

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. <u>Dissertation Title</u> : “ <i>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 utilizing unique and interesting structures found in data from online environments to improve consumers’ experiences and businesses’ performances. In particular, my research seeks to understand and quantify how the vast quantities of data generated through online activities, including posts in online social networks, user-generated content, online search logs and ecommerce transaction records, can be used to improve recommendation systems and predictive models aimed at supporting decision-making processes.

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

PUBLICATIONS

- Brynjolfsson, E., Geva, T., and Reichman, S. **2016**. “Crowd-Squared: Amplifying the Predictive Power of Search Trend Data”, *MIS Quarterly*, *Forthcoming*.
- 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.

CONFERENCE PUBLICATIONS WITH PROCEEDINGS

- 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.

WORK IN PROGRESS

- "The Effect of Online Engagement on Offline Sales" with Bar-Gill S.
- "Reducing Uncertainty in Enterprise Risk Management", with Ghasemkhani H. and Westerman G.
- "Platform Effects on Traffic to News Articles and User Involvement", with Bar Gill S. and Li X.

AWARDS AND HONORS

- Net Institute – Summer Research Grant - 2015
- Doctoral Dissertation Award - *The International Conference on Information Systems ICIS 2012* (ACM SIGMIS) - Second 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).
- Strauss-Elite Grant, Simulation of Innovation Networks (2006).

- Bar Gill, S. and Reichman, S. 2015. "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

- o Business Data Analytics (MBA) 2014-2016
- o Business Applications of Digital Experiments (MBA)

- o Management of Information Systems (International MBA program)
- o Fundamentals of Information Systems (undergraduate core course)
- o Management of Information Systems (MBA core course) 2006-2011
- o Knowledge Management (MBA)
- o Introduction to Information Technology (undergraduate core course)
- o Information Systems Analysis and Design (undergraduate core course)

OTHER ACADEMIC ACTIVITIES

- **Conferences Committees:**
 - o Associate Editor - International Conference on Information Systems (ICIS 2016).
 - o Track chair - Mediterranean Conference on Information Systems (MCIS 2016).
- **Ad hoc reviewer:**
 - o *Management Information Systems Quarterly*.
 - o *Information Systems Research*.
 - o *Marketing Science*.
 - o *Decision Support Systems*.
 - o International Conference on Information Systems (ICIS 2009-2014).
 - o Workshop on Information Systems and Economics (WISE 2013).
 - o The Hawaii International Conference on System Sciences (HICSS 2009-2013).
 - o Mediterranean Conference on Information Systems (MCIS 2010).
- Member of the Association for Information Systems (AIS).
- Member of The Institute for Operations Research and the Management Sciences (INFORMS).

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 (15-17 age divisions) 100 metres & long jump	1992-1994