

Curriculum Vitae

Name: Karl Reiner Lang

Institution: City University of New York, Baruch College, Zicklin School of Business, Department of Statistics and Computer Information System, New York City (USA)

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Post-Secondary Education

<u>University</u>	<u>Degree</u>	<u>Subject Area</u>	<u>Dates</u>
Johann Wolfgang Goethe Universität Frankfurt	./.	Economics	October 1981 to March 1982
Free University of Berlin	BBA/MBA	Business Administration	April 1982 December 1987
The University of Texas at Austin	Phd	Management Science	Fall 1988 to Spring 1993

Dissertation: A Theoretical and Computational Framework for Qualitative Modeling in the Management and Economics Domains (May 1993).
Supervisor: Andrew B. Whinston

ACADEMIC EXPERIENCE

Full-Time Academic Experience

<u>University</u>	<u>Rank/Title</u>	<u>Department</u>	<u>Dates</u>
Free University of Berlin (FUB)	Assistant Professor	Institute for Management Science School of Management	January 1994 to June 1995
Hong Kong University of Science & Technology (HKUST)	Assistant Professor	Information and Systems Management (ISMT); School of Business and Management	August 1995 to June 2002
City University of New York (CUNY)	Associate Professor	Information Systems; Zicklin School of Business; Baruch College	September 2002 to December 2007
City University of New York (CUNY)	Professor	Information Systems; Zicklin School of Business; Baruch College	January 2008 to present

Full-Time Visiting Positions

<u>University</u>	<u>Rank/Title</u>	<u>Department</u>	<u>Dates</u>
New York University	Visiting Scholar	Information Systems, Stern School of Business	June 1993 to October 1993
The University of Texas at Austin	Visiting Scholar	Center for Research in Electronic Commerce; McCombs School of Business	June 1999 to January 2000
The University of Pennsylvania	Visiting Professor	Operations and Information Management (OPIM); The Wharton School	August 2001 to May 2002
The University of Texas at Austin	Visiting Professor	Information, Risk, and Management (IROM); McCombs School of Business	January 2009 to December 2009
Ludwig-Maximilians-Universität München	Visiting Professor	Institute for New Media; Munich School of Management	May/June 2010-2017
University of Gent	Visiting Professor	School of Economics	October 2013-16
University of Lyon	Visiting Professor	School of Management	January 2017

Teaching – Undergraduate Level

<u>Courses</u>	<u>University</u>	<u>Dates</u>
Business Software Applications	The University of Texas at Austin; College of Business Administration	1990, 1991
Introduction to Information Systems (Einführung i.d. Wirtschaftsinformatik)	Freie Universität Berlin; FB Wirtschaftswissenschaften Baruch College	1994, 1995 SP 2011
Linear Algebra	Freie Universität Berlin; FB Wirtschaftswissenschaften	1994, 1995
Algorithms and Datastructures	Hong Kong University of Science & Technology; School of Business and Management	1995, 1996, 1997, 1998
Information Systems Design	Baruch College, CUNY; Zicklin School of Business	2003, 2004
Social Media in Business and Society	The University of Texas at Austin Baruch College LMU Munich	SP 2009 FA 2010, SP 12, 13 SS 2010-2014

Teaching – Graduate Level (MBA/MS Programs)

<u>Courses</u>	<u>University</u>	<u>Dates</u>
Information Systems for Managers (MBA core course)	Baruch College, CUNY; Zicklin School of Business	2002 - 2014
Globalization & Technology (MBA elective)	Baruch College, CUNY; Zicklin School of Business	2004 – 2014
Information Strategy (MBA elective)	The Wharton School Wirtschaftswissenschaften	2001, 2002
Information Management (MBA core course)	Hong Kong University of Science & Technology; School of Business and Management	1998 - 2001

Teaching – Doctoral Seminars in Information Systems

<u>Courses</u>	<u>University</u>	<u>Dates</u>
Readings in Information Systems	Hong Kong University of Science & Technology; SBM	1998, 1999
Research Methodologies	Hong Kong University of Science & Technology; SBM	2000, 2001
Information Economics	Graduate Center CUNY; Baruch College, Zicklin School of Business	2004 - 2016
Philosophy of Science	Baruch College	SP 2010, 2017

Executive Education

<u>Courses</u>	<u>Program</u>	<u>University</u>	<u>Dates</u>
Information-Based Strategy	Executive DBA	Baruch College	Spring 2018
Qualitative Research	Executive DBA	Baruch College	Fall 2017
Business Plan Evaluation	Essence of E-Business Executive Seminar	Hong Kong University of Science & Technology; School of Business and Management	June 2000, Sept. 2000
Marketing in Cyberspace	Executive Diploma in Electronic Commerce	Hong Kong University of Science & Technology; School of Business and Management	Nov/Dec 2000
Business to Business E-Commerce	Executive Diploma in Electronic Commerce	Hong Kong University of Science & Technology; School of Business and Management	Jan/Feb 2001
E-Commerce Case Studies	Certificate Program in E-Business	Hong Kong University of Science & Technology; School of Business and Management	Dec 2000 to Aug 2001
Management Information Systems	Executive Diploma in Technology Management	Hong Kong University of Science & Technology; School of Engineering	April 2001
Global Technology Management	Executive Masters in Business Information Systems; Taipei, Taiwan	Baruch College, CUNY; Zicklin School of Business	Sept. 2006, Oct. 2008
Internet Marketing	Executive Masters in Marketing	Baruch College, CUNY; Zicklin School of Business	Aug. 2007, Aug. 2008

Curriculum Design (new courses developed)

- Globalization & Technology (CIS 9230, MBA/MS), 2003 (offered at Baruch College since 2004)
- Information Economics (PhD Seminar), 2004 (offered at Baruch College since 2004)
- Social Media (UG elective), 2008 (offered at UT Austin in Spring 2009)
- Social Technology and Business (CIS 9375, 2014)
- Information-Based Strategies (EDBA, 2015)
- Qualitative Research (EDBA, 2015)
- Chair of the UG Information Systems Curriculum Reform Committee, School of Business and Management, HKUST, 1998. Revised the undergraduate curriculum and program requirements for students majoring in Information Systems.

Professional Honors

- Teaching Excellence Award, School of Business and Management, Hong Kong University of Science and Technology, 1997.
- Outstanding Academic Contributions Award, Second Annual Celebration of Faculty Scholarship and Creative Achievement Ceremony, Baruch College, 2004, 2005, 2007, 2008, 2009.
- Best Paper Nomination: Newly Vulnerable Markets in an Age of Pure Information Products, 35th Hawaii International Conference on System Sciences, January 7-10, Waikoloa, Big Island, Hawaii, 2002.
- December 14-15, 2009, Best Paper Nomination, WITS workshop, Phoenix, Arizona.
- Best Paper Runner-Up Award, The Eighth Workshop on eBusiness (WEB 2009), December 15, 2009, Phoenix, Arizona.

Additional Professional Qualifications

- Case Discussion Leadership Certificate, Harvard School of Business, November 10-11, 2006.

Grants

- PSC-CUNY Award, Cycle 44, 5/2013 – 6/2014, \$3,000
- Technology Funding Grant (with Shulamith Gross), City of New York, October 2006, \$80,000.
- PSC-CUNY Award # 69798-00 38, 7/2007 – 6/2008, Piracy and Copyright Protection, \$5,310.
- PSC-CUNY Award #67871-00 36, 7/2005 – 6/2006, Pricing Mechanisms in Peer-to-Peer Networks, US\$ 3,500
- PSC-CUNY Award #60081-33-34, 5/2003 – 6/2004, Student Peer Evaluation in Online Learning Environments, US\$ 4,520
- Direct Allocation Grant, Hong Kong Government University Grant Commission, UGC, Project No. DAG00/01.BM 66, HK\$ 40,000

- Direct Allocation Grant, Hong Kong Government University Grant Commission, UGC, Project No. DAG99/00 .BM 79, HK\$ 36,000
- Direct Allocation Grant, Hong Kong Government University Grant Commission, UGC, Project No. DAG98/99 .BM50, HK\$ 35,000
- Direct Allocation Grant, Hong Kong Government University Grant Commission, UGC, Project No. DAG97/98 .BM 23, HK\$ 32,000
- Direct Allocation Grant, Hong Kong Government University Grant Commission, UGC, Project No. DAG96/97 .BM81, HK\$ 28,000
- Direct Allocation Grant, Hong Kong Government University Grant Commission, UGC, Project No. DAG95/96 .BM44,: HK\$ 39,000

INSTITUTIONAL SERVICE AT CITY UNIVERSITY OF NEW YORK

Service to the Department (SCIS)

- Member of the Library Committee, 2003 – 2006.
- Member of the Graduate Curriculum Committee, 2002 – 2008.
- Recruiter for faculty search (CIS), interviewed candidates at International Conference of Information Systems (ICIS) in Seattle, December 2003.
- Coordinator of the weekly Information Systems Research Workshop Series (internal and external research presentations by doctoral students and faculty), Spring 2004 - Spring 2007.
- Chair, task force for reviewing the IS major in the MBA program, Spring/Summer 2007.
- Co-Founder of SCIS Statistics Consultation and Experimental Research Lab (2006)

Service to the Business School

- Chair of the Graduate Committee for Assurance of Learning, Sep 2007 – Dec 2008.
- Acting Chair of MBA Learning Assurance Coordinating Committee, Aug 2006 – August 2007
- Member of the MBA Learning Assurance Coordinating Committee, Nov 2004 – Dec 2008
- Member of the Graduate Committee on Academic Standing, Spring 2005 – present.
- Member of the Graduate Curriculum Committee, 2004 – 2008.
- Member of the Dean's Task Force on Research, Spring 2003. Co-authored the "Final Report by the Task Force on Research," May 21, 2003, 45pp, which analyzes the current research environment at Baruch and proposes recommendations for making Baruch competitive with top 25 research schools. The report is available online at <http://aux.zicklin.baruch.cuny.edu/>
- Representative for the CIS Department at MBA open house events in the Fall 2002, Fall 2003, Spring 2004, Spring 2005, Fall 2005, Spring 2006, Fall 2006, Spring 2007, Spring 2010, Spring 2016.
- Representative for the CIS Department at MS/BCSIS orientation session, January 2007, August 2007, and August 2008.
- Panelist, at the Full-time Honors MBA orientation sessions in August 2003, August 2004, August 2005, August 2006, and August 2007.
- Panel Moderator, at the Flex-time MBA orientation session in January 2007 and August 2007.
- Moderator at Graduate Career Week, CIS panel, September 2007 and 2008.

Service to the University

- Conducted a faculty workshop on “Avoiding and Detecting Student Plagiarism with the Turnitin.com Software,” February 28, 2005.
- Chair, Business Administration Panel of the University Committee on Research Awards, September 2007 – 2010
- Member of CUNY Doctoral Faculty, July 2004 – present
- Member of Baruch College Committee on Academic Freedom, 2010 - present

Service to the University Graduate Center (Doctoral Program in Information System)

- Acting Executive Officer, Phd Program in Business, January 2015 – present.
- Deputy Executive Officer, Phd Program in Business, August 2015 – December 2015.
- Chair, Dissertation Committee for Alexander Pelaez (2012 – 2014), The entitled IT-Enabled Coordination in Electronic Markets: An Experimental Investigation of the Effects of Social Communication on Group Buyers,” defended in Dec. 2014, placement at Hofstra University.
- Chair, Dissertation Committee for Reina Arakji, (Sep 2007 – June 2009). Thesis entitled “Designing Social Production Models to Support Producer-Consumer Collaboration and Innovation in Digital Social Spaces,” defended in June 2009. Placement at American University of Beirut.
- Chair, Dissertation Committee for Richard Di Shang, (completed December 2011). Dissertation title: “Designing Electronic Markets for Digital Content Production.” Placement as Senior Research Scientist at the Institute of High Performance Computing, Agency for Science, Technology and Research, Singapore.
- Chair, Dissertation Committee for Martin Yuecheng Yu, (Sep 2006 – present). Dissertation title: “Knowledge Creation and Sharing in Professional Online Communities.” (completed, May 2012) Placement at Singapore Management University.
- Co-Chair, Dissertation Committee for Jerald K. Hughes, (Sept 2003 – May 2006). Dissertation title: “Consumer Transmutation in Digital Culture Goods Industries.” Accepted offer for tenure-track Assistant Professor at University of Texas - Pan American (UTPA), Edinburg, Texas.
- Member, dissertation committee for Narasim Banavara (completed 2006)
- Member, dissertation committee for Jonatan Jelen (May 2005 – 2008)
- Member, dissertation committee, William Hampton-Sosa, (Sep 2006 – 2010)
- Member, dissertation Committee for Jerald Hughes (completed Oct 2003 - 2007).

PROFESSIONAL SERVICE

Editorial Service

Associate Editor, *Information & Management*, a leading international journal in the Information Systems field published since 1977 by Elsevier B.V., The Netherlands, <http://www.sciencedirect.com>. It has an impact factor of 2.627 and a 5-year impact factor of 3.901 (according to the 2011 Thompson Reuters Journal Citation Report) November 2011 – present.

Associate Editor, *Decision Support Systems*, a leading international journal in the Information Systems field published since 1985 by Elsevier B.V., The Netherlands, <http://www.sciencedirect.com>. It has an impact factor of 2.135 and a 5-year impact factor of 2.568 (according to the 2011 Thompson Reuters Journal Citation Report). July 2003 – 2014.

Area Editor, *Electronic Commerce Research and Application*, an international journal in the Information Systems field published since 2002 by Elsevier B.V., The Netherlands, <http://www.sciencedirect.com>. ECRA is a young journal with fast growing reputation. It has an impact factor of 1.946 and a 5-year impact factor of 1.734 (according to the 2011 Thompson Reuters Journal Citation Report). October 2006 – present.

Associate Editor, *Twenty-Sixth International Conference on Information Systems (ICIS)*, Breakthrough Ideas in Information Systems Research Track, Las Vegas, NV, December 11-14, 2005.

Associate Editor, *Thirtieth International Conference on Information Systems (ICIS)*, Web-based Information Systems and Applications Track, Phoenix, AZ, December 15-18, 2009.

Co-Guest Editor (with Voja Mistic), Special Issue, “Business Process Analytics,” *Information Systems Frontiers*, 2014.

Co-Guest Editor, (with Ting Li), Special Issue, “Social Technology Enabled Business Value Creation,” *International Journal of Electronic Commerce*, 2013.

Co-Guest-Editor, (with Thomas Hess and Sean Xu), Special Focus Section “Social Commerce,” *Electronic Markets*, 2011.

Co-Guest-Editor, (with Eric A. Walden) “Information Product Markets” *Decision Support Systems*, special section comprising five research papers, Elsevier B.V., The Netherlands, 2009.

Co-Guest-Editor, *Electronic Commerce Research and Applications*, Elsevier B.V., The Netherlands, “Market Transformation in a Networked Global Economy,” special issue comprising seven research papers, Volume 7:1, Spring 2008.

Co-Guest-Editor, *Electronic Commerce Research and Applications*, Elsevier B.V., The Netherlands, “Online Negotiation and Trade,” special issue comprising eight research papers, in press, corrected proofs available online at [ww.sciencedirect.com](http://www.sciencedirect.com), Volume 6:3, Autumn 2007.

Research Grant Proposal Reviewer for National Science Foundation (NSF), Hong Kong Research Grant Council.

Journal Reviewer for Information Systems Research, MIS Quarterly, Decision Sciences, Decision Support Systems, Journal of the Association of Information Systems, Journal of Management Information Systems, International Journal of Electronic Commerce, European Journal of Information Systems, IEEE Transactions on Systems, Man, and Cybernetics, ACM Transactions on MIS, Journal of Strategic Information Systems, Communications of the ACM, Journal of the Association for Information Science and Technology, Journal of Organizational Computing and Electronic Commerce, Electronic Commerce Research and Applications, Information Technology & Management, Information Systems Frontiers, Journal of Systems and Software, Information Technology & People.

Conference Proceedings Reviewer for numerous conferences in Information Systems, including the International Conference on Information Systems (ICIS), European Conference on Information Systems (ECIS), Hawaii International Conference on System Sciences (HICSS), and Pacific Asia Conference on Information Systems (PACIS).

Conference and Workshop Organization Service

Conference Co-Chair, The 17th International Conference on Electronic Commerce (ICEC 2015), Seoul, Korea, August 3-5, 2015.

Conference Workshop and Tutorials Co-Chair, The 18th Pacific Asia Conference on Information Systems (PACIS 2014), June 24-28, 2014, Chengdu, China.

Conference Program Co-Chair, The 15th International Conference on Electronic Commerce (ICEC 2013), August 13-15, 2013, Turku, Finland.

Conference Program Co-Chair, SIGBPS Workshop on Business Processes and Services (BPS'12), December 15, 2012, Orlando, Florida, USA.

Conference Program Co-Chair, The Sixth Annual Pre-ICIS Workshop on e-Business (WeB 2007). Full day, parallel sessions workshop with 60 research paper presentations held in conjunction with ICIS 2007, Montreal, Canada, December 9, 2007.

Conference Program Co-Chair, The Seventh International Conference on Electronic Commerce (ICEC 2005), August 15-17, Xi'an, Shaanxi, China.

Conference Program Co-Chair, The Thirteenth International Conference on Electronic Commerce (ICEC 2011), August 6-8, Liverpool, England.

Track Chair, Mobile Consumer Services, The Sixth International Conference on the Management of Mobile Business (ICMB 2007), Toronto, Canada, July 9-11, 2007.

Track Co-Chair, "Emerging Electronic Commerce Technologies and Applications" track, Eleventh International Conference on Electronic Commerce (ICEC 2009), August 16-19, Taipei, Taiwan.

Organizer and Chair, Special Invited Speaker Session on "Social Computing" Information Systems Cluster, INFORMS 2008 Annual Meeting in Washington, DC, October 12, 2008.

Co-Organizer and Chair, Special Plenary Session (6 invited speakers) on conference theme topic “Digital Entertainment,” The Ninth International Conference on Electronic Commerce (ICEC 2007), University of Minnesota, August 19-22.

Co-Organizer and Chair, Invited Research Track (6 invited speakers) on “Innovations in Social Commerce,” The Fourteenth International Conference on Electronic Commerce (ICEC 2012), Singapore, August 19-22.

Mini-track Co-Chair, “ICT Issues in the Greater China Region,” Americas Conference on Information Systems (AMCIS), August 2005, 2006, and 2007.

Minitrack Co-Chair: on Workflow Technologies: Organizational and Interorganizational Dimensions, Hawaii International Conference on System Sciences, HICSS, January 1997, 1998, and 1999, Hawaii, USA.

Co-Organizer and Moderator, Panel on Open Source Peer-based Production Models for Cultural Content Products, The Future of Open Source Peer Production Models Workshop, University of Texas School of Law and McCombs School of Business, hosted at the Connally Center for Justice Building in conjunction with the World Congress on Information Technology 2006 in Austin, Texas, May 2, 2006.

Panel Organizer and Moderator, The Future of Peer-to-Peer Mobile Networks, Third International Mobility Roundtable, March 11-12, 2004, Austin, TX, USA.

Program Committee Member, The Ninth Annual Pre-ICIS Workshop on e-Business (WeB 2010), St. Louis, December 2010.

Program Committee Member, Ninth Wuhan International Conference on E-Business. (WHICEB 2010), Wuhan, China, May 29-30, 2010.

Program Committee Member, Tenth International Conference on Electronic Commerce (ICEC 2008), Innsbruck, Austria, August 18-22nd, 2008.

Program Committee Member, 16th Biennial Conference of the International Telecommunications Society (ITS 2006), June 12-16, Beijing, China.

Program Committee Member, 11th Joint International Computer Conference, Chongqing, China, November 10-12, 2005.

Program Committee Member, Seventh Global Mobility Roundtable Conference, Auckland, New Zealand, November 23-25, 2008.

Program Committee Member, Sixth International Mobility Roundtable, Los Angeles, June 1-2, 2007.

Program Committee Member, Fourth International Mobility Roundtable, Hong Kong, June 2-3, 2005.

Program Committee Member, 15th Conference of the International Information Resources Management Association (IRMA 2004), May 23-26, 2004, New Orleans, LA, USA.

Program Committee Member, The Fifth International Conference on Electronic Commerce (ICEC 2003), October 1-3, 2003, Pittsburgh, PA, USA

Organization Committee Member for the Tokyo Mobile Roundtable Conference on Mobile Communication Technologies May 30 – 31, 2002.

Member of Steering Committee for the International Conference of Computer Supported Collaborative Work in Design (CSCWID), 1997 – 2001.

PRESENTATIONS

Invited Talks

“Experimental Evaluation of Electronic Market Designs.” University of North Carolina at Greensboro, Bryant School of Business, January 23, 2017.

“Digitization of the Media Industry in the US: Current Trends and Future Directions.” Bavarian Chamber of Commerce Symposium on the “Business Challenges for the German Media Industry and the Munich Location, July 22, 2014. (in German)

“Consumer Co-Creation of Digital Culture Products.” Department of Technology & Operations Management, Rotterdam School of Management, Rotterdam, The Netherlands, July 12, 2013.

“Social Buying: The Effects of Group Size and Communication on Buyer Performance.” Department of Information Systems and e-Services, School of Business and Law, Technical University Darmstadt, Darmstadt, Germany, June 4, 2013.

“Consumer Co-Creation of Digital Culture Products: Business Threat or New Opportunity?” Department of Information, Risk, and Operations Management, University of Texas at Austin, Austin Texas, November 11, 2011.

“Evolution of Innovations Across Web 2.0 Service Platforms Through Mutation, Selection and Reuse.” Technical University Munich, Germany, June 2, 2010.

“Designing Markets for Co-Production of Digital Culture Goods.” Munich School of Management, Ludwig Maximilliam University, Munich, Germany, November 25, 2009.

“Does Piracy Destroy the Benefits of Consumer Transmutation?” Third Annual China Summer Workshop on Information Management (CSWIM), Guangzhou, China, June 28, 2009.

“Designing Markets Using Experimental Economics,” Keynote Presentation at Finance, Information, and Risk Management Symposium (FIRM 2009), Southwestern University of Finance and Economics (SWUFE), Chengdu, China, June 19, 2009.

“Co-Production of Cultural Goods,” Texas Tech University, Lubbock, Texas, February 27, 2009.

“Monetizing Social Creativity and Co-Creation,” Social Media Workshop, Nokia, Tampere, Finland, December 11, 2008.

“Trading Content Transmutation Rights to Support Social Production Models for Cultural Goods,” National Sun-Yat Sen University, Kaoshiung, Taiwan, October 2008.

“Technoculture and the Usage of Mobile Communication,” Fourth Berliner Qualitative Research Meeting (4. Berliner Methodentreffen Qualitative Forschung), Cultural Studies Workshop (Forschungswerkstatt Cultural Studies), Free University of Berlin, Berlin, Germany, July 4–5, 2008.

“Designing Markets for Co-Production of Digital Goods,” Workshop on Music Business and Web 2.0,” Center for Business, Technology & Law, McCombs School of Business, The University of Texas at Austin, April 25, 2008.

“Designing Markets for Open Source Production of Digital Culture Products,” the Ninth International Conference on Electronic Commerce (ICEC), Minneapolis MN, August 19-22, 2007.

“Mobile Payment Services”, Inaugural Workshop on Electronic Payment and Electronic Commerce in China (EPECC 2007), Chengdu, China, May 17-19, 2007.

“Designing Markets for Open Source Production of Digital Culture Products,” 20th Anniversary Symposium on Competitive Strategy, Economics, and IS, The Hilton Waikoloa Village Resort, Big Island, Hawaii, January 3, 2007.

“Open Source Peer-based Production Models for Cultural Content Products,” Panel Introductory Remarks, The Future of Open Source Peer Production Models Workshop, University of Texas School of Law and McCombs School of Business, hosted at the Connally Center for Justice Building in conjunction with the World Congress on Information Technology 2006 in Austin, Texas, May 2, 2006.

“Managing the Paradoxes of Mobile Technology,” Department of Information, Risk, and Operations Management, The University of Texas at Austin, Austin, Texas, May 2, 2005.

“Friend or Foe? The Ambivalent Relationship Between Mobile Technology and Its Users,” Information Systems Department, College of Computing Sciences, New Jersey Institute of Technology, University Heights, Newark, NJ, March 7, 2005.

Invited Talk: “Newly Vulnerable Markets in an Age of Pure Information Products: The Music Industry,” University of Texas at Austin, McCombs School of Business, April 12, 2002.

Refereed Paper Presentations at Conferences and Workshops

“A Contingency Perspective on External Component Reuse and Software Project Success,” Americas Conference on Information Systems (AMCIS 2016), Association of Information Systems (AIS), San Diego, CA, August 11-14, 2016.

“Competitive Arousal and Social Facilitation in Electronic Group Buying,” 47th Hawaii International Conference on System Sciences (HICSS), Waikoloa, Big Island, Hawaii, January 6-9, 2014.

“Social Buying: The Effect of Group Size and Communication on Countering Seller Market Power,” 14th Annual International Conference on Electronic Commerce (ICEC), Singapore Management University, Singapore, August 7-8, 2012.

“Evolution of Innovation Across web W2.0 Service Platforms Through Mutation, Natural Selection and Reuse,” 42nd Hawaii International Conference on System Sciences (HICSS), January 5-9, Koloa, Kauai, Hawaii, 2010.

“Trading Content Access and Reuse Rights to Support Social Production Models for Cultural Goods,” INFORMS 2008 Annual Meeting, Washington, DC, October 13, 2008.

“Friend or Foe? The Ambivalent Relationship between Mobile Technology and Its Users,” IFIP 8.2 Working Group Conference, Case Western Reserve University, Cleveland OH, August 1-3, 2005.

“A Pricing Mechanism for Digital Content Distribution Over Peer-to-Peer Networks,” 38th Hawaii International Conference on System Sciences, January 3-6, Big Island, Hawaii, 2005, 9pp.

“The Impact of Search Engines, Task and Search Heuristics on User Web Search Performance and Behavior,” 38th Hawaii International Conference on System Sciences, January 3-6, Big Island, Hawaii, 2005, 10pp.

“Online Focus Groups as a Qualitative Research Method: Lessons Learned from a Study on Peer-to-Peer File-Sharing Communities,” Pre-AMCIS 2004 International Symposium on Research Methods, New York City, August 5, 2004.

“Manifestations of Technology Paradoxes and Implications on the Experience of Mobile Technology Users,” Third International Mobility Roundtable, Austin, Texas, March 11-12, 2004.

“The Future of Peer-to-Peer Mobile Networks,” Third International Mobility Roundtable, March 11-12, 2004, Austin, TX, USA.

“Workflow-Supported Organizational Memory Systems: An Industrial Application,” 35th Hawaii International Conference on System Sciences, January 7-10, Waikoloa, Big Island, Hawaii, 2002.

“Participation Incentive Mechanisms in Peer-to-Peer Subscription Systems,” 35th Hawaii International Conference on System Sciences, January 7-10, Waikoloa, Big Island, Hawaii, 2002.

“Newly Vulnerable Markets in an Age of Pure Information Products,” 35th Hawaii International Conference on System Sciences, January 7-10, Waikoloa, Big Island, Hawaii, 2002.

“Controlling Piracy in Online Music Distribution: The Potential for Partnership between Record Labels and Recording Artists,” 2001, Workshop for Information Systems and Economics (WISE 2001), New Orleans, December 14-15, 2001.

“The Decoupling of Value Creation from Revenue: A Strategic Analysis of the Markets for Pure Information Goods,” Workshop for Information Systems and Economics (WISE 2000), Brisbane, Australia, December 8-9, 2000.

“A Taoist Foundation of Systems Modeling and Thinking,” 17th International Conference of the System Dynamics Society: Systems Thinking for Next Millennium, Wellington, New Zealand, July 20-23, 1999.

“A Philosophical Foundation of Qualitative Modeling Methodologies Based on the Yin-Yang Principle,” 13th International AAI Workshop on Qualitative Reasoning, Loch Awe, Scotland, 128-135, June 6-9, 1999.

“DSS Intermediaries in Electronic Markets, China International Business Symposium,” The New International Business Environment: China’s Economic Reform, Growth Centres, International Trade Relations and the Global Economy, Shanghai, China, May 27-29, 1998.

“Reengineer the Distance Learning Industry through Electronic Commerce, International Conference on Electronic Commerce (ICEC-98),” Seoul, Korea, April 6-9, 1998.

“An Economic Foundation for DSS Intermediaries in Electronic Markets, Ninth Workshop on Information System and Economics (WISE),” Georgia Tech University, Atlanta, GA, December 13-14, 1997.

“An Application of Workflow Technology to a Distance Learning Environment, Second International Workshop on Computer Supported Collaborative Work in Design, Bangkok,” Thailand, Nov 26-28, 1997.

“Workflow Management and Distance Learning: A Case Study and Prototype Implementation,” APEC Education Forum, 21st Century Challenge: Technological and Vocational Education Curriculum and Instruction, Taipei, Taiwan, Nov 2-6, 1997.

“Qualitative Reasoning in Economics,” 5th Meeting of the EURO WG on DSS, Turku, Finland, June 30 – July 2, 1994.

“A Qualitative Decision Support System,” IFORS 94 Conference, Lisbon, Portugal, July 8-13, 1994.

“Enterprise Modeling,” 4th Meeting of the EURO Working Group on DSS, Sintra, Portugal, July 6-8, 1993.

“Qualitative Modeling and Computing,” IC² Conference on Computational Economics, Austin TX, May 17-19, 1992.

“A Computational Framework For Enterprise Modeling,” 3rd International Workshop on Data, Expert Knowledge and Decisions, Ulm, Germany, September 23-27, 1991.

PUBLICATIONS

Refereed Journals

1. Alexander Pelaez, Karl R. Lang, Communication Messages and Pattern in IT-Enabled Markets, *Journal of Management Systems*, 25(4), 35-52, 2016.
2. Karl. R. Lang, Voja Mistic, J. Leon Zhao, Business Process Analytics, *Information Systems Frontiers*, 17(6), 1191-1194, 2015.
3. Karl R. Lang, Richard Shang, Roumen Vragov, Consumer Co-Creation of Digital Culture Products: Business Threat or New Opportunity? *Journal of the Association of Information Systems*, Vol. 16(9), Article 3, 2015.
4. Karl R. Lang, The Transformation of Media Industry in New York (in German: Die Transformation des Medienstandortes New York), *Medienwirtschaft*, Vol. 11(3), 43-46, 2014.
5. Yuecheng Yu, Alex Pelaez, and Karl R. Lang, Designing and Evaluating Business Process Models for Electronic Group Buying Platforms, *Information Systems and e-Business Management*, August, 2014.
6. Karl R. Lang, and Ting Li, Business Value Creation Enabled by Social Technology, *International Journal of Electronic Commerce*, Vol. 18(2), 5-10, December 2013.
7. Yuecheng Yu, Alex Pelaez, and Karl. R. Lang, Social Buying: The Effects of Group Size and Communication on Buyer Performance, *International Journal of Electronic Commerce*, Vol. 18(2), 127-157, December 2013.
8. Roumen Vragov, Richard Di Shang, and Karl R.Lang, Institutional Dependencies in Dynamic Buyout Price Models for Online Auctions, *Information Systems and e-Business Management*, Vol. 10(3), 2012, 351-366
9. Sirkka L. Jarvenpaa and Karl R. Lang, Boundary Management in Online Communities, *Long Range Planning*, Vol. 44(6), 440-457, October-December 2011.
10. Thomas Hess, Karl R. Lang, and Sean Xin Xu, Social Embeddedness and Online Consumer Behaviour, *Electronic Markets*, Vol. 23(1), 157-159, September 2011.
11. Reina Y. Arakji and Karl R. Lang, Adoption and Diffusion of Business Practice Innovations: An Evolutionary Analysis, *International Journal of Electronic Commerce*, Vol. 15(1), 143-166, Fall 2010.
12. Roumen Vragov, Richard Di Shang, and Karl R. Lang, "Dynamic Auctions with Buy-It-Now Pricing: A Practical Design Model and Experimental Evaluation," *International Journal of Electronic Commerce*, Vol. 14(4), 39-67, Summer 2010.
13. Martin Yu, Nanda Kumar, and Karl R. Lang, "Supporting Better Communication in Academic Communities of Practice: An Empirical Study of AIS/ISWORLD," *Communications of the Association of Information Systems*, Vol. 26, 305-328 (Article 16), March 2010.
14. Karl R. Lang, Di. Shang, and Roumen Vragov, "Designing Markets for Co-Production of Digital Culture Products", *Decision Support Systems*, Vol. 48(1), 33-45, December 2009.
15. Martin Yu, Nanda Kumar, and Karl R. Lang, "Internationalization of Online Professional Communities: An Empirical Investigation of AIS-ISWorld," *International Journal of Electronic Collaboration*, Vol. 5(1), 13-31, January-March 2009.
16. Reina Arakji and Karl R. Lang, "Avatar Business Value Analysis: A Method for the Evaluation of Business Value Creation in Virtual Commerce," *Journal of Electronic Commerce Research*, Vol. 9(3), 207-218, 2008.

17. Sulin Ba, Karl R. Lang, and Andrew B. Whinston, "Compositional Enterprise Modeling and Decision Support," *Information Systems and e-Business Management*, Vol.6(2), 137-160, March 2008.
18. Jerald Hughes, Karl R. Lang, and Roumen Vragov, "An analytical framework for evaluating peer-to-peer business models," *Electronic Commerce Research and Applications*, Vol. 7(1), 105-118, 2008.
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