

Haris Krijestorac

4th year PhD Student in Information Systems at the University of Texas at Austin, McCombs School of Business

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Education

University of Texas at Austin

Ph.D. in Information Systems 2014 – present

Carnegie Mellon University

Master of Information Systems Management 8.09 – 12.10

B.S. in Information Systems 8.06 – 5.10

Working Papers

Haris Krijestorac, Rajiv Garg, Vijay Mahajan, and Frenkel ter Hofstede “Cross-Platform Spillover Effects in Consumption of Rich Digital Media”

[SSRN: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3011533]

Under review for publication in Marketing Science

Haris Krijestorac, Rajiv Garg, and Prabhudev Konana “Digital Embeddedness and its Effect on Organizational Purchase Decisions”

[SSRN: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2954805]

Under review for publication in MIS Quarterly

Conference Proceedings (Peer Reviewed)

Conference on Information Systems and Technology 2017 – Houston, TX (*forthcoming*)

“Cross-Platform Spillover Effects in Consumption of Rich Digital Media”
with Rajiv Garg, Vijay Mahajan, and Frenkel ter Hofstede

International Conference in Information Systems (ICIS) 2017 – Seoul, South Korea (*forthcoming*)

“Cross-Platform Spillover Effects in Consumption of Rich Digital Media”
with Rajiv Garg, Vijay Mahajan, and Frenkel ter Hofstede

“Digital Embeddedness and its Effect on Organizational Purchase Behaviors”
with Rajiv Garg and Prabhudev Konana

Marketing Science 2017 – Los Angeles, CA

“Cross-Platform Spillover Effects in Consumption of Rich Digital Media”
with Rajiv Garg, Vijay Mahajan, and Frenkel ter Hofstede

Production and Operations Management (POMS) 2016 – Orlando, FL

“Digital Embeddedness and its Impact on Organizational Purchase Behaviors”
with Rajiv Garg and Prabhudev Konana

Institute for Operations Research and Management Science (INFORMS) 2015, Philadelphia, PA

“Digital Embeddedness and its Impact on Organizational Purchase Behaviors”
with Rajiv Garg and Prabhudev Konana

Research: Areas of Interest

Digital marketing, information diffusion, viral marketing, information processing theory, behavioral decision-making

Research: Methods and Technical Skills

Statistical programming (R, Python), econometrics, statistics, numerical optimization, data mining, machine learning, deep learning

Teaching Experience

Strategic Information Technology Management (TA) 1.15 – present
McCombs School of Business, University of Texas at Austin

- I am the sole TA for a 90-student class, consisting primarily of undergraduate seniors in the Information Systems major
- In charge of grading for nearly all assignments, exams, quizzes, and projects
- Hold weekly office hours and meet students by appointment to assist them in understanding course material and completing assignments
- Conduct one lecture per semester

Introduction to Statistics (TA) 8.07 – 5.10
Department of Statistics, Carnegie Mellon University

- Conducted 1-2 weekly review sessions of weekly material in class of 40
- Graded and coordinated grading for exams and weekly homework
- Performed above duties as part of team of 6 TAs in charge of 200-student class, consisting of mostly undergraduate freshman from humanities majors

Industry Experience

PineBridge Investments 8.13 – 8.14
Marketing Manager, Web & Digital

IBM 5.11 – 7.13
Market Segment Manager, Cloud and Managed Services

HubSpot 5.10 – 7.10
Marketing Intern

Prodamsam.com 8.10 – present
Co-founder, partner