

# Haris Krijestorac

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PhD Candidate in Information Systems at the University of Texas at Austin, McCombs School of Business

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## EDUCATION

- 2019 (*expected*)      **University of Texas at Austin, McCombs School of Business**  
Ph.D. in Information Systems
- 2010                    **Carnegie Mellon University, Heinz College**  
Master of Information Systems Management
- 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 Viral Content: 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 in Information Systems 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 in Decision Support Systems*

## RESEARCH IN PROGRESS

Haris Krijestorac, Rajiv Garg, and Maytal Saar-Tsechansky. “Predicting Diffusion of Digital Media Using Content Features”

Haris Krijestorac\* and Chandra Srivastava\*. “Predicting Diffusion of Social Media Crises Using Anomaly Detection” \*denotes equal contribution

## REFEREED CONFERENCE PROCEEDINGS

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

“Predicting Diffusion of Rich Digital Media Using Content Features”

with Rajiv Garg and Maytal Saar-Tsechansky

“Cross-Platform Spillover Effects in Consumption of Viral Content: A Quasi-Experimental Analysis Using Synthetic Controls”

with Rajiv Garg, Vijay Mahajan, and Frenkel ter Hofstede

Production and Operations Management (POMS) – Houston, Texas

“Predicting Popularity of Rich Digital Media Using Content Features”

with Rajiv Garg and Maytal Saar-Tsechansky

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

“Cross-Platform Spillover Effects in Consumption of Viral Content: A Quasi-Experimental Analysis Using Synthetic Controls”

with Rajiv Garg, Vijay Mahajan, and Frenkel ter Hofstede

“Do Digitally Embedded Workforce Make Decisions Differently? Evidence from Organizational Purchasing”

with Rajiv Garg and Prabhudev Konana

Conference on Information Systems and Technology (CIST) – Houston, TX

“Cross-Platform Spillover Effects in Consumption of Viral Content: A Quasi-Experimental Analysis Using Synthetic Controls”

with Rajiv Garg, Vijay Mahajan, and Frenkel ter Hofstede

Marketing Science – Los Angeles, CA

“Cross-Platform Spillover Effects in Consumption of Viral Content: A Quasi-Experimental Analysis Using Synthetic Controls”

with Rajiv Garg, Vijay Mahajan, and Frenkel ter Hofstede

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

“Do Digitally Embedded Workforce Make Decisions Differently? Evidence from Organizational Purchasing”

with Rajiv Garg and Prabhudev Konana

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

“Do Digitally Embedded Workforce Make Decisions Differently? Evidence from Organizational Purchasing”

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), machine learning, quasi-experimental methods, econometrics, statistics, numerical optimization, data mining, data collection using scripts and APIs

#### **TEACHING**

2018	MIS 301 – Introduction to IT Management McCombs School of Business, University of Texas at Austin Evaluation: Rating: 4.1/5.0 Class size: 60 students	(Instructor)
2015 – 2017	MIS 375 – Strategic IT Management McCombs School of Business, University of Texas at Austin	(Teaching Assistant)
2007 – 2010	STA 201 – Statistical Reasoning and Practice Department of Statistics, Carnegie Mellon University	(Teaching Assistant)

#### **SERVICE**

Session chair	Productions and Operations Management (POMS) 2018
Reviewer	International Conference on Information Systems (ICIS) 2016-2018
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 Marketing Manager, Web & Digital	New York, NY
2011 – 2013	IBM Market Segment Manager, Cloud & Managed Services	New York, NY
2010	HubSpot Marketing Intern	Cambridge, MA
2010 – present	Prodamsam.com Co-founder, partner	

### LANGUAGES

English, Bosnian-Croatian-Serbian	(native)
French, German, Slovenian	(proficient)
Russian, Turkish	(intermediate)

### INTERESTS

Table tennis (competitive player in local and national tournaments)  
Chess (recreational player)

### REFERENCES

#### **Vijay Mahajan**

Professor of Marketing  
The University of Texas at Austin, McCombs School of Business  
2110 Speedway, B6000, Austin, TX 78712-1281 USA  
Email: [Vijay.Mahajan@mcombs.utexas.edu](mailto:Vijay.Mahajan@mcombs.utexas.edu)  
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#### **Rajiv Garg**

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#### **Prabhudev Konana**

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Phone: (512) 471-5219