

Haris Krijestorac

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

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EDUCATION

May 2019 (*expected*) **University of Texas at Austin, McCombs School of Business**

Ph.D. in Information Systems

Dec 2010 **Carnegie Mellon University, Heinz College**

Master of Information Systems Management

May 2010 **Carnegie Mellon University**

B.S. in Information Systems

WORKING PAPERS

Haris Krijestorac, Rajiv Garg, and Vijay Mahajan. “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]

Invited for major revision in *Information Systems Research*

Haris Krijestorac, Rajiv Garg, and Prabhudev Konana. “Decisions Under the Illusion of Objectivity: Digital Embeddedness and B2B Purchasing”

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

Under review at *Production and Operations Management*

Haris Krijestorac, Rajiv Garg, and Maytal Saar-Tsechansky. “Personality-Based Content Engineering for Rich Digital Media”

In preparation for submission to *MIS Quarterly*

RESEARCH IN PROGRESS

Haris Krijestorac* and Chandra Srivastava*. “To Ignore or to Intervene? Uncovering Factors that Predict Persistence of Social Media Crises” *denotes equal contribution

Currently in analysis phase

Haris Krijestorac* and Vasundhara Sharma*. “Predicting Success of Initial Coin Offerings (ICOs) using Wisdom of Crowds vs. Experts” *denotes equal contribution

Currently in data collection phase

REFEREED CONFERENCE PROCEEDINGS

2018 International Conference on Information Systems (ICIS) – Pacific Grove, CA

Nominated for Doctoral Consortium

2018 International Conference on Information Systems (ICIS) – San Francisco, CA

“The Role of Content Personality in the Consumption of Digital Media”
with Rajiv Garg and Maytal Saar-Tsechansky

- 2018 Data Science Workshop (INFORMS) – Phoenix, AZ
 “The Role of Content Personality in the Consumption of Digital Media”
 with Rajiv Garg and Maytal Saar-Tsechansky
- 2018 Statistical Challenges in Electronic Commerce (SCECR) – Rotterdam, Netherlands
 “The Role of Content Personality in the Consumption of Digital Media”
 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
 “The Role of Content Personality in the Consumption of Rich Digital Media”
 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 B2B
 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 B2B
 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 B2B
 Purchasing”
 with Rajiv Garg and Prabhudev Konana

RESEARCH: AREAS OF INTEREST

Digital marketing, digital platforms, information diffusion, viral marketing, rich digital media, information processing theory, behavioral decision-making, fintech

RESEARCH: METHODS AND SKILLS

Statistical programming (R, Python), machine learning, deep 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

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|---------------|--|
| 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

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|----------------|--|---------------|
| 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

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

INTERESTS

Table tennis (competitive player in local and national tournaments)

Chess (recreational player)

REFERENCES

Rajiv Garg

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The University of Texas at Austin, McCombs School of Business
2110 Speedway, B6000, Austin, TX 78712-1281 USA
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Vijay Mahajan

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