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Information Systems and Operations Management
School of Management
George Mason University

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Academic Positions

2008 - Pres. **Assistant Professor**, Information Systems and Operations Management
School of Management, George Mason University, Fairfax, VA

Education

2003-2008 **Ph.D.**, Business Administration, Information Systems
Carlson School of Management, University of Minnesota – Twin Cities

2002-2004 **M.S.**, Mechanical Engineering (Minor in Industrial Engineering)
Institute of Technology, University of Minnesota – Twin Cities

1994-1999 **B.S.**, Mechanical Engineering
College of Engineering, University of Wisconsin – Madison

Professional Experience

2007-2008 **IBM** - Services Research, Summer Intern and Staff Member, San Jose, CA

1999-2002 **Accenture** - Business Process and Technology Consultant, New York, NY

Journal Publications

1. "Seller strategies for differentiations in highly competitive online auction markets," J.C. Bockstedt and K.H. Goh, forthcoming in *Journal of MIS*, accepted for publication, March 2011.
2. "Modeling the supply-side dynamics in IT components, products, and infrastructure: An empirical analysis using vector autoregression," G. Adomavicius, J.C. Bockstedt, A Gupta, forthcoming in *Information Systems Research*, accepted for publication, July 2010 (dissertation paper).
3. "Structural Analysis of a Business Enterprise," Y.T. Leung and J.C. Bockstedt, *Service Science*, 1(3), Fall 2009.
4. "Making Sense of Technology Trends in the IT Landscape: A Design Science Approach for Developing Constructs and Methodologies in IT Ecosystems Analysis," G. Adomavicius, J.C. Bockstedt, A. Gupta, R.J. Kauffman, *MIS Quarterly*, 32 (4), December 2008 (dissertation paper).
5. "C-TREND: Temporal Cluster Graphs for Identifying and Visualizing Trends in Multi-Attribute Transactional Data," G. Adomavicius, J.C. Bockstedt, *IEEE Transactions on Knowledge and Data Engineering*, 20 (6), June 2008 (dissertation paper).
6. "Understanding Evolution in Technology Ecosystems," G. Adomavicius, J.C. Bockstedt, A. Gupta, R.J. Kauffman, *Communications of the ACM*, 51 (10), October, 2008.
7. "Technology Roles in an Ecosystem Model of Technology Evolution," G. Adomavicius, J.C. Bockstedt, A. Gupta, R.J. Kauffman, *Information Technology and Management*, 8 (2), Spring 2007.
8. "Effects of Pulsed Magnetic Field on Thrust Bearing Washer Hardness," J.C. Bockstedt, B.E. Klamecki, *Wear*, 262 (9-10), April 2007. (MSME Thesis.)

9. "The Move to Artist-Led Online Music Distribution: A Theory-Based Assessment and Prospects for Structural Changes in the Digital Music Market," J.C. Bockstedt, R.J. Kauffman, F. Riggins, *International Journal of Electronic Commerce*, 10 (3), Spring 2006.

Working Papers

10. "The Framing Effects of Multipart Pricing on Consumer Purchasing Behavior of Customized Information Good Bundles," K.H. Goh and J.C. Bockstedt. Under third round review at *Information Systems Research*.
11. "The Impact of Recommender Systems on Consumer Preferences: A Study of Anchoring Effects," G. Adomavicius, J.C. Bockstedt, S. Curley, and J. Zhang. Invited for revise and resubmit at *Information Systems Research*.
12. "Do Participation Strategy and Experience Impact the Likelihood of Winning in Unblind Innovation Contests?" J.C. Bockstedt, C. Dreuhl, and A. Mishra. Under initial review at *Management Science*.
13. "Contrast Effects, Resistance to Persuasion, and Time Pressure in Online Auctions," J.C. Bockstedt, K.H. Goh, and S. Ng. In preparation for submission to *Journal of MIS*.
14. "Bundling Effects on Variety Seeking for Consumable vs. Digital Goods," J.C. Bockstedt, S. Curley, and G. Adomavicius. In preparation for submission to *MIS Quarterly*.
15. "Scalable Temporal Clustering for Massive Multi-dimensional Datastreams," G. Adomavicius, J.C. Bockstedt, and V. Parimi. In preparation for submission to *IEEE Transactions on Knowledge and Data Engineering*.
16. "Customized Bundling of Information Goods and Sales Diversity," J.C. Bockstedt, and K.H. Goh. In preparation for submission to *Information Systems Research*.

Conference Papers and Presentations

17. "Do Participation Strategy and Experience Impact the Likelihood of Winning in Unblind Innovation Contests?" J.C. Bockstedt, C. Dreuhl, and A. Mishra. *2011 INFORMS Annual Meeting*, Charlotte, NC, November 2011.
18. "Recommender Systems, Consumer Preferences and Anchoring Effects," G. Adomavicius, J.C. Bockstedt, S. Curley, J. Zhang. *RecSys'11 Workshop on Human Decision Making in Recommender Systems*, Chicago, IL, October 2011.
19. "Scalable Clustering of Massive Datasets: A Merge-and-Split Approach for Intelligent Cluster Reconstruction," G. Adomavicius, J.C. Bockstedt, V. Parimi. *2011 Winter Conference on Business Intelligence*, Salt Lake City, March 2011.
20. "Modeling the supply-side dynamics in IT components, products, and infrastructure: An empirical analysis using vector autoregression," J.C. Bockstedt, G. Adomavicius, A. Gupta. *2010 INFORMS Annual Meeting*, Austin, TX October 2010.
21. "Impact of Recommender Systems on Consumer Preferences: A Study of Anchoring Effects," G. Adomavicius, J.C. Bockstedt, S. Curley, J. Zhang. *2010 Winter Conference on Business Intelligence*, Salt Lake City, February 2010.
22. "Variety seeking for consumable and non-consumable goods," J.C. Bockstedt, S. Curley, G. Adomavicius. *Subjective Probability, Utility and Decision Making*, Rovereto, Italy, October 2009.

23. "Prospect Theory, Multi-part Pricing, and Customizable Bundles of Information Goods," K.H. Goh, J.C. Bockstedt. *INFORMS Conference on Information Systems and Technology (CIST 2009)*, San Diego, October 2009.
24. "The Role of the Internet in Customized Products Supply Chains," J.C. Bockstedt, C. Druehl. *INFORMS Annual Meeting*, San Diego, October 2009.
25. "Unbundling and the Long Tail: New Evidence on the Consumption of Information Goods," J.C. Bockstedt, K.H. Goh. *WISE 2008: Twentieth Workshop on Information Systems and Economics*, Paris, December 2008.
26. "Scalable Temporal Clustering for Massive Multidimensional Data Streams," G. Adomavicius, J.C. Bockstedt, V. Parimi. *Proceedings of the 18th Workshop on Information Technology and Systems (WITS '08)*, Paris, December 2008.
27. "Clustering Large Datasets: New Techniques and Insights," G. Adomavicius, J.C. Bockstedt, V. Parimi. *INFORMS Annual Meeting*, Washington DC, October 2008.
28. "Unbundling Information Goods: An Empirical Analysis of Consumer Created Custom CDs," J.C. Bockstedt, K.H. Goh. *INFORMS Annual Meeting*, Washington DC, October 2008.
29. "Optimal Staffing at Multiple Locations for a Multi-Skill Service Provider," Y.T. Leung, J.C. Bockstedt, W. Koenig. *17th Annual Frontiers in Service Conference*, Washington DC, October 2008 (Winner, Best Practitioner Paper).
30. "A Visual Mapping Approach for Trend Identification in Multi-Attribute Data," J.C. Bockstedt, G. Adomavicius. in *Proceedings of the 17th Workshop on Information Technology and Systems (WITS '07)*, Montreal, December 2007.
31. "C-TREND: A New Technique for Identifying and Visualizing Trends in Transactional Data," G. Adomavicius, J.C. Bockstedt. *2007 Winter Conference on Business Intelligence*, Salt Lake City, UT, February 2007.
32. "Understanding Patterns of Technology Evolution: An Ecosystem Perspective," G. Adomavicius, J.C. Bockstedt, A. Gupta, R.J. Kauffman, in R. Sprague (ed.), *Proceedings of the 39th Hawaii International Conference on System Sciences*, Kauai, HI, January 2006, IEEE Computing Society Press.
33. "The Move to Artist-Led Online Music Distribution: Explaining Structural Changes in the Digital Music Market," J.C. Bockstedt, R.J. Kauffman, F. Riggins, in R. Sprague (ed.), *Proceedings of the 38th Hawaii International Conference on System Sciences*, Big Island, HI, January 2005, IEEE Computing Society Press. (Nominated, Conference Best Paper Award)
34. "An Ecosystem Model of Technology Evolution," G. Adomavicius, J.C. Bockstedt, A. Gupta, R.J. Kauffman. *9th INFORMS Conference on Information Systems and Technology (CIST 2004)*, Denver, CO, October 2004.

Summary of Courses Taught

George Mason University, School of Management, Fairfax, VA

- MBA 734: Electronic Commerce and eBusiness Models (Fall 2011)
- MIS 412 eBusiness Systems Development (Fall 2011)
- MBA 795: Global Business Perspectives, International Trip (Summer 2011) 4.5/5, 18 students
- MBA 734: Electronic Commerce and eBusiness Models (Spring 2011) 4.85/5, 36 students
- MIS 440: Electronic Commerce Business Applications (Spring 2011) 4.68/5, 39 students
- MBA 731: Business Application Lifecycle Management (Fall 2010) – Rating 4.68/5, 25 students

- MIS 412: eBusiness Systems Development (Fall 2010) – Rating 4.83/5, 40 students
- Social Media in the Modern Organization, Executive Education (Spring 2010)
- MBA 734: Electronic Commerce and eBusiness Models (Spring 2010) - Rating 4.81/5, 35 students
- MIS 440: Electronic Commerce Business Applications (Spring 2010) - Rating 5.0/5, 33 students
- MBA 731: Business Systems Analysis and Design (Fall 2009) - Rating 4.95/5, 24 students
- MIS 330: Computer Systems Analysis and Design (Fall 2009) - Rating 4.88/5, 34 students
- MBA 734: Electronic Commerce and eBusiness Models (Spring 2009) - Rating 4.92/5, 26 students
- MIS 330: Computer Systems Analysis and Design (Spring 2009) - Rating 4.61/5, 44 students
- MBA 731: Business Systems Analysis and Design (Fall 2008) - Rating 4.88/5, 9 students
- MIS 330: Computer Systems Analysis and Design (Fall 2008) - Rating 4.69/5, 37 students

University of Minnesota, Carlson School of Management, Minneapolis, MN (as a PhD Student)

IDSc 4203: *IT Infrastructure and Web Programming with ASP.NET*

- Spring 2006 - Rating 6.2/7, 35 students
- Fall 2004 - Rating 6.0/7, 30 students

Professional Teaching Experience: Princeton Review, Minneapolis, MN

Graduate Management Admission Test (GMAT) Preparation Course (2003-2005)

(Ratings listed above are for responses to the evaluation question “My overall rating of the teaching for this course is...”. Full teaching evaluations are available upon request.)

Awards and Honors

- Internal GMU Nominee for the State Council of Higher Education for Virginia, Rising Star Outstanding Faculty Award, 2011.
- Recipient of the GMU School of Management Summer Research Funding Grant, competitive internal college-wide grant, 2011.
- Recipient of the GMU Vice President for Research, Summer Research Funding Grant for Tenure-Track Faculty, competitive internal university-wide grant, 2011.
- Nominee for the 2011 GMU School of Management Outstanding Contribution to Teaching Award.
- MBA Faculty of the Year Award, School of Management, George Mason University, 2009-2010.
- Best Practitioner Paper, *Frontiers in Service Conference*, Washington DC, October 2008, with Ying Tat Leung (IBM Research) and Wolfgang Koenig (Goethe University Frankfurt).
- Selected participant for the *2007 ICIS Doctoral Consortium*, Montreal.
- Outstanding Ph.D. Student Teaching Awards, Carlson School of Management, 2005 & 2006.
- Best Paper - Ethical, Legal, and Economic Issues in the Digital Economy Mini-track; Conference Best Paper Nomination - Internet and Digital Economy Track, *38th Hawaii International Conference on System Sciences*, Big Island, HI, January 2005.
- Carlson School of Management *Dissertation Fellowship* for 2007-2008, proposal ranked 1st.
- Selected participant for the *Big 10 Research Consortium*, West Lafayette, IN, 2007.
- Research grant - Institute for Research in Marketing, Carlson School of Management, with Professor Shawn Curley, 2007-2008.

Professional Service

- Program committee member, 2011 *Workshop on Information Technology and Systems (WITS)*.
- Program committee member, 2011 *International Conference on Electronic Commerce (ICEC)*.
- Program committee member, 2010 *Workshop on Information Technology and Systems (WITS)*.
- ISOM Area Mentor for undergraduate program, School of Management, George Mason University, 2010-2012.

- Mentor and supervisor for undergraduate Bachelor of Independent Studies student, Brian Corazza.
- Chair of ISOM Area Promotional Video Development Committee, 2009-2010. Promotional video can be seen at youtube.com/jbockstedt.
- Member of ISOM Area Information Systems Term Faculty Recruiting Committee, 2009-2010.
- Member of ISOM Area Information Systems Term Faculty Recruiting Committee, 2008-2009.
- Member of ISOM Area Information Systems Tenure-Track Recruiting Committee, 2008-2009.
- Assistant to Ph.D. Program Coordinator, Carlson School of Management, 2005-2006.
- Ph.D. Information and Decision Sciences Student Representative, Director of Graduate Studies Committee, Carlson School of Management, 2005-2006.
- Editorial Assistant for the Fall 2006 *Journal of Management Information Systems* Special Issue on Competitive Strategy, Economics, and Information Systems.
- Ad hoc reviewer for the following journals: *Information Systems Research, Management Science, MIS Quarterly, Journal of Management Information Systems, Electronic Commerce Research and Applications, Journal of Computing, Information Systems Journal, E-Commerce Research Journal, Journal of Marketing, Production and Operations Management*.
- Ad hoc reviewer for the following conferences and workshops: *International Conference on Information Systems (ICIS), Hawaii International Conference on System Sciences (HICSS), INFORMS Conference on Information Systems and Technology (CIST), IEEE International Conference on Data Mining (ICDM)*.
- Reviewer for the book: A. Gupta and G. Adomavicius (eds.) *Handbooks in Information Systems Series: Business Computing*, Elsevier, 2007.
- Developed a series of YouTube video tutorials on MS Visio, Visual Studio, and ASP.NET, which have received over 130,000 views. Tutorial videos can be seen at youtube.com/jbockstedt.

Speaking Engagements

- “Social Media in the Modern Organization,” CFO Alliance Breakfast Roundtable, Bethesda, MD, September 15, 2010.
- “Using Social Media in the Modern Organization,” MIS Research Center Seminar Series, Carlson School of Management, University of Minnesota, October 30, 2009.