

Haris Krijestorac

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

646-241-8171 | haris.krijestorac@utexas.edu | hariskr.com

EDUCATION

Aug 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. “Inferring Optima in Random Forests: An Empirical Approach”

Currently in analysis phase

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

2019 European Conference in Machine Learning – Wurzburg, Germany (submitted)

“Personality-Based Content Engineering for Rich Digital Media”
with Rajiv Garg and Maytal Saar-Tsechansky

- 32nd Bled eConference – Bled, Slovenia (forthcoming)
 “Personality-Based Content Engineering for Rich Digital Media”
 with Rajiv Garg and Maytal Saar-Tsechansky
- 2018 International Conference on Information Systems (ICIS) – San Francisco, CA
 Nominated for Doctoral Consortium
 Data Science Workshop (INFORMS) – Phoenix, AZ
 “Personality-Based Content Engineering for Rich Digital Media
 with Rajiv Garg and Maytal Saar-Tsechansky
 Statistical Challenges in Electronic Commerce (SCECR) – Rotterdam, Netherlands
 “Personality-Based Content Engineering for Rich 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
 “Personality-Based Content Engineering for 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

Information diffusion, viral marketing, rich digital media, social media, digital marketing, digital platforms, information processing theory, behavioral decision-making

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 – 2019	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

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, Slovenian	(proficient)
German, Turkish	(intermediate)

INTERESTS

Table tennis	Competitive player in local and national tournaments
Music	Electric guitar and composition

Chess

Recreational player

REFERENCES

Rajiv Garg

Assistant Professor of Information, Risk, and Operations Management
The University of Texas at Austin, McCombs School of Business
2110 Speedway, B6000, Austin, TX 78712-1281 USA
Email: Rajiv.Garg@mcombs.utexas.edu
Phone: (512) 471-7452

Prabhudev Konana

Professor of Information, Risk, and Operations Management
The University of Texas at Austin, McCombs School of Business
2110 Speedway, B6000, Austin, TX 78712-1281 USA
Email: Prabhudev.Konana@mcombs.utexas.edu
Phone: (512) 471-5219

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
Phone: (512) 471-0840

Maytal Saar-Tsechansky

Professor of Information, Risk, and Operations Management
The University of Texas at Austin, McCombs School of Business
2110 Speedway, B6000, Austin, TX 78712-1281 USA
Email: Maytal.Saar-Tsechansky@mcombs.utexas.edu
Phone: (512) 471-1512