Animesh, A. and Pinsonneault, A., "Free vs. For a Fee: The Impact of Information Pricing Strategy on the Pattern and Effectiveness of Word of Mouth via Social Media," *Proc. of International Conference on Information Systems (ICIS)*, Milan, Italy, 2013. [***This paper won the best conference paper award.***]
- Oh, H., Animesh, A., and Pinsonneault, A., "Value Co-creation in Crowdsourcing: The Effects of Social Networks on Product Co-development Project Success", Workshop on Information Systems Economics (WISE), Milan, Italy, 2013.
- Oh, H., Animesh, A., and Pinsonneault, A., "Free vs. For a Fee: The Impact of Information Pricing Strategy on the Pattern and Effectiveness of Word of Mouth via Social Media" *Informis Conference on Information Systems and Technology (CIST)*, Minneapolis, MN, 2013.
- Oh, H., Animesh, A., and Pinsonneault, A., "Free vs. For a Fee: The Impact of Information Pricing Strategy on Information Diffusion in Online Social Media", Workshop on Information Systems Economics (WISE), Shanghai, China, 2011.
- Yin, S., Ray, S., Gurnani, H., and Animesh, A., "Durable Products with Multiple Used Goods Markets: Product Upgrade and Retail Pricing Implications", Conference on Industrial Engineering and Engineering Management, 2009.
- Animesh, A., Viswanathan, S., and Agarwal, R., "Online Sponsored Search Advertising as a Quality Signal and its Impact on Consumer Behavior," *Proc. 28th International Conference on Information Systems (ICIS)*, Montreal, Canada, 2007
- Animesh, A., Ramachandran, V., and Viswanathan, S., "An Empirical Investigation of the Performance of Online Sponsored Search Markets," *International Conference of Electric Commerce (ICEC)*, Minneapolis, MN, 2007. (***Best Paper Nomination***)
- Animesh, A., Ramachandran, V., and Viswanathan, S., "Quality Uncertainty and Adverse Selection in Online Sponsored Search Markets," *Proc. 27th International Conference on Information Systems (ICIS)*, Milwaukee, Wisconsin, 2006.
- Animesh, A., Ramachandran, V., and Viswanathan, S., "Quality Uncertainty and Adverse Selection in Online Sponsored Search," *Informis Conference on Information Systems and*

Technology (CIST). Pittsburgh, PA, 2006.

- Animesh, A., and Darcy, D., "Encapsulated-Hierarchical Instant Messaging System (E-HIMS): Redesigning Instant Messaging," *Proc. Fifteenth Workshop on Information Technology and Systems (WITS)*, Las Vegas, USA, 2005.
- Animesh A., Ramachandran, V., and Viswanathan, S., "Online Advertisers' Bidding Strategies for Search, Experience, and Credence Goods: An Empirical Investigation," *Workshop on Sponsored Search Auctions, in conjunction with the ACM Conference on Electronic Commerce*, Vancouver, Canada, 2005.
- Animesh, A., "Impact of B2B Exchange Membership on Firm Value: An Event Study Analysis," *Proc. Americas Conference on Information Systems (AMCIS)*, New York, 2004.

Invited (non-refereed) Conference/ Workshop Papers

- Mishra S., Modi S., and Animesh A., "Inventory Performance and Firm Value: The Role of Information Technology", Decision Sciences Institute 2011 Annual Meeting, Boston 2011.
- Animesh, A., Pinsonneault, A., Yang, S., Oh, W. (2009) How Real is the Virtual World? Impacts of Technological and Spatial: Characteristics of Virtual Worlds on User Behavior. Virtual Worlds Conference (MIS Quarterly Workshop), Texas.
- Animesh, A., Viswanathan, S., and Agarwal, Ritu. (2008) Competing 'Creatively' in Online Markets: Evidence from Sponsored Search. *INFORMS Marketing Science Conference*, Vancouver, Canada.
- Animesh, A., Viswanathan, S., and Agarwal, Ritu. (2007) Price, Quality and Advertising Relationship in Online Directional Markets: an Empirical Study. *Third Symposium on Statistical Challenges in eCommerce Research (SCECR 07)*, University of Connecticut.
- Ribbink, D., Animesh, A. (2007) Taking Off Online: The Impact of Electronic Distribution Channels on Firm Performance. *Annual INFORMS Conference*, Seattle.

Invited Speaker

- Research seminar at School of Management (Fudan University, China) in April 2016
- Research seminar at Shantou University Business School (Shantou University, China) in April 2016
- Research seminar at Jindal School of Business (University of Texas, Dallas) in Feb 2016
- Key speaker at a seminar on "Business Growth and Corporate Sustainability" held on 17th January, 2014, organized by PG Department of Commerce and Management, GGSDS College (Panjab University), India
- Research seminar at Sauder School of Business (University of British Columbia) in 2012
- Research seminar at University of Minnesota, Baruch College, McGill University, University of Toledo, and RPI in 2007

TEACHING EXPERIENCE

Desautels Faculty of Management, McGill University: Assistant and Associate Professor

- Taught undergraduate level core course on Information Systems.
- Taught undergraduate level courses on Business Application Development and Systems Analysis and Design.

- Taught undergraduate and graduate level course on Database Systems.
- Taught graduate level course on Technology Management.
- Taught a doctoral seminar on Economics of Information technology.
- Taught in two modules (Value Creation and Managing Resources) in the McGill MBA Japan program.

University of Maryland: Instructor

- Taught undergraduate level course on Database Systems in Fall 2005.

University of Maryland: Teaching Assistant

- Assisted in conducting Math Camp for incoming MBA students in Summer 2005.
- Conducted lab sessions and graded assignments for undergraduate level Visual Basic.NET course in Spring 2005.
- Assisted in developing and managing graduate level IT strategy course in Fall 2002 and Fall 2003.

Carnegie Mellon University: Teaching Assistant

- Tutored students in Telecommunications Management, Entrepreneurship and Business Planning, Information Security and E-commerce courses.
- Responsible for solving queries and grading assignments.

WORK EXPERIENCE

A9.com (Amazon.com's subsidiary, Palo Alto, California, USA): Summer Intern
June-Aug 2007

- Developed a framework to monitor the performance of sponsored search advertisement allocation algorithm and correct for biases.

Efficient Frontier (Mountain View, California, USA): Summer Intern
June-Aug 2006

- Performed Click-through Data Analysis to understand consumer behavior.

Sun Microsystems (Menlo Park, California, USA): Summer Intern
July-Aug 2003

- Examined issues and challenges in implementing applications based on radio frequency identification (RFID) technology.

ISRI, Carnegie Mellon University (Pittsburgh, PA, USA): Research Programmer
April-June 2002

- Developed reporting module of the IT outsourcing capability evaluation toolkit, using Visual Basic and Crystal Reports.
- Developed programs to identify inconsistent linkages between input and output practices of the IT outsourcing model.

Maruti Udyog Limited (Delhi, India): Summer Intern
May- Aug 1997

- Designed and conducted a research study to identify customer profiles. Performed

cluster analysis using SPSS to identify customer segments.

Hindustan Thomson Associates (Delhi, India): Summer Intern
May-July 1996

- Performed image appraisal study for a client company, Hero Honda.

HONORS/ GRANTS/ AWARDS

- SSHRC Grant of \$190,425 (Co-PI: Kunsoo Han) to examine the role of Online Social Media in Product Development, Pricing, Promotion and Performance
- FQRSC Grant of \$39,512 to design, develop, and evaluate an Online Communication Tool for Group Discussions
- Desautels Faculty Scholar Award (2011) of \$75,000 to study Diffusion Dynamics in Online Social Media
- Desautels Faculty Scholar Award (2014) of \$75,000 to study the Role of Social Media in Firm's Strategies
- SSHRC Grant of \$83,725 (Co-PI: Alain Pinsonneault) to examine Online Advertising
- Faculty of Management (McGill University) grant of \$60,000 for examining Impact of Information technology enabled Markets
- FQRSC Team Grant of \$482, 240 to examine challenges in maximizing the value of Information Technology (Role in the team: Collaborator)
- NET Institute Summer 2005 Grant for "Quality Uncertainty and Adverse Selection in Sponsored Search Markets".
- Jacob K. Goldhaber Travel Grant, University of Maryland, 2005.
- Dean's Summer Research Fellowship (2002-2004), R.H. Smith School of Business.
- Alumni Scholarship for academic achievement (2000), Carnegie Mellon University.
- Accreditation for excellent performance during internship (1997) at Maruti Udyog Ltd.

DOCTORAL CONSORTIA

- International Conference on Information Systems Doctoral Consortium, Milwaukee, Wisconsin. December 2006.
- Americas Conference on Information Systems Doctoral Consortium, Acapulco, Mexico. August 2006.
- Global Technology and Management Doctoral Consortium, Groningen, Netherlands. July 2006.

STUDENT TRAINING

- **Doctoral Students:**
 - Co-supervised Hyelim Oh who joined as Assistant Professor at National University of Singapore in 2014
 - Co-supervising Qianran (Jenny) Jin who joined the Phd program in 2014.
 - Co-supervising Sumin Song who joined the Phd program in 2017.
 - As Member (Dissertation Committee) advised Youngsok Bang, Fatou Bagayogo, Jing Wu, and Seyed Eshagh Vaghefi.

- As an external Dissertation committee member advised Bo Yu (John Molson School of Business, Concordia University), Jing Zhu (Operations Management area at Desautels Faculty of Management), and Badar Ali (School of Computer Science, McGill University).
- **Post-doctoral:**
 - Co-supervised Dr. Sung-Byung Yang from KAIST who joined as a faculty member in the School of Business Administration at Hansung University.
 - Co-supervised Dr. Sunghun Chung from KAIST who joined University of Queensland Business School in 2015.
- **Graduate Research Trainee:**
 - Supervised Hyunji So, a doctoral student from KAIST University.
 - Supervised Hamid Khobji, a doctoral student from City University of Hongkong.
- **Independent Study Advisor** (Faculty of Management, McGill University): Jeffrey Reichman “Impact of Information Technology on the Lodging Industry,” Winter 2008; Anurag Thakur “Social Media Stock Market,” Fall 2011; Philippe Ouimette “Management of Social Media Channels” (EMBA 2013); Ishikawa Takayuki and Udagawa Nao (Japan MBA) 2013; Ashish Kashyap “Different Shades of Network Effects” (IMPM 2015); Nadim Ladha “Banking Loyalty in a Millennial World” (EMBA 2016).
- **Research Mentor** (Smith Undergraduate Research Fellow Program, University of Maryland): Helped supervise undergraduate research projects for Danny Jamal who worked on a project to analyze Google's advertising, search mechanisms, and online sponsored search auctions in 2006-2007.

SERVICE

- **Associate Editor: Information Systems Research** (2015-2018)
- **Committee Member (McGill University):** Undergraduate Program Committee, Desautels Faculty of Management 2007-2008, Senate committee on Information Systems and Technology 2008-2009, McGill Enterprise Architecture Committee 2010-2011, Inquiry Network 2010-2011, Teaching and Learning Resources Committee 2011-2012, GPS SSHRC Review Committee 2011-2012, University Tenure Committee 2016-2017; Senator (2017-2018), Desautels Phd Program Committee 2016-2017.
- **Advisor:** Information Systems Club, Desautels Faculty of Management
- **Seminar Series Coordinator:** IS area, Desautels Faculty of Management
- **Phd Coordinator:** IS Area, Desautels Faculty of Management
- **Adhoc Reviewer:** Management Science, Organization Science, Information Systems Research, MIS Quarterly, IEEE Transactions on Engineering Management, International Conference on Information Systems (ICIS), Workshop on Information Systems Economics (WISE), International Conference of Electric Commerce (ICEC), and Americas Conference on Information Systems (AMCIS)
- **Program Committee Member:** Conference on Information Systems And Technology (CIST) 2008, International Conference on Electronic Commerce (ICEC) 2007, 2008, and 2009 Fourth Workshop on Ad Auctions in conjunction with The ACM Conference on

Electronic Commerce, 2008

- **Session Chair:** Session on “Sponsored search on the Internet” at International Conference on Electronic Commerce (ICEC) 2007, Session on “Internet based Information Intermediaries” at INFORMS Annual Meeting 2009.
- **Discussant:** Administrative Sciences Association of Canada (ASAC), 2009
- **Local Arrangements Co-Chair:** Workshop on Information Systems Economics, Montreal, Canada, 2007.
- Association of Doctoral Students’ (ADS) Representative in Graduate Student Government, University of Maryland.
- **Election Committee Member:** Graduate Student Government, University of Maryland.
- **Volunteer** for International Conference on Information Systems (ICIS 2004), Washington DC, and Workshop on Information Systems and Economics (WISE 2004).