

## DO&IT Seminar Series

**Speaker:** Ramesh Sankaranarayanan, Assistant Professor  
University of Connecticut

**Date:** Friday, January 30, 2009

**Time:** 2-3:30 pm

**Location:** VMH 1335

**Title:** Blog, Blogger, and the Firm: Can Negative Posts by Employees Benefit Firms?

### Abstract:

Blogs have started to proliferate in the business community, which is beginning to realize that employee blogs can cast a firm in either a positive or a negative light, thereby enhancing or harming the firm's reputation. Our findings suggest that under certain conditions, negative postings by employees can actually help the overall reputation of the firm. We find empirical evidence that blogs with some negative posts attract a higher readership. Attribution Theory from Social Psychology suggests that readers perceive an employee blogger to be honest and helpful when they read negative posts on employee blogs. The attendant higher readership implies that more readers will then also be exposed to the positive posts on the blog.

**Bio:** Ramesh Sankaranarayanan is an Assistant Professor in the University of Connecticut, Department of Operations and Information Management. His research interests include economic analysis of digital goods pricing and licensing, electronic commerce, game theory, and agency theory. His research has appeared in Marketing Science, ACM Transactions on Information Systems, and Communications of the ACM. He has a Ph.D. in MIS from the Leonard N. Stern School of Business, NYU.