Marius Florin Niculescu

Curriculum Vitae
(updated Aug. 2026)

Ernest Scheller Jr. College of Business, Georgia Institute of Technology
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Webpage: link, Google Scholar page: link

EDUCATION

Ph.D. June 2009. Stanford Graduate School of Business. Operations, Information and Technology.

- Dissertation Advisor: Seungjin Whang

M.S. June 2007. Stanford University. Financial Mathematics.

B.A. March 2004. Harvard University. Applied Mathematics (Computer Science as field of application).

- Magna cum laudae with Highest Honors. Senior Thesis Advisor: Michael Mitzenmacher

EMPLOYMENT

2026-present Georgia Institute of Technology, Scheller College of Business, Atlanta, GA.
Professor (with tenure), IT Management.

2015-2026 Georgia Institute of Technology, Scheller College of Business, Atlanta, GA.
Associate Professor (with tenure), IT Management.

2009-2015 Georgia Institute of Technology, Scheller College of Business, Atlanta, GA.
Assistant Professor, IT Management.

TEACHING EXPERIENCE

Georgia Institute of Technology, Scheller College of Business

- PhD:
  - MGT 8803 – Special Topics in IT Management – 2012-present (every few years)
- MBA, Evening MBA, MS in MGT, Online MS in MGT:
  - MGT 6513 – AI and The Digital Frontier (core course) – 2026-present
  - MGT 6503 – Managing Information Resources (core course) – 2016-2026

- Undergraduate:
  - MGT 2210 (former MGT 2200) – Information Systems and Digital Transformation – 2020-2021
  - MGT 2200 (core) – Information Technology (Intro to MIS) – 2010-2018
- Executive MBA
  - MOT 6134A – MOT Project II – 2015-2016 – Faculty advisor for 6 student project teams
- Exec. Ed (non-degree custom programs):
  - CONA Services
    - AI for Business Program – 2026-present (2 iterations)
      - Academic director of the program 2026-present
      - Teaching modules: Digital (R)Evolution: Gen/Agentic AI; Context Engineering and Agentic Workflows
  - Chief AI and Data Officer (CAIDO) Program – 2026
      - Teaching modules: Agentic AI; Risks and Governance of Gen/Agentic AI
  - The Coca-Cola Company
    - Supply Chain Leadership Excellence (SCLX) program – 2024-present – twice a year (3 iterations)
      - Teaching module: AI & ML (Digital Disruption – Generative AI/ Agentic AI)
      - Project coach for final projects
  - Society of Cable Telecommunications Engineers
    - Cable Industry Management Development Program – 2021-present – once a year (5 iterations)
      - Teaching modules: Digital Disruption – Generative AI; Platform Strategies and Crowdsourcing of Innovation
  - The Home Depot – 2021-2024
    - Officer Leadership Experience (OLX) program – once a year (3 iterations)
      - Academic co-director of the program
      - Teaching module: Emerging Business Models and Disruption in the Digital Age
  - Bank of America – 2018-2020
    - Technology Development Program (TDP) – multiple times per year (5 iterations)
      - Academic director of the program 2019-2020
      - Teaching module: Platform Economics
    - GT&O University Program – multiple times per year (5 iterations)
      - Teaching module: Webinar - Machine Learning

Stanford University, Graduate School of Business.

- PhD:
  - OIT 601 (core) – Intro to Theory of Operations – OIT 601 – Fall 2007 - Course co-developer. Lecturer for one of the modules.

RESEARCH INTERESTS

Economics of information systems, cybersecurity, IT sustainability, network economics, platforms, intellectual property sharing, open innovation, software freemium and seeding business models, open source software, cloud computing services, management and diffusion of IT products and services.

JOURNAL PUBLICATIONS

1. Y. Dou, H. Hu, M. F. Niculescu, and D.J. Wu, *Don't Count Non-Targeted Seeding Out Just Yet*, Production and Operations Management, 2026, Vol. 35, No. 8, pp. 2943–2962

2. T. August, D. Dao, K. Kim, and M. F. Niculescu, *The Impact of Cryptocurrency on Cybersecurity*, Management Science, 2025, Vol. 71, No. 11, pp. 9606-9627

3. T. August, D. Dao, and M. F. Niculescu, *Economics of Ransomware: Risk Interdependence and Large-Scale Attacks*, Management Science, 2022, Vol. 68, No. 12, pp. 8979-9002

4. G. F. Retana, C. Forman, S. Narasimhan, M. F. Niculescu, and D. J. Wu, *Technology Support and Post-Adoption IT Use: Evidence from the Cloud*, Management Information Systems Quarterly, 2018, Vol. 42, No. 3, pp. 961-978

5. M. F. Niculescu, D. J. Wu, L. Xu, *Strategic Intellectual Property Sharing: Competition on an Open Technology Platform under Network Effects*, Information Systems Research, 2018, Vol. 29, No. 2, pp. 498-519

6. I. H. Hann, B. Koh, and M. F. Niculescu, *The Double-Edged Sword of Backward Compatibility: The Adoption of Multi-Generational Platforms in the Presence of Intergenerational Services*, Information Systems Research, 2016, Vol. 27, No. 1, pp. 112-130

7. T. August, M. F. Niculescu, and H. Shin, *Cloud Implications on Software Network Structure and Security Risks*, Information Systems Research, 2014, Vol. 25, No. 3, pp. 489-510

8. M. F. Niculescu and D. J. Wu, *Economics of Free under Perpetual Licensing: Implications for the Software Industry,* Information Systems Research, 2014, Vol. 25, No. 1, pp. 173-199

9. T. August and M. F. Niculescu, *The Influence of Software Process Maturity and Customer Error Reporting on Software Release and Pricing,* Management Science, 2013, Vol. 59, No. 12, pp. 2702-2726

10. Y. Dou, M. F. Niculescu, and D. J. Wu, *Engineering Optimal Network Effects via Social Media Features and Seeding in Markets for Digital Goods and Services*, Information Systems Research, 2013, Vol. 24, No. 1., pp. 164-185

11. M. F. Niculescu, H. Shin, and S. Whang, *Underlying Consumer Heterogeneity in Markets for Subscription-Based IT Services with Network Effects*, Information Systems Research, 2012, Vol. 23, No. 4, pp. 1322-1341

12. M. F. Niculescu and S. Whang, *Codiffusion of Wireless Voice and Data Services: An Empirical Analysis of the Japanese Mobile Telecommunications Market*, Information Systems Research, 2012, Vol. 23, No. 1, pp. 260-279

OTHER RESEARCH AND PUBLICATIONS

13. M. F. Niculescu and R. S. Niculescu, *A Problem of Minimum in Graph Theory,* Mathematical Reports, 2000, Vol. 2, No. 52, July-September, Publishing House of the Romanian Academy

AWARDS

2026 – Student Recognition of Excellence in Teaching: Spring 2026 CIOS Honor Roll.

2026 – Melvyn P. and Eleanor N. Galin Creativity Award – Scheller College of Business, Georgia Tech - Award included $2,500 stipend.

2026 – Student Recognition of Excellence in Teaching: 2025 CIOS Award for MGT 6503 – $1,000

2025 – Student Recognition of Excellence in Teaching: Fall 2025 CIOS Honor Roll.

2025 – Student Recognition of Excellence in Teaching: Spring 2025 CIOS Honor Roll.

2024 – Student Recognition of Excellence in Teaching: Spring 2024 CIOS Honor Roll.

2020 – Student Recognition of Excellence in Teaching: Class of 1934 Fall 2020 CIOS Honor Roll.

2019 – included in Poets and Quants 2019 Best 40 Under 40 Professors.

2019 – Full-Time MBA Core Professor of the Year (for academic year 2018-2019) – Scheller College of Business, Georgia Tech

2019 – Brady Family Award for Faculty Teaching Excellence – Scheller College of Business, Georgia Tech. Award included $5,000 stipend.

2018 – Class of 1940 Course Survey Teaching Effectiveness Award for academic year 2017-2018, Georgia Tech – $1,000

2018 – Full-Time MBA Core Professor of the Year (for academic year 2017-2018) – Scheller College of Business, Georgia Tech

2018 – Evening MBA Core Professor of the Year (for academic year 2017-2018) – Scheller College of Business, Georgia Tech

2018 – Linda and Lloyd L. Byars Award for Faculty Research Excellence - Scheller College of Business, Georgia Tech. Award included $5,000 stipend.

2017 – INFORMS Information Systems Society Sandra A. Slaughter Early Career Award.

2017 – Full-Time MBA Core Professor of the Year (for academic year 2016-2017) – Scheller College of Business, Georgia Tech

2016 – *Management Science* Meritorious Service Award (Reviewer)

2015 – *Information Systems Research* Reviewer of the Year

2015 – *Management Science* Meritorious Service Award (Reviewer)

2015 – CETL/BP America Junior Faculty Teaching Award, Georgia Tech - $3000

2014 – AIS Best Publication of the Year 2013 – awarded at ICIS 2014 – T. August and M. F. Niculescu, *The Influence of Software Process Maturity and Customer Error Reporting on Software Release and Pricing,* Management Science, 2013, Vol. 59, No. 12, pp. 2702-2726

2014 – Class of 1940 Course Survey Teaching Effectiveness Award for academic year 2013-2014, Georgia Tech – $1,000

2014 – First place for the GT undergraduate student team (Shyamak Aggarwal and Utkarsh Garg) that I mentored – First International Student Idea Contest, Innovation World 2014 Conference, New Orleans, Oct. 13-15 organized by Software AG - $10,000 award (press release on May 28, 2014, award ceremony at Innovation World 2014 event)

2013 – Class of 1940 Course Survey Teaching Effectiveness Award for academic year 2012-2013, Georgia Tech – $1,000

2013 – Brady Family Award for Faculty Research Excellence (Scheller College of Business, Georgia Tech). Award included $5,000 stipend.

2012 – Conference on Information Systems and Technology (CIST), Phoenix, AZ, Oct. 13-14 – Best Conference Paper Award (out of 75 submitted papers) – T. August, M. F. Niculescu, and H. Shin, *Cloud Implications on Software Network Structure and Security Risks*

2012 – *Management Science* Distinguished Service Award (Reviewer) – award given to less than 2% of the reviewers for remarkable contributions to the review process during the period July 2011-June 2012.

GRANTS

Jul. 2025 – Georgia Tech Provost Teaching and Learning Initiatives Grant (provided by the Center for Teaching and Learning) – support awarded to a team of 3 faculty at Scheller College of Business (Jonathan Fan, Marius Florin Niculescu, Daniel Yue) – $22,000

May 2024 – Georgia Tech Center for International Business Education & Research (CIBER) – summer research award – M. F. Niculescu – $2,000

May 2023 – Georgia Tech Center for International Business Education & Research (CIBER) – summer research award – M. F. Niculescu – $4,000

May 2023 – member of 22-23 inaugural faculty cohort of the Educational Innovation Community organized by Ray C. Anderson Center for Sustainable Business - $3,000 curriculum development support to incorporate sustainability topics in the MBA core

May 2018 – Georgia Tech Center for International Business Education & Research (CIBER) – summer research award – M. F. Niculescu – $3,750

Jul. 2012 – NET Institute research grant – I. H. Hann, B. Koh, and M. F. Niculescu*, On the Interplay between Subsequent Platform Generations: The Impact of Backward Compatibility on Platform Adoption Decisions* – $7,500

Jul. 2011 – NET Institute research grant – Y. Dou, M. F. Niculescu, and D. J. Wu, *Optimal Consumer Network Structure Formation under Network Effects: Seeds Controllability and Visibility* – $3,000

May 2011 – Georgia Tech Center for International Business Education & Research (CIBER) – summer research award – M. F. Niculescu and D. J. Wu – $2,000

Mar. 2011 – Rich Foundation Grant for incorporating business ethics topics in the curriculum – $7,000

Jan. 2010 – Roadmap for an Entrepreneurial Economy Initiative – Grant supported by Kauffman Foundation and GRA – M. F. Niculescu and D. J. Wu, *Freemium - A Model of Software Innovation Diffusion* – $10,000

CONFERENCE PRESENTATIONS

Workshop on Information Systems and Economics (WISE), Nashville, TN, Dec. 17-19, 2025 – T. August, M. F. Niculescu, M. Zhu, *Provision of Cybersecurity Resources to SMBs: The Investment Pitfall of Security Interdependence* – presentated by M. Zhu

Production and Operations Management Society (POMS) Annual Conference, Atlanta, GA, May 8-12, 2025 – Y. Dou, H. Hu, M. F. Niculescu, and D.J. Wu, *Seeding vs. Time-Limited Freemium as Catalysts for the Adoption of Software* – presented by M. F. Niculescu

Theory in Economics of Information Systems (TEIS) Workshop, San Francisco, CA – Mar. 31-Apr. 2, 2023 – Y. Dou, H. Hu, M. F. Niculescu, and D.J. Wu, *Score High with a Free Kick: Seeding vs. Time-Limited Freemium as Catalysts for the Adoption of Software* – presented by M. F. Niculescu

Information Systems Research Workshop, Arizona State University, Feb. 27-28, 2020 – T. August, D. Dao, and M. F. Niculescu, *Economics of Ransomware Attacks* – presented by M. F. Niculescu

INFORMS Seattle, WA, Oct. 20-23, 2019 – T. August, D. Dao, and M. F. Niculescu, *Economics of Ransomware Attacks* – presented by D. Dao

INFORMS Seattle, WA, Oct. 20-23, 2019 – Y. Dou, H. Hu, M. F. Niculescu, and D.J. Wu, *Commercializing Software Applications Under Perpetual Licensing: Is Seeding Still Relevant in the Age of Time-Limited Freemium?* – presented by H. Hu

Conference on Information Systems and Technology (CIST), Seattle, WA, Oct. 19-20, 2019 –Y. Dou, H. Hu, M. F. Niculescu, and D.J. Wu, *Score High with a Free Kick: Seeding vs. Time-Limited Freemium as Catalysts for the Adoption of Software Under Perpetual Licensing* – presented by H. Hu

Workshop on the Economics of Information Security (WEIS), Cambridge (Harvard), MA, Jun. 3-4, 2019 – T. August, D. Dao, and M. F. Niculescu, *Economics of Ransomware Attacks* – presented by D. Dao

Conference on Information Systems and Technology (CIST), Phoenix, AZ, Nov. 3-4, 2018 – T. August, D. Dao, and M. F. Niculescu, *Economics of Ransomware Attacks* – presented by D. Dao

Workshop on Information Systems and Economics (WISE), Seoul, Korea. Dec. 13-15, 2017 – T. August, D. Dao, S. Laube, and M. F. Niculescu, *Economics of Ransomware Attacks* – presented by D. Dao

Theory in Economics of Information Systems (TEIS) Workshop, Napa, CA – Mar. 18-19, 2017 – M. F. Niculescu, D.J. Wu, and Lizhen Xu, *Strategic Intellectual Property Sharing: Competition on an Open Technology Platform Under Network Effects* – presented by M. F. Niculescu

Workshop on Information Systems and Economics (WISE), Dublin, Ireland. Dec. 14-16, 2016 – Z. Zheng, M. F. Niculescu and P. A. Pavlou, *The Filtering Effect of "Freemium" on Customer Retention in the Software Industry* – presentation by Z. Zheng

INFORMS, Nashville, TN, Nov. 13-16, 2016 – M. F. Niculescu, D. J. Wu, L. Xu, *Strategic Intellectual Property Sharing: Competition on an Open Technology Platform Under Network Effects* – presented by M. F. Niculescu

Statistical Challenges in eCommerce Research (SCECR) 2016, Naxos, Greece, Jun. 22-24, 2016 – G. F. Retana, C. Forman, S. Narasimhan, M. F. Niculescu and D.J. Wu, *Technology Support and Post-Adoption IT Service Use: Evidence from the Cloud* – presented by G. F. Retana

Winter Conference on Business Intelligence (WCBI), Snowbird, Utah. Mar. 3-5, 2016 – Z. Zheng, M. F. Niculescu and P. A. Pavlou, *The Effect of "Freemium" on Customer Retention and Loyalty in the Software* – presentation by Z. Zheng

Workshop on Information Systems and Economics (WISE), Auckland, New Zealand, Dec. 17-19, 2014 – L. Xu, M. F. Niculescu, and D. J. Wu, *When to Use the Open Business Model for Software Products under Network Effects* – presented by L. Xu

INFORMS, San Francisco, CA, Nov. 9-12, 2014 – H. Bhargava and M. F. Niculescu, *Economics of Content Distribution for Binge Viewing* – presented by M. F. Niculescu

Platform Strategy Research Symposium, Boston, MA, Jul. 24, 2014 – I. H. Hann, B. Koh, and M. F. Niculescu. *The Adoption of Multi-Generational Platforms in the Presence of Intergenerational Services* – presented by B. Koh

Production and Operations Management Society (POMS) Annual Conference, Atlanta, GA, May 9-12, 2014 – H. Bhargava and M. F. Niculescu, *Economics of Content Distribution for Binge Viewing* – presented by M. F. Niculescu

Production and Operations Management Society (POMS) Annual Conference, Atlanta, GA, May 9-12, 2014 – T. August, M. F. Niculescu, and H. Shin, *Cloud Implications on Software Network Structure and Security Risks* – presented by T. August

ISOM Workshop, University of Florida, Gainesville, FL, Feb. 28-Mar. 1, 2014 – M. F. Niculescu and D.J. Wu, *Economics of Free Under Perpetual Licensing: Implications for the Software Industry* – presented by M. F. Niculescu

INFORMS, Minneapolis, MN, Oct. 6-9, 2013 – M. F. Niculescu and D.J. Wu, *Economics of Free under Perpetual Licensing: Implications for the Software Industry* – presented by M. F. Niculescu

Conference on Information Systems and Technology (CIST), Minneapolis, MN, Oct. 5-6, 2013 – I. H. Hann, B. Koh, and M. F. Niculescu, *The Adoption of Multi-Generational Platforms in the Presence of Intergenerational Services* - presented by B. Koh

Workshop on the Economics of Information Security (WEIS), Washington, D.C., Jun. 11-12, 2013 – T. August, M. F. Niculescu, and H. Shin, *Cloud Implications on Software Network Structure and Security Risks* – presented by T. August

International Conference on Information Systems (ICIS), Orlando, FL, Dec. 16-19, 2012 – G. F. Retana, C. Forman, S. Narasimhan, M. F. Niculescu, and D. J. Wu, *Technical Support and IT Capacity Demand: Evidence from the Cloud* – presented by G. F. Retana

Workshop on Information Systems and Economics (WISE), Orlando, FL, Dec. 15-16, 2012 – Y. Dou, M. F. Niculescu, and D. J. Wu, *Engineering Optimal Network Effects via Social Media Features and Seeding in Markets for Digital Goods and Services* – presented by M. F. Niculescu

Workshop on Information Systems and Economics (WISE), Orlando, FL, Dec. 15-16, 2012 – I. H. Hann, B. Koh, and M. F. Niculescu, *Giving the Old Platform a New Lease on Life: The Unintended Effect of Backward Compatibility on Platform Adoption Decisions* – poster presentation by B. Koh

INFORMS, Phoenix, AZ, Oct. 14-17, 2012 – T. August, M. F. Niculescu, and H. Shin, *Cloud Implications on Software Network Structure and Security Risks* – presented by T. August

INFORMS, Phoenix, AZ, Oct. 14-17, 2012 – C. Forman, S. Narasimhan, M. F. Niculescu, G. F. Retana, and D. J. Wu, *Not All Cloud Users are Equal: Who Benefits from Technical Support?* - presented by G. F. Retana

Conference on Information Systems and Technology (CIST), Phoenix, AZ, Oct. 13-14, 2012 – T. August, M. F. Niculescu, and H. Shin, *Cloud Implications on Software Network Structure and Security Risks* – presented by T. August

Theory in Economics of Information Systems (TEIS) Workshop, Laguna Beach, Jun. 9-10, 2012 – M. F. Niculescu and D.J. Wu, *Economics of Free Under Perpetual Licensing: Implications for the Software Industry* – presented by M. F. Niculescu

Theory in Economics of Information Systems (TEIS) Workshop, Laguna Beach, Jun. 9-10, 2012 – Y. Dou, M. F. Niculescu, and D. J. Wu, *Engineering Optimal Network Effects via Social Media Features and Seeding in Markets for Digital Goods and Services* – presented by D.J. Wu

Information Systems Research Special Issue Workshop, Jun. 2-3, 2012. U. Maryland – Y. Dou, M. F. Niculescu, and D. J. Wu, *Engineering Optimal Network Effects via Social Media Features and Seeding in Digital Goods Markets* – presented by D. J. Wu

Winter Conference on Business Intelligence (WCBI), Snowbird, Utah. Mar. 1-3, 2012 – C. Forman, S. Narasimhan, M. F. Niculescu, G. F. Retana, and D. J. Wu, *Co-Invention in the Cloud: Role of Provider's Technical Support* – poster presentation by G. F. Retana

Workshop on Information Systems and Economics (WISE), Shanghai, Dec. 8-9, 2011 – T. August and M. F. Niculescu, *The Influence of Software Process Maturity and Customer Error Reporting on Software Release and Pricing* – presented by M. F. Niculescu

Workshop on Information Systems and Economics (WISE), Shanghai, Dec. 8-9, 2011 – Y. Dou, M. F. Niculescu, and D. J. Wu, *Optimal Consumer Network Structure Formation under Network Effects: Seeds Controllability and Visibility* – presented by Y. Dou

Workshop on Information Systems and Economics (WISE), Shanghai, Dec. 8-9, 2011 – S. Narasimhan, M. F. Niculescu, G. Retana, and D. J. Wu., *Measuring the Value of Cloud Scalability and Technical Support* – poster presentation by G. Retana

International Conference on Information Systems (ICIS), Shanghai, Dec 4-7, 2011 – Y. Dou, M. F. Niculescu, and D. J. Wu, *Software Adoption under Network Effects: Optimal Seeding, Sequencing, and Pricing* – presented by Y. Dou

INFORMS, Charlotte, NC, Nov. 13-16, 2011 – T. August and M. F. Niculescu, *The Influence of Software Process Maturity and Customer Error Reporting on Software Release and Pricing* – presented by M. F. Niculescu

Workshop on Information Systems and Economics (WISE), St. Louis, MO, Dec. 11-12, 2010 – M. F. Niculescu and D. J. Wu, *When Should Software Firms Commercialize New Products via Freemium Business Models?* – presented by M. F. Niculescu

INFORMS, Austin, TX, Nov. 7-10, 2010 – M. F. Niculescu and D. J. Wu, *When Should Software Firms Commercialize New Products via Freemium Business Models?* – presented by M. F. Niculescu

INFORMS, Austin, TX, Nov. 7-10, 2010 – M. F. Niculescu, H. Shin, and S. Whang, *Underlying Consumer Heterogeneity in Markets for Information Technology Services with Network Effects* – presented by H. Shin

Workshop on Information Systems and Economics (WISE), Phoenix, AZ, Dec. 14-15, 2009 – M. F. Niculescu and S. Whang, *Codiffusion of Wireless Voice and Data Services: The Case of the Japanese* Market – presented by M. F. Niculescu

INFORMS, San Diego, CA, Oct. 11-14, 2009 – M. F. Niculescu and S. Whang, *Codiffusion of Wireless Voice and Data Services: The Case of the Japanese Market* – presented by M. F. Niculescu

INFORMS, Washington DC, Oct. 12-15, 2008 – M. F. Niculescu and S. Whang, *Consumer Rationality Embedded in Diffusion Models for Subscription-Based Services under Network Effects* – presented by M. F. Niculescu

INVITED RESEARCH SEMINARS

Oct. 2024 – *The Impact of Cryptocurrency on Cybersecurity* – Carnegie Mellon University, Heinz College of Information Systems and Public Policy

Jan. 2024 – *Cybersecurity Dynamics for (Resource-Constrained) Villages with Decentralized Agents* – University of Calgary, Haskayne School of Business

Feb. 2021 – *Economics of Ransomware Attacks* – University of Arizona, Eller College of Management

Feb. 2021 – *Economics of Ransomware Attacks* – Carnegie Mellon University, Tepper School of Business

Feb. 2020 – *Economics of Ransomware Attacks* – University of Minnesota, Carlson School of Management

Sep. 2019 – *Economics of Ransomware Attacks* – George Mason University, School of Business

Apr. 2019 – *Economics of Ransomware Attacks* – Southern Methodist University, Cox School of Business

Apr. 2018 – *Economics of Ransomware Attacks* – Tulane University, Freeman School of Business

Mar. 2018 – *Strategic Intellectual Property Sharing: Competition on an Open Technology Platform Under Network Effects* – UT Dallas, Naveen Jindal School of Management

Apr. 2017 – *Strategic Intellectual Property Sharing: Competition on an Open Technology Platform Under Network Effects* – Georgia State University, Robinson College of Business

Dec. 2014 – *Cloud Implications on Software Network Structure and Security Risks* – University of Rochester, Simon Business School

Nov. 2014 – *Cloud Implications on Software Network Structure and Security Risks* – Temple University, Fox School of Business

Oct. 2014 – *Cloud Implications on Software Network Structure and Security Risks* – Carnegie Mellon University, Tepper School of Business

Mar. 2014 – *Cloud Implications on Software Network Structure and Security Risks* – UC Irvine, Paul Merage School of Business

Nov. 2013 – *Economics of Free Under Perpetual Licensing: Implications for the Software Industry* – University of Washington, Foster School of Business

Oct. 2013 – *Economics of Free Under Perpetual Licensing: Implications for the Software Industry* – Purdue University, Krannert Graduate School of Management

Mar. 2013 – *Economics of Free Under Perpetual Licensing: Implications for the Software Industry* – University of Calgary, Haskayne School of Business

Nov. 2012 – *Engineering Optimal Network Effects via Social Media Features and Seeding in Markets for Digital Goods and Services* – New York University, Stern School of Business

Nov. 2012 – *Engineering Optimal Network Effects via Social Media Features and Seeding in Markets for Digital Goods and Services* – Kennesaw State University, Department of Mathematics and Statistics

Sep. 2012 – *Economics of Free Under Perpetual Licensing: Implications for the Software Industry* – University of Georgia, Terry College of Business

Jul. 2012 – *Economics of Free Under Perpetual Licensing: Implications for the Software Industry* – Georgia Institute of Technology, Scheller College of Business

Feb. 2012 – *The Influence of Software Process Maturity and Customer Error Reporting on Software Release and Pricing* – Georgia Institute of Technology, Scheller College of Business

Dec. 2011 – *The Influence of Software Process Maturity and Customer Error Reporting on Software Release and Pricing* – Tsinghua University, School of Economics and Management

Nov. 2011 – *The Influence of Software Process Maturity and Customer Error Reporting on Software Release and Pricing* – Northwestern University, Kellogg School of Management

Nov. 2011 – *The Influence of Software Process Maturity and Customer Error Reporting on Software Release and Pricing* – University of Minnesota, Carlson School of Management

Sep. 2011 – *When Should Software Firms Commercialize New Products via Freemium Business Models?* – UC San Diego, Rady School of Management

Apr. 2010 – *Co-diffusion of Wireless Voice and Data Services: An Empirical Analysis of the Japanese Mobile Telecommunications* - Emory University, Goizueta Business School

Apr. 2010 – *Freemium: An Innovation Diffusion Model* - Georgia Institute of Technology, College of Management

Jan.-Feb. 2009 – *Strategic Release and Pricing of Software in the Presence of Bugs and Quality Sensitive Consumers*

- Stanford University, Graduate School of Business
- University of North Carolina at Chapel Hill, Kenan-Flagler Business School
- University of Michigan at Ann Arbor, Stephen M. Ross School of Business
- London Business School
- INSEAD
- Singapore Management University, Lee Kong Chian School of Business
- Hong Kong University of Science and Technology Business School
- Georgia Institute of Technology, College of Management
- University of Texas at Dallas, School of Management
- University of Southern California, Marshall School of Business

ACADEMIC PROFESSIONAL DEVELOPMENT PRESENTATIONS, OTHER TALKS, AND MEDIA MENTIONS

Mar. 2026 – GaTech CTL Symposium: Navigating Teaching and Research in the Era of AI – Presentation: *Transforming Business Learning through Generative AI*

May. 2023 – IT Teaching Workshop, Boston University, MA – Presentation: *MBA Core Class Overview plus E-waste and IT Sustainability*

Apr. 2022 – Scheller Lunchtime Live presentation (on LinkedIn) – *The Effectiveness of Innovation Crowdsourcing*

Apr. 2019 – Media Mention – included in Poets and Quants 2019 Best 40 Under 40 Professors (link)

Jan. 2019 – Panelist – New Faculty Welcome & Orientation to Teaching at Georgia Tech

Mar. 2018 – Media Mention – Interview on MentorStudents.org (link)

May. 2017 – IT Teaching Workshop, UC Irvine – Presentation: *Core Redesign and Gephi* (as part of "The MBA Core IS Class" session)

Jan. 2017 – Media Mention – Georgia Tech *Whistle* – In the Classroom Series – "*In the Classroom with Florin Niculescu*" (link)

Nov. 2015 – Panelist - Georgia Tech Center for the Enhancement of Teaching and Learning - Faculty Development series - Conversations with Award-Winning Faculty: *Teaching Large Classes*

Apr. 2010 – Panelist – Kennesaw State University – Math Career Night

GRADUATE STUDENTS

Dissertation chair and co-advisor:

- Hao Hu (Graduation year: 2023. Initial placement: industry)

Dissertation co-advisor:

- German Retana (Graduation Year: 2013. Initial placement: INCAE Business School, Costa Rica)

First Year Paper Committee:

- Yue Li (Expected Graduation Year: 2029)

Dissertation committee member:

- Chunghan Kang (Graduation Year: 2024. Initial Placement: Hong Kong U.)
- Katsiaryna "Katja" Siamionava (Graduation Year: 2022. Initial Placement: Arizona State U.)
- Hongchang Wang (Graduation Year: 2019. Initial Placement: U.T. Dallas)
- Patricia Angle (Graduation Year: 2019. Initial Placement: Florida Gulf Coast U.)
- Jiao Xu (Graduation Year: 2015. Initial Placement: U. Wisconsin - Madison)
- German Retana (Graduation Year: 2013. Initial placement: INCAE Business School, Costa Rica)
- Tianshi Wu (Graduation Year: 2013. Initial placement: Harbin Institute of Technology, China)

PROFESSIONAL AFFILIATIONS AND SERVICE

Senior Editor
- Production and Operations Management (Feb. 2018 – present) – Management of Technology Department.

Associate Editor
- Management Science (July 2020 – Aug 2024)
- Information Systems Research (Jan. 2016 – Dec. 2020)

Guest Senior Editor
- Production and Operations Management (2015 – 2016)

President:
- INFORMS eBusiness Section – 2013

Conferences – Organizing Committee:
- IT Teaching Workshop 2021
- TEIS 2016
- CIST 2015

Conferences – Track Associate Editor:
- ICIS
    - 2011, 2014, 2016, 2017 - Track 5/6 (Economics and Value of IS)
    - 2013 - Track 19 (Service Management and IS)
    - 2012 - Track 3 (Digital and Social Networks)
- ECIS 2014 - Track 10 (Economics and Value of IS)

Conferences – Program Committee Member:
- CIST 2013, 2016, 2017, 2018, 2019, 2020, 2023, 2024

Conferences – Track/Cluster Chair:
- POMS 2014 (IS track)
- INFORMS 2012, 2013 – E-Business Cluster

Conferences – Session Chair:
- POMS 2015
- CIST 2013
- INFORMS (E-Business Cluster – 2011, ISS Cluster – 2013, 2014, 2016)
- WISE 2011

Conferences – Discussant:
- Theory in Economics of Information Systems (TEIS) Workshop 2011, 2013, 2014, 2018

Referee (at various points in time):
- Management Science, Information Systems Research, Production and Operations Management, Management Information Systems Quarterly, Manufacturing and Service Operations Management, Operations Research, Information Technology and Management, International Conference on Information Systems, Sustainability

Programs and Publications:
- INFORMS eBusiness Section – 2014

Member (at various points in time):
- IS Society, INFORMS eBusiness Section, INFORMS, AIS, MSOM Society

SERVICE AT GEORGIA TECH

Faculty member – Graduate Curriculum Committee – Scheller College of Business – 2026-present

Faculty member – Academic Oversight Committee – AIML minor – 2026-present

Faculty member (Scheler College of Business faculty representative) on the Provost's Advisory Committee on Academic Scheduling – Sep. 2019-present

Academic director – Exec Ed program at Scheller College of Business – CONA Services – AI for Business – 2026-present

Co-Chair – PhD Recruiting Committee – Scheller College of Business (ITM Area) – Academic year 2025-2026

Co-Chair – Faculty Recruiting Committee – Scheller College of Business (ITM Area) – Academic years 2016-2017, 2022-2023, 2024-2025

Academic co-director – Exec Ed program at Scheller College of Business – The Home Depot – Office Leadership Experience Program (OLX) – 2021-2024

Editor – digital newsletter for the ITM area, Scheller College of Business – letter sent to over 8000 alums, industry contacts, and members of the academic IS community (2014-2023, 10 issues)

Faculty Council member (representing Scheller CoB) on the Information Security and Privacy Interdisciplinary Research Institute at Georgia Tech – 2015-2017

Faculty member – Rubrics Committee (committee worked on the design of rubrics and extended guidelines for yearly faculty evaluation under revised requirements by USG) – Scheller College of Business – Fall 2022

Academic director – Exec Ed program at Scheller College of Business – Bank of America Technology Development Program (TDP) – 2019-2020

Academic member – Georgia Tech Strategic Planning Steering Committee – Fall 2019-Spring 2020

PhD Coordinator – ITM Area, Scheller College of Business – Aug. 2015-Nov. 2019

Georgia Tech Grand Challenges Faculty Fellow – 2015-2017

Faculty Member – Undergraduate Committee, Scheller College of Business – 2014-2017

Reviewer of applications for CETL Faculty Awards – 2017

Member of the Recruiting Committee for the Director of Marketing and Communications at Scheller College of Business – 2017

Member of the IT Committee at Scheller College of Business – 2010-2015

Ad hoc member (outside of the respective unit) for a GT grievance committee – Mar. 2014

Judge – Preliminary Round – BizTech Case Challenge, Feb. 2014 – Scheller College of Business

Judge – Poster Competition – Georgia Tech Research & Innovation Conference (GTRIC) – Feb. 2013

Coordinator, ITM Distinguished Speaker Series, Scheller College of Business (Spring 2012, Spring 2015)

Active involvement in the faculty recruiting process for the ITM area (application reviewing, attending presentations of the candidates, candidate interviews), Scheller College of Business (2011, 2012, 2019, 2023)

Active involvement in the PhD admission process for the ITM area (application reviewing, applicant interviews), Scheller College of Business (2009-present)

OTHER AWARDS AND HONORS

Harvard University – *John Harvard Scholarship* and *Detur Prize* for the recognition of academic achievement of the highest distinction (1999-2000)