

Curriculum Vitae  
**GAL OESTREICHER-SINGER**  
*Management of Technology and  
Information Systems Department  
The Faculty of Management  
Tel Aviv University  
Tel Aviv, 69978, Israel*  
[galos@tau.ac.il](mailto:galos@tau.ac.il), <http://pages.stern.nyu.edu/~goestrei/>

## **EDUCATION**

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### **New York University, Leonard N. Stern School of Business**

- Ph.D. in Business Administration (2008)  
Dissertation Title: *Network Structure in Electronic Commerce*.  
Thesis Committee: Arun Sundararajan (advisor), Vasant Dhar, Nicholas Economides, William Greene, Panos Ipeirotis.
- Awarded the ACM SIGMIS Best Dissertation Award

### **New York University, Leonard N. Stern School of Business**

- M. Phil., Department of Information, Operations, and Management Sciences (2006)

### **Tel-Aviv University, School of Engineering**

- B.Sc. in Electrical Engineering and Electronics (2002)
- Exchange Student - North Carolina State University, School of Engineering (2001)

### **Tel-Aviv University, Law School**

- LL.M. in Commercial Law (1999)

### **The Hebrew University in Jerusalem, Law School**

- LL.B. (J.D. equivalent) (1996)

## **EXPERIENCE**

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### **Tel-Aviv University, L. Recanati Faculty of Management**

- Management of Technology and Information Systems department (2000-2002)

### **International Business Machines (IBM), Haifa Research and Development Center**

- Member of a chip design team (2000-2002)

### **International Business Machines (IBM), North Carolina Research and Development Center**

- Member of the verification team, PowrPC440 project (2001)

### **Tel-Aviv University, School of Law**

- Junior faculty member (1998-2000)

### **Israel Defense Forces, Prosecutor Division**

- Attorney, prosecutor (1995-1996, rank of lieutenant)

### **Office of the President of the Magistrate Court, District Court Judge, Jerusalem, Israel**

- Law clerk (1994-1995)

## **ACADEMIC HONORS AND AWARDS**

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- Management Science Best Paper in Information Systems Finalists 2013.
- Best Overall Research Paper Award, International Conference on Information Systems (ICIS), 2012.
- Google Inter-university grant for Electronic Markets and Auctions, 2010-2013 (\$2.25 million, with 20 other PIs).
- Grant from the Israel Science Foundation (ISF), 2010-2014 (\$140,000).
- Winner of the Google and WPP Marketing Research Award, 2010 (\$65,000, with Arun Sundararajan).
- NET Institute Summer Research Grant, 2006, 2010 and 2011.
- Winner of the MSI-WIMI User-generated Content Research Competition, 2009.
- Honorable Mention for Research-in-Progress at the International Conference on Information Systems (ICIS), 2009.

- Grant from the United States – Israel Binational Science Foundation (BSF), 2009 (\$60,000).
- Grant from NEGEV – The Personal Video Services Consortium (part of the Israeli Chief Scientist MAGNET Program), 2009-2010 (\$140,000).
- The ACM SIGMIS Best Dissertation Award (awarded at ICIS 2008).
- Best Paper Award, Proceedings of the Twelve INFORMS Conference on Information Systems and Technology (CIST), 2008.
- German-Israeli Foundation (GIF), Young Scientists' Program, 2008 (\$40,000).
- The Rothschild-Caesarea Communication Research Grant, 2008.
- Marie Curie International Reintegration Grant, 2007 (\$65,000).
- Best Overall Research Paper Award, 25<sup>th</sup> International Conference on Information Systems (ICIS), 2004.
- First Runner Up, Best Poster Award, The Greater New York Area DB/IR Day, 2006.
- Stern School of Business Fellowship, 2003-2006.
- Participant, First NYU/CeDER Summer Workshop on the Economics of IT, 2005.
- Winner, National Contest for Young Inventors, sponsored by the Israeli Industrialists Association, 1992.

#### **PUBLISHED RESEARCH PAPERS**

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Dhar, V., Geva, T., Oestreicher-Singer, G., and Sundararajan, A., 2013. The Gestalt in Graphs: Prediction Using Economic Networks (*Information Systems Research*, forthcoming).

Oestreicher-Singer, G. and Zalmanson, L., 2013. Content or Community? A Digital Business Strategy for Content Providers in the Social Age. (*MIS Quarterly*, special issue on Digital Business Strategy, pp.565-590).

Oestreicher-Singer, G., Libai, B., Sivan L., Carmi E., and Yassin, O., 2013. Assessing Value in Product Networks. (*Journal of Marketing*, 1 (77), pp. 1-14).

Goldenberg, J., Oestreicher-Singer, G., and Reichman, S., 2012. The Quest for Content: The Integration of Product Networks and Social Networks in Online Content Exploration (*Journal of Marketing Research*, 49(4), pp. 452-468).

Sundararajan, A., Provost, F., Oestreicher-Singer, G., and Aral S., 2013. Information in Digital, Economic and Social Networks. (*Information Systems Research*, forthcoming).

Oestreicher-Singer, G. and Sundararajan, A., 2012. The Visible Hand of Social Networks in Electronic Markets (*Management Science*, 58 (11) pp.1963-1981).

Oestreicher-Singer, G. and Sundararajan, A., 2012. Recommendation Networks and the Long Tail of Electronic Commerce (*MIS Quarterly*, 36(1), pp. 65-83).

#### **WORKING PAPERS**

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Carmi, E., Oestreicher-Singer, G., and Sundararajan, A., 2010. Spreading the Oprah Effect: The Diffusion of Demand Shocks in a Recommendation Network (Management Science, third round).

Oestreicher-Singer, G. and Sundararajan, A., 2010. Are Digital Rights Valuable? Theory and Evidence from eBook Pricing. (Information Systems Research, third round).

Geva, T. and Oestreicher-Singer, G., Efron, N, and Shimshoni, Y., 2013. " Do Consumers Speak their Minds? Using Forum and Search for Predicting Sales" (*MIS Quarterly*, second round).

L. Zalmanson and Oestreicher-Singer, G., 2013. "Please Comment Here": Initiated User Participation and Willingness to Pay on Content Websites" (in preparation).

#### **OTHER PUBLICATIONS**

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Oestreicher-Singer, G. and Sundararajan, A., 2005. Digital Rights and Wrongs. *SternBusiness* Fall/Winter 2005, 28-31.

#### **RECENT INVITED PRESENTATIONS**

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- University of Minnesota (October 2013).
- UC Irvine (April 2013).
- Microsoft Labs (April 2013).
- Georgia Institute of Technology (February 2013).
- University of Texas in Austin (February 2012).
- University of Texas in Dallas (February 2012).
- IBM labs (January 2012).
- Hong kong university of science and Technology (December 2011).
- University of California - Irvine (May 2011).
- University of California – San Diego (May 2011).
- Kellogg School of Management (Northwestern University) (April 2011).
- New York University (April 2011).
- Temple University, The MISQ Special Issue on Digital Business Strategy (April 2011).

## **STUDENT ADVISING**

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Shachar Reichman (PhD dissertation advisor), "The Role of Product Networks and Social Networks in Ill-defined Exploration in Online Environments"; Defended 2010; Current affiliation: MIT, Postdoctoral Associate.

Eyal Carmi (PhD dissertation advisor), "Diffusion of Demands Following Exogenous Shocks in Product Networks"; Defended 2010; Current affiliation: Google.

Lior Zalmanson (PhD dissertation advisor), "Ladder of Participation in Social Media Websites"; To be defended 2014.

Liron Sivan (PhD dissertation advisor), "Estimating the Value of Online Communities by Analyzing User Participation Patterns"; To be defended 2014. Current affiliation: CMU, Postdoctoral Associate.

## **OTHER ACADEMIC ACTIVITIES**

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Associate Editor, *MIS Quarterly (MISQ)*.

Chair, SCECR 2014.

Track Chair, ICIS 2014.

Faculty Advisory PhD consortium, *The Mediterranean Conference on Information Systems (MCIS)*, 2011.

Associate Editor, *International Conference on Information Systems (ICIS)*, 2008-2012.

Track Chair, *MCIS*, 2011.

Program Committee Member: *INFORMS Conference on Information Systems and Technology (CIST)*, 2008-2012; *International Conference on Electronic Commerce (ICEC)*, 2008-2009; *ACM Conference on Electronic Commerce*, 2012; *Pacific Asia Conference on Information Systems (PACIS)*, 2009 and others.

Referee: *Management Science*; *Information Systems Research (ISR)*; *MIS Quarterly (MISQ)*; *Marketing Science*; *The Rand Journal of Economics*; *INFORMS Journal on Computing (JOC)*; *Journal of Organizational Computing and Electronic Commerce*; *Journal of Industrial Economics*; *Journal of the American Society for Information Science and Technology*; *Decision Sciences*; *Journal of Economics & Management Strategy* and others.

Scientific Advisory Committee, *The Adams Institution for Information Systems Managers*.

Member of the Israel Attorneys Bar Association.