

## **IL-HORN HANN**

Assistant Professor  
Marshall School of Business  
University of Southern California  
February 2008

### **EDUCATION**

- 2000 Ph.D., Operations and Information Management, The Wharton School, University of Pennsylvania  
“Competition in Electronic Markets”  
(Eric Clemons, Paul Kleindorfer, David Reibstein, Lorin Hitt, David Croson)
- 1994 Diplom, Computer Science and Business Administration, Technical University Darmstadt, Darmstadt, Germany

### **FORMER POSITIONS AND PRESENT POSITIONS**

- 2000 – 2002 Assistant Professor, GSIA, Carnegie Mellon University
- 2002 Assistant Professor, Marshall School of Business, University of Southern California

### **PUBLICATIONS**

#### **Articles in refereed journals**

- Hann, I. H., Hui, K.L., Lee, T., and Png, I., “Consumer Privacy and Marketing Avoidance,” *Management Science*, forthcoming, Oct. 2007.
- Hann, I. H., Hui, K.L., Lee, T., and Png, I., “Overcoming Information Privacy Concerns: An Information Processing Theory Approach,” Working Paper, *Journal of Management Information Systems*, Vol. 24, No. 2, pp. 13–42, Fall 2007.
- Hann, I. H., Hui, K.L., Lai, Y.L., Lee, T., and Png, I., “Who Gets Spammed?” *Communication of the ACM*, Vol. 49, No. 10, October 2006.
- Roberts, J., Hann, I.H. and Slaughter, S., “Understanding the Motivations, Participation, and Performance of Open Source Software Developers: A Longitudinal Study of the Apache Projects,” *Management Science*, Vol. 52, No 7, July 2006.
- Terwiesch, C., Savin, S., and Hann, I.H., “Online Haggling at a Name-Your-Own Price Retailer: Theory and Application,” *Management Science*, Vol. 51, No. 3, March 2005.
- Hann, I.H. and Terwiesch, C., “Measuring the Frictional Costs of Online Transactions: The Case of a Name-Your-Own-Price-Channel,” *Management Science*, Vol. 49, No. 11, November 2003.
- Clemons, E.K., Hann, I.H., and Hitt, L., “Price Dispersion and Differentiation in Online Travel: An Empirical Investigation,” *Management Science*, Vol. 48, No. 4, April 2002.
- Clemons, E.K., Hann, I.H., “Rosenbluth International: Strategic Transformation of a Successful Enterprise,” *Journal of Management Information Systems*, Vol 16, No. 2, Fall 1999.

#### **Book chapters**

- Roberts, J., Hann, I.H., and Slaughter, S., “Communication Networks in an Open Source Software Project,” in *Open Source Systems*, eds. E. Damiani, B. Fitzgerald, W. Scacchi, M. Scotto, and G. Succi, Springer-Verlag, New York, 2006, pp. 297-306.

## **Articles in conference proceedings**

Hann, I. H., Hui, K.L., Lee, T., and Png, I., "Analyzing Information Privacy Concerns: An Information Processing Theory Approach," Proceedings of the 40<sup>th</sup> Hawaii International Conference on System Sciences (HICSS), Hawaii, January 2007.

Hann, I.H., Roberts, J. and , Slaughter, S., "Why Developers Participate in Open Source Software Projects: An Empirical Investigation," Proceedings of the 25<sup>th</sup> International Conference on Information Systems, Completed Research Track, Washington, D.C., December 2004.

Hann, I.H., Roberts, J., Slaughter, S. and Fielding, R., "Economics of Open Source Software: Can Project Participation Be Explained by Career Concerns?" In: Proceedings of the 23<sup>rd</sup> International Conference on Information Systems, Completed Research Track, Barcelona, December 2002.

Hann, I. H., Hui, K.L., Lee, T., and Png, I., "Online Information Privacy: Measuring the Cost-Benefit Trade-off," In: Proceedings of the 23<sup>rd</sup> International Conference on Information Systems, Completed Research Track, Barcelona, December 2002.

Hann, I.H., Roberts, J., Slaughter, S., and Fielding, R., "Why Do Developers Contribute to Open Source Projects: First Economic Evidence," In: Proceedings of the Meeting Challenges and Surviving Success: 2nd Workshop on Open Source Software Engineering, International Conference on Software Engineering, Orlando, May 2002.

Clemons, E. and Hann, I.H., "Rosenbluth International: Strategic Transformation of a Successful Enterprise," Proceedings of the 32<sup>nd</sup> Hawaii International Conference on System Sciences (HICSS), January 1999.

## **NON-PUBLISHED PAPERS**

### **Completed working papers**

Scott, S., and Hann, I.H., "A Doubly-Nested Hidden Markov Model for Internet Browsing Behavior," Working Paper, February 2008, Status: submitted to *Quantitative Marketing and Economics* (1<sup>st</sup> round).

Hinz, O., Hann, I.H., and Spann, M., "Is Price Discrimination Viable in E-Commerce: An Examination of Dynamic Pricing in Name-Your-Own-Price Markets," Working Paper, December 2007, Status: submitted to *MIS Quarterly* (1<sup>st</sup> round).

Hann, I.H., Roberts, J., Slaughter, S. and Fielding, R., "What is the Economic Value of Volunteering in Open Source Software Communities: An Empirical Analysis of the Apache Projects," Working Paper, November 2007, Status: submitted to *Management Science* (1<sup>st</sup> round).

Hann, I.H., Roberts, J., and Slaughter, S., "Motivation of Open Source Software Contributors," Working Paper, April 2006.

Clemons, E.K., Hann, I.H., and Hitt, L., "Vertical Control and Market Dominance: Are Travel Agents Biased towards Dominant Airlines?" Working Paper, June 2001.

Hann, I.H. and Croson, D., "Managing Software Piracy: The Role of Strategic Copy Protection in Interfirm Competition," Working Paper, September 2000.

## **PROFESSIONAL ACTIVITIES**

### **Awards, prizes, honors**

Service Award "Information Systems Research," August 2007.

Nominated for Best Paper Award: "Analyzing Information Privacy Concerns: An Information Processing Theory Approach," 40<sup>th</sup> Hawaii International Conference on System Sciences (HICSS), Hawaii, January 2007.

Best Theme Paper Award: “Why Developers Participate in Open Source Software Projects: An Empirical Investigation,” 25<sup>th</sup> International Conference on Information Systems, Washington, D.C., December 2004.

Runner-Up, Best Research Paper Award: “Economics of Open Source Software: Can Project Participation Be Explained by Career Concerns?” 23<sup>rd</sup> International Conference on Information Systems, Barcelona, Spain, December 2002.

Runner-Up, Best Theme Paper Award: “Online Information Privacy: Measuring the Cost-Benefit Trade-off,” 23<sup>rd</sup> International Conference on Information Systems, Barcelona, Spain, December 2002.

Honorable Mention, Roman Weil Prize. GSIA, Carnegie Mellon University 2001.

### **Conference presentation**

Workshop on Information Systems and Economics (WISE), “Forecasting Early Music Sales Based on Online Word-of-Mouth,” Montreal, Quebec, Canada, December 2007.

INFORMS Annual Meeting 2007, “Communication and Individual Performance in Open Source Software Projects,” Seattle, Washington, November 2007.

40<sup>th</sup> Hawaii International Conference on System Sciences, “Analyzing Information Privacy Concerns: An Information Processing Theory Approach,” Big Island, Hawaii, January 2007.

40<sup>th</sup> Hawaii International Conference on System Sciences, “Motivations of Open Source Contributors,” Big Island, Hawaii, January 2007.

Workshop on Information Systems and Economics (WISE), “Dynamic Pricing in Name-Your-Own-Price Channels: Bidding Behavior, Seller Profit and Price Acceptance,” Evanston, Illinois, December 2006.

2<sup>nd</sup> International Conference on Open Source Systems, “Communication Networks in an Open Source Software Project,” Como, Italy, June 2006.

INFORMS Annual Meeting 2005, “Consumer Privacy and Marketing Avoidance,” San Francisco, CA, November 2005.

Workshop on Information Systems and Economics (WISE), “Risk Sensitive Bidding in NYOP Channels,” Irvine, California, December 2005.

25<sup>th</sup> International Conference on Information Systems, “Why Developers Participate in Open Source Projects: An Empirical Investigation,” Washington, D.C., December 2004.

Workshop on Information Systems and Economics (WISE), “Economic Returns to Open Source Participation: A Panel Data Analysis,” Washington, D.C., December 2004.

American Economic Association (AEA), “Economic Returns to Open Source Participation” San Diego, California, January 2004.

American Economic Association (AEA), “Direct Marketing: Privacy and Competition” San Diego, California, January 2004.

Workshop on Information Systems and Economics (WISE), “Direct Marketing: Privacy and Competition” Washington, Seattle, December 2003.

Workshop on Information Systems and Economics (WISE), “Explaining Participation in Open Source Projects: For the Love, the Money, or Both?” Barcelona, Spain, December 2002.

Workshop on Information Systems and Economics (WISE), “Online Haggling and Price-Discrimination in a Name-Your-Own Price Channel,” Barcelona, Spain, December 2002.

23<sup>rd</sup> International Conference on Information Systems, “Economics of Open Source Software: Can Project Participation Be Explained by Career Concerns?” Barcelona, December 2002.

23<sup>rd</sup> International Conference on Information Systems, “Online Information Privacy: Measuring the Cost-Benefit Trade-off,” Barcelona, December 2002.

Institut d'Economie Industrielle (IDEI) and the Center for Economic Policy Research (CEPR): Open Source Software: Economics, Law and Policy (Toulouse, France), "Delayed Returns to Open Source Participation: An Empirical Analysis of the Apache HTTP Server Project," June 2002.

2nd Workshop on Open Source Software Engineering, International Conference on Software Engineering (Orlando), "Why Do Developers Contribute to Open Source Projects: First Economic Evidence," May 2002.

Workshop on Information Systems and Economics (WISE, New Orleans). "Moving Towards First Degree Prize Discrimination: What Type of Browsing Behavior Matters for Purchasing?" December 2001.

TIM/OCIS Doctoral Consortium of the Academy of Management. "Competition in Electronic Markets," August 1998.

INFORMS Spring 1998 (Montreal, CAN), Technology Management Track, "The Nature of Competition in Electronic Markets: An Empirical Investigation of Online Travel Agent Offerings," April 1998.

Workshop on Information Systems and Economics (WISE, Atlanta). "The Nature of Competition in Electronic Markets: An Empirical Investigation of Online Travel Agent Offerings," December 1997.

Workshop on Information Systems and Economics (WISE). "Competitive Upgrade Pricing in Software Sales," December 1997 (presented by David Croson).

ICIS Doctoral Consortium. "Market Transparency, Channel Power and Vertical Encroachment: Theory and Analysis of Current Competition in Electronic Distribution of Travel-Related Services," December 1997.

Workshop on Information Systems and Economics (WISE, Cleveland). "Managing Software Piracy: The Role of Strategic Copy Protection in Interfirm Competition," December 1996.

INFORMS Fall 1996 (Atlanta), Marketing Science Track, "Managing Software Piracy: The Role of Strategic Copy Protection in Interfirm Competition," November 1996.

### **Seminars at other academic institutions**

University of California at Irvine, Graduate School of Management, "What is the Economic Value of Volunteering in Open Source Software Communities: An Empirical Analysis of the Apache Projects," December 2007.

University of Maryland, Robert H. Smith School of Business, "Economic Returns to Open Source Participation," October 2006.

New York University, Stern School of Business, "Measuring Risk Aversion in Name-Your-Own-Price Channels," April 2006.

Carnegie Mellon University, Heinz School of Public Policy and Management, "Measuring Risk Aversion in Name-Your-Own-Price Channels," April 2006.

University of Texas at Austin, McCombs School of Business, "Measuring Risk Aversion in Name-Your-Own-Price Channels," April 2006.

University of Frankfurt (Germany), Institute for E-Commerce, "Consumer Privacy and Marketing Avoidance," December 2005.

Hong Kong University of Science and Technology, "An Empirical Investigation of Returns to Open Source Participation," October 2005.

University of Washington at Seattle, Business School, "An Empirical Investigation of Returns to Open Source Participation," January 2005.

Georgia Institute of Technology, College of Management, "Customer Acquisition and Competition," November 2004.

Federal Trade Commission (FTC), Bureau of Economics, "Online Information Privacy Regulations – Policy Implications," March 2004.

University of California at Irvine, Graduate School of Management, "Online Haggling and Price-Discrimination in a Name-Your-Own Price Channel," May 2003.

University of California at Los Angeles, Anderson School of Business, "Measuring Frictional Cost of Online Transactions: The Case of a Reverse Buying Site," May 2002.

University of Pennsylvania, The Wharton School, Marketing – OPIM, "Measurement of Frictional Costs in a Reverse Buying Site," May 2001.

University of Southern California, Marshall School of Business, "Frictional Costs in E-Commerce," May 2001.

University of California at Berkeley, Haas School of Business, "The Nature of Competition in Electronic Markets: An Empirical Investigation of Online Travel Agent Offerings," March 1999.

MIT, Sloan School of Management, "The Nature of Competition in Electronic Markets: An Empirical Investigation of Online Travel Agent Offerings," March 1999.

New York University, Stern School of Business, "The Nature of Competition in Electronic Markets: An Empirical Investigation of Online Travel Agent Offerings," February 1999.

University of Maryland, Smith School of Business, "The Nature of Competition in Electronic Markets: An Empirical Investigation of Online Travel Agent Offerings," February 1999.

University of Texas at Austin, College and Graduate School of Business Administration, "The Nature of Competition in Electronic Markets: An Empirical Investigation of Online Travel Agent Offerings," February 1999.

University of Minnesota, Carlson School of Management, "The Nature of Competition in Electronic Markets: An Empirical Investigation of Online Travel Agent Offerings," January 1999.

Stanford University, Graduate School of Business, "The Nature of Competition in Electronic Markets: An Empirical Investigation of Online Travel Agent Offerings," January 1999.

University of Washington at Seattle, School of Business Administration, "The Nature of Competition in Electronic Markets: An Empirical Investigation of Online Travel Agent Offerings," January 1999.

Carnegie Mellon University, Graduate School of Industrial Administration, "The Nature of Competition in Electronic Markets: An Empirical Investigation of Online Travel Agent Offerings," January 1999.

University of Southern California, Marshall School of Business, "The Nature of Competition in Electronic Markets: An Empirical Investigation of Online Travel Agent Offerings," January 1999.

Ohio State University, Fisher College of Business, "The Nature of Competition in Electronic Markets: An Empirical Investigation of Online Travel Agent Offerings," December 1998.

University of Karlsruhe (Germany), Institute for Statistics and Economic Theory, "The Nature of Competition in Electronic Markets: An Empirical Investigation of Online Travel Agent Offerings," July 1998.

University of Frankfurt (Germany), Institute for Management Information Systems, "The Nature of Competition in Electronic Markets: An Empirical Investigation of Online Travel Agent Offerings," July 1998.

Applied Economics Seminar, The Wharton School, University of Pennsylvania, "Competitive Upgrade Pricing in Software Sales," December 1997.

University of Karlsruhe (Germany), Institute for Statistics and Economic Theory, "Managing Software Piracy: The Role of Strategic Copy Protection in Interfirm Competition," March 1997.

University of Frankfurt (Germany), Institute for Marketing, "Managing Software Piracy: The Role of Strategic Copy Protection in Interfirm Competition," March 1997.

## **PROFESSIONAL SERVICE**

### **Editorial Roles**

Associate Editor, *Management Science*, June 2006 – current.

Associate Editor, *Information Systems Research*, January 2004 – January 2007.

Associate Editor, 'Special Issue: The Interplay Between Digital and Social Networks,' *Information Systems Research*, 2006.

Associate Editor, 'Special Issue: The Digitally Enabled Extended Enterprise in a Global Economy,' *Information Systems Research*, 2006.

Associate Editor, International Conference on Information Systems (ICIS 2006), December 2006.

Program committee member, Open Source Software Conference (OSS-2006).

Associate Editor, Hawaii International Conference on System Sciences (HICS 2003), January 2003.

Program committee member, INFORMS Conference on Information Systems and Technology (CIST-2002).

Ad hoc reviewer for *Journal of Management Information Systems*, *Information Systems Research*, *International Journal of Industrial Organization*, *Management Science*, *Marketing Science*, International Conference on Information Systems, Hawaii International Conference on System Sciences, National Science Foundation.

### **University**

Marshall Research Committee, Marshall School of Business, USC, August 2006 – July 2007.

Recruiting Search Committee Chair Information Systems, Marshall School of Business, USC, Winter 2005.

Faculty Advisor, Graduate Studies, Information systems, Marshall School of Business, USC, 2004 – current.

Coordinator, Information Systems Website, Marshall School of Business, USC, 2004 – current.

Coordinator, Information Systems Seminar Series, Marshall School of Business, USC 2002 – current.

Coordinator, Information Systems Seminar Series, GSIA, Carnegie Mellon University 2000-2002.

## **GRANTS AND CONTRACTS**

### **Awarded to date**

The Cost of Privacy: An Exploratory Study, Carnegie Bosch Institute, October 2001, \$10,000.

Vertical Control and Market Dominance, Carnegie Bosch Institute, October 1999, \$10,000.

## TEACHING AND EDUCATION

### Evaluations 2007

Class	Semester	Instructor Eval	Class Eval	# Students Responding	# Students Enrolled
GSBA-581	Fall 2006-Spring 2007	4.20	4.00	58	77
GSBA-581	Fall 2006-Spring 2007	4.34	4.08	62	84
GSBA-581	Fall 2006-Spring 2007	4.12	3.74	58	87
GSBA-581	Fall 2006-Spring 2007	4.09	3.72	52	72
Average		4.19	3.89	57.5	80

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Class	Semester	Instructor Eval	Class Eval	# Students Responding	# Students Enrolled
IOM 431	Fall 2006	4.22	3.94	19	27

### Courses

#### Undergraduate courses

- 70-456 Telecommunications for Business (CMU)
- IOM 431 Business Information Systems (USC)
- IOM 445 Networks and E-Commerce (USC)

#### Masters courses

- 45-871 Information Strategy, Systems, and Economics (CMU)
- 45-889 Introduction into E-Commerce (CMU)
- GSBA 581 Information Management (USC)
- Theme IV Information Strategy (USC)
- Theme IX Information Strategy (USC)

#### Ph.D. courses

- 45-954 Information Systems Seminar (CMU)
- GSBA 610 Information Systems Seminar (USC)

### Student Advising

#### Doctoral Students

- Joo Hee Oh, Information and Operations Management, Marshall School of Business, USC: 1<sup>st</sup> year advisor, Summer Paper advisor, 2007.
- Xiaosong Lou, Internet and Grid Computing Laboratory, USC: Dissertation Proposal Committee Member (External Reader), 2006.
- Baoshi Yan, Information Science Institute, USC: Dissertation Proposal Committee Member, 2004; Dissertation Committee Member (External Reader), 2006.
- Jeff Roberts, Tepper School of Business, CMU: Summer Paper Reader 2001; Summer Paper Reader, 2002; Dissertation Proposal Committee Co-Chairman, 2004; Dissertation Committee Co-Chairman, 2006.
- Torna Omar Soro, Economics, USC: Dissertation Proposal Committee Member, 2003; Dissertation Committee Member (External Reader), 2006.

Raymond Sin, Marshall School of Business, USC: Dissertation Proposal Committee Member, 2004;  
Dissertation Committee Member, 2005.

Meng Zhaoli, Department of Information Systems, National University of Singapore: Dissertation  
Committee Member (External Reader), 2005.

Roghieh Gholami, Department of Information Systems, National University of Singapore: Dissertation  
Committee Member (External Reader), 2005.

David Nathan Yates, Marshall School of Business, USC: Qualifying Exam Committee Member, 2004.

Chenhui Wu, Marshall School of Business, USC: Dissertation Proposal Committee Member ,2003.