Shachar Reichman

ACADEMIC POSITIONS

Tel Aviv University - Coller School of Management

Department Chair – Technology and Information Management Department	2020 – present
Assistant Professor	2014 – 2020

MIT Sloan School of Management

Research Affiliate	2014 – present
Postdoctoral Associate	2011 – 2014

EDUCATION

Ph.D.	Business Administration, Information Systems, **Tel Aviv University,** The Faculty of Management**.** Dissertation Title: "*The Role of Product Networks and Social Networks in Exploration in Online Environments*" Advisors: Gal Oestreicher-Singer and Jacob Goldenberg	2011
M.Sc.	Industrial Engineering and Management, Information Systems, **Ben-Gurion University**	2005
B.Sc.	Industrial Engineering and Management, Information Systems, **Ben-Gurion University**	1999

RESEARCH INTERESTS

My research focuses on applying modern ML and data science algorithms to identify unique and interesting structures in data from online and offline environments, to improve consumer experience and business performance. In particular, my research seeks to understand and quantify how the vast quantities of data generated through online and offline activities, including posts in online social networks, user-generated content, online search logs and transaction records, can be used to better understand consumption decisions, enhance predictive models aimed at supporting decision-making processes, and optimize business strategies to improve business productivity and efficiency.

PUBLICATIONS

Bar Gill S., and Reichman, S. *Forthcoming.* "Stuck Online: When Online Engagement Gets in the Way of Offline Sales", *MIS Quarterly*.

Bar Gill S., Inbar Y., and Reichman, S. *Forthcoming*. "The Impact of Social vs. Non-Social Referral Sources on Online News Consumption", *Management Science*.

Brynjolfsson, E., Geva, T., and Reichman, S. *2016*. "Crowd-Squared: Amplifying the Predictive Power of Search Trend Data", *MIS Quarterly*, Vol. 40 No. 4, pp. 941-961.

Bertsimas, D., Brynjolfsson, E., Reichman, S., and Silberholz, J. M. **2015**. "Tenure Analytics: Models for Predicting Research Impact," *Operations Research*, 63(6):1246-1261.

Goldenberg, J., Oestreicher-Singer, G., and Reichman, S. **2012**. "The Quest for Content: How User-Generated Links Can Facilitate Online Exploration," *Journal of Marketing Research,* Vol. 49, No. 4, pp. 452-468.

WORK IN PROGRESS

"Learning from Mistakes – Predictive Models of Chronic Patient ER Admission Errors" with Muchnik L. and Ben-Assuli O.

"Reducing Uncertainty in Enterprise Risk Management", with Ghasemkhani H. and Westerman G.

"The Predictive Power of Engagement in Mobile Consumption", with Geva T. and Somech I.

"Consumer Location Dynamics and Gas Station Choice", with Shoshani T. and Zubcsek P.

"Designing and Understanding Profit-Maximizing Recommender Systems for Online Retailing", with Hinz O.

TEACHING

Tel Aviv University

Introduction to Data Science (MBA)	2020 – present
Business Data Analytics – project course (MBA)	2016 - present
Business Applications of Digital Experiments (MBA)	2016 - present
Management of Information Systems (MBA core course)	2014 – 2016
Fundamentals of Information Systems (undergraduate core course)	2014 – 2016
Information Systems Analysis and Design (undergraduate core course)	2006-2011

ESCP (BERLIN & PARIS)

Introduction to Data Science (M.Sc. program)	2018 – present
Introduction to Data Science (B.Sc. program)	2018 – present

Vienna University of Economics and Business Administration

Management of Information Systems (Executive MBA)	2020 – present

CONFERENCE PUBLICATIONS WITH PROCEEDINGS

Bar Gill S., Inbar Y., and Reichman S. 2017. "The Impact of Social vs. Non-Social Referral Sources on Online News Consumption," *The International Conference on Information Systems (ICIS 2017)*, Seoul, South Korea.

Geva T., Reichman S., and Somech I. 2017. "The Predictive Power of Engagement in Mobile Consumption," *The International Conference on Information Systems (ICIS 2017)*, Seoul, South Korea.

Goldstein A., Raphaeli O. and Reichman S. 2016. "Engagement, Search Goals and Conversion - The Different M-Commerce Path to Conversion," *The International Conference on Information Systems (ICIS 2016)*, Dublin, Ireland.

Ghasemkhani H., Reichman S. and Westerman G. 2015. "Using Predictive Analytics to Reduce Uncertainty in Enterprise Risk Management," *The International Conference on Information Systems (ICIS 2015)*, Fort Worth, TX.

Brynjolfsson, E., Geva T. and Reichman, S. 2014. "Using Crowd-Based Data Selection to Improve the Predictive Power of Search Trend Data," *The International Conference on Information Systems (ICIS 2014)*, Auckland, New Zealand.

Bertsimas, D., Brynjolfsson, E., Reichman, S., and Silberholz, J. M.. 2013. "Network Analysis for Predicting Academic Impact," *The International Conference on Information Systems (ICIS 2013)*, Milan, Italy.

Goldenberg, J., Oestreicher-Singer, G., and Reichman, S. 2010. "The Role of Product Networks and Social Networks in Ill-defined Exploration in Online Environments," *The International Conference on Information Systems (ICIS 2010)*, St. Louis, MO.

RESEARCH GRANTS

- Coller Foundation Grants $80,000 (multiple grants 2016-2020)
- Blavatnik Interdisciplinary Cyber Research Grant - "The Interplay of Cyber Vulnerability and Enterprise Credit Risk" 400,000 ILS (2016-2018)

AWARDS AND HONORS

- Net Institute – Summer Research Grant - 2015

- Doctoral Dissertation Award - *The International Conference on Information Systems* **ICIS 2012** (ACM SIGMIS) - Runner Up.

- Winner of the Marketing Science Institute (MSI) and the Wharton Interactive Media Initiative (WIMI) User-generated Content Research Competition, 2009.

- Winner of the Netvision Institute for Internet Studies scholarship, 2009.

- Grant from NEGEV - The Personal Video Services Consortium (part of the Israeli Chief Scientist MAGNET Program), 2006-2011.

- Tel Aviv University Fellowship and Scholarship (2006-2010).

OTHER ACADEMIC ACTIVITIES

- **Editorial Roles**

  o Associate Editor - *Information Systems Research* (Special Issue on Market Design and Analytics)

  o Associate Editor - International Conference on Information Systems (*ICIS 2019*).

  o Associate Editor - International Conference on Information Systems (*ICIS 2017*).

  o Associate Editor - European Conference on Information Systems (*ECIS 2017*).

  o Associate Editor - International Conference on Information Systems (*ICIS 2016*).

  o Track chair **-** Mediterranean Conference on Information Systems (*MCIS 2016*).

- **Ad hoc reviewer**:

  o *Management Science.*

  o *Management Information Systems Quarterly.*

  o *Information Systems Research.*

  o *Marketing Science.*

  o International Conference on Information Systems (*ICIS 2009-2019*).

- **Conferences Organization:**

  o Organizer - The 2nd Digital Economy Workshop (Tel Aviv, 2020)

NON-ACADEMIC EXPERIENCE

Israel Defense Forces - Senior Information Systems Engineer (Captain)	1999-2005
Dancer in Tel Aviv University Dance Group	2000-2010

Israel track and field champion

- 100 metres, long jump, triple jump (Masters - over 35 devision)   2017-2019

- 100 metres & long jump (15-17 age divisions)   1992-1994