

Curriculum Vitae
Robert F. Easley
November 2020

102 Mendoza College of Business
University of Notre Dame
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Education

Ph.D. Indiana University School of Business, Bloomington, IN
M.B.A. The Pennsylvania State University, University Park, PA
B. A. University of Illinois, Urbana, IL

Academic Employment

July 2016 - present John W. Berry Sr. Department Chair – IT, Analytics, and Operations Dept.
Jan. 2016 – June 2016 John W. Berry Sr. Department Chair – Management Dept.
July 2007 – Jan. 2016 Assistant Department Chair – Management Dept.

2017 - present Professor of IT, Analytics, and Operations at University of Notre Dame
2016-2017 Associate Professor, of IT, Analytics, and Operations at Univ. of Notre Dame
2003-2016 Associate Professor, University of Notre Dame, Management Dept.
1996-2003 Assistant Professor, University of Notre Dame, Management Dept.
1995-1996 Instructor, University of Notre Dame, Management Dept.
1994-1995 Visiting Instructor, University of Notre Dame, Management Dept.

Refereed Journal Articles (WoS: citation counts from Web of Knowledge when available)

Hayri A. Arslan, Rob Easley, Ruxian Wang, and Övünç Yilmaz (2019). Data-driven sports ticket pricing for multiple sales channels with heterogeneous customers. To appear, *Manufacturing & Service Operations Management*.

Easley, R. F., H. Guo, J. Krämer, 2018 “From Network Neutrality to Data Neutrality: A Techno-Economic Framework and Research Agenda,” *Information Systems Research*, 29:2, 253-272.

Hao, L. H. Guo and R. F. Easley, 2017 “A Mobile Platform's In-App Advertising Contract Under Agency Pricing for App Sales,” *Production and Operations Management*, February, 26:2, 189-202.

Guo, H. and R. F. Easley, 2016 “Network Neutrality versus Paid Prioritization: Analyzing the Impact on Content Innovation,” *Production and Operations Management*, July, 25:7, 1261-1273.

- Sun, D., R. F. Easley, and B. C. Kim, 2015 "Optimal Digital Rights Management with Uncertain Piracy," *Decision Sciences*, February, 46:1, 165-191.
- Easley, R. F., C. A. Wood and S. Barkataki, 2010 "Bidding Patterns, Experience, and Avoiding the Winner's Curse in Online Auctions," *Journal of Management Information Systems*, Winter, 27:3, 241-268. (WoS: 6)
- Chang, H.-L., R. F. Easley and M. J. Shaw, 2009 "Market-Model Based Channel Selection in B2B E-Commerce: Exploring a Buyer's Adoption Decisions," *Journal of Organizational Computing and Electronic Commerce*, October 19:4, 237-264. (WoS: 4)
- Devaraj, S., R. F. Easley, and J. M. Crant, 2008 "How Does Personality Matter? Relating the Five Factor Model to Technology Acceptance and Use," *Information Systems Research*, March, 19:1, 93-105. (WoS: 87)
- Jones, J. L., R. F. Easley, and G. J. Koehler, 2006 "Market Segmentation within Consolidated E-Markets: A Generalized Combinatorial Auction Approach," *Journal of Management Information Systems*, Summer, 23:1, 161-182. (WoS: 9)
- Kim, J. W., K. M. Lee, M. J. Shaw, H.-L. Chang, M. Nelson, and R. F. Easley, 2006, "A Preference Scoring Technique for Personalized Advertisements on Internet Storefront," *Mathematical and Computer Modelling*, July, 44:1-2, 3-15. (WoS: 9)
- Easley, R. F., 2005 "Ethical Issues in the Music Industry Response to Innovation and Piracy," *Journal of Business Ethics*, December, 62:2, 163-168. (WoS: 19)
- Easley, R. F., and R. Tenorio, 2004, "Jump-Bidding Strategies in Internet Auctions," *Management Science*, October, 50:10, 1407-1419. (WoS: 47)
- Chang, H.-L., M. J. Shaw, and R. F. Easley, 2003, "A Comparative Study of Exchange and Aggregation Models in the B2B E-Marketplace," *Information Systems and E-Business Management*, June, 1:2, 213-228.
- Easley, R. F., J. G. Michel, and S. Devaraj, 2003, "The MP3 Open Standard and the Music Industry's Technological Response to Internet Piracy," *Communications of the ACM*, November, 46:11, 91-96. (WoS: 4)
- Easley, R. F., S. Devaraj, and J. M. Crant, 2003, "Relating Collaborative Technology Use to Teamwork Quality and Performance: An Empirical Analysis," *Journal of Management Information Systems*, Spring, 19:4, 249-270. (WoS: 51)
- Easley, R. F., J. S. Valacich and M. A. Venkataramanan, 2000, "Capturing Group Preferences in a Multicriteria Decision," *European Journal of Operational Research*, June, 125:1, 74-84. (WoS: 32)
- Easley, R. F. and D. Hartvigsen, 1999, "Crossing Properties of Multiterminal Cuts," *Networks*, 34:3, 215-220. (WoS: 1)
- Doogar, R. and R. F. Easley, 1998, "Concentration without Differentiation: A New Look at the Determinants of Audit Market Concentration," *Journal of Accounting and Economics*, June, 25:3, 235-253. (WoS: 10)
- MacKay, D. B., and R. F. Easley, 1996, "International Differences in Product Perception: A Product Map Analysis," *International Marketing Review*, 13:2, 54-62.

- MacKay, D. B., R. F. Easley and J. L. Zinnes, 1995, "A Single Ideal Point Model for Market Structure Analysis," *Journal of Marketing Research*, 32:4, November, 433-443. (WoS: 22)
- Easley, R. F., and D. B. MacKay, 1995, "Supporting Complex Group Decisions: A Probabilistic Multidimensional Scaling Approach," *Mathematical and Computer Modelling*, June, 21:12, 25-33. (WoS: 1)

Work in Progress

- Sriram Somanchi, Mike Chapple, Robert F. Easley, Hong Guo, and Xuying Zhao. "Machine learning-based pricing in online marketplaces," data analysis, target journal: *Management Science*.

Other Scholarly Contributions

- United States General Accounting Office, 2003, "Public Accounting Firms: Mandated Study on Consolidation and Competition," *Report to the Senate Committee on Banking, Housing and Urban Affairs and the House Committee on Financial Services*, July. Performed key simulation studies (reported on pp. 58-63) using the Doogar & Easley 1998 model.

Invited Book Chapters

- Wei, C.-P., R. F. Easley, and M. J. Shaw, "Web-based Recommendation Systems for Supporting Personalized e-Commerce Shopping," in *e-Business Management: Integration of Web Technologies with Business Models*, M.J. Shaw (ed.), Kluwer Academic Publishers, Boston, 2002, 249-276.
- Wei, C.-P., M. J. Shaw, and R. F. Easley, "A Survey of Recommendation Systems in Electronic Commerce," in *e-Service: New Directions in Theory and Practice*, R. T. Rust and P. K. Kannan, (eds.), M. E. Sharpe, Armonk, NY, 2002, 168-199.

Refereed Conference Proceedings

- Yilmaz, O., H. A. Arslan, R. Wang, and R. F. Easley, "Football ticket pricing for multiple sales channels with heterogeneous customers" (INFORMS RM & Pricing 2019)
- Hao, L., H. Guo and R. F. Easley, "A mobile platform's monetizing strategy for advertising under agency pricing for app sales." Proceedings of the 2013 Workshop on Information Technologies and Systems (WITS 2013)
- Easley, R., B. C. Kim and D. Sun, "Optimal Digital Rights Management with Uncertain Piracy," Proceedings of the 45th Annual Hawaii International Conference on System Sciences, January 4-7, 2012, 10 pages.
- Easley, R.F. and J. G. Michel, "Open Standards, IS Strategy and Adoption of Innovative Technology: The Case of the Recording Industry and the MP3 Standard," Extended

Abstract in the proceedings of the International Conference on Information Systems (ICIS), New Orleans, Louisiana, December 2001.

Chang, H.-L., M. J. Shaw, and R. F. Easley, "Market-Model Based Channel Selection in B2B E-Commerce: Deciding Between a Private or an Independent E-Marketplace," *Proceedings of the 6th INFORMS Conference on Information Systems and Technology, Miami Beach, FL (CIST-2001)*, K. Altinkemer and K Chari, eds.

Easley, R. F., "Student Development of Course Intranet Sites: Supporting Effective, Motivated Intra-Class Communication," *1997 Proceedings, Decision Science Institute, Annual Meeting, San Diego, CA*.

MacKay, D. B., and R. F. Easley, "Japanese and American Gift Markets: A Comparative Analysis Using Single Ideal Point Models," *1995 American Marketing Association Winter Educator's Conference, San Diego, CA*.

Easley, R. F., and D. B. MacKay, "Visualization of Complex Group Decisions," *1994 Proceedings, Decision Science Institute, Annual Meeting, Honolulu, HI*.

Easley, R. F., J. S. Valacich and M. A. Venkataramanan, "Testing Multiple-Criteria Decision Making Models In a Group Decision Support System," *1992 Proceedings, Decision Science Institute, Annual Meeting, San Francisco, CA*.

Invited Presentations

"From Network Neutrality to Data Neutrality: A Techno-Economic Framework and Research Agenda" with Hong Guo and Jan Krämer, Tulane University (October 25, 2019).

"An Analysis of A Mobile Platform's In-App Advertising Contract under Agency Pricing for App Sales," with L Hao (presenter) and H. Guo. MIS Research Workshop, School of Management, Purdue University. (October 17, 2014)

A Mobile Platform's Monetizing Strategy for Advertising under Agency Pricing for App Sales," with L Hao (presenter) and H. Guo. The Department of Business Administration Proseminar Series, University of Illinois at Urbana-Champaign. (March 14, 2014)

A Mobile Platform's Monetizing Strategy for Advertising under Agency Pricing for App Sales," with L Hao (presenter) and H. Guo. MIS Research Center Seminar, Carlson School of Management, University of Minnesota. (November 1, 2013)

"E-Commerce Research Opportunities: Behavioral, Technical, and Economic Perspectives," Panel Chair: Michael J. Shaw; Members: Ritu Agarwal, Alan R. Hevner, Robert F. Easley, the 6th INFORMS Conference on Information Systems and Technology, Miami Beach, FL (CIST-2001).

"Recommendation Systems Model Selection For Electronic-Commerce Personalization," with J. W. Kim and M. J. Shaw, Departmental Seminar, Operations & Decision Technologies, Kelley School of Business, Indiana University, April 20, 2001.

"Two Research Projects in Electronic Commerce," UIUC E-Commerce Lecture Series, Beckman Institute, September 1, 2000.

Invited Presentations – Notre Dame

“Ethical Issues in the Music Industry Response to Innovation and Piracy” Ethical Dimensions in Business: Reflections from the Business Academic Community, Mendoza College of Business, University of Notre Dame, November 19, 2004

Conference Presentations

“Data-Driven Sports Ticket Pricing for Multiple Sales Channels with Heterogeneous Customers,” with Övünç Yilmaz, Hayri A. Arslan, Ruxian Wang, 2020 POMS Annual Conference, April 23-27, Minneapolis, MN, (presented by Övünç Yilmaz).

“Machine Learning-based Pricing in Online Marketplaces,” with Sriram Somanchi, Xuying Zhao, Hong Guo, Mike Chapple, Xueying Zhao. INFORMS Annual Meeting, Oct 20-23, 2019, Seattle, WA, (presented by Xuying Zhao).

“Will the FCC Make its Triple-Cushion Shot? Analyzing the Impact of Network Neutrality on Content Innovation,” with Hong Guo, WISE Workshop on Information Systems, December 18, 2014, Auckland, NZ

“An Analysis of A Mobile Platform's In-App Advertising Contract under Agency Pricing for App Sales,” with Lin Hao and Hong Guo, WISE Workshop on Information Systems, December 18, 2014, Auckland, NZ, (presented by Hong Guo).

“Quality of Service Tiering: Implications for Content Innovation and Broadband Coverage,” with Hong Guo, 22nd WITS Workshop on Information Technologies and Systems, December 15-16, 2012, Orlando 2012, (presented by Hong Guo).

“Optimal Digital Rights Management with Uncertain Piracy,” 45th Annual Hawaii International Conference on System Sciences, Maui, HI, January 4-7, 2012.

“Congestion Sensitive Content and Network Management,” with H. Guo, INFORMS Charlotte, November 13, 2011, (presented by Hong Guo).

“Market Segmentation within Consolidated E-Markets: A Generalized Combinatorial Auction Approach,” with Jones, J. L. and G. J. Koehler, INFORMS, November 2006, (presented by Joni Jones).

“Bridging MIS and Economics: A Classic Example,” with Sharad Barkataki and Charles A. Wood. Big Ten Information Systems Research Symposium, April 28-30, 2006, UIUC (presented by S. Barkataki).

“Genetic dissection of differential growth rates in *Plasmodium falciparum* in chloroquine resistant and sensitive progeny clones.” with Heather B. Reilly, Hongjian Wang, Kyle Wong, Roland Cooper, Michael T. Ferdig, ASTMH: Annual Meeting of the American Society of Tropical Medicine and Hygiene, Washington D.C., December 11-15, 2005 (poster session presented by H. B. Reilly).

“Bidder Strategies, Valuations, and the Winner’s Curse: An Empirical Investigation,” with Charles A. Wood, WISE 2004: Workshop on Information Systems and Economics, R.H. Smith School of Business at the University of Maryland, December 12, 2004.

- “Piracy and Technology Adoption: Evidence from the Music Industry,” with John G. Michel and Sarv Devaraj, Notre Dame MIS Research Symposium, April, 2004.
- “Open Standards, IS Strategy and Adoption of Innovative Technology: The Case of the Recording Industry and the MP3 Standard,” with John G. Michel, International Conference on Information Systems (ICIS), New Orleans, Louisiana, December 2001.
- “Jump-Bidding Strategies in Internet Auctions,” with R. Tenorio, 2001 Meetings of the Southern Economic Association, Tampa, FL (presented by R. Tenorio).
- “Market-Model Based Channel Selection in B2B E-Commerce: Deciding Between a Private or an Independent E-Marketplace,” with H.-L. Chang and M. J. Shaw, the 6th INFORMS Conference on Information Systems and Technology, Miami Beach, FL (CIST-2001) (presented by H.-L. Chang).
- “Recommendation Systems Model Selection For Electronic-Commerce Personalization,” with J. W. Kim and M. J. Shaw, 1st Asian e-Biz Workshop, July 4-6 2001, Tsinghua University, BeiJing, China (presented by J. W. Kim).
- “Competitive Response to Technology-Driven Change: The Recording Industry and Internet Music Distribution,” with J. G. Michel, Aug. 2000, Academy of Management Conference, Toronto, Canada (presented by J. Michel).
- “Organization Response to Technological Change: The Recording Industry and Digital Music Distribution,” with J. G. Michel, Oct. 1999, IU-Florida E-Business Conference, Bloomington, IN (presented by J. Michel).
- “Bidding Strategies in Yankee™ Auctions: Theory and Evidence,” with R. Tenorio, June 1999, Computing in Economics and Finance: Fifth International Conference of the Society for Computational Economics, Boston College, MA.
- “Bidding Strategies in Yankee™ Auctions: Theory and Evidence,” with R. Tenorio, June 1999, Summer Econometric Society Meetings, Madison, WI (presented by R. Tenorio).
- “Bidding Strategies in Yankee™ Auctions: Theory and Evidence,” with R. Tenorio, May 1999, Midwest Economic Theory Conference, West Lafayette, IN (presented by R. Tenorio).
- “Leverage and Audit Firm Mergers,” with R. Doogar and D. N. Ricchiute, Jan. 1999 American Accounting Association Midyear Auditing Meetings, Atlanta, GA (presented by R. Doogar).
- “Yankee™ Auctions: Theory and Evidence,” with R. Tenorio, Jan. 1999 Econometric Society Winter Meetings, New York, N.Y. (presented by D. Lucking-Reiley).
- “Bidding Strategies in Internet Yankee™ Auctions,” with R. Tenorio, Oct. 1998 INFORMS National Meeting, Seattle, WA.
- “Crossing Properties of Multiterminal Cuts,” with D. Hartvigsen, May 1998 INFORMS/CORS Joint Meeting, Montreal, Canada (presented by D. Hartvigsen).
- “Student Development of Course Intranet Sites: Supporting Effective, Motivated Intra-Class Communication,” Nov. 1997 Decision Science Institute Annual Meeting, San Diego, CA.
- “Decision Support System Prototyping with VBA,” 1997 INFORMS National Meeting, Dallas, TX.

- “Competition in Auditing Revisited: Theory and Evidence,” with R. Doogar, The 1997 International Symposium on Audit Research, June 1997, Nanyang, Republic of Singapore and The American Accounting Association Meetings in Dallas Texas, August 1997 (presented by R. Doogar).
- “Density Function Approximation with Neural Networks,” with D. B. MacKay and M. A. Venkataramanan, 1995 INFORMS National Meeting, New Orleans, LA.
- “A Multidimensional Scaling/Artificial Intelligence-Based Decision Support System,” with D. MacKay, V. Cabot, and M. A. Venkataramanan, 1994 ORSA/TIMS National Conference, Boston, MA.
- “Internal Unfolding Analysis Using a Single Ideal Point,” with D. B. MacKay and J. Zinnes, 1994 Marketing Science Conference, University of Arizona, Tuscon, AZ, p.71 (presented by D. MacKay).
- “A Comparative Study of Gift Selection in Japan and the United States: A Probabilistic Multidimensional Scaling Approach,” with D. B. MacKay, 1993 Decision Science Institute National Meeting, Washington, DC.
- “An Interval Weight Method for Group Multiple Objective Problems,” 1992 Symposium on Decision Making, Monterey, CA.
- “Testing Multiple-Criteria Decision Making Models In a Group Decision Support System,” 1992 Decision Science Institute National Meeting, San Francisco, CA.

Grants and Awards

- 2019 Office of the Dean Research Mission Award for ““From Network Neutrality to Data Neutrality: A Techno-Economic Framework and Research Agenda,” *Information Systems Research*, with Hong Guo and Jan Krämer
- 2001 Best Theme-Related Research Paper Award for “Open Standards, IS Strategy and Adoption of Innovative Technology: The Case of the Recording Industry and the MP3 Standard,” with John G. Michel, International Conference on Information Systems (ICIS), New Orleans, Louisiana, December 2001.
- 1998 ANBAR Electronic Intelligence “Citation of Excellence for Research Implications” for Doogar & Easley, 1998, “Concentration without Differentiation: A New Look at the Determinants of Audit Market Concentration.”
- 1998 Center for Social Concerns (CSC) Summer Course Development Grant: This grant supported the redesign of the Decision Support Systems course to incorporate local social service agencies as sites for class projects.
- 1993 Center for International Business Education and Research (CIBER) Grant: This grant supported a research trip to Tokyo, Japan to collect data for an examination of comparative gift-purchase behavior in Japan and the U.S.

Teaching Experience

Undergraduate courses:

Application Development in VBA
Decision Support Systems
Introduction to Business Computing
MIS Project Management
MIS Capstone Project
Object Oriented Programming in C++
Programming Fundamentals
Simulation Methods (at Indiana University)
VBA Online (online Visual Basic course for MIS majors on semester-abroad programs)
Web Programming (at University of Notre Dame Australia – Fall '03)

MBA courses:

Data Wrangling with Excel VBA
Enterprise Project Collaboration
IT Project Management
Decision Support Systems

University Service

- Appointed
 - FAC (Faculty Advisory Group – aiding university leadership in covid response), 2020- present.
 - DCAG (Department Chairs Advisory Group), 2017-2020.
 - Netfile Retirement Project, from May 2017
 - SAFE (Secure Authentication for Everyone) Advisory Group, from January 2016
 - Data Sciences Working Group member, from February 2016
 - University Alliances Faculty Coordinator, SAP University Alliances, 2013 – 2015
 - Chair, Course Management Systems Steering Committee, 2004 – October, 2013
- Elected:
 - UCAT (University Council for Academic Technologies) 2003 - 2015
 - Management Department Committee on Appointments and Promotion 2004 – 2012
 - University Committee on International Studies, 2006-2009
- Ad hoc Designer/Developer eTUSC scheduling system
 - 2007: Developed Excel/VBA scheduling system in cooperation with Registrar for Management Dept. use.
 - 2008: Managed ITM students working to enhance interface design for MCOB use.
 - 2009: Worked with OIT & registrar to guide design & implementation of online version of eTUSC, while continuing to use Excel/VBA version.
 - 2010: Worked with registrar to help manage pilot implementation of online eTUSC system in MCOB.
 - 2011: eTUSC system rolled out campus-wide.

Mendoza College of Business Service

- Department Chair, IT, Analytics, and Operations Department, July 2016 – present.
 - Developing new Business Analytics major for fall 2017 launch.
 - Developing new MSBA/MBA dual degree track for fall 2017 launch.
- Department Chair, Management Department, January 2016 – June 2016

- Led the department to university approval of an amicable division which created two new departments: IT, Analytics, and Operations, housing those three disciplines; and Management & Organization, housing OB, HR, Strategy, Entrepreneurship, Ethics, and Communications.
- Assistant Department Chair, Management Department, 2007 – December 2015
 - Developed the course schedule annually, negotiating teaching loads with, currently, 32 tenure-track, 20 professional specialist, and over 60 adjunct/concurrent faculty.
 - Hired many adjunct and concurrent instructor faculty.
 - Curricular development, including creation of the first undergraduate concentrations to be offered in MCOB.
 - Job placement (consistently over 90% at graduation), and continued post-graduate communications, including recruitment to the ITM Advisory Board.
 - Organized and moderated annual meeting of ITM Advisory Board, which is composed currently of 32 members, mostly ND alums, many of whom work in firms that actively recruit our graduates.
 - New classroom design Collaborative IT Environment) classroom for use by all undergraduates in ITM Applications course.
- 2013-present: With Dave Hartvigen, developed the new MSBA Chicago program.

ITM Management Development Activities

- April, 2014: With other ITM faculty, hosted Big Ten IS Symposium at Notre Dame
- October, 2013. MIS Academic Leadership Conference. Indiana University.
- October, 2011: MIS Department Chairs/Program Directors Conference, sponsored by University of Texas at Dallas with co-sponsors: University of Arizona, Indiana University, University of Maryland, University of Minnesota
- May, 2008: With Sarv Devaraj, hosted Big Ten IS Symposium at Notre Dame.

Professional Service

Conference Organizer

Big Ten IS Symposium, April 25-26, 2014, University of Notre Dame.

- 35 participants from ten major regional IS programs.

Big Ten IS Symposium, May 2008, University of Notre Dame

Editorial Board Member

Information Systems and E-Business Management (Springer Publishing) 2001 to present.

Reviewer

Journals: *American Economic Review*
 Annals of Operations Research
 Applied Intelligence
 Communications of the ACM
 Decision Sciences

Decision Support Systems
Electronic Commerce Research and Applications
European Journal of Operational Research
Information Systems and E-Business Management
Information Systems Research
Journal of Business Ethics
Journal of Business Research
Journal of Organizational Computing and Electronic Commerce
MIS Quarterly
Marketing Science
Mathematical and Computer Modelling
Production and Operations Management

Grants: National Science Foundation

Conferences: Americas Conference on Information Systems
Hawaii International Conference on System Sciences
International Conference on Information Systems
Workshop on e-Business

Session Chair

Internet Service Delivery and Mobile Commerce, 2012 WITS, Orlando, FL.
Internet Auctions, 2002 INFORMS National Meeting, San Jose, CA.
Internet Applications I, 1998 INFORMS National Meeting, Seattle, WA.

Session Facilitator

Doctoral Student Research Discussion, 2006 Big Ten Information Systems Research Symposium, UIUC, with V. Sambamurthy of Michigan State.

Discussant

Workshop on Information Systems, December 18, 2014

Professional Training

Surface Day – Microsoft Surface Device in the classroom, Ball State University, August 11, 2009
AAA XBRL Workshop, University of Delaware, Summer 2005

Professional Affiliations

AIS Association for Information Systems
INFORMS Institute for Operations Research and the Management Sciences