

# PENG HUANG

## CURRICULUM VITAE

(UPDATED: APRIL 2020)

ASSOCIATE PROFESSOR & ASSOCIATE DEPARTMENT CHAIR  
THE DECISION, OPERATIONS AND INFORMATION TECHNOLOGIES DEPARTMENT  
ROBERT H. SMITH SCHOOL OF BUSINESS  
UNIVERSITY OF MARYLAND

4349 VAN MUNCHING HALL  
UNIVERSITY OF MARYLAND  
COLLEGE PARK, MD 20742

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### ACADEMIC APPOINTMENTS

#### **Robert H. Smith School of Business, University of Maryland**

Associate Department Chair, DO&IT, since August 2018  
Associate Professor (with tenure), since August 2018  
Assistant Professor, March 2011 – July 2018  
Lecturer, August 2010 – February 2011

#### **Georg-August-Universität Göttingen, Germany**

Visiting Professor, Faculty of Business and Economics, 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*.  
(Committee 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

Management Science Meritorious Service Award. (2019)

Best Conference Paper Award (First Runner-up, out of over 1,200 submissions) at the 39th International Conference on Information Systems (ICIS) for paper entitled “*Does one size fit all? Theorizing Governance Configurations for Digital Innovation.*” (2018)

Information Systems Society (ISS) Sandra A. Slaughter Early Career Award. (2018)

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)

Best Conference Paper Award (First Runner-up, out of over 800 submissions) 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

## REFEREED JOURNAL PUBLICATIONS

Liu, Chewei, Peng Huang, and Henry Lucas, “Centralized IT Decision Making and Cybersecurity Breaches: Evidence from U.S. Higher Education Institutions,” accepted for publication at *Journal of Management Information Systems*.

Pan, Yang, Peng Huang and Anand Gopal (2019), “Storm Clouds on the Horizon? New Entry Threats and R&D Investments in the U.S. IT Industry,” *Information Systems Research*, 30(2), 540-562.

Pan, Yang, Peng Huang and Anand Gopal (2018), "New Entry Threats and Firm Performance in the IT Industry: The Moderating Role of Board Independence," *MIS Quarterly*, 42(3), 979-1000.

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.

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.

## **PUBLICATIONS IN PRACTITIONER JOURNALS**

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.

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.

## **BOOK CHAPTERS AND MONOGRAPHS**

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>.

## **REFEREED CONFERENCE PROCEEDINGS**

Shi, Lanfei and Peng Huang (2019), "Pragmatic Men, Romantic Women? Performance Feedback Design on Two-sided Matching Platforms", in *Proceedings of the 40th International Conference on Information Systems (ICIS)*.

Mayya, Raveesh and Peng Huang (2019), "Do Seed Accelerators Reduce Asymmetric Information? Evidence from Corporate Venture Capital Investments," in *Academy of Management 2019 Best Paper Proceedings*.

Basak, Ecem, Ali Tafti and Peng Huang (2018), "Network Topology and Tie Strength in Online Communities of Practice," in *Proceedings of the 7th International Conference on Complex Networks and Their Applications*.

Leonhardt, Daniel, Andre Hanelt, Peng Huang and Sunil Mithas (2018), "Does one size fit all? Theorizing Governance Configurations for Digital Innovation," in *Proceedings of the 39th International Conference on Information Systems (ICIS)*. (**Best Conference Paper, first Runner-up**)

Pan, Yang, Peng Huang and Anand Gopal (2018), "New Entry Threats and Information Disclosure: Evidence from the U.S. IT Industry," in *Proceedings of the 39th International Conference on Information Systems (ICIS)*.

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 Centralization, 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*. (**Academy of Management TIM Division's Best Student Paper Award Finalist**)

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 33rd 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 30<sup>th</sup> International Conference on Information Systems (ICIS)*. (**Best Conference Paper, first Runner-up**)

## MANUSCRIPTS UNDER REVIEW AT REFEREED JOURNALS

Huang, Peng, Gaoyan Lyu and Yi Xu, “Quality Regulation on Two-Sided Platforms: Exclusion, Subsidy, and First-party Application,” under revision for 3<sup>rd</sup> round submission at *Management Science*.

Huang, Peng, Marco Ceccagnoli, Chris Forman and D.J. Wu, “IT Knowledge Spillovers, Absorptive Capacity, and Productivity: Evidence from Enterprise Software,” under revision for 3<sup>rd</sup> round submission at *ISR*.

Huang, Peng and Andre Hanelt, “Building a Platform Knowledge Ecosystem: Seeding Strategies in Firm-sponsored Knowledge Communities,” under revision for 3<sup>rd</sup> round submission at *ISR*.

Huang, Peng and Lanfei Shi, “Pragmatic Men, Idealistic Women? Performance Feedback on Two-sided Matching Platforms”, under review at *Management Science*.

Hanelt, Andre, Peng Huang, Thomas Kude and Sunil Mithas, “Toward a dynamic and configurational theory on IT governance for digital transformation,” in preparation for submission at *Organization Science*.

Mayya, Raveesh and Peng Huang, “Do Seed Accelerators Reduce Asymmetric Information? Evidence from Corporate Venture Capital Investments,” reject and resubmit at *Management Science*.

Pan, Yang, Peng Huang and Anand Gopal, “New Entry Threats and Information Disclosure: Evidence from the U.S. IT Industry,” in preparation for submission to *MIS Quarterly*.

Huang, Peng and Henry Lucas, “Adoption of MOOCs in the U.S. Higher Education: An Absorptive Capacity Perspective,” under 2<sup>nd</sup> round review at *ACM TMIS*.

## CONFERENCE PRESENTATIONS

*International Conference on Information Systems (ICIS)*, Munich, Germany, December 2019, “Pragmatic Men, Romantic Women? Performance Feedback Design on Two-sided Matching Platforms.”

*Conference on Information Systems and Technology (CIST)*, Seattle, WA, October 2019, “Pragmatic Men, Romantic Women? Performance Feedback Design on Two-sided Matching Platforms.”

*Academy of Management Annual Meeting (AOM)*, Boston, MA, August 2019, “Do Seed Accelerators Reduce Asymmetric Information? Evidence from Corporate Venture Capital Investments.”

*Platform Strategy Research Symposium*, Boston, MA, July 2019, "Quality Regulation on Two-Sided Platforms: Exclusion, Subsidy, and First-party Applications."

*International Conference on Complex Networks and Their Applications*, Cambridge, UK, December 2018, "Network Topology and Tie Strength in Online Communities of Practice."

*International Conference on Information Systems (ICIS)*, San Francisco, CA, December 2018, "Does one size fit all? Theorizing Governance Configurations for Digital Innovation."

*International Conference on Information Systems (ICIS)*, San Francisco, CA, December 2018, "New Entry Threats and Information Disclosure: Evidence from the U.S. IT Industry."

*Conference on Information Systems and Technology (CIST)*, Phoenix, AZ, November 2018, "Seed Accelerators and Information Asymmetries: Evidence from Corporate Venture Capital Investments."

*Conference on Information Systems and Technology (CIST)*, Phoenix, AZ, November 2018, "Quality Regulation on Two-Sided Platforms: Exclusion, Subsidy, and First-party Applications."

*Academy of Management Annual Meeting (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, "New Entry Threats and Firm Performance in the IT Industry: The Moderating Role of Board Independence."

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

*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 Annual Meeting (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 Annual Meeting (AOM)*, Vancouver, Canada, 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 Annual Meeting (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 Annual Meeting (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."

*Academy of Management Annual Meeting (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."

*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."

*International Conference on Information Systems (ICIS)*, Phoenix, Arizona, December 2009, "When Do ISVs Join a Platform Ecosystem? Evidence from the Enterprise Software Industry."

*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"

- Kauffman Entrepreneurship Mentoring Workshop, Atlanta, GA, January 2010
- 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
- BMGT 808V, Research in Information Systems and Strategy
- BMGT 301 Introduction to Information Systems

### 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 Member  
Initial Placement: *E. J. Ourso College of Business, Louisiana State University*
- Che-wei Liu (2018), Dissertation Committee Member  
Initial Placement: *Kelley School of Business, Indiana University*
- Lanfei Shi (2019), Dissertation Committee Member

- Initial Placement: *McIntire School of Commerce, University of Virginia*
- Salman Aljazzaf (2019), Dissertation Committee Member  
Initial Placement: *Kuwait University*
- Raveesh Mayya (2020), Dissertation Committee Member
- Initial Placement: *Stern School of Business, New York University*
- Jaehoon Jeong (ongoing), Dissertation Committee Member

## SERVICES

### Journal Editorial Services

- Associate Editor, MISQ special issue on *Managing AI*
- Associate Editor, EJIS special issue on *Orchestration of Software Development in Contemporary Ecosystems*

### Professional Services - Conferences

- Associate Editor, ICIS 2020, Digital Innovation, Entrepreneurship and New Business Models track
- Conference co-chair, CIST 2020
- INFORMS CIST program committee member, since 2013
- CSWIM program committee member, since 2017
- Associate Editor, ICIS 2017, Strategy, Structure, and the Organizational Impacts of IT track
- Associate Editor, ICIS 2014, E-commerce track
- Co-organizer, 2013 IS teaching workshop at R.H. Smith School
- Associate Editor, ICIS 2012, E-Business and Competitive Strategy Track.
- 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

- Associate department chair, since 2018
- IS faculty recruiting committee member, 2018
- IS faculty recruiting committee member, 2017
- Technology and Business Transformation (TBT) fellow program faculty champion, 2014-2016
- DO&IT department open house co-organizer, Spring 2014
- Undergraduate TechFest organizing committee, Spring 2013

- IT teaching workshop co-organizer, Summer 2013
- IS career night co-organizer, Fall 2013
- IS seminar coordinator, 2012- 2016
- IS Tyser Teaching Fellow hiring committee member, 2012
- Information Systems Undergraduate Program Committee member, Smith School of Business, since 2011

## **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 (ISS), Academy of Management (AOM)