

Gordon Burtch

Assistant Professor



EDUCATION

- **PhD 2013**
Management Information Systems, Temple University
- **MBA 2007**
Management Information Systems, McMaster University
- **B. Eng. 2005**
Software Engineering, McMaster University

EXPERTISE

- Crowdfunding, crowdsourcing, social media and word of mouth. His work relies primarily on econometrics and randomized field experiments.

ABOUT

His research, which focuses on the economic evaluation of information systems, employs empirical analyses rooted in econometrics and field experimentation to identify and quantify the drivers of individual behavior in online social contexts. My work has been published in Management Science, Information Systems Research and MIS Quarterly.

In 2014, he was the recipient of the INFORMS ISR and ISS best paper award, and received grants from the NET Institute (2014), as well as the 3M Foundation (2014-2016) and Kauffman Foundation (2014). His research and opinions have been cited by numerous outlets in the popular press, including The New York Times, Time Magazine, Forbes, Vice, Wired, the LA Times, the Pacific Standard and PC Magazine. He recently received a best Associate Editor award from the OCIS division at the 2013 Academy of Management annual meeting. He was a track chair at the International Conference on eCommerce (ICEC) in 2014 and previously served as a member of the program committee for the Americas Conference on Information Systems (AMCIS) in 2012. He was an Associate Editor at the International Conference on Information Systems (ICIS) in 2014 and will be again at ICIS 2016 and is a Program Co-Chair for WISE 2016.

Prior to entering academia, he was employed as an information systems auditor, a hardware design engineer, and most recently as a technology consultant with Accenture Canada in Toronto. He teaches courses on data analytics, information systems development and business process management.

RECENT WORKS

1. Hong, Y., Huang, N., Burtch, G. & Li, C., Culture, Conformity and Emotional Suppression in Online Reviews, Journal of the Association for Information Systems, Forthcoming.
2. Burtch, G., Ghose, A. & Wattal, S., Secret Admirers: An Empirical Examination of Information Hiding and Contribution Dynamics in Online Crowdfunding, Information Systems Research, Forthcoming.
3. Huang, N., Burtch, G., Hong, Y. & Polman, E., Effects of Multiple Psychological Distances on Construal Level: A Field Study of Online Reviews, Journal of Consumer Psychology, Forthcoming.