

PENG HUANG
CURRICULUM VITAE

(UPDATED: MAY 2018)

ASSOCIATE PROFESSOR
ROBERT H. SMITH SCHOOL OF BUSINESS
UNIVERSITY OF MARYLAND

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ACADEMIC APPOINTMENTS

Robert H. Smith School of Business, University of Maryland

Associate Professor (with tenure), since 2018
Assistant Professor, 2011 – 2018
Lecturer, August 2010 – February 2011

Georg-August-Universität Göttingen, Germany

Visiting Professor, Faculty of Economic Sciences, July-August 2017

Georgia Institute of Technology

Research Assistant and Instructor, College of Management, 2005-2010

EDUCATION

Georgia Institute of Technology

Ph.D. in Information Technology Management, 2010
Dissertation: *Essays on Innovation Ecosystems in the Enterprise Software Industry*.
(Chair: D.J. Wu)

Katholieke Universiteit Leuven

M.S. in Industrial Management (with magna cum laude), 2004

Fudan University

B.S. in Electrical Engineering, 2000

HONORS, AWARDS AND GRANTS

Fellowship in Digital Transformation from the Digital Transformation Research Center, University of Göttingen, Germany (2017)

Management Science Meritorious Service Award (2013)

Kauffman Dissertation Fellowship from Ewing Marion Kauffman Foundation, \$20,000. Fifteen fellowships were awarded out of 132 proposal submissions. (2010)

Runner-up Best Conference Paper Award at the 30th International Conference on Information Systems (ICIS) for paper entitled “*When do ISVs join a platform ecosystem? Evidence from the enterprise software industry.*” (2009)

International Conference on Information Systems (ICIS) Doctoral Consortium Fellow. (2009)

Grant from NET (Networks, Electronic Commerce, and Telecommunications) Institute, “*When Do Complementors Join a Platform? Some Evidence from the Enterprise Software Industry*,” \$3,000, with Marco Ceccagnoli, Chris Forman and D.J. Wu. (2009)

Inaugural recipient of Ashford Watson Stalnaker Memorial Prize for Ph.D. Student Excellence, \$5,000, College of Management, Georgia Institute of Technology. One was selected for the award out of 42 doctoral students. (2009)

RESEARCH INTERESTS

Platform ecosystems

Knowledge-sharing platforms

Entrepreneurship in the IT industry

Online search and decision making

REFEREED JOURNAL PUBLICATIONS

Pan, Yang, Peng Huang and Anand Gopal (2018), “Storm Clouds on the Horizon? New Entry Threats and R&D Investments in the U.S. IT Industry,” conditionally accepted at *Information Systems Research*.

Pan, Yang, Peng Huang and Anand Gopal (2018), “New Entry Threats and Firm Performance in the IT Industry: The Moderating Role of Board Independence,” forthcoming at *MIS Quarterly*, 42(3).

Huang, Peng, Ali Tafti and Sunil Mithas (2018), “Seeding Knowledge to Solve the Chicken-or-Egg Problem in Platform Ecosystems,” *MIT Sloan Management Review*, 59(3), 10-13.

Huang, Peng, Ali Tafti and Sunil Mithas (2018), “Platform Sponsor’s Investments and User Contributions in Knowledge Communities: The Role of Knowledge Seeding,” *MIS Quarterly*, 42(1), 213-240.

Huang, Peng and Zhongju (John) Zhang (2016), “Participation in Open Knowledge Communities and Job-Hopping: Evidence from Enterprise Software,” *MIS Quarterly*, 40(3), 785-806.

Ceccagnoli, Marco, Chris Forman, Peng Huang and D.J. Wu (2014), “Digital Platforms: When Is Participation Valuable?” *Communications of the ACM*, 57(2), 38-39.

Huang, Peng, Marco Ceccagnoli, Chris Forman and D.J. Wu (2013), “Appropriability Mechanisms and the Platform Partnership Decision: Evidence from Enterprise Software,” *Management Science*, 59(1), 102-121.

Ceccagnoli, Marco, Chris Forman, Peng Huang and D.J. Wu (2012), “Co-Creation of Value in a Platform Ecosystem: The Case of Enterprise Software,” *MIS Quarterly*, 36(1), 263-290.

Huang, Peng, Nicholas H. Lurie, and Sabyasachi Mitra (2009), “Searching for Experience on the Web: An Empirical Examination of Consumer Behavior for Search and Experience Goods,” *Journal of Marketing*, 73 (March), 55-69.

REFEREED CONFERENCE PROCEEDINGS

Pan, Yang, Peng Huang and Anand Gopal (2017), "New Entry Threats and Firm Performance in the IT Industry: The Moderating Role of Board Independence," in *Proceedings of the 38th International Conference on Information Systems (ICIS)*.

Liu, Che-wei, Peng Huang and Henry Lucas (2017), "IT Governance, Security Outsourcing, and Cybersecurity Breaches: Evidence from the U.S. Higher Education," in *Proceedings of the 38th International Conference on Information Systems (ICIS)*.

Huang, Peng and Henry Lucas (2015), "Absorptive Capacity and the Adoption of MOOCs in Higher Education: The Role of Educational IT," in *Proceedings of the 36th International Conference on Information Systems (ICIS)*.

Pan, Yang, Peng Huang and Anand Gopal (2015), "New Entry Threats, Firm Governance, and Innovation in the U.S. IT Industry," in *Proceedings of the 36th International Conference on Information Systems (ICIS)*.

Pan, Yang, Peng Huang and Anand Gopal (2015), "Enemies at the Gate? Product Market Threats, Firm Governance, and Innovation in the High-Tech Sector", in *Academy of Management 2015 Best Paper Proceedings*.

Huang, Peng, Ali Tafti and Sunil Mithas (2012), "Knowledge Contribution in Online Network of Practice: The Role of IT Infrastructure, Foreign Direct Investment and Immigration," in *Proceedings of the 33th International Conference on Information Systems (ICIS)*.

Huang, Peng, Marco Ceccagnoli, Chris Forman and D.J. Wu (2009), "When Do ISVs Join a Platform Ecosystem? Evidence from the Enterprise Software Industry," in *Proceedings of the 30th International Conference on Information Systems (ICIS)*. (Best Conference Paper, first Runner-up.)

OTHER PUBLICATIONS

Huang, Peng, Atreyi Kankanhalli, Harris Kyriakou, Rajiv Sabherwal (2018), "Knowledge Management," in *MIS Quarterly Research Curations*, Ashley Bush and Arun Rai, Eds., <http://misq.org/research-curations>.

MANUSCRIPTS UNDER REVIEW AT REFEREED JOURNALS

Liu, Chewei, Peng Huang, and Henry Lucas, "IT Governance, Security Outsourcing, and Cybersecurity Breaches: Evidence from the U.S. Higher Education," under 2nd round review at *Management Science*.

Huang, Peng and Henry Lucas, "Adoption of MOOCs in the U.S. Higher Education: An Absorptive Capacity Perspective," preparing for 3rd round submission at *MISQ*.

Huang, Peng, Marco Ceccagnoli, Chris Forman and D.J. Wu, "IT Knowledge Spillovers, Absorptive Capacity, and Productivity: Evidence from Enterprise Software," revise and resubmit at *ISR*.

Huang, Peng and Andre Hanelt, "Building a Platform Knowledge Ecosystem: Seeding Strategies in Firm-sponsored Knowledge Communities", under review at *ISR*.

CONFERENCE PRESENTATIONS

Academy of Management Conference (AOM), Chicago, IL, August 2018, "The Great Equalizer? Smartphone Use at Workplace and Income Gaps."

Statistical Conference in E-Commerce Research (SCECR), Rotterdam, Netherlands, June 2018, "New Entry Threats and Information Disclosure: Evidence from the U.S. IT Industry."

AOM Specialized Conference: Big Data and Managing in a Digital Economy, Surrey, United Kingdom, April 2018, "New Entry Threats and Information Disclosure: Evidence from the U.S. IT Industry."

Workshop on Information Systems and Economics (WISE), Seoul, Korea, December 2017, "The Great Equalizer? Smartphone Use at Workplace and Income Gaps. "

International Conference on Information Systems (ICIS), Seoul, Korea, December 2017, "IT Governance, Security Outsourcing, and Cybersecurity Breaches: Evidence from the U.S. Higher Education. "

International Conference on Information Systems (ICIS), Seoul, Korea, December 2017, "New Entry Threats and Firm Performance in the IT Industry: The Moderating Role of Board Independence."

Conference on Information Systems and Technology (CIST), Houston, TX, October 2017, "New Entry Threats and Information Disclosure: Evidence from the U.S. IT Industry."

Academy of Management Conference (AOM), Atlanta, GA, August 2017, "New Entry Threats and Firm Performance in the IT Industry: Moderating Role of Board Independence."

China Summer Workshop on Information Management (CSWIM), Nanjing, China, June 2017, "IT Governance, Security Outsourcing, and Cybersecurity Breaches: Evidence from the U.S. Higher Education."

Workshop on Information Technology and Systems (WITS), Dublin, Ireland, December 2016, "IT Governance, Security Outsourcing, and Cybersecurity Breaches: Evidence from the U.S. Higher Education."

Conference on Information Systems and Technology (CIST), Nashville, TN, November 2016, "New Entry Threats and Firm Performance: The Moderating Roles of Board Capital."

International Conference on Information Systems (ICIS), Fort Worth, TX, December 2015, "Absorptive Capacity and the Adoption of MOOCs in Higher Education: The Role of Educational IT."

International Conference on Information Systems (ICIS), Fort Worth, TX, December 2015, "New Entry Threats, Firm Governance, and Innovation in the U.S. IT Industry."

Conference on Information Systems and Technology (CIST), Philadelphia, PA, October 2015, "New Entry Threats, Firm Governance, and Innovation in the U.S. IT Industry."

Academy of Management Conference (AOM), Vancouver, BC, August 2015, "Enemies at the Gate? Product Market Threats, Firm Governance, and Innovation in the High-Tech Sector."

Winter Conference on Business Intelligence (WCBI), Snowbird, Utah, March 2015, "Enemies at the Gate? The Implications of Product Market Threats and Corporate Governance for Innovation in the High-Tech Sector."

The First Kauffman Emerging Scholars Conference, Kansas City, Missouri, October 2014, "Slack Resources, Competition, and the Adoption of MOOCs in Higher Education: A First Look."

Academy of Management Conference (AOM), Philadelphia, PA, August 2014, "Participation in Open Knowledge Communities and Job-hopping: Evidence from Enterprise Software."

Conference on Information Systems and Technology (CIST), Minneapolis, MN, October 2013, "Participation in Open Knowledge Communities and Career Development: An Empirical Investigation."

INFORMS Annual Meeting, Minneapolis, MN, October 2013, "Participation in Open Knowledge Communities and Career Development: An Empirical Investigation."

Academy of Management Conference (AOM) Symposium on The Micro-foundations of Information Technology Spillovers, Orlando, FL, August 2013, "IT Knowledge Spillovers and Productivity: Evidence from Enterprise Software."

NBER Summer Institute (NBER SI) Economics of IT and Digitization Workshop, Cambridge, MA, July 2013, "IT Knowledge Spillovers and Productivity: Evidence from Enterprise Software."

Workshop on Information Systems and Economics (WISE), Orlando, FL, December 2012, "Network of Practice, IT Knowledge Spillovers, and Productivity: Evidence from Enterprise Software."

International Conference on Information Systems (ICIS), Orlando, FL, December 2012, "Knowledge Contribution in Online Network of Practice: The Role of IT Infrastructure, Foreign Direct Investment and Immigration."

Marketing Science Conference, Houston, TX, June 2011, "Sales Tax and Online Consumer Search Behavior."

Kauffman Entrepreneurship Mentoring Workshop, Atlanta, GA, 2010. "Essays on innovation ecosystems in the enterprise software industry."

Academy of Management Conference (AOM) Symposium on Competitive Dynamics in Platform-Based Markets, Montreal, Canada, August 2010, "Participation in a Platform Ecosystem: Appropriability, Competition, and Access to the Installed Base."

Open and User Innovation Conference, Boston, MA, August 2010, "Participation in a Platform Ecosystem: Appropriability, Competition, and Access to the Installed Base."

Industry Studies Association Conference (ISA), Chicago, IL, May 2010, "Participation in a Platform Ecosystem: Appropriability, Competition, and Access to the Installed Base."

International Conference on Information Systems (ICIS), Phoenix, Arizona, December 2009, "When do ISVs join a platform ecosystem? Evidence from the enterprise software industry."

Workshop on Information Systems and Economics (WISE), Phoenix, Arizona, December 2009, "Assessing the Impact of a Platform Ecosystem Partnership on Software Vendor Performance: The Case of Enterprise Software."

Annual Roundtable for Engineering Entrepreneurship Research (REER), Atlanta, Georgia, November 2009, "Participation in a Platform Ecosystem: Appropriability, Competition, and Access to the Installed Base."

Annual SAP Sponsored Academic Research Conference, Mountain View, California, August 2009, “Measuring the Business Value of Participation in the SAP Ecosystem: The Case of ISVs.”

Workshop on e-Business (WeB), Montreal, Quebec, Canada, December 2007, “Searchable Experience Good? Consumer Online Behavior for Search and Experience Goods.”

INVITED TALKS

"Enemies (Almost) at the Gate: New Entry Threats and R&D Investments in the U.S. IT Industry"

- Scheller College of Business, Georgia Tech, February 2017
- University of Washington Bothell, March 2017

"Enemies at the Gate? New Entry Threats and Innovation in the U.S. IT Industry"

- Carlson School of Management, University of Minnesota, March 2016

“Participation in Open Knowledge Communities and Job-hopping: Evidence from Enterprise Software”

- Sandra A. Slaughter Software Conference, Georgia Tech, March 2015

"Slack Resources, Competition, and the Adoption of MOOCs in Higher Education: A First Look."

- Kauffman Emerging Scholars Conference, Kansas City, Missouri, October 2014

“Participation in a Platform Ecosystem: Appropriability, Competition, and Access to the Installed Base”

- The Wharton School, University of Pennsylvania, January 2010
- H. John Heinz III College, Carnegie Mellon University, February 2010
- Harvard Business School, February 2010
- R. H. Smith School of Business, University of Maryland, January 2010
- University College London, United Kingdom, February 2010

TEACHING

Courses Taught

- *BMGT 302 Business Application Programming*
Fall 2016 (3.60/4, 3.35/4, 3.22/4)
Fall 2015 (3.34/4, 3.37/4, 3.32/4)
Fall 2014 (3.54/4, 3.51/4, 3.30/4)
Fall 2013 (3.47/4, 3.39/4, 3.09/4)
Fall 2012 (3.49/4, 3.25/4, 3.27/4)
Spring 2012 (3.47/4)
Fall 2011 (3.53/4, 3.12/4)
- *BMGT 808V, Research in Information Systems and Strategy*
Fall 2015 (3.88/4)
Fall 2013 (NA/4)
- *BMGT 301 Introduction to Information Systems*
Fall 2010 (3.73/4, 3.82/4)

New Curriculum Developed

- BMGT 302 Business Application Programming
- BMGT 808V, Research in Information Systems and Strategy

STUDENT ADVISEMENT

Ph.D. Students

- Yang Pan (2017), Dissertation Committee Co-chair
Initial Placement: Louisiana State University
- Che-wei Liu (2018), Dissertation Committee Member
Initial Placement: Indiana University
- Lanfei Shi (ongoing), Dissertation Committee Member
- Salman Aljazzaf (ongoing), Dissertation Committee Member
- Raveesh Mayya (ongoing), Second year summer paper advisor
- Jaehoon Jeong (ongoing), First year summer paper advisor

Undergraduate Students

- Nicole Calaro, Kevin Faranetta, and Aaron Fagan. Faculty coach, 2012 CoMIS case competition, won 3rd place
- Liya Ai, Dina Broydo and Spencer Lopez, Faculty coach, 2015 CoMIS case competition, won 4th place
- Zoss Assefa, Young Kim, and Kathy Zhang. Faculty coach, 2016 CoMIS case competition, won 2nd place

SERVICES

Professional Services

- INFORMS CIST 2017 program committee member
- CSWIM 2017 program committee member
- Associate Editor, ICIS 2017, Strategy, Structure, and the Organizational Impacts of IT track
- INFORMS CIST 2016 program committee member
- INFORMS CIST 2015 program committee member
- INFORMS CIST 2014 program committee member
- Associate Editor, E-commerce track, ICIS 2014
- INFORMS CIST 2013 program committee member
- Co-organizer, 2013 IS teaching workshop at R.H. Smith School
- Associate Editor, E-Business and Competitive Strategy Track, ICIS 2012.
- Session Chair, Platform-based Markets, Innovation, and Ecosystems. INFORMS 2011, Charlotte, NC.
- Session Chair, Online Community and Social Network. INFORMS 2011, Charlotte, NC.

Referee for Journals

- Management Science (MS)
- Information Systems Research (ISR)
- MIS Quarterly (MISQ)
- Communications of the ACM
- Research Policy
- Journal of Interactive Marketing

Referee for Conferences

- International Conference on Information Systems (ICIS)
- European Conference on Information Systems (ECIS)
- Pacific Asia Conference on Information Systems (PACIS)

- Workshop of e-Business (WeB)

University Services

- IS faculty recruiting committee member, 2017
- Technology and Business Transformation (TBT) fellow program faculty champion, 2014-2015, 2015-2016
- DO&IT department open house co-organizer, Spring 2014
- Undergraduate TechFest event organizing committee, Spring 2013
- IT teaching workshop co-organizer, Summer 2013
- IS career night co-organizer, Fall 2013
- IS seminar organizer, 2012- 2016
- Information Systems Undergraduate Program Committee member, Smith School of Business, University of Maryland 2011-2017
- DTO hiring committee member, 2011-2012
- Tyser Teaching Fellow hiring committee member, 2012

NONACADEMIC EMPLOYMENT

IBM

System Engineer, 2000-2003

MEMBERSHIPS

Association for Information Systems (AIS)

Institute for Operations Research and Management Science (INFORMS)

INFORMS Information Systems Society

Academy of Management (AOM)