

VITA

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Academic Employment

- Aug 2016 – Present Desautels Faculty of Management, McGill University
Assistant Professor of Information Systems
- Aug 2012 - July 2016 Krannert School of Management, Purdue University
Research and Teaching Assistant

Education

- 2012-2016 Krannert School of Management, Purdue University West Lafayette, IN, USA
Ph.D. in Management Information Systems
Minor: Computer Science
Dissertation Title: Essays on Value Creation in Online Marketplaces.
Awarded Robert W. Johnson Award for Distinguished Research
Committee Members: Karthik Kannan (chair), J. Geroge Shanthikumar, Hossein Ghasemkhani, Kemal Altinkemer
- 2012-2014 Krannert School of Management, Purdue University West Lafayette, IN, USA
M.S. in Economics
- 2009-2011 National Institute of Development Administration Bangkok, Thailand
M.B.A. (Honors)
- 2006-2009 King Mongkut Institute of Technology Ladkrabang Bangkok, Thailand
B.E. in Computer Engineering (First-class Honors)

Accepted/Published Journal Articles

Khern-am-nuai, W., Kannan, K., and Ghasemkhani, H. "Extrinsic Versus Intrinsic Rewards for Contributing Reviews in an Online Platform." (Accepted, Information Systems Research).

Available on SSRN: <https://papers.ssrn.com/abstract=2496528>

Furnell, S., Khern-am-nuai, W., Esmael, R., Yang, W., and Li, N. "Enhancing security behaviour by supporting the user." (Accepted, Computers & Security [[2016 Impact Factor: 2.849](#)])

Working Papers

Khern-am-nuai, W., Shimao, H., and Kannan, K. "So You Think You Are Safe: Implication of Quality Uncertainty in Security Software." Invited to revise and resubmit to Management Science (Third Round, Major Revision).

Available on SSRN: <https://papers.ssrn.com/abstract=2621846>

Kannan, K., Saha, R., and Khern-am-nuai, W. "A Model of Online Trading Platforms: Provisioning Trust for Transactions versus Enabling Discoveries." Invited to revise and resubmit to Information Systems Research (Second Round, Major Revision).

Available on SSRN: <https://papers.ssrn.com/abstract=3046625>

Yu, Y., Khern-am-nuai, W., and Pinsonneault, A. "When Paying for Reviews Pays Off: The Case of Performance-Contingent Monetary Incentives." Under review at MIS Quarterly (First round).

Available on SSRN: https://papers.ssrn.com/abstract_id=3161667

Works in Progress

Khern-am-nuai, W., Hashim, M., Pinsonneault, A., Yang, W., and Li, N. "Designing Better Password Strength Meters by Incorporating Contextual Information."

Available on SSRN: <https://papers.ssrn.com/abstract=2800499>

Khern-am-nuai, W., Ghasemkhani, H., and Kannan, K. "How Questions and Answers Shape Online Marketplaces: The Case of Amazon Answer."

Available on SSRN: <https://papers.ssrn.com/abstract=2794149>

Pamuru, V., Khern-am-nuai, W. and Kannan, K. "The Impact of an Augmented Reality Game on Local Businesses: A Study of Pokemon Go on Restaurants."

Available on SSRN: <https://papers.ssrn.com/abstract=2968221>

Deng, Y., Khern-am-nuai, W., Zheng, J., and Kannan, K. "More than the Quantity: Estimating the Value of Editorial Review for UGC Platform."

Yu, Y., Khern-am-nuai, W., and Pinsonneault, A. "Rescue or Imperil? The Impact of Social Feature on Review Helpfulness Score."

Referred Conferences

Yu, Y., Khern-am-nuai, W., and Pinsonneault, A. "The Impact of Performance-Contingent Monetary Incentives on User-Generated Content Contribution." Americas Conference on Information Systems (AMCIS), New Orleans, LA, August 2018.

Deng, Y., Zheng, J., Kannan, K., and Khern-am-nuai, W. "More than the Quantity: Estimating the Value of Editorial Review for UGC Platform." China Summer Workshop on Information Management (CSWIM), Qingdao, China, June 2018.

Deng, Y., Khern-am-nuai, W., and Zheng, J. "Using Platform-Generated Content to Stimulate User-Generated Content." Pacific Asia Conference on Information Systems (**PACIS**), Yokohama, Japan, June 2018.

Khern-am-nuai, W., Hashim, M., Pinsonneault, A., Yang W., and Li, N. "Designing Better Password Strength Meters by Incorporating Contextual Information." Workshop on Information Technology and Systems (**WITS**), Seoul, South Korea, December 2017. **Nominated for Best Paper Award.**

Pamuru, V., Khern-am-nuai, W. and Kannan, K. "When Virtual Meets Real: The Effect of Pokémon Go on Local Restaurants." International Conference on Information Systems (**ICIS**), Seoul, South Korea, December 2017.

Pamuru, V., Khern-am-nuai, W. and Kannan, K. "The Impact of an Augmented Reality Game on Local Businesses: A Study of Pokemon Go on Restaurants." Conference on Information Systems and Technology (**CIST**), Houston, TX, October 2017.

Khern-am-nuai, W., Ghasemkhani, H. and Kannan, K. "How Questions and Answers Shape Online Marketplaces: The Case of Amazon Answer." The Hawaii International Conference on System Sciences (**HICSS**), Waikoloa Village, HI, January 2017.

Khern-am-nuai, W., Yang W., and Li, N. "Using Context-Based Password Strength Meter to Nudge Users' Password Generating Behavior: A Randomized Experiment." The Hawaii International Conference on System Sciences (**HICSS**), Waikoloa Village, HI, January 2017.

Khern-am-nuai, W., Ghasemkhani, H. and Kannan, K. "How Questions and Answers Shape Online Marketplaces: The Case of Amazon Answer." Conference on Information Systems and Technology (**CIST**), Nashville, TN, November 2016.

Chen, H., Chowdhury, O., Li, N., Khern-am-nuai, W., Chari, S., Molloy, I., and Park, Y. "Tri-Modularization of Firewall Policies." The ACM Symposium on Access Control Models and Technologies (**SACMAT**), Shanghai, China, June 2016.

Khern-am-nuai, W., Shima, H., and Kannan, K. "So You Think You Are Safe: Implication of Quality Uncertainty in Security Software." Conference on Information Systems and Technology (**CIST**), Philadelphia, PA, October 2015.

Non-Referred Conferences

Saha, R., and Khern-am-nuai, W. "The Desirability of Secondhand Market for Digital Products." POMS Annual Conference, Houston, TX, May 2018.

Deng, Y., Khern-am-nuai, W., Zheng, J., and Kannan, K. "More than the Quantity: Estimating the Value of Editorial Review for UGC Platform." POMS Annual Conference, Houston, TX, May 2018.

Deng, Y., Zheng, J., Kannan, K., and Khern-am-nuai, W. "More than the Quantity: Estimating the Value of Editorial Review for UGC Platform." Conference on Data Science for Business and Economics, West Lafayette, IN, May 2018.

Saha, R., Kannan, K. and Khern-am-nuai, W. "A Model of Online Trading Platforms: Provisioning Trust for Transactions versus Enabling Discoveries." Conference on the Digital Economy (**CODE**), Rajasthan, India, December 2017.

Saha, R., Kannan, K. and Khern-am-nuai, W. "A Model of Online Trading Platforms: Provisioning Trust for Transactions versus Enabling Discoveries." Workshop on Information Systems and Economics (**WISE**), Seoul, South Korea, December 2017.

Khern-am-nuai, W., Ghasemkhani, H. and Kannan, K. "The Impact of Questions and Answers on Product Sales." Workshop on Information Systems and Economics (**WISE**), Seoul, South Korea, December 2017.

Pamuru, V., Khern-am-nuai, W., and Kannan, K. "The Impact of an Augmented Reality Game on Local Businesses: A Study of Pokémon Go on Restaurants." Krannert PhD Research Symposium, West Lafayette, IN, November 2017.

Pamuru, V., Khern-am-nuai, W., and Kannan, K. "The Impact of an Augmented Reality Game on Local Businesses: A Study of Pokémon Go on Restaurants." POMS Annual Conference, Seattle, WA, May 2017.

Khern-am-nuai, W., Ghasemkhani, H. and Kannan, K. "How Questions and Answers Shape Online Marketplaces: The Case of Amazon Answer." POMS Annual Conference, Orlando, FL, May 2016.

Khern-am-nuai, W. "Incentive Problems in Digital Markets Under Information Uncertainty." International Conference on Information Systems (**ICIS**) Doctoral Consortium, Dallas, TX, December 2015.

Khern-am-nuai, W. and Kannan, K. "Predicting Buying Opportunity in Retail Market with Machine Learning." INFORMS Annual Conference, Philadelphia, PA, November 2015.

Khern-am-nuai, W. and Kannan, K. "Paying for review? Analysis of a natural experiment." Big Ten Information Systems Research Symposium, Notre Dame, IN, May 2014.

Presentations and Invited Talks

University of the Thai Chamber of Commerce's Economics Seminar, Bangkok, Thailand, December 2016. Presented "How Questions and Answers Shape Online Marketplaces: The Case of Amazon Answer." (joint work with Hossein Ghasemkani and Karthik Kannan).

Michigan State University - Eli Broad College of Business, East Lansing, MI, February 2016. Presented "Extrinsic versus Intrinsic Rewards to Participate in a Crowd Context: An Analysis of a Review Platform." (joint work with Karthik Kannan and Hossein Ghasemkani).

McGill University - Desautels Faculty of Management, Montreal, QC, January 2016. Presented "Extrinsic versus Intrinsic Rewards to Participate in a Crowd Context: An Analysis of a Review Platform." (joint work with Karthik Kannan and Hossein Ghasemkani).

University of Hong Kong, Hong Kong, January 2016. Presented "Extrinsic versus Intrinsic Rewards to Participate in a Crowd Context: An Analysis of a Review Platform." (joint work with Karthik Kannan and Hossein Ghasemkani).

University of Connecticut, Storrs, CT, December 2015. Presented "Extrinsic versus Intrinsic Rewards to Participate in a Crowd Context: An Analysis of a Review Platform." (joint work with Karthik Kannan and Hossein Ghasemkani).

University at Albany, State University of New York, Albany, NY, December 2015. Presented "So You Think You Are Safe: Implication of Quality Uncertainty in Security Software." (joint work with Hajime Shimao and Karthik Kannan).

Nanyang Business School, Singapore, October 2015. Presented "Extrinsic versus Intrinsic Rewards to Participate in a Crowd Context: An Analysis of a Review Platform." (joint work with Karthik Kannan and Hossein Ghasemkani).

Research Grants

- 2017 Principal Investigator, Social Sciences and Humanities Research Council (2017 - 2018) for "Closer look at online reviews: discovering underlying structures and hidden values." \$24,930 CAD
- 2017 Principal Investigator, Fonds de Recherche du Québec - Société et Culture (2017 – 2020) for "L'impact du système de questions et réponses sur les plateformes en ligne." \$57,150 CAD
- 2017 Principal Investigator, McGill's Internal Social Sciences and Humanities Development Grant for "Impacts of an Augmented Reality Game on Local Businesses: A Study of Pokemon Go on Restaurants." \$5,000 CAD
- 2016 Recipient, McGill's Paper Presentation Grant. \$1,500 CAD
- 2016 Recipient, Purdue Graduate Student Government (PGSG) Travel Grant. \$250 USD

Honors & Awards

- 2017 Best Paper Award Nominee, Workshop on Information Technology and Systems (WITS)
- 2017 ICIS Junior Faculty Consortium Fellow, Association of Information Systems, USA
- 2015 ICIS Doctoral Consortium Fellow, Association of Information Systems, USA
- 2015 (ISC)² Foundation Graduate Scholarship Award, (ISC)² Foundation, USA
- 2015 Bilsland Dissertation Fellowship, Purdue University, USA
- 2015 Robert W. Johnson Award for Distinguished Research, Purdue University, USA
- 2015 Krannert Certificate for Distinguished Teaching, Purdue University, USA
- 2011 Distinguished Academic Achievement Award, NIDA, Thailand
- 2010 Outstanding Academic Performance Award for First Year Students, NIDA, Thailand

Academic Services and Activities

Service to the Information Systems Community

Conference Involvement

Session Chair: Conference on Information Systems and Technology (2016)

Program Committee Member: Conference on Information Systems and Technology (2016-2018), Workshop on Information Technologies and Systems (2017)

Journal Reviewer

Management Science (2018), Information Systems Research (2016-2017), MIS Quarterly (2017-2018), Production and Operation Management (2017-2018), International Journal of Hospitality Management (2017), Behavioural Public Policy (2017), Communications of the Association for Information Systems (2016)

Conference Reviewer

International Conference on Information Systems (2015-2017), Hawaii International Conference on System Sciences (2018), European Conference on Information Systems (2015), Conference on Information Systems and Technology (2015)

Service to the Faculty of Management, McGill University

Undergraduate Award Committee Member (2017-2018)

Business and Management Research Center Committee Member (2016-2017)

Undergraduate Awards Committee Member (2017-2018)

Press Coverage

Pokémon Go

- Krannert Magazine: “The Pokémon Paradox. Krannert researchers examine the costs and benefits of popular game.” Spring 2018.
(<https://krannert.purdue.edu/konline/2018s/features/pokemon1.php>)
- Eat Out Magazine: “Augmented Reality Apps Increase the Profits of Restaurants.” October 3, 2017. (<http://eatoutmagazine.co.uk/augmented-reality-apps-increase-profits-restaurants>)
- QSR Media UK: “Augmented reality apps increase restaurants' profits in gaming hot spots.” October 3, 2017. (<http://qsrmedia.co.uk/technology/news/augmented-reality-apps-increase-restaurants-profits-in-gaming-hot-spots>)
- Growth Business UK: “How restaurants can use augmented reality to cash in.” October 3, 2017. (<http://www.growthbusiness.co.uk/how-augmented-reality-helps-restaurants-cash-in-2552454/>)
- Les Affaires: “Pokémon Go est-il bon pour le commerce?” May 17, 2017.
(<http://www.lesaffaires.com/blogues/1-economie-en-version-corsee/pokemon-go-est-il-bon-pour-le-commerce/595004>)

Teaching Experience

Winter 2018	INSY 446 – Data Mining for Business Analytics Undergraduate Elective Course. McGill University
	INSY 652– Predictive Analytics MBA Elective Course. McGill University
	MGCR 331 – Information Systems. Undergraduate Core Course. McGill University
Winter 2017	MGCR 331 – Information Systems. Undergraduate Core Course. McGill University
Summer 2015	MGMT 382 – Introduction to Management Information Systems. Undergraduate Core Course. Purdue University.

Professional Experience

- Feb 2012 – Jul 2012 Metro Systems Corporation Public Company Limited., Thailand
Division Manager (Network Infrastructure Division)
- Feb 2010 – Jan 2012 Metro Systems Corporation Public Company Limited., Thailand
Section Manager (Network Security Team)
- Feb 2008 – Jan 2010 Metro Systems Corporation Public Company Limited., Thailand
System Engineer Supervisor (Network Security Team)
- Apr 2006 – Jan 2008 Metro Systems Corporation Public Company Limited., Thailand
System Engineer (Network Security team)

Professional Membership

Association for Information Systems (AIS), Institute for Operations Research and Management Science (INFORMS), International Information System Security Certification Consortium (ISC)²

Professional Certificates

Certified Information Systems Security Professional (CISSP) Member Number #397053.

References

Karthik Kannan (advisor)

Thomas Howatt Chair in Management

Krannert School of Management, Purdue University

Phone: 765-494-3414 Email: kkarthik@purdue.edu

George Shanthikumar (dissertation committee member)

Richard E. Dauch Chair in Manufacturing and Operations Management

Krannert School of Management, Purdue University

Phone: 765-494-4468 Email: shanthikumar@purdue.edu

Kemal Altinkemer (dissertation committee member)

Professor of Management Information Systems

Krannert School of Management, Purdue University

Phone: 765-494-9009 Email: kemal@purdue.edu

Hossein Ghasemkhani (dissertation committee member)

Assistant Professor of Management Information Systems

Krannert School of Management, Purdue University

Phone: 765-496-0433 Email: hossein@purdue.edu