

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

May 2020 **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

UNIVERSITY POSITIONS

Sep 2020 - HEC Paris

Assistant Professor of Information Systems

PUBLICATIONS

Haris Krijestorac, Rajiv Garg, and Vijay Mahajan. “Cross-Platform Spillover Effects in Consumption of Viral Content: A Quasi-Experimental Analysis Using Synthetic Controls”. *Information Systems Research*.

[link: <https://pubsonline.informs.org/doi/10.1287/isre.2019.0897>]

WORKING PAPERS

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]

Invited for minor revision at *Production and Operations Management*

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

[SSRN: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3366561]

Invited for major revision at *MIS Quarterly*

RESEARCH IN PROGRESS

Haris Krijestorac. “The Streisand Effect: When Does De-Platforming Backfire?”

Currently in data collection phase

Haris Krijestorac. “Predicting Success of Initial Coin Offerings: Wisdom of Crowds vs. Experts”

Currently in analysis phase

CONFERENCES

2019 Conference in Information Systems and Technology – Seattle, WA

“Personality-Based Content Engineering for Rich Digital Media”

- with Rajiv Garg and Maytal Saar-Tsechansky
- 32nd Bled eConference – Bled, Slovenia
- “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

INVITED PRESENTATIONS

- 2020 Indiana University – Kelley School of Business
McGill University – Desautels Faculty of Management
HEC Paris
University of Connecticut – School of Business
Fordham University – Gabelli School of Business
Stevens Institute of Technology – School of Business
ESSEC Business School
RIT – Saunders College of Business
- 2019 Vanderbilt University – Owen Graduate School of Management
University of Pittsburgh – Joseph M. Katz Graduate School of Business
University of Colorado Boulder – Leeds School of Business
HEC Montreal
Rotterdam School of Management
Syracuse University – School of Information Studies

RESEARCH: AREAS OF INTEREST

Information diffusion, virality, social media, rich digital media, digital platforms, digital marketing, augmented intelligence, information processing theory

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 (Instructor)
McCombs School of Business, University of Texas at Austin
Evaluation: Rating: 4.1/5.0 Class size: 60 students
- 2015 – 2019 MIS 375 – Strategic IT Management (Teaching Assistant)
McCombs School of Business, University of Texas at Austin
- 2007 – 2010 STA 201 – Statistical Reasoning and Practice (Teaching Assistant)
Department of Statistics, Carnegie Mellon University

SERVICE

- Reviewer ACM SIGMIS CPR 2020
- 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 New York, NY

	Marketing Manager, Web & Digital	
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, Serbian (native)
Turkish, French, German, Slovenian (proficient)

INTERESTS

Table tennis Competitive player in local and national tournaments
Music Composition, electric guitar, oud
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

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

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: 512-471-3322