

PENG HUANG

CURRICULUM VITAE

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EDUCATION

Georgia Institute of Technology

Ph.D. in Information Technology Management (GPA: 4.0/4.0), 2010 (expected)
Dissertation: "Essays on the Innovation Ecosystems in the Enterprise Software Industry"

Committee: D.J. Wu (advisor), Chris Forman, Sandra Slaughter, Sabyasachi Mitra, Marco Ceccagnoli and Pinar Keskinocak

Katholieke Universiteit Leuven, Belgium

M.S. in Industrial Management (with magna cum laude), 2004

Fudan University, China

B.S. in Electrical Engineering, 2000

HONORS, AWARDS AND GRANTS

Kauffman Dissertation Fellowship from Ewing Marion Kauffman Foundation, \$20,000. 15 were selected for the award out of 132 submitted proposals. (2009)

Best Conference Paper Award Nomination at the 30th International Conference on Information Systems (ICIS) for paper entitled "When do ISVs join a platform ecosystem? Evidence from the enterprise software industry." 6 were nominated out of 703 submissions. Winner will be announced in December. (2009)

International Conference on Information Systems (ICIS) Doctoral Consortium Fellow. (2009)

Grant from NET (Networks, Electronic Commerce, and Telecommunications) Institute, "When Do Complementors Join a Platform? Some Evidence from the Enterprise Software Industry," \$3,000, with Marco Ceccagnoli, Chris Forman and D.J. Wu. (2009)

Inaugural recipient of Ashford Watson Stalnaker Memorial Prize for Ph.D. Student Excellence, \$5,000, College of Management, Georgia Institute of Technology. One was selected for the award out of 42 doctoral students. (2009)

IBM Bravo Award for dedication to Agricultural Bank of China data center consolidation project. (2002)

RESEARCH INTEREST

Platform-based technology and innovation ecosystem
Consumer search and decision making in e-commerce context

**REFEREED
PUBLICATIONS**

Huang, Peng, Nicholas H. Lurie, and Sabyasachi Mitra (2009), "Searching for Experience on the Web: An Empirical Examination of Consumer Behavior for Search and Experience Goods," *Journal of Marketing*, 73 (March), 55-69.

Huang, Peng, Marco Ceccagnoli, Chris Forman and D.J. Wu (2009), "When Do ISVs Join a Platform Ecosystem? Evidence from the Enterprise Software Industry," to appear in *Proceedings of the 30th International Conference on Information Systems (ICIS)*. Nominated for Best Conference Paper.

MANUSCRIPTS

Huang, Peng, Marco Ceccagnoli, Chris Forman and D.J. Wu, "Participation in a Platform Ecosystem: Appropriability, Competition, and Access to the Installed Base," under revision for 2nd round review at *Management Science*.

Ceccagnoli, Marco, Chris Forman, Peng Huang and D.J. Wu, "Co-Creation of Value in a Platform Ecosystem: The Case of Enterprise Software," under 1st round review at *MIS Quarterly*.

Huang, Peng and Nicholas H. Lurie, "Taxing the Web: Implications for Electronic Commerce," under preparation for resubmission at *MIS Quarterly*.

Lurie, Nicholas H., Sabyasachi Mitra and Peng Huang, "Dimensions of Experience, Expertise, and Online Consumer Behavior," under 1st round review at *Journal of Consumer Research*.

**WORK IN
PROGRESS**

"Co-innovation through Peer Support Community: Evidence from the Enterprise Software Industry," data collection in progress.

"Physical Store Entry, Online Search and Purchase Patterns," with Bin Li, Nicholas Lurie and Saby Mitra.

**CONFERENCE
PRESENTATIONS**

Huang, Peng, Marco Ceccagnoli, Chris Forman and D.J. Wu, "When Do ISVs Join a Platform Ecosystem? Evidence from the Enterprise Software Industry", the 30th International Conference on Information Systems (ICIS), Phoenix, Arizona, December 2009.

Ceccagnoli, Marco, Chris Forman, Peng Huang and D.J. Wu, "Assessing the Impact of a Platform Ecosystem Partnership on Software Vendor Performance: The Case of Enterprise Software," the 20th Workshop on Information Systems and Economics (WISE), Phoenix, Arizona, December 2009.

Huang, Peng, Marco Ceccagnoli, Chris Forman and D.J. Wu, "Participation in a Platform Ecosystem: Appropriability, Competition, and Access to the Installed Base," the 9th Annual Roundtable for Engineering Entrepreneurship Research (REER), Atlanta, Georgia, November 2009.

Ceccagnoli, Marco, Chris Forman, Peng Huang and D.J. Wu, "Measuring the Business Value of Participation in the SAP Ecosystem: The Case of ISVs", Invited Poster Presentation, the 3rd Annual SAP Sponsored Academic Research Conference, Mountain View, California, August 2009.

Huang, Peng, Nicholas H. Lurie, Sabyasachi Mitra, "Searchable Experience Good? Consumer Online Behavior for Search and Experience Goods," the 6th Workshop on e-Business (WeB), Montreal, Quebec, Canada, December 2007.

TEACHING

Teaching Interest

Management of Information Technology (Electronic Commerce, Database Design and Management, Project Management, Business Process Analysis and Design)

IT and Strategy (Technology Strategies in Information Systems, Information Technology and Innovation)

IT and Operations (Supply Chain Management and Technology)

Courses Taught

MGT 4058TS1 Database Management (Undergraduate, Georgia Tech).

Fall 2006, Spring 2008 and Spring 2009

Student Rating: 3.7/5.0 (2006), 4.1/5.0 (2008) and 4.0/5.0 (2009)

Guest Lecturer

MGT 6051TS1 Database Development and Applications (MBA, Georgia Tech)

Spring 2006 and Fall 2008

Deterministic and Stochastic Decision Models (Master, Catholic U of Leuven)

Fall 2004

Curriculum Development

MOT 6107 Technology Strategies in Information Systems (EMBA, Georgia Tech)

Spring 2009, restructuring of existing course

Thesis Advisor

Principle coach for two thesis projects (Master of Industrial Management,

Catholic U of Leuven)

Spring 2005

EMPLOYMENT

Katholieke Universiteit Leuven, Belgium

Research Fellow, 2004-2005

IBM, China

System Service Representative, 2000-2003

SERVICE

Referee of journals and conferences:

Management Science (MS), since 2007

MIS Quarterly (MISQ), since 2009

The Service Industries Journal, Since 2009

International Conference on Information Systems (ICIS), 2008

Workshop of e-Business (WeB), 2007

Student Representative on Ph.D. Committee, College of Management, Georgia Institute of Technology, 2009-2010

MEMBERSHIPS Institute for Operations Research and Management Science (INFORMS)
Association for Information Systems (AIS)

COURSEWORK
(GPA: 4.0/4.0)

Analytical Methods

Microeconomic Theory for MGT (Prof. Marie Thursby)
Economic Decision Analysis (Prof. Julie Swann)
Deterministic Optimization (Prof. Ellis Johnson)
Simulation (Prof. David M. Goldsman)
Real Analysis I (Prof. Christopher E. Heil)
Real Analysis II (Prof. Michael Westdickenberg)
Mathematical Statistics II (Prof. Liang Peng)

Empirical Methods

Regression Analysis (Prof. Kwok-Leung Tsui)
Econometric Analysis (Prof. Kaushik Mukhopadhyaya)
Advanced Econometrics (Prof. Shiferaw Gurmu)
Probabilistic Models (Prof. David M. Goldsman)
Multivariate Statistics (Prof. James S. Roberts)
Design & Analysis of Experiments (Prof. Jeff Wu)
Advanced Statistical Modeling (Prof. Alex Shapiro)

IS Ph.D. Research Seminar

Empirical Research in Information Systems (Prof. Sabyasachi Mitra)
Technical IS Research (Prof. Sridhar Narasimhan)
Research on Electronic Commerce (Prof. Han Zhang)
Information Systems and Economics (Prof. D.J. Wu)

TECHNICAL
SKILLS

Programming language

C/C++, JAVA, VB, HTML, JSP, PHP

Databases

Access, MySQL, Microsoft SQL Server, Oracle

Software packages

STATA, MATLAB, SAS, SPSS, Mathematica

Certifications

IBM RS/6000 System Administrator, IBM RS/6000 System Support, IBM AS/400 System Administrator, IBM AS/400 System Support, Cisco Certified Network Associate (CCNA), Cisco Certified Network Professional (CCNP)

REFERENCES

D. J. Wu, Associate Professor and Thomas R. Williams Wachovia Term Professor

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Sandra Slaughter, Professor and Alton M. Costley Chair Professor

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Chris Forman, Associate Professor and Robert and Stevie Schmidt Professor

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Sabyasachi Mitra, Associate Professor and William H. Anderson II Term Professor

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ABSTRACTS OF SELECTED PAPERS

Huang, Peng, Marco Ceccagnoli, Chris Forman and D.J. Wu, "Participation in a Platform Ecosystem: Appropriability, Competition, and Access to the Installed Base," under revision for 2nd round review at *Management Science*. Available at SSRN: <http://ssrn.com/abstract=1480900>.

In this study we examine the antecedents of small independent software vendor (ISV) decisions to join a platform ecosystem. Using data on the history of partnering activities from 1201 ISVs from 1996 to 2004, we find that appropriability strategies based on intellectual property rights and the possession of downstream complementary capabilities by ISVs are positively related to partnership formation, and ISVs use these two mechanisms as substitutes to prevent expropriation by the platform owner. In addition, we show that greater competition in downstream product markets between the ISV and the platform owner is associated with a lower likelihood of partnership formation, while the platform's penetration into the ISV's target industries is positively associated with the propensity to partner. The results highlight the role of innovation appropriation, downstream complementary capabilities, and collaborative competition in the formation of a platform ecosystem.

Huang, Peng, Nicholas H. Lurie, and Sabyasachi Mitra (2009), "Searching for Experience on the Web: An Empirical Examination of Consumer Behavior for Search and Experience Goods," *Journal of Marketing*, 73 (March), 55-69.

By lowering the costs of gathering and sharing information, and offering new ways to learn about products prior to purchase, the Internet reduces traditional distinctions between search and experience goods. At the same time, differences in the type of information sought for search and experience goods can precipitate differences in the process through which consumers gather information and make decisions online. A preliminary experiment shows that, although there are significant differences in consumers' perceived ability to evaluate product quality prior to purchase between search and experience goods in traditional retail environments, these differences are blurred in online environments. An analysis of the online behavior of a representative sample of U.S. consumers shows that consumers spend similar amounts of time online gathering information for both search and experience goods, but there are important differences in the browsing and purchase behavior of consumers for these two different types of goods. In particular, experience goods involve greater depth (time per page) and lower breadth (total number of pages) of search than do search goods. In addition, free-riding (purchasing from a retailer other than the primary source of product information) is less frequent for experience than for search goods. Finally, the presence of product reviews from other consumers, and multi-media that allow consumers to interact with products before purchase, have a greater effect on consumer search and purchase behavior for experience than for search goods.