

Idris Adjerid
iadjerid@vt.edu
2058 Pamplin College of Business
Virginia Tech

PROFESSIONAL

Academic:

- Associate Professor with Tenure, Pamplin College of Business, Virginia Tech (2018-Present)
- Assistant Professor, Mendoza College of Business, University of Notre Dame (2013-2018)

Professional:

- Senior Technology Analyst, Government Accountability Office (2005–2009)

EDUCATION

Ph.D. Information Systems and Management (2009 - 2013)

Heinz College of Public Policy, Carnegie Mellon University, Pittsburgh PA.

Masters of Business Administration (2005 - 2008)

Virginia Polytechnic Institute and State University (Virginia Tech), Falls Church VA.

B.A. Business Information Technology (2001 - 2005)

Virginia Polytechnic Institute and State University (Virginia Tech), Blacksburg VA.

RESEARCH INTERESTS

Privacy & Security

Health IT / Health Information Exchanges

Healthcare/Security Analytics

AWARDS

Best Associate Editor Award - Information Systems Research (2019)

AIS Senior Scholars Best Paper Award - Beyond the Privacy Paradox (2019)

MISQ Best Paper Award – Beyond the Privacy Paradox (2019)

Best Paper (Runner Up) – Conference on Health IT and Analytics (2018)

Young Research Award – Conference on Health IT and Analytics (2017)

Office of the Dean Mission Award (2017)

James Dincolo Undergraduate Teaching Award (2016)

-Voted on by the graduating senior class

GRANTS

IARPA – (499,000) (Co-PI, 2021)

University Hospitals Research Grant - \$50,000 (Co-PI, 2016)

PUBLICATIONS

Peer Reviewed Elite Journals

1. Somanchi S, Adjerid I, Gross R. (2021). *To Predict or Not to Predict: The Case of Inpatient Admissions to the Emergency Department*. **Production and Operations Management**.
2. Godinho M, Adjerid I. (2021). *The Impact of GDPR on Consumer Consent and Firm Marketing*. **Management Science**.
3. Adjerid I, Rachael Purta, Aaron Striegel, Loewenstein G. (2021). *Gain-Loss Incentives and Physical Activity: The Role of Choice and Wearable Health Tools*. **Management Science**.

4. Greenwood B, Adjerid I, Angst C, Meikle N. (2020). *How Unbecoming of You: Gender Biases in Perceptions of Ridesharing Performance*. **Journal of Business Ethics**.
5. D'Arcy J, Adjerid I, Angst C, Glavas A. (2020). *Is It Bad To Be Good? Corporate Social Responsibility and the Risk of Data Breach*. **Information Systems Research**.
6. Adjerid I, Acquisti A, Loewenstein G. (2018). *Framing, Choice Architecture, and Cascaded Privacy Choices*. **Management Science**.
7. Adjerid I, Adler-Milstein J, Angst C. (2018). *Reducing Healthcare Spending through Electronic Information Exchange: Aligning Provider and Insurer Incentives*. **Information Systems Research**. 29(10).
8. Adjerid I, Peer E, Acquisti A. (2018). *Beyond the Privacy Paradox: Objective versus Relative Risk in Privacy Decision Making*. **MIS Quarterly**, 42(2).
9. Adjerid I and Kelley K. (2018). *Big Data Research in Psychology: A Framework for Research Advancement*. **American Psychologist (5 Year Impact Factor-8.59)**.
10. Acquisti A, Adjerid I, Balbeko R, Brandimarte L, Cranor L, Komanduri S, Leon P, Sadeh N, Wang Y, Wilson S. (2017). *Privacy and Security Nudges: Using Behavioral Economics to Improve Users' Choices*. **ACM Computing Surveys (Impact Factor – 7.99)**. 50 (3).
11. Adjerid, I., Acquisti, A., Telang, R., Padman, R., & Adler-Milstein, J. (2015). *The Impact of Privacy Regulation and Technology Incentives: The Case of Health Information Exchanges*. **Management Science**, 62(4), 1042-1063.

Context-Specific Peer Reviewed Journals

1. Jacobs J., Romanosky R., Adjerid I., Baker, W. (2020). *Improving Vulnerability Remediation Through Better Exploit Prediction*. **Journal of Cybersecurity**.
2. Broschak, J. P., Block, E. S., Koppman, S., & Adjerid, I. (2020). *Will We Ever Meet Again? The Relationship between Inter-Firm Managerial Migration and the Circulation of Client Ties*. **Journal of Management Studies**, 57(6), 1106-1142.
3. Adjerid, I., Samat, S., & Acquisti, A. (2016). *A Query-Theory Perspective of Privacy Decision Making*. **Journal Of Legal Studies** (0047-2530), 45: S97-S121.
 1. Washington & Lee University Law Journals ranking: #1 out of 39 in Jurisprudence and Legal Theory; #2 out of 34 in Economics and Law; and #7 out of 100 in Public Policy, Politics, and the Law
4. Wowak K, Adjerid I, Angst C. (2015). *Empirical ICT4D Research in Developing Countries: Processes, Challenges, and Lessons*. **Communications of the Association of Information Systems**, 38(21).
5. Acquisti A, Adjerid I, Brandimarte L. (2013). *Gone in 15 seconds: The Limits of Privacy Transparency and Control*. **IEEE Security & Privacy**, (4), 72-74.

Computer Science Proceedings

1. Jacobs J., Romanosky R., Adjerid I., Edwards B, Roytman, M. (2020). *Exploit Prediction Scoring System (EPSS)*. **Digital Threats Research and Practice**.
2. Almuhammedi H, Schaub F, Sadeh N, Adjerid I, Acquisti A, Gluck J, Cranor L, Agarwal Y. (2015). *Your Location has been Shared 5,398 Times!: A Field Study on Mobile App Privacy Nudging*. **In Proceedings of the 33rd Annual ACM Conference on Human Factors in Computing Systems (pp. 787-796)**. ACM.
 Press Mentions (20+):
 The Wall Street Journal: <http://www.wsj.com/articles/apps-track-usersonce-every-3-minutes-1427166955>
 WIRED: <http://www.wired.com/2015/03/apps-snoop-location-way-think/>
 Consumer Affairs: <https://www.consumeraffairs.com/news/carnegie-mellon-study-your-apps-are-tracking-you-more-than-you-know-032415.html>
3. Balebako R, Schaub F, Adjerid I, Acquisti A, Cranor L. (2015). *The Impact of Timing on the Salience of Smartphone App Privacy Notices*. **In Proceedings of the 5th Annual ACM CCS**

Workshop on Security and Privacy in Smartphones and Mobile Devices (pp. 63-67). ACM.

4. Adjerid I, Acquisti A, Brandimarte L, Loewenstein G. (2013). *Sleights of privacy: Framing, disclosures, and the limits of transparency*. In **Proceedings of the Ninth Symposium on Usable Privacy and Security (p. 9)**. ACM.

Press Mentions: The New York Times: http://www.nytimes.com/2013/03/31/technology/web-privacy-and-how-consumers-let-down-their-guard.html?_r=0

UNDER REVIEW

1. Hydari Z, Adjerid I, Striegel, A. *Evaluating the Impact of Social Comparisons on Healthy Behaviors: The Case of Fitbit Leaderboards*. **Under Third Round Review**. Management Science.
2. Ayvaci M, Adjerid I, Ozer O. *Harnessing the Power of Data in the Age of Algorithm-Enabled Process Innovation: The Case of Sepsis Care*. **Under Second Round Review**. MSOM.
3. Adjerid I, Angst C, Devaraj S, Berente N. *Can A Hospital's Data Analytics' Capabilities Impact Patient Outcomes? Evidence from a multi-year panel*. **Under First Round Review**. Journal of Operations Management.
4. Adjerid I, Kormylo C. *Sing In and Stay a While: Choice Architecture and Users' Choice to Log Out*. **In Preparation for Submission**. MISQ.

WORKING PAPERS

1. Buckman J, Adjerid I, Tucker C. *Privacy Regulations and Barriers to Public Health*.
2. Adjerid I, Angst C, Gross R. *There's an App for that: Solving the Healthcare Handoff Problem using Lightweight Mobile Applications*.
3. Adjerid I, Kelley K. *Predicting Need for Cognition from Clickstream Data*.
4. Schnadower E, Adjerid I, and Acquisti A. *Price Discrimination through Sponsored Search*.
5. Schnadower E, Adjerid I, and Acquisti A. *Better than Random? Ad Targeting and Product Fit*.

ADVISING

Primary Advisor or Co-Advisor

1. Cameron Kormylo (Virginia Tech)
2. Eduardo Abraham Schnadower Mustri (Carnegie Mellon University)

Dissertation Committee

3. Daceun Daniel Choi (Virginia Tech)
4. Eduardo Villacis Calderon (Virginia Tech)
5. Christopher Barhorst (Virginia Tech)

Undergraduate Research

6. Marco Paes (Virginia Tech)
7. Brian Timana-Gomez (Virginia Tech)
8. Holly Kania (Virginia Tech)
9. Cam Kormylo (University of Notre Dame)
10. Nicole McAlee (University of Notre Dame)
11. Kara Cronin (University of Notre Dame)

INVITED TALKS

- Privacy Regulations and Barriers to Public Health. **University of Texas - Dallas**. Fall 2021.
- The Impact of GDPR on Consumer Consent and Firm Marketing. **George Mason University**. Fall 2020.
- The Impact of GDPR on Consumer Consent and Firm Marketing. **University of Delaware**. Fall 2020.
- The Impact of GDPR on Consumer Consent and Firm Marketing. **Federal Communications Commission (FCC)**. Fall 2020.
- Gamification and Health Wearables. **Carnegie Mellon University-Pitt Economics of IS Seminar**. Summer 2020.
- Gamification and Health Wearables. **University of Florida**. Spring 2020.
- Privacy, Regulation, and Innovation. Pamplin Alumni Evet. **Apple Headquarters, Cupertino CA**. Spring 2020.
- The Impact of GDPR on Consumer Consent and Firm Marketing. **University of Arizona**. Spring 2020.
- The Impact of GDPR on Consumer Consent and Firm Marketing. **Temple University**. Fall 2019.
- The Impact of GDPR on Consumer Consent and Firm Marketing. **Desautels Faculty of Management - McGill University**. Fall 2019.
- Invited Panelist. Privacy Regulation and the Economy. **National Association of Business Economists**. Spring 2019.
- Aggressive Incentives and Physical Activity: The Role of Choice and Technology Decision Aids. **University of Rochester**. Spring 2019.
- Aggressive Incentives and Physical Activity: The Role of Choice and Technology Decision Aids. **Indiana University**. Winter 2019.
- Aggressive Incentives and Physical Activity: The Role of Choice and Technology Decision Aids. **University of Florida IS Seminar**. Fall 2018.
- To Predict or Not to Predict: The Case of Inpatient Admissions to the Emergency Department. **IEEE Workshop on Privacy Aware Computing**. Fall 2018.
- Choice Architecture, Framing, and Cascaded Privacy Choices. **Pamplin College of Business**. Fall 2017. Virginia Tech, Blacksburg, VA.
- Choice Architecture, Framing, and Cascaded Privacy Choices. **Muma College of Business IS Seminar**. Fall 2017. University of South Florida, Tampa, FL.
- Invited Panelist. **HHS Symposium on Privacy in Healthcare**. Fall 2017. Washington D.C.

Keynote Speaker. **Government Accountability Office (GAO) IT Week**. Fall 2017. Washington D.C.

Invited Panelist. **RAND/DARPA Workshop on Privacy and Ethics**. Fall 2016. Washington D.C.

Invited Panelist. **FTC Workshop: Putting Disclosure to the Test**. Fall 2016. Washington D.C.

Reducing Healthcare Spending through Electronic Information Exchange: Aligning Provider and Insurer Incentives. **Fairbanks School of Public Health / Regenstrief Institute**. September 2016. Indianapolis, IN.

Invited Panelist. **NSF Workshop on Privacy for the Intelligence Community**. Summer 2015. Washington D.C.

Beyond the Privacy Paradox: Objective versus Relative Risk in Privacy Decision Making. **Purdue University MIS Seminar**. Spring 2015, West Lafayette, IN.

Framing and the Malleability of Privacy Choices. **Excellence in Ethics Research Conference**. Summer 2014, Notre Dame, IN.

The Impact of Privacy Regulation and Technology Incentives: The Case of Health Information Exchanges. **iConference**. Spring 2013.

Health Disclosure Laws and Health Information Exchanges. Adjerid I, Acquisti A, and Padman R. **Workshop on Economics of Health Care Information Technology - University of Florida**. Spring 2011.

SERVICE

Associate Editor, Information Systems Research, January 2019- Present
Associate Editors, International Conference on Information Systems, 2015-2021

Adhoc Reviewer

Management Science, Information Systems Research, MISQ, Journal of the American Medical Informatics Association, International Conference on Information Systems, Workshop on the Economics of Information Security, Internet of Things Conference

TEACHING INTEREST

Privacy and Security, Security Analytics, Health IT, IT Management, IT Strategy
-Average Rating (4.7/5)

RELATED WORK EXPERIENCE

Senior Technology Analyst, **Government Accountability Office**, June 2005– May 2009

- Managed and performed a reviews evaluating privacy and security risks associated with the sharing and use of health records for monitoring adverse drug-effects, homeland security data mining efforts, and information resellers.