

Shachar Reichman

ACADEMIC POSITIONS

Assistant Professor	Tel Aviv University - Coller School of Management	2014 -
Research Affiliate	MIT Sloan School of Management	2014 -
Postdoctoral Associate	MIT Sloan School of Management	2011 -2014

EDUCATION

Ph.D.	Business Administration, Information Systems, Tel Aviv University , The Faculty of Management. <i>Dissertation Title: "The Role of Product Networks and Social Networks in Exploration in Online Environments"</i> Advisors: Gal Oestreicher-Singer and Jacob Goldenberg	2011
M.Sc.	Industrial Engineering and Management, Information Systems, Ben-Gurion University	2005
B.Sc.	Industrial Engineering and Management, Information Systems, Ben-Gurion University	1999

RESEARCH INTERESTS

My research focuses on applying modern ML and data science algorithms to identify unique and interesting structures in data from online and offline environments, to improve consumer experience and business performance. In particular, my research seeks to understand and quantify how the vast quantities of data generated through online and offline activities, including posts in online social networks, user-generated content, online search logs and transaction records, can be used to better understand consumption decisions, enhance predictive models aimed at supporting decision-making processes, and optimize business strategies to improve business productivity and efficiency.

Keywords: Economics of IS/IT; E-commerce, Big Data, Networks in E-commerce; User-generated Content, Recommendation Systems.

PUBLICATIONS

Bar Gill S., Inbar Y., and Reichman, S. *Forthcoming*. “The Impact of Social vs. Non-Social Referral Sources on Online News Consumption”, *Management Science*.

Brynjolfsson, E., Geva, T., and Reichman, S. **2016**. “Crowd-Squared: Amplifying the Predictive Power of Search Trend Data”, *MIS Quarterly*, Vol. 40 No. 4, pp. 941-961.

Bertsimas, D., Brynjolfsson, E., Reichman, S., and Silberholz, J. M. **2015**. “Tenure Analytics: Models for Predicting Research Impact,” *Operations Research*, 63(6):1246-1261.

Goldenberg, J., Oestreicher-Singer, G., and Reichman, S. **2012**. “The Quest for Content: How User-Generated Links Can Facilitate Online Exploration,” *Journal of Marketing Research*, Vol. 49, No. 4, pp. 452-468.

WORK IN PROGRESS

“Stuck Online: When Online Engagement Gets in the Way of Offline Sales” with Bar-Gill S. (**3rd round at MISQ**)

“Learning from Mistakes – Predictive Models of Chronic Patient ER Admission Errors” with Muchnik L. and Ben-Assuli O.

“Reducing Uncertainty in Enterprise Risk Management”, with Ghasemkhani H. and Westerman G.

“The Predictive Power of Engagement in Mobile Consumption”, with Geva T. and Somech I.

“Consumer Location Dynamics and Gas Station Choice”, with Shoshani T. and Zubcsek P.

“Designing and Understanding Profit-Maximizing Recommender Systems for Online Retailing”, with Hinz O.

CONFERENCE PUBLICATIONS WITH PROCEEDINGS

Bar Gill S., Inbar Y., and Reichman S. **2017**. “The Impact of Social vs. Non-Social Referral Sources on Online News Consumption,” *The International Conference on Information Systems (ICIS 2017)*, Seoul, South Korea.

Geva T., Reichman S., and Somech I. **2017**. “The Predictive Power of Engagement in Mobile Consumption,” *The International Conference on Information Systems (ICIS 2017)*, Seoul, South Korea.

- Goldstein A., Raphaeli O. and Reichman S. 2016. “Engagement, Search Goals and Conversion - The Different M-Commerce Path to Conversion,” *The International Conference on Information Systems (ICIS 2016)*, Dublin, Ireland.
- Ghasemkhani H., Reichman S. and Westerman G. 2015. “Using Predictive Analytics to Reduce Uncertainty in Enterprise Risk Management,” *The International Conference on Information Systems (ICIS 2015)*, Fort Worth, TX.
- Brynjolfsson, E., Geva T. and Reichman, S. 2014. “Using Crowd-Based Data Selection to Improve the Predictive Power of Search Trend Data,” *The International Conference on Information Systems (ICIS 2014)*, Auckland, New Zealand.
- Bertsimas, D., Brynjolfsson, E., Reichman, S., and Silberholz, J. M.. 2013. “Network Analysis for Predicting Academic Impact,” *The International Conference on Information Systems (ICIS 2013)*, Milan, Italy.
- Goldenberg, J., Oestreicher-Singer, G., and Reichman, S. 2010. “The Role of Product Networks and Social Networks in Ill-defined Exploration in Online Environments,” *The International Conference on Information Systems (ICIS 2010)*, St. Louis, MO.

RESEARCH GRANTS

- Collier Foundation Grants \$80,000 (multiple grants 2016-2020)
- Blavatnik Interdisciplinary Cyber Research Grant - “The Interplay of Cyber Vulnerability and Enterprise Credit Risk“ 400,000 ILS (2016-2018)

AWARDS AND HONORS

- Net Institute – Summer Research Grant - 2015
- Doctoral Dissertation Award - *The International Conference on Information Systems ICIS 2012* (ACM SIGMIS) - Runner Up.
- Winner of the Marketing Science Institute (MSI) and the Wharton Interactive Media Initiative (WIMI) User-generated Content Research Competition, 2009.
- Winner of the Netvision Institute for Internet Studies scholarship, 2009.
- Grant from NEGEV - The Personal Video Services Consortium (part of the Israeli Chief Scientist MAGNET Program), 2006-2011.
- Tel Aviv University Fellowship and Scholarship (2006-2010).

CONFERENCE PUBLICATIONS WITHOUT PROCEEDINGS

- Bar Gill S., Inbar Y., and Reichman S. 2019. "The Impact of Social vs. Non-Social Referral Sources on Online News Consumption," *INFORMS 11th Conference on Information Systems & Technology (CIST 2019)*, Seattle, WA.
- Bar Gill S., Inbar Y., and Reichman S. 2018. "From Tailored Calls-to-Action to Consumption of On-line News: A Field Experiment," *The Conference on Digital Experimentation (CODE 2018)*, Cambridge, MA.
- Bar Gill, S. and Reichman, S. 2017. "When Online Engagement Gets in the Way of Offline Sales - A Natural Experiment," *Economics of Information and Communication Technologies Conference (ICT 2017)*, Paris, France.
- Bar Gill, S. and Reichman, S. 2016. "When Online Engagement Gets in the Way of Offline Sales - A Natural Experiment," *The Symposium on Statistical Challenges in Electronic Commerce Research (SCECR 2016)*, Naxos, Greece.
- Bar Gill, S. and Reichman, S. 2015. "When Online Engagement Gets in the Way of Offline Sales - A Natural Experiment," *The Conference on Digital Experimentation (CODE 2015)*, Cambridge, MA.
- Brynjolfsson, E., Geva T. and Reichman, S. 2015. "Using Crowd-Based Data Selection to Improve the Predictive Power of Search Trend Data," *The 13th ZEW Conference on The Economics of Information and Communication Technologies*, Mannheim, Germany.
- Ghasemkhani H., Reichman S. and Westerman G. 2015 "Reducing Uncertainty in Enterprise Risk Management", *MIT IDE Annual Conference*. Cambridge, MA.
- Brynjolfsson, E., Geva, T., and Reichman, S. 2014. "Crowd-Squared: Amplifying the Predictive Power of Large Scale Crowd-Based Data," *Conference on Information Systems and Technology (CIST)*.
- Bertsimas, D., Brynjolfsson, E., Reichman, S., and Silberholz, J. M. 2014. "Whom Should We Tenure – Network Analysis for Predicting Research Impact," *INFORMS Annual Meeting*. San Francisco, CA.
- Bertsimas, D., Brynjolfsson, E., Reichman, S., and Silberholz, J. M. 2014. "Whom Should We Tenure – Network Analysis for Predicting Research Impact," *The Tenth Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*. Tel Aviv, Israel.
- Brynjolfsson, E., Geva, T., and Reichman, S. 2014. "Crowd-Squared: A New Method for Improving Predictions by Crowd-sourcing Google Trends Keyword Select," *The Tenth Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*. Tel Aviv, Israel.

- Brynjolfsson, E., Geva, T., and Reichman, S. 2014. "Crowd-Squared: A New Method for Improving Predictions by Crowd-sourcing Google Trends Keyword Select," *NBER Economics of Digitization*. Stanford University, Stanford, CA.
- Bertsimas, D., Brynjolfsson, E., Reichman, S., and Silberholz, J. M. 2014. "Moneyball for Academics: Network Analysis for Predicting Research Impact," *American Economic Association (AEA) Annual meeting*. Philadelphia, PA.
- Brynjolfsson, E., Geva, T., and Reichman, S. 2013. "Crowd-Squared: A New Method for Improving Predictions by Crowd-sourcing Google Trends Keyword Select," *Workshop on Information Systems and Economics (WISE)*. Milan, Italy.
- Brynjolfsson, E., Geva, T., and Reichman, S. 2013. "Crowd-Squared: A New Method for Improving Predictions by Crowd-sourcing Google Trends Keyword Select," *INFORMS Annual Meeting*. Minneapolis, MN.
- Bandi, C., Bertsimas, D., Brynjolfsson, E., Reichman, S., and Silberholz, J. M. 2013. "The Academic Dashboard - Assessing and Improving Metrics for Ranking Scholars," *International School and Conference on Network Science (NetSci 2013)*. Copenhagen, Denmark.
- Brynjolfsson, E., Geva, T., and Reichman, S. 2013. "Crowd-Squared: A New Method for Improving Predictions by Crowd-sourcing Google Trends Keyword Select," *The Annual Conference of the MIT Center for Digital Business*. Cambridge, MA.
- Bandi, C., Bertsimas, D., Brynjolfsson, E., Reichman, S., and Silberholz, J. M. 2013. "The Analytics of Academic Impact," *The Annual Conference of the MIT Center for Digital Business*. Cambridge, MA.
- Bandi, C., Bertsimas, D., Brynjolfsson, E., Reichman, S., and Silberholz, J. M. 2012. "The Academic Dashboard - Assessing and Improving Metrics for Ranking Scholars," *Workshop on Information in Networks (WIN)*. New York, NY.
- Goldenberg, J., Oestreicher-Singer, G., and Reichman, S. 2012. "The Quest for Content: How User-Generated Links Can Facilitate Online Exploration," *Third Annual Conference on Internet Search and Innovation*. Chicago, IL.
- Brynjolfsson, E., and Reichman S. 2012. "Academic Ranking Using Co-Authorship Network Analysis," *The Annual Conference of the MIT Center for Digital Business*. Cambridge, MA.
- Goldenberg, J., Oestreicher-Singer, G., and Reichman, S. 2011. "The Quest for Content: The Role of User-Generated Links in Online Exploration," *INFORMS Marketing Science Conference*. Houston, TX.

- Goldenberg, J., Oestreicher-Singer, G., and Reichman, S. 2010. "The Quest for Content: The Role of Product Networks and Social Networks in Ill-defined Exploration in Online Environments," *The Fifth Mediterranean Conference on Information Systems (MCIS): Professional Development Consortium*. Tel Aviv, Israel.
- Goldenberg, J., Oestreicher-Singer, G., and Reichman, S. 2009. "The Quest for Content - The Integration of Product and Social Networks in UGC Environments," *Workshop on Information Systems and Economics (WISE)*. Phoenix, AZ.
- Goldenberg, J., Oestreicher-Singer, G., and Reichman, S. 2009. "Killing Time: The Role of Product Networks and Social Networks in Ill-Defined Content Search in User Generated Content Sites," *The Emergence & Impact of User-Generated Content, (WIMI-MSI conference)*. University of Pennsylvania, Philadelphia, PA
- Goldenberg, J., Oestreicher-Singer, G., and Reichman, S. 2009. "Searching for "Something": The Role of Product Networks and Social Networks in Ill-defined Search in Online Environment," *INFORMS Marketing Science Conference*. Ann Arbor, MI
- Goldenberg, J., Oestreicher-Singer, G., and Reichman, S. 2009. "Searching for "Something": The Role of Product Networks and Social Networks in Ill-defined Search in Online Environment," *Fifth Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*. Pittsburgh, PA.

TEACHING

Tel Aviv University

- Business Data Analytics (MBA) 2016-
- Business Applications of Digital Experiments (MBA)
- Management of Information Systems (International MBA program) 2014-2016
- Fundamentals of Information Systems (undergraduate core course)
- Management of Information Systems (MBA core course) 2006-2011
- Knowledge Management (MBA)
- Introduction to Information Technology (undergraduate core course)
- Information Systems Analysis and Design (undergraduate core course)

OTHER ACADEMIC ACTIVITIES

- **Editorial Roles**

- Associate Editor - *Information Systems Research* (Special Issue on Market Design and Analytics)
- Associate Editor - International Conference on Information Systems (*ICIS 2019*).
- Associate Editor - International Conference on Information Systems (*ICIS 2017*).
- Associate Editor - European Conference on Information Systems (*ECIS 2017*).
- Associate Editor - International Conference on Information Systems (*ICIS 2016*).
- Track chair - Mediterranean Conference on Information Systems (*MCIS 2016*).

- **Ad hoc reviewer:**

- *Management Science*.
- *Management Information Systems Quarterly*.
- *Information Systems Research*.
- *Marketing Science*.
- International Conference on Information Systems (*ICIS 2009-2019*).

- **Conferences Organization:**

- Organizer - The 2nd Digital Economy Workshop (Tel Aviv, 2020)

NON-ACADEMIC EXPERIENCE

Israel Defense Forces - Senior Information Systems Engineer (Captain)	1999-2005
Dancer in Tel Aviv University Dance Group	2000-2010
Israel track and field champion	
• 100 metres, long jump, triple jump (Masters - over 35 division)	2017-2019
• 100 metres & long jump (15-17 age divisions)	1992-1994