

## Guodong (Gordon) Gao

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*Decision, Operations & Information Technologies*

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### POSITIONS HELD

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2005- Assistant Professor in Information Systems, R. H. Smith School of Business,  
University of Maryland

### EDUCATION

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Ph.D. The Wharton School, University of Pennsylvania, 2005  
Department of Operations and Information Management  
Information Systems, Strategy, and Economics

M.B.A. Tsinghua- MIT Sloan Joint International Program, 2000

B.Eng. Electrical Engineering, Tsinghua University, China, 1998

B.Econ. Economics, Tsinghua University, China, 1998

### RESEARCH INTERESTS

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- Business value of IT in health care and innovation
- Online ratings and quality certification

### RESEARCH PAPERS

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#### *Published and accepted papers*

- “CMM Certification in Indian ITS Offshoring Industry” (with Anand Gopal), forthcoming at *M&SOM*, 2008
- “It Takes 10 Years to Sharpen a Sword: a Study on the China ITS offshoring industry” (with Erran Carmel and Ning Zhang), *MIS Quarterly Executive*, 2008
- “When Online Review Meets Hyperdifferentiation: a Study of Craft Beer Industry” (with Eric Clemons and Lorin Hitt), Fall 2006, *Journal of Management Information Systems*.
- “Consumer informedness and diverse consumer purchasing behaviors: Traditional mass-market, trading down, and trading out into the long tail” (with Eric Clemons), 2007, *Electronic Commerce Research and Applications*.

#### *Papers under review*

- “IT and Product Variety: Evidence from Panel Data” (with Lorin Hitt), under review at *Management Science*
- “Product Variety and Inventory Performance” (with Lorin Hitt and Hong Chen), under review at *M&SOM*
- “How Does CMM Certification Create Value? Service Diversification, Location, and Competition in the Indian Software Exports Industry” (with Anand Gopal and Ritu Agarwal), under review at *Management Science*

- “The Performance Outcomes of Information Technology in Healthcare: An Organizational Routines Perspective” (with JM Goh and Ritu Agarwal), under review at *Information Systems Research*
- “Revealing Yourself Online: Quality Disclosure in California Hospitals” (with Ritu Agarwal, Corey Angst, Jiban Khuntia, and Adams Dudley), under review at *Health Services Research*.
- “Are consumers more likely to contribute online reviews for “hit” products or niche products?” (with Chris Dellarocas and Ritu Narayan), under review at *Journal of Management Information Systems*

### **Conference papers**

- “How Does CMM Certification Create Value? Service Diversification, Location, and Competition in the Indian Software Exports Industry” (with Anand Gopal and Ritu Agarwal), *Workshop on Information Systems Economics (WISE)*, Paris, France, 2008
- “The Long Tail is Longer Than You Think”, (with Joseph Bailey and Hank Lucas), *Workshop on Information Systems Economics (WISE)*, Paris, France, 2008
- “Revealing Yourself Online: Quality Disclosure in California Hospitals” (with Ritu Agarwal, Corey Angst, Adams Dudley and Jiban Khuntia), presented at the *Workshop on Information Systems Economics (WISE) 2007*, Montreal, Canada.
- “Quality Certification as Signal” (with Anand Gopal), presented at the *Workshop on Information Systems Economics (WISE) 2007*, Montreal, Canada
- “To CMM or Not to CMM? Antecedents and Consequences of CMM Certification in the Indian Offshore Industry” (with Anand Gopal), *Proceedings of the 27<sup>th</sup> International Conference on Information Systems (ICIS)*, Montreal, Canada (acceptance rate: 21%), 2007
- “The Long Tail of Online Retailing”, with Joe Baily, Wolfgang Jan, Mingfeng Lin, Hank Lucas, and Siva Viswanathan, the *2007 Statistical Challenges in eCommerce conference* at Connecticut.
- “Consumer informedness and diverse consumer purchasing behaviors: Traditional mass-market, trading down, and trading out into the long tail” (with Eric Clemons), presented at the *Workshop on Information Systems Economics (WISE) 2006* (acceptance rate: 34%)
- “The Dynamics of Online Reviews” (with Bin Gu and Mingfeng Lin), presented at the *Workshop on Information Systems Economics (WISE) 2006* (acceptance rate: 34%), 2006
- “When Online Review Meets Hyperdifferentiation: a Study of Craft Beer Industry” (with Eric Clemons and Lorin Hitt), *39th Hawaii International Conference on System Sciences (HICSS)*, 2006; and *Workshop on Information Systems Economics (WISE) 2004*
- “IT and Product Variety: Evidence from Panel Data” (with Lorin Hitt), *Proceedings of the 25<sup>th</sup> International Conference on Information Systems (ICIS)*, Washington DC, 2004 (acceptance rate: 16%), **1st Runner-up for Best Overall Paper Award.**
- “How Product Variety Influences Firm Performance and JIT adoption” (with Gerard Cachon and Lorin Hitt), *INFORMS Annual Meeting, Denver*, 2004
- “The Economics of Telecommuting: Theory and Evidence” (with Lorin Hitt), *Proceedings of the 24<sup>th</sup> International Conference on Information Systems (ICIS)*, Seattle, 2003

## HONORS, AWARDS, AND GRANTS

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- Top 15% Teaching Award of Smith School, University of Maryland (across all courses), 2007-2008
- Business and International Education (BIE) grant (\$4,000), University of Maryland, 2006
- General Research Board (GRB) Summer Research Award (8,700) University of Maryland, 2006
- University of Pennsylvania Research Foundation Grant (\$18,500), 2004-2005 (with Lorin Hitt) for research on IT and product variety
- Fishman-Davidson Center Grant (\$11,500), the Wharton School, 2004-2005 (with Lorin Hitt) for research on product variety's impacts on firm production efficiency and financial performance
- ICIS Doctoral Consortium, 2004
- Wharton Doctoral Fellowship, University of Pennsylvania, 2000-2004
- Honored Graduate, Tsinghua University, 1998
- Winner of the first Business Plan Competition in China, team leader, 1998
- Patent: ZL 98 2 07602.9, "Ozone Cleaner for Vegetables and Fruits", China, 1998
- Ranked Top 10 among over 400,000 students in the National College Entrance Examination in Shandong province, China, 1993

## TEACHING

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- Developed and taught the undergraduate core course BMGT 301: Introduction to Information Systems
  - Teaching evaluation:
    - 2006 Spring: 4.47/5.0 across 90 students
    - 2006 Fall: 4.51/5.0 across 140 students.
    - 2007 Fall: 4.55/5.0 across 180 students.
    - 2008 Fall: 4.57/5.0 across 120 students
- BMGT808O: PhD Seminar on Current Research in Information Systems, 2008 Fall
  - Teaching evaluation: 4.68/5.0 across 6 students (Co-taught with Prof. Joe Bailey and Prof. Xiaoqing Wang)
- BUSI622: Managing Digital Businesses and Markets (MBA Selective),
  - Full-time MBA at College Park, 30 students, Spring 2009.
- TA for OPIM 666: Information: Industry Structure and Competitive Strategies (MBA), and OPIM 210, Wharton School, 2001-2004
  - Including software demo and tutoring for 140 Wharton MBA students, coordination among MBA graders, and review sessions.
- Teacher Development Program (Special training course for PhD students), Wharton School, 2004

## PROFESSIONAL ACTIVITIES AND SERVICES

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- Referee
  - Management Science, Information Systems Research (ISR), Journal of Management Information Systems (JMIS), Manufacturing & Service Operations Management (MSOM), MIS Quarterly (MISQ), International Conference on Information Systems (ICIS), Hawaii International Conference on System Sciences (HICSS)
- Program committee member of WISE 2007, ICEC 2007, and CIST 2008
- Associate Editor of ICIS 2009
- Departmental Committees:
  - Undergraduate IS committee, Faculty recruiting committee, PhD admission committee, Teaching fellow search committee, Department coordinator search committee