



Gordon Burtch

ALLEN AND KELLI QUESTROM PROFESSOR IN INFORMATION SYSTEMS

Contact

✉ EMAIL

gburtch@bu.edu

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🏠 OFFICE

661A



BOSTON UNIVERSITY
QUESTROM SCHOOL OF BUSINESS

Rafik B. Hariri Building
595 Commonwealth Avenue
Boston, MA 02215

I am a Professor of Information Systems, and Fellow of the Digital Business Institute at Boston University's Questrom School of Business. My research, which focuses on the economic evaluation of information systems, employs empirical analyses rooted in econometrics and field experimentation to identify and quantify the drivers of individual participation in online social contexts. My work has been published in various leading journals, including Management Science, Information Systems Research, MIS Quarterly, Manufacturing & Service Operations Management, Organization Science, Production and Operations Management, the Journal of Law, Economics & Organization, and the Journal of Consumer Psychology.

I am a recipient of both the AIS Early Career Award (2017) and the INFORMS ISS Sandra A. Slaughter Early Career Award (2017). I am a recipient of the INFORMS ISR and ISS best paper award (2014). My research has been supported by more than \$2 million in grants from various corporate, non-profit and government organizations, including the NSF, Ewing Marion Kauffman Foundation, the 3M Foundation, Adobe, Facebook Research and the European Commission. My work and opinions have been cited by numerous outlets in the popular press, including The New York Times, the Wall Street Journal, NPR, Time Magazine, Forbes, Vice, Wired, the LA Times, Pacific Standard and PC Magazine. I am a recipient of both the Best Reviewer and Best Associate Editor Awards from Information Systems Research. I presently serve as an Associate Editor for two INFORMS journals: Management Science and ISR. I have previously served as track chair and associate editor for the International Conference on Information Systems (ICIS), twice as co-chair of the symposium on Statistical Challenges in eCommerce Research (SCECR), and twice as co-chair of the Workshop on Information Systems and Economics (WISE).

Prior to entering academia, I was employed as an information systems auditor, a hardware design engineer, and most recently as a technology consultant with Accenture Canada in Toronto. I teach graduate courses on data analytics and IT management. I hold a Bachelor of Engineering and a Master of Business Administration from McMaster University, as well as a PhD in Business Administration from Temple University's Fox School of Business.

Education

PhD, Temple University, 2013

MBA, McMaster University, 2007

B. Eng., McMaster University, 2005

Selected Research Presentations

Burtch, G. The consequences of generative AI for UGC and online community engagement, Wikimedia Foundation (Virtual), 2026

Burtch, G. Gender Bias and Property Taxes, Rotterdam School of Management, 2026

Burtch, G. The Effect of Gunshot Detection Technologies on Policing Practices: An Empirical Examination of the Chicago Police Department, University of California – Davis, 2025

Burtch, G. The Effect of Gunshot Detection Technologies on Policing Practices: An Empirical Examination of the Chicago Police Department, ESADE (Virtual), 2025

Burtch, G. The Effect of Gunshot Detection Technologies on Policing Practices: An Empirical Examination of the Chicago Police Department, Georgia State University, 2025

Burtch, G. The Effect of Gunshot Detection Technologies on Policing Practices: An Empirical Examination of the Chicago Police Department, Tilburg University, 2025

Burtch, G. Gender Bias and Property Taxes, KAIST (Virtual), 2025

Burtch, G. Gender Bias and Property Taxes, Nova SBE (Lisbon), 2025

Burtch, G. Gender Bias and Property Taxes, CMU Heinz, 2025
 Burtch, G. Gender Bias and Property Taxes, NYU Stern, 2025
 Burtch, G. Gender Bias and Property Taxes, University of Tennessee – Knoxville, 2025
 Burtch, G. Gender Bias and Property Taxes, Chapman University, 2025
 Burtch, G. Gender Bias and Property Taxes, University of British Columbia, 2025
 Burtch, G. Gender Bias and Property Taxes, Indian School of Business (Virtual), 2025
 Burtch, G. Gender Bias and Property Taxes, IE University (Madrid), 2025
 Burtch, G. Gender Bias and Property Taxes, University of Massachusetts – Amherst, 2024
 Burtch, G. Gender Bias and Property Taxes, George Washington University, 2024
 Burtch, G. Gender Bias and Property Taxes, Southern Methodist University, 2024
 Burtch, G. Gender Bias and Property Taxes, SCECR, Lisbon, Portugal, 2024
 Burtch, G. Generative AI Degrades Online Communities, Digital Humanism Seminar, Vienna, Austria, 2024
 Burtch, G. Lucy and the Chocolate Factory: Warehouse Robotics and Worker Safety, IE University (Madrid), 2024
 Burtch, G. Lucy and the Chocolate Factory: Warehouse Robotics and Worker Safety, University of Minnesota, 2024
 Burtch, G. Lucy and the Chocolate Factory: Warehouse Robotics and Worker Safety, University of Wisconsin-Madison, 2024
 Burtch, G. Recommending What to Search: How a Query Recommender System Affects Mobile Shopping, University of Delaware, 2024
 Burtch, D. Generative AI Degrades Online Communities, BU Platforms Seminar Series, 2023
 Burtch, D. Recommending What to Search: How a Query Recommender System Affects Mobile Shopping, Harvard University, 2023
 Burtch, D. The effects of online social identity signals on retailer demand, Tulane University, 2023
 Burtch, D. The effects of online social identity signals on retailer demand, Virginia Tech, 2023

Publications

Xie, Q., Xu, L., Burtch, D. (In Press). “An Empirical Study of Strategic Opacity in Crowdsourced Quality Evaluations”, *MIS Quarterly*, 49 (3), 1205-1220

Burtch, D., Greenwood, B., Ravindran, K. (In Press). “Lucy and the Chocolate Factory: Warehouse Robotics and Worker Safety”, *Industrial and Labor Relations Review*, 78 (4)

Forderer, J., Burtch, D. (In Press). “Estimating Career Benefits from Online Community Leadership: Evidence from Stack Exchange Moderators”, *Management Science*, 71 (3), 1865-1888

Zhou, M., Li, X., Burtch, D. (In Press). “Healthcare Across Boundaries: Urban-Rural Differences in the Financial and Healthcare Consequences of Telehealth Adoption”, *Information Systems Research*

Malhotra, A., Burtch, D., Wareham, J. (In Press). “Knowledge Sharing between Project Creators and Backers in Rewards-Based Crowdfunding”, *Journal of Knowledge Management*, 28 (6), 1517-1537

Huang, N., Burtch, D., Chen, P., Huang, A. (In Press). “Evaluating the Efficacy of Platform-imposed Application Costs for Managing Congestion in Online Matching Markets”, *Management Science*

Hassna, G., Burtch, G., Zhao, J. (In Press). “Understanding the Role of Lead Donor Types in Civic Crowdfunding”, *Journal of the Association of Information Systems*

Hill, S., Burtch, G., Barto, M. (In Press). “Television and Digital Advertising: Second Screen Response and Coordination with Sponsored Search”, *SSRN Electronic Journal*

Burtch, G., Ramaprasad, J. (In Press). “Assessing and Quantifying Local Network Effects in an Online Dating Market”, *SSRN Electronic Journal*

Burtch, G., Ramaprasad, J. (In Press). “Assessing and Quantifying Local Network Effects in an Online Dating Market”, *SSRN Electronic Journal*

Burtch, G., Hong, Y., Liu, D. (In Press). “On the Role of Provision Points in Online Crowdfunding”, *SSRN Electronic Journal*

Huang, N., Burtch, G., Hong, Y., Pavlou, P. (In Press). “Unemployment and Worker Participation in the Gig Economy: Evidence from an Online Labor Platform”, *SSRN Electronic Journal*

Hong, Y., Peng, J., Burtch, G., Huang, N. (In Press). “Do You Have Time for a Quick Chat? Direct Messaging System Usage and Hiring Outcomes in Online Labor Markets”, *SSRN Electronic Journal*

- Huang, N., Hong, Y., Burtch, G. (In Press). "Digital Social Visibility, Anonymity and User Content Generation: Evidence from Natural Experiments", *SSRN Electronic Journal*
- Burtch, G., Ghose, A., Wattal, S. (In Press). "An Empirical Examination of the Antecedents and Consequences of Investment Patterns in Crowd-Funded Markets", *SSRN Electronic Journal*
- Huang, N., Hong, Y., Burtch, G. (In Press). "The Nature and Effects of Distance Bias in Consumer Evaluation", *SSRN Electronic Journal*
- Burtch, G., Chan, J. (In Press). "Does Medical Crowdfunding Reduce Bankruptcy Rates in the United States? An Empirical Analysis", *SSRN Electronic Journal*
- Burtch, G., Ghose, A., Wattal, S. (In Press). "Cultural Differences and Geography as Determinants of Online Pro-Social Lending", *SSRN Electronic Journal*
- Hong, Y., Burtch, G., Shan, W. (In Press). "Small and Nimble: A Resource-Based Analysis of Organization Capabilities Integral to the Success of Small Online Vendors", *SSRN Electronic Journal*
- Burtch, G., Pavlou, P. (In Press). "Simple Design Mechanisms to Mitigate the Winner's Curse: Simultaneous Online Auctions with Rotating Bids", *SSRN Electronic Journal*
- Babar, Y., Burtch, G. (In Press). "Examining the Impact of Ridehailing Services on Public Transit Use", *SSRN Electronic Journal*
- Sabzehzar, A., Burtch, G., Hong, Y., Raghu, T. (In Press). "The Role of Religion in Online Pro-social Lending: An Interactional View", *SSRN Electronic Journal*
- Tong, S., Zhang, Y., Burtch, G., Lin, Z. (In Press). "Buyer-Seller Social Interaction and Sales Activity in Online P2P Markets for Used Goods", *SSRN Electronic Journal*
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- Zeng, H., Huang, Y., Burtch, G., Smith, M. (2026). "Operational Decision Making Around Movie Piracy and Theatrical Release: A Structural Model of Movie Piracy vs. Legal (in-Theater) Consumption", *Manufacturing & Service Operations Management*, 28 (2), 558-576
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- Zamoff, M., Greenwood, B., Burtch, D. (2023). "Research Briefs in Economic Policy: Who Watches the Watchmen? Evidence of the Effect of Body-Worn Cameras on New York City Policing", *CATO Institute*
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- Deodhar, S., Babar, Y., Burtch, G. (2022). "The Influence of Status on Evaluations: Evidence from Online Coding Contests", *MIS Quarterly*, 46 (4), 2085-2110
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- Babar, Y., Burtch, G. (2020). "Examining the Heterogeneous Impact of Ride-Hailing Services on Public Transit Use", *Information Systems Research*, 31 (3), 820-834
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- Deodhar, S., Babar, Y., Burtch, G. (2019). "Falling from Digital Grace: Participation in Online Software Contests Following Loss of Status", *Academy of Management Proceedings*, 2019 (1), 13956-13956
- Gorbatai, A., Younkin, P., Burtch, G. (2019). "The More Things Change the More They Stay the Same: Variability in Discrimination after Salient Events", *Academy of Management Proceedings*, 2019 (1), 11788-11788
- Burtch, G., Chan, J. (2019). "Investigating the Relationship Between Medical Crowdfunding and Personal Bankruptcy in the United States: Evidence of a Digital Divide", *MIS Quarterly*, 43 (1), 237-262

- Huang, N., Burtch, G., Gu, B., Hong, Y., Liang, C., Wang, K., Fu, D., Yang, B. (2019). "Motivating User-Generated Content with Performance Feedback: Evidence From Randomized Field Experiments", *Management Science*, 65 (1), 327-345
- Deodhar, S., Babar, Y., Burtch, G. (2019). "Falling from Digital Grace: Participation in Online Software Contests Following Loss of Status", *Proceedings of the Annual Hawaii International Conference on System Sciences*
- Hong, Y., Hu, Y., Burtch, G. (2018). "Embeddedness, Prosociality, and Social Influence: Evidence from Online Crowdfunding¹", *MIS Quarterly*, 42 (4), 1211-1224
- Burtch, G., Carnahan, S., Greenwood, B. (2018). "Can You Gig It? An Empirical Examination of the Gig Economy and Entrepreneurial Activity", *Management Science*, 64 (12), 5497-5520
- Huang, N., Zhang, J., Burtch, G., Li, X., Chen, P. (2018). "Combating Procrastination on MOOCs via Optimal Calls-to-Action: Evidence from a Field Experiment", *Academy of Management Proceedings*, 2018 (1), 14171-14171
- Gorbatai, A., Younkin, P., Burtch, G. (2018). "Racist on Tuesdays: The Relationship between High-Salience Events and Variation in Discrimination", *Academy of Management Proceedings*, 2018 (1), 10596-10596
- Burtch, G., Hong, Y., Bapna, R., Giskevicius, V. (2018). "Stimulating Online Reviews by Combining Financial Incentives and Social Norms", *Management Science*, 64 (5), 2065-2082
- Yang, M., Adomavicius, G., Burtch, G., Ren, Y. (2018). "Mind the Gap: Accounting for Measurement Error and Misclassification in Variables Generated via Data Mining", *Information Systems Research*, 29 (1), 4-24
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- Hong, Y., Hu, Y., Burtch, D. (2018). "Embeddedness, Pro-Sociality and Fundraising Response: Evidence from Crowdfunding Platforms", *MIS Quarterly*, 42 (4), 1211-1224
- Huang, N., Hong, Y., Burtch, G. (2017). "Social Network Integration and User Content Generation: Evidence from Natural Experiments¹", *MIS Quarterly*, 41 (4), 1035-1058
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- Burtch, G., Carnahan, S., Greenwood, B. (2016). "Can You Gig It? An Empirical Examination of the Gig-Economy and Entrepreneurship", *Academy of Management Proceedings*, 2016 (1), 14466-14466
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- Burtch, G., Ghose, A., Wattal, S. (2014). "Cultural Differences and Geography as Determinants of Online Prosocial Lending¹", *MIS Quarterly*, 38 (3), 773-794
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