

# Haris Krijestorac

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

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## EDUCATION

2014 – Present      **University of Texas at Austin, McCombs School of Business**

Ph.D. in Information Systems

2009 – 2010      **Carnegie Mellon University, Heinz College**

Master of Information Systems Management

2006 - 2010      **Carnegie Mellon University**

B.S. in Information Systems

## WORKING PAPERS

Haris Krijestorac, Rajiv Garg, Vijay Mahajan, and Frenkel ter Hofstede “Cross-Platform Spillover Effects in Consumption of Rich Digital Media: A Quasi-Experimental Analysis Using Synthetic Controls”

[SSRN: [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3011533](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3011533)]

*Under review for publication in Journal of Marketing Research*

Haris Krijestorac, Rajiv Garg, and Prabhudev Konana “Do Digitally Embedded Workforce Make Decisions Differently? Evidence from Organizational Purchasing”

[SSRN: [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2954805](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2954805)]

*Under review for publication in Information Systems Research*

## REFEREED CONFERENCE PROCEEDINGS

Statistical Challenges in Electronic Commerce (SCECR) 2018 – Rotterdam, Netherlands  
*(forthcoming)*

“Predicting Popularity of Rich Digital Media Using Content Features”  
with Rajiv Garg

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

Production and Operations Management (POMS) 2018 – Houston, Texas      *(forthcoming)*

“Predicting Popularity of Rich Digital Media Using Content Features”  
with Rajiv Garg

International Conference on Information Systems (ICIS) 2017 – Seoul, South Korea

“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

Conference on Information Systems and Technology 2017 – Houston, TX

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

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 Effect 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 Effect 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 SKILLS**

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

**TEACHING**

MIS 301 – Introduction to IT Management (Instructor)  
McCombs School of Business, University of Texas at Austin, Spring 2018

MIS 375 – Strategic IT Management (Teaching Assistant)  
McCombs School of Business, University of Texas at Austin, Spring 2015-Spring 2017

STA 201 – Statistical Reasoning and Practice (Teaching Assistant)  
Department of Statistics, Carnegie Mellon University, Fall 2017 – Spring 2010

**SERVICE**

Reviewer International Conference on Information Systems (ICIS) 2016, 2017

Reviewer Workshop on Information Technologies and Systems (WITS) 2017

Session chair Marketing Science Conference 2017

Reviewer Journal on Computing

Reviewer Journal of Strategic Information Systems

**INDUSTRY POSITIONS**

2013 – 2014 PineBridge Investments New York, NY  
Marketing Manager, Web & Digital

2011 – 2013 IBM New York, NY  
Market Segment Manager, Cloud and Managed Services

2010 HubSpot Cambridge, MA  
Marketing Intern

2010 – present

ProdamSam.com  
Co-founder, partner

**LANGUAGES**

English, Bosnian-Serbian-Croatian (native)

French, German, Slovene (proficient)

Turkish, Russian (intermediate)