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ACADEMIC POSITIONS

- 2007 - Assistant Professor,
NYU Stern School of Business, IOMS Department
- 2008 - Research Affiliate,
MIT Sloan School of Management
- 2011 - Scholar-in-Residence,
Facebook

EDUCATION

- 2007 MIT Sloan School of Management, Cambridge, MA.
Ph. D., Information Systems
Dissertation: "Information, Technology & Information Worker Productivity"
Chair: Erik Brynjolfsson
- 2001 Harvard University, Cambridge, MA
M.P.P., Information Technology Policy
- 1999 London School of Economics, London, U.K.
M.S.c., Information Systems
- 1996 Northwestern University, Evanston, IL.
B.A., Political Science

AWARDS & HONORS

- 2011 Delphi Fellowship – BigThink.com.
- 2011 Invited Speaker – TEDxSiliconValley.
- 2011 Keynote Speaker – Intl Conference on Weblogs and Social Media. Barcelona, Spain.
- 2010 Microsoft Faculty Fellowship. ([Description](#); [Video](#))
- 2010 PopTech Science and Public Leaders Fellowship. ([Description](#), [Video](#))
- 2009 NSF Early Career Development (CAREER) Award.
- 2009 IBM Faculty Award.
- 2009 Best Paper Nominee IT Economics - Intl. Conference on Information Systems.
- 2008 Best Overall Paper - International Conference on Information Systems.
- 2007 Best Dissertation, ACM SIGMIS Award.
- 2006 Best Overall Paper - International Conference on Information Systems.
- 2006 Best Paper IT Value Track - International Conference on Information Systems.
- 2006 Best Paper IT Economics Track - International Conference on Information Systems.
- 2005 Doctoral Consortium Fellow - International Conference on Information Systems.
- 2004, 2005 Gert & Daisy Daniels Fellowship, MIT.
- 2002, 2003 Duane Petersen Fellowship, MIT.
- 2001 Presidential Fellowship, MIT.
- 2001 Best Master's Thesis, JFK School of Government, Harvard University.
- 1999 Graduated with Distinction (2/180), London School of Economics.

- 1998, 1999 Information Systems Scholarship, London School of Economics.
 1996, 1997 Fulbright Scholar, Bogazici University, Istanbul, Turkey.
 1996 Phi Beta Kappa, Northwestern University.
 1996 Graduated with Honors, Northwestern University.
 1992-1995 Coon-Hardy Scholarship, Northwestern University.

RESEARCH GRANTS

- 2010 \$200,000 Research Grant – Microsoft Faculty Fellowship. *Economic Consequences of Information Diffusion in Massive Online Social Networks*.
- 2009 \$475,566 Research Grant – NSF Early Career Development (CAREER) Award – *Social and Economic Consequences of Information Diffusion in Networks*.
- 2009 \$35,000,000 Research Grant – Army Research Labs. *Center for Social and Cognitive Networks*. (Team of 29 researchers from 11 institutions. Individual Grant Portion: \$680,000).
- 2009 \$40,000 Research Grant – IBM Faculty Award. *Unlocking the Business Value of Information in Large Dynamic Social Networks*.
- 2008 \$50,000 Research Grant – Office of the Dean of Faculty, NYU Stern School of Business. *The Economic Value of Online Networks: How Local Interactions Drive Revenues Online*. (with A. Sundararajan)
- 2008 \$50,000 Research Grant – Institute for Innovation and Information Productivity. *The Economic Value of Online Networks: How Local Interactions Drive Revenues Online*. (with A. Sundararajan)
- 2008 \$100,000 Research Grant – Oracle Center for Enterprise Information and Innovation. *Unrestricted Grant for Research on Information Value*.
- 2008 \$200,000 Research Grant – SAP. *Enterprise By Design: Productivity, Demand Prediction and Pricing in the Market for Enterprise Software as a Service*.
- 2007 \$15,000 Research Grant – Marketing Sciences Institute. *The Economic Value of Online Networks: How Local Interactions Drive Revenues Online*. (with A. Sundararajan)
- 2007 \$200,000 Research Grant – Cisco Systems, Center for Digital Business, MIT. *Collaboration and Trust in the Age of Globalization and Dispersion*. (with E. Brynjolfsson & M. Van Alstyne)
- 2007 \$200,000 Research Grant – SAP, Center for Digital Business, MIT. *Micro-Level Evidence on Enterprise Systems & Productivity: Best Practices, Process Replication & the Delineation of Firm Boundaries*. (with E. Brynjolfsson)
- 2006 \$200,000 Research Grant – Cisco Systems, Center for Digital Business, MIT. *Information, Technology & Information Worker Productivity: Results of a Natural Experiment*. (with E. Brynjolfsson & M. Van Alstyne)
- 2006 \$150,000 Research Grant – SAP, Center for Digital Business, MIT. *Optimizing Enterprise Systems for Productivity & Business Value: Benchmarking & Best Practices*. (with E. Brynjolfsson)

JOURNAL PUBLICATIONS

1. Aral, S., Brynjolfsson, E. & Van Alstyne, M. 2011. "Information, Technology and Information Worker Productivity." *Information Systems Research*, *In Press*.
 - Best Overall Paper International Conference on Information Systems, 2006.
 - Best Paper – IT Economics – International Conference on Information Systems, 2006.

2. Aral, S., Brynjolfsson, E. & Wu, L. 2011. "Three Way Complementarities: Performance Pay, HR Analytics and Information Technology" Management Science, *In Press*.
 - Best Overall Paper Nominee International Conference on Information Systems, 2009.
3. Aral, S. & Van Alstyne, M. 2011. "The Diversity-Bandwidth Tradeoff." American Journal of Sociology, 117(1); July: 90-171.
4. Aral, S. & Walker, D. 2011. "Creating Social Contagion through Viral Product Design: A Randomized Trial of Peer Influence in Networks." Management Science, *In Press*.
 - Selected as an "Editor's Choice" article by the editors of *Science*.
5. Aral, S. & Walker, D. 2011. "Identifying Social Influence in Networks Using Randomized Experiments." IEEE Intelligent Systems, September-October, *In Press*.
6. Aral, S. & Walker, D. 2011. "Forget Viral Marketing: Make the Product Itself Viral." Harvard Business Review, 89(6); June: 34-35.
7. Aral, S. 2011. "Identifying Social Influence: A Comment on Opinion Leadership and Social Contagion in New Product Diffusion." Marketing Science, 30(2); March/April: 217-223.
8. Aral, S., Muchnik, L., & Sundararajan, A. 2009. "Distinguishing Influence Based Contagion from Homophily Driven Diffusion in Dynamic Networks," Proceedings of the National Academy of Sciences, Dec. 22, 106(51): 21544-21549.
9. Lazer, D., Pentland, A., Adamic, L., Aral, S., Barabasi, A.L., Brewer, D., Christakis, N., Contractor, N., Fowler, J., Gutmann, M., Jebara, A., King, G., Macy, M., Roy, D., Van Alstyne, M. 2009. "Computational Social Science," Science, February 6: 721-722.
10. Aral, S. & Weill, P. 2007. "IT Assets, Organizational Capabilities & Firm Performance: How Resource Allocations and Organizational Differences Explain Performance Variation" Organization Science, 18(5), September-October: 1-18.
11. Weill, P. & Aral, S. 2006. "Generating Premium Returns on Your IT Investments" Sloan Management Review, 47(2): 39-48.
12. Aral, S., Berman, S., & Aral, S.O. 2002. "Anticipating Outbreaks: A Prevention Role for Integrated Information Systems" Sexually Transmitted Diseases, 29: 6-12.

PAPERS UNDER REVIEW

1. Sundararajan, A., Provost, F., Oestreicher-Singer, G., & Aral, S. "Information in Digital, Economic and Social Networks." *Under Second Round Review* – Information Systems Research.
2. Aral, S., Bakos, Y., & Brynjolfsson, E. "How Trust, Incentives and IT Shape Global Supplier Networks: Evidence from IT Procurement." *Revise and Resubmit* – Management Science.
3. Wu, L., Waber, B., Aral, S., Brynjolfsson, E., & Pentland, S. "Water Cooler Networks: Performance Implications of Informal Face-to-Face Interaction Structures in Information Intensive Work." *Revise and Resubmit* – MIS Quarterly.
 - Best Overall Paper International Conference on Information Systems, 2008.
4. Waber, B., Aral, S., Olguin Olguin, D., Wu, L., Brynjolfsson, E., and Pentland, S. "Sociometric Badges: Towards a New Era of Management Research" *Under Second Round Review* – MIS Quarterly.

5. Aral, S., Brynjolfsson, E. & Van Alstyne, M. "Harnessing the Digital Lens to Measure and Manage Information Work." *Under Review*.
6. Aral, S., Ipeirotis, P., & Taylor, S. "Content and Context: Identifying the Impact of Qualitative Information on Consumer Choice." *Under Review*.
7. Aral, S., Muchnik, L., Sundararajan, A. "Engineering Social Contagions: Optimal Network Seeding and Incentive Strategies." *Under Review*.
8. Aral, S., & Walker, D. "An Experimental Method for Identifying Influential and Susceptible Members of Online Social Networks." *Under Review*.

WORKING PAPERS

1. Aral, S., Brynjolfsson, E., & Van Alstyne, M. "Productivity Effects of Information Diffusion in Networks."
2. Aral, S., Brynjolfsson, E., & Van Alstyne, M. "Sharing Mental Models: Antecedents and Consequences of Mutual Knowledge in Teams."
3. Aral, S., Brynjolfsson, E., & Wu D.J. "Which Came First, IT or Productivity? The Virtuous Cycle of Investment and Use in Enterprise Systems."
 - [Best Paper – IT Business Value – International Conference on Information Systems, 2006.](#)
4. Aral, S. & Taylor, S. "Viral Incentive Systems: A Randomized Field Experiment"
5. Taylor, S. & Aral, S. "Peer Effects and the Dynamics of Product Use"
6. Aral, S., Brynjolfsson, E., & Van Alstyne, M. "Motivations for the Geographic Dispersion of Information Work and their Performance Implications."
7. Aral, S. "The Co-Evolution of Social Networks and Employee Performance: Distinguishing Selection and Influence."

BOOKS AND BOOK CHAPTERS

1. Kings, N.J., Davies, J., Verrill, D., Aral, S., Brynjolfsson, E., Van Alstyne, M. 2008. "Social Computing, Networks and Knowledge Management" in Information and Communication Technologies Futures, BT Press.

CONFERENCE PUBLICATIONS WITH PROCEEDINGS

1. Aral, S., Ipeirotis, P., & Taylor, S. 2011. "Content and Context: Identifying the Impact of Qualitative Information on Consumer Choice." *Proceedings of the 32th Annual International Conference on Information Systems*, Shanghai, China.
2. Aral, S., & Walker, D. 2010. "Creating Social Contagion through Viral Product Design: A Randomized Trial of Peer Influence in Networks" *Proceedings of the 31th Annual International Conference on Information Systems*, St. Louis, MO.
3. Aral, S. 2010. "Combining Network Science and Textual Content Analysis to Understand Information and Knowledge Networks" *Proceedings of the Academy of Management Conference*, Philadelphia, PA.

4. Aral, S., Brynjolfsson, E., Wu, L. 2009. "Testing Three-Way Complementarities: Incentives, Monitoring and Information Technology" *Proceedings of the 30th Annual International Conference on Information Systems*, Phoenix, AZ. (Best Paper Nominee – IT Economics Track)
5. Reynolds, M., Van Alstyne, M., Aral, S. 2009. "Privacy Preservation of Measurement Functions on Hashed Text" *8th Annual Security Conference*, April 15-16, Las Vegas, NV.
6. Wu, L., Waber, B., Aral, S., Brynjolfsson, E., & Pentland, S. 2008. "Mining Face to Face Interaction Networks Using Sociometric Badges: Evidence Predicting Productivity in IT Configuration" *Proceedings of the 29th Annual International Conference on Information Systems*, Paris, France. (Best Overall Paper)
7. Aral, S., Brynjolfsson, E., & Van Alstyne, M. 2007. "Productivity Effects of Information Diffusion in Networks." *Proceedings of the 28th Annual International Conference on Information Systems*, Montreal, CA.
8. Aral, S. & Van Alstyne, M. 2007. "Network Structure & Information Advantage" *Proceedings of the Academy of Management Conference*, Philadelphia, PA.
9. Aral, S., Brynjolfsson, E., & Van Alstyne, M. 2006. "Information, Technology and Information Worker Productivity: Task Level Evidence." *Proceedings of the 27th Annual International Conference on Information Systems*, Milwaukee, Wisconsin. (Best Overall Paper and Best Paper - IT Economics Track)
10. Aral, S., Brynjolfsson, E., & Wu D.J. 2006. "Which Came First, IT or Productivity? The Virtuous Cycle of Investment and Use in Enterprise Systems," *Proceedings of the 27th Annual International Conference on Information Systems*, Milwaukee, Wisconsin. (Best Paper - IT Business Value Track)

OTHER CONFERENCE PUBLICATIONS

11. Aral, S., Muchnik, L., & Sundararajan, A. 2011. "Engineering Social Contagions: Optimal Network Seeding and Incentive Strategies." *Winter Conference on Business Intelligence*, University of Utah, Salt Lake City, UT.
12. Aral, S., Muchnik, L., & Sundararajan, A. 2011. "Identifying Influential and Susceptible Individuals in Social Networks: Evidence from a Randomized Experiment." *Winter Conference on Business Intelligence*, University of Utah, Salt Lake City, UT.
13. Aral, S., Walker, D. 2010. "Identifying Influential and Susceptible Individuals in Social Networks: Evidence from a Randomized Experiment." *Workshop on Information Systems Economics*, St. Louis, MO.
14. Aral, S., Walker, D. 2010. "Creating Social Contagion through Viral Product Design: A Randomized Trial of Peer Influence in Networks." *National Bureau of Economic Research (NBER) Summer Institute*, Cambridge, MA.
15. Aral, S., 2010. "Identifying Peer Influence and Social Contagion in Networks." *KDD Workshop on Social Media Analytics (SOMA)*. Washington DC. July.
16. Aral, S. 2010. "Combining Network Science and Textual Content Analysis to Understand Information and Knowledge Networks." *Sunbelt XXVIII Social Networks Conference*, June 29 - July 4, Garda Lake, Italy.

17. Aral, S., Muchnik, L., Sundararajan, A. 2010. "Engineering Contagions: Identifying Optimal Seeing and Virality Strategies in Social Networks." *Sunbelt XXVIII Social Networks Conference*, June 29 - July 4, Garda Lake, Italy.
18. Aral, S., Muchnik, L. 2010. "Discovering the Network Structures that Support Massive Distributed Collaboration in Wikipedia." *Sunbelt XXVIII Social Networks Conference*, June 29 - July 4, Garda Lake, Italy.
19. Aral, S., Walker, D. 2010. "Creating Social Contagion through Viral Product Design: A Randomized Trial of Peer Influence in Networks." *Sunbelt XXVIII Social Networks Conference*, June 29 - July 4, Garda Lake, Italy.
20. Aral, S., Walker, D. 2010. "Creating Social Contagion through Viral Product Design: A Randomized Trial of Peer Influence in Networks." *International Conference on Network Science*, Cambridge, MA.
21. Aral, S., Ipeirotis, P, Taylor, S. 2009. "Cramer's Rule: How Information Content Moves Markets." *Workshop on Information Systems Economics*, Phoenix, AZ.
22. Aral, S., Walker, D. 2009. "Identifying Peer Influence in Massive Online Social Networks: A Platform for Randomized Experimentation on Facebook." *Workshop on Information Systems Economics*, Phoenix, AZ.
23. Aral, S., Brynjolfsson, E., Wu, L. 2009. "Testing Three-Way Complementarities: Incentives, Monitoring and Information Technology" *National Bureau of Economic Research (NBER) Summer Institute*, Cambridge, MA.
24. Aral, S., Muchnik, L., & Sundararajan, A. 2009. "Influence Dynamics in Large Complex Networks." *International Conference on Network Science*, June 29 – July 3, Venice, Italy.
25. Aral, S., Muchnik, L., & Sundararajan, A. 2009. "Influence Dynamics in Large Complex Networks." *Sunbelt XXIX Social Networks Conference*, March 10-15, San Diego, CA.
26. Wu, L., Aral, S., Brynjolfsson, E., Lin, C. 2009. "Network Structure and Information Worker Productivity: New Evidence from the Global Consulting Services Industry." *Winter Conference on Business Intelligence*, University of Utah, Salt Lake City, UT.
27. Aral, S., Muchnik, L., & Sundararajan, A. 2009. "Influence Dynamics in Large Complex Networks." *Winter Conference on Business Intelligence*, University of Utah, Salt Lake City, UT.
28. Aral, S., Van Alstyne, M. 2009. "Networks, Information and Brokerage: The Diversity-Bandwidth Tradeoff." *Workshop on Information in Networks (WIN)*, New York, NY.
29. Aral, S., Muchnik, L., & Sundararajan, A. 2009. "Distinguishing Influence Based Contagion from Homophily Driven Diffusion in Dynamic Networks." *Workshop on Information in Networks (WIN)*, New York, NY.
30. Aral, S., Bakos, Y., Brynjolfsson, E. 2008. "Trust, Costs and Incentives in Global Supplier Networks: Evidence from IT Sourcing Decisions." *Workshop on Information Systems Economics*, Paris, France.
31. Aral, S., Muchnik, L., & Sundararajan, A. 2008. "Influence Dynamics in Large Complex Networks." *Workshop on Information Systems Economics*, Paris, France.
32. Wu, L., Waber, B., Aral, S., Brynjolfsson, E., & Pentland, S. 2008. "Mining Face to Face Interaction Networks Using Sociometric Badges: Evidence Predicting Productivity in IT Configuration" *International Conference on Network Science*, Norwich Research Park, UK.

33. Aral, S. & Van Alstyne, M. 2007. "Network Structure & Information Advantage" *Sunbelt XXVII Social Networks Conference*, May 1-6, Corfu, Greece.
34. Wu, L., Waber, B., Aral, S., Brynjolfsson, E., & Pentland, S. 2007. "Mining Face to Face Interaction Networks Using Sociometric Badges: Evidence Predicting Productivity in IT Configuration" *Winter Conference on Business Intelligence*, University of Utah, Salt Lake City, UT.
35. Aral, S. Wu, L. & Morabito, V. 2007. "Regional Economic Context and the Value of Firm-Level IT Investment" *Workshop on Information Systems Economics*, Montreal, CA.

INVITED KEYNOTE PRESENTATIONS

- Aral, S. 2011. *Keynote Speaker*. *ICWSM – Fifth International AAAI Conference on Weblogs and Social Media*. Barcelona, Spain. July. Title: "Content and Causality in Networks."
- Aral, S. 2010. *Keynote Speaker*. *KDD – Workshop on Social Media Analytics (SOMA)*. Washington DC. July. Title: "Identifying Peer Influence and Social Contagion in Networks."

PRESENTATIONS

- Aral, S. 2011. *Keynote Speaker*. *ICWSM – Fifth International AAAI Conference on Weblogs and Social Media*. Barcelona, Spain. July. Title: "Content and Causality in Networks."
- Aral, S. 2011. *Invited Speaker*. *Cambridge University and Microsoft Research Cambridge – Joint Workshop on Networks and Economics*. Cambridge, UK. June. Title: "Influence, Contagion and Causality in Networks."
- Aral, S. 2011. *Invited Speaker*. *Society for Quantitative Analysts*. New York, NY. May. Title: "Creating Social Contagion through Viral Product Design: A Randomized Trial of Peer Influence in Networks."
- Aral, S. 2011. *Invited Speaker*. *Facebook*. Palo Alto, CA. May. Title: "Influence, Contagion and Social Commerce."
- Aral, S. 2011. *Invited Speaker*. *TEDx Silicon Valley*. Palo Alto, CA. May. Title: "Social Contagion."
- Aral, S. 2011. *Invited Speaker*. *Georgia Tech*. Atlanta, GA. February. Title: "Creating Social Contagion through Viral Product Design: A Randomized Trial of Peer Influence in Networks."
- Aral, S. 2011. *Invited Speaker*. *Northwestern University – Web Science Meets Network Science*. Evanston, IL. March. Title: "Causality in Networks."
- Aral, S. 2011. *Invited Speaker*. *University of Minnesota*. Minneapolis, MN. February. Title: "Creating Social Contagion through Viral Product Design: A Randomized Trial of Peer Influence in Networks."

- Aral, S. 2011. *Invited Speaker. University of Michigan – Interdisciplinary Committee on Organizational Studies (ICOS)*. Ann Arbor, MI. February. Title: “Creating Social Contagion through Viral Product Design: A Randomized Trial of Peer Influence in Networks.”
- Aral, S. 2010. *Conference Presentation. International Conference on Information Systems*, St. Louis, MO. December. Title: “Creating Social Contagion through Viral Product Design: A Randomized Trial of Peer Influence in Networks”
- Aral, S. 2010. *Conference Presentation. Workshop on Information Systems Economics*, St. Louis, MO. December. Title: “Identifying Influential and Susceptible Individuals in Social Networks: Evidence from a Randomized Experiment.”
- Aral, S. 2010. *Invited Speaker. MIT Sloan Marketing Department*. Cambridge, MA. November. Title: “Creating Social Contagion through Viral Product Design: A Randomized Trial of Peer Influence in Networks.”
- Aral, S. 2010. *Invited Speaker. Northeastern*. Boston, MA. November. Title: “Creating Social Contagion through Viral Product Design: A Randomized Trial of Peer Influence in Networks.”
- Aral, S. 2010. *Invited Speaker. Pop Tech*. Camden, ME. October. Title: “Behavioral Contagions and Causality.”
- Aral, S. 2010. *Invited Speaker. Google*. New York, NY. September. Title: “Creating Social Contagion through Viral Product Design: A Randomized Trial of Peer Influence in Networks.”
- Aral, S. 2010. *Conference Presentation. Academy of Management Conference*. Montreal, CA. August. Title: “Combining Network Science and Textual Content Analysis to Understand Information and Knowledge Networks.”
- Aral, S. 2010. *Conference Presentation. National Bureau of Economic Research (NBER) Summer Institute*, Cambridge, MA. July. Title: “Creating Social Contagion through Viral Product Design: A Randomized Trial of Peer Influence in Networks.”
- Aral, S. 2010. *Keynote Speaker. KDD – Workshop on Social Media Analytics (SOMA)*. Washington DC. July. Title: “Identifying Peer Influence and Social Contagion in Networks.”
- Aral, S. 2010. *Invited Panelist. Sunbelt XXVIII Social Networks Conference*, Garda Lake, Italy. June – July. Title: “Network Science Meets Web Science.”
- Aral, S. 2010. *Conference Presentation. Sunbelt XXVIII Social Networks Conference*, Garda Lake, Italy. June – July. Title: “Combining Network Science and Textual Content Analysis to Understand Information and Knowledge Networks.”
- Aral, S. 2010. *Conference Presentation. Sunbelt XXVIII Social Networks Conference*, Garda Lake, Italy. June – July. Title: “Combining Network Science and Textual Content Analysis to Understand Information and Knowledge Networks.”

- Aral, S. 2010. *Conference Presentation. Sunbelt XXVIII Social Networks Conference*, Garda Lake, Italy. June – July. Title: “Engineering Contagions: Identifying Optimal Seeing and Virality Strategies in Social Networks.”
- Aral, S. 2010. *Conference Presentation. Sunbelt XXVIII Social Networks Conference*, Garda Lake, Italy. June – July. Title: “Discovering the Network Structures that Support Massive Distributed Collaboration in Wikipedia..”
- Aral, S. 2010. *Conference Presentation. Sunbelt XXVIII Social Networks Conference*, Garda Lake, Italy. June – July. Title: “Creating Social Contagion through Viral Product Design: A Randomized Trial of Peer Influence in Networks.”
- Aral, S. 2010. *Conference Presentation. Proceedings of the Academy of Management Conference*, Montreal, CA. August. Title: “Combining Network Science and Textual Content Analysis to Understand Information and Knowledge Networks.”
- Aral, S. 2010. *Invited Speaker. Yahoo!*. May. Title: “Identifying Peer Influence and Social Contagion in Massive Social Networks.”
- Aral, S. 2010. *Invited Speaker. International Conference on Network Science (NetSci)*. May. Title: “Contagion and Causality in Network Diffusion.”
- Aral, S. 2010. *Invited Speaker. Microsoft, Redmond, WA*. April. Title: “Information Diffusion in Networks: Content, Contagion and Causality.”
- Aral, S. 2010. *Invited Speaker. NYU-Poly Workshop on Cloud Computing, New York, NY*. April. Title: “Strategic Implications of the Cloud and the Procurement of Software as a Service.”
- Aral, S. 2010. *Invited Speaker. Stevens Institute of Technology, Hoboken, NJ*. March. Title: “Creating Social Contagion through Viral Product Design: A Randomized Trial of Peer Influence in Networks.”
- Aral, S. 2010. *Conference Presentation. Winter Conference on Business Intelligence, Salt Lake City, UT*. March. Title: “Creating Social Contagion through Viral Product Design: Theory and Evidence from a Randomized Field Experiment.”
- Aral, S. 2010. *Conference Presentation. Winter Conference on Business Intelligence, Salt Lake City, UT*. March. Title: “Cramer’s Rule: How Information Content Moves Markets.”
- Aral, S. 2010. *Invited Speaker. MIT, Cambridge, MA*. March. Title: “Distinguishing Influence Based Contagion from Homophily Driven Diffusion in Dynamic Networks.”
- Aral, S. 2010. *Invited Speaker. Wharton, Philadelphia, PA*. January. Title: “Distinguishing Influence Based Contagion from Homophily Driven Diffusion in Dynamic Networks.”
- Aral, S. 2010. *Invited Speaker. Global Leaders Conference, Singapore*. January.

- Aral, S. 2010. *Invited Speaker*. Hong Kong University of Science and Technology, Hong Kong. January. Title: “Distinguishing Influence Based Contagion from Homophily Driven Diffusion in Dynamic Networks.”
- Aral, S. 2010. *Invited Speaker*. National University of Singapore, Singapore. January. Title: “Distinguishing Influence Based Contagion from Homophily Driven Diffusion in Dynamic Networks.”
- Aral, S. 2009. *Conference Presentation*. Workshop on Information Systems Economics, Phoenix, AZ. December. Title: “Cramer’s Rule: How Information Content Moves Markets.”
- Aral, S. 2009. *Conference Presentation*. Workshop on Information Systems Economics, Phoenix, AZ. December. Title: “Identifying Peer Influence in Massive Online Social Networks: A Platform for Randomized Experimentation on Facebook.”
- Aral, S. 2009. *Conference Presentation*. International Conference on Information Systems, Phoenix, AZ. December. Title: “Testing Three-Way Complementarities: Incentives, Monitoring and Information Technology”
- Aral, S. 2009. *Invited Speaker*. Harvard University, Cambridge, MA. Meeting on Methodology for Empirical Research on Social Interactions, Social Networks and Health (MERSIH) November. Title: “Distinguishing Influence Based Contagion from Homophily Driven Diffusion in Dynamic Networks.”
- Aral, S. 2009. *Invited Speaker*. City University of New York (CUNY) Computer Science, New York, NY. November. Title: “Distinguishing Influence Based Contagion from Homophily Driven Diffusion in Dynamic Networks.”
- Aral, S. 2009. *Invited Speaker*. MIT, Cambridge, MA. November. Title: “Strategic Implications of the Cloud and the Procurement of Software as a Service.”
- Aral, S. 2009. *Invited Speaker*. University of Maryland, College Park, MD. October. Title: “Distinguishing Influence Based Contagion from Homophily Driven Diffusion in Dynamic Networks.”
- Aral, S. 2009. *Invited Speaker*. University of Chicago – Innovation, Organizations and Society Conference, Chicago, IL. October. Title: “Distinguishing Influence Based Contagion from Homophily Driven Diffusion in Dynamic Networks.”
- Aral, S. 2009. *Conference Presentation*. Workshop on Information in Networks (WIN), New York, NY. September. Title: “Networks, Information and Brokerage: The Diversity-Bandwidth Tradeoff.”
- Aral, S. 2009. *Conference Presentation*. Workshop on Information in Networks (WIN), New York, NY. September. Title: “Distinguishing Influence Based Contagion from Homophily Driven Diffusion in Dynamic Networks.”
- Aral, S. 2009. *Invited Panelist*. Academy of Management Conference, Chicago, IL. August. Title: “Reality Mining Professional Development Workshop.”

- Aral, S. 2009. *Conference Presentation*. National Bureau of Economic Research, Summer Institute, Cambridge, MA. July. Title: "Testing Three-Way Complementarities: Incentives, Monitoring and Information Technology."
- Aral, S. 2009. *Invited Speaker*. London Business School – Joint Seminar Departments of Management Science and Operations and Strategy, London, UK. July. Title: "Network Structure and Information Advantage: The Diversity-Bandwidth Tradeoff."
- Aral, S. 2009. *Invited Speaker*. London School of Economics – Department of Management, London, UK. July. Title: "Network Structure and Information Advantage: The Diversity-Bandwidth Tradeoff."
- Aral, S. 2009. *Invited Speaker*. London School of Economics – Department of Economics, Centre for Economic Performance, London, UK. July. Title: "Influence Dynamics in Large Complex Networks."
- Aral, S. 2009. *Conference Presentation*. Conference of the Society for the Advancement of Economic Theory, Ischia, Italy. July. Title: "Influence Dynamics in Large Complex Networks."
- Aral, S. 2009. *Conference Presentation*. International Conference on Network Science, Venice, Italy. July. Title: "Influence Dynamics in Large Complex Networks."
- Aral, S. 2009. *Invited Speaker*. Center for Digital Business, MIT. CIO Symposium and Annual Conference, Cambridge, MA. May. Title: "Information, Social Networks & Information Worker Productivity."
- Aral, S. 2009. *Conference Presentation*. Sunbelt Social Networks Conference, San Diego, CA. March. Title: "Influence Dynamics in Large Complex Networks."
- Aral, S. 2009. *Conference Presentation*. Winter Conference on Business Intelligence, University of Utah, Salt Lake City, UT. February. Title: "Influence Dynamics in Large Complex Networks."
- Aral, S. 2009. *Conference Presentation*. Winter Conference on Business Intelligence, University of Utah, Salt Lake City, UT. February. Title: "Network Structure and Information Worker Productivity: New Evidence from the Global Consulting Services Industry."
- Aral, S. 2008. *Conference Presentation*. Workshop on Information Systems Economics, Paris, France. December. Title: "Trust, Costs and Incentives in Global Supplier Networks: Evidence From IT Sourcing Decisions."
- Aral, S. 2008. *Conference Presentation*. Workshop on Information Systems Economics, Paris, France. December. Title: "Economic Influence in Massive Online Social Networks."
- Aral, S. 2008. *Conference Presentation*. International Conference on Information Systems, Paris, France. December. Title: "Mining Face to Face Interaction Networks Using Sociometric Badges: Evidence Predicting Productivity in IT Configuration"

- Aral, S. 2008. *Invited Speaker*. National Institutes of Health (NIH), Bethesda, MD, November. Title: "Modeling Networks, Information & Economic Outcomes"
- Aral, S. 2008. *Invited Speaker*. SAP Academic Symposium, Sunnyvale, CA. August. Title: "Incentive Systems & Information Technology"
- Aral, S. 2008. *Invited Speaker*. Center for Digital Business, MIT. CIO Symposium and Annual Conference, Cambridge, MA. May. Title: "Networks, Information & Economic Outcomes"
- Aral, S. 2008. *Invited Speaker*. Stanford University, Management Science & Engineering Division, Palo Alto, CA, January. Title: "Networks, Information & Social Capital"
- Aral, S. 2007. *Invited Speaker*. Harvard University, Eric M. Mindich Conference on Computational Social Science, Cambridge, MA. December. Title: "Networks, Information & Economic Outcomes"
- Aral, S. 2007. *Panelist*. Harvard University, Eric M. Mindich Conference on Computational Social Science, Cambridge, MA. December. Title: "Panel: The Future of Computational Social Science"
- Aral, S. 2007. *Conference Presentation*. Workshop on Information Systems Economics, Montreal, CA. December. Title: "Regional Economic Context and the Value of Firm Level IT Investment"
- Aral, S. 2007. *Conference Presentation*. International Conference on Information Systems, Montreal, CA. December. Title: "Productivity Effects of Information Diffusion in Networks"
- Aral, S. 2007. *Invited Conference Presentation*. Informs Annual Meeting, Seattle, WA. November. Title: "Productivity Effects of Information Diffusion in Networks"
- Aral, S. 2007. *Invited Speaker*. Chicago Graduate School of Business, Chicago, IL. October. Title: "Networks Structure & Information Advantage"
- Aral, S. 2007. *Invited Speaker*. Harvard Business School, Cambridge, MA. October. Title: "Networks Structure & Information Advantage"
- Aral, S. 2007. *Invited Speaker*. IBM Watson Research Center - Services Research Seminar Series, Yorktown Heights, NY. October. Title: "Information, Networks & Information Worker Productivity"
- Aral, S. 2007. *Conference Presentation*. Academy of Management Conference. Philadelphia, PA. August. Title: "Networks Structure & Information Advantage: Structural Determinants of Access to Novel Information and their Performance Implications"
- Aral, S. 2007. *Conference Presentation*. National Bureau of Economic Research, Summer Institute, Cambridge, MA. July. Title: "Which Came First, IT or Productivity? The Virtuous Cycle of Investment and Use in Enterprise Systems"

- Aral, S. 2007. *Invited Speaker*. SAP Academic Symposium, Sunnyvale, CA. June. Title: "Which Came First, IT or Productivity? The Virtuous Cycle of Investment and Use in Enterprise Systems"
- Aral, S. 2007. *Conference Presentation*. International Conference on Network Science, Brooklyn, NY. May. Title: "Productivity Effects of Information Diffusion in Networks"
- Aral, S. 2007. *Conference Presentation*. International Conference on Network Science, Brooklyn, NY. May. Title: "Networks Structure & Information Advantage: Structural Determinants of Access to Novel Information and their Performance Implications"
- Aral, S. 2007. *Invited Speaker*. Center for Digital Business, MIT. CIO Symposium and Annual Conference, Cambridge, MA. May. Title: "Information, Technology & Information Worker Productivity: Task Level Evidence"
- Aral, S. 2007. *Conference Presentation*. Sunbelt Social Networks Conference, Corfu, Greece. May. Title: "Networks Structure & Information Advantage: Structural Determinants of Access to Novel Information and their Performance Implications"
- Aral, S. 2007. *Conference Presentation*. National Bureau of Economic Research, Productivity Program Meeting, Cambridge, MA. March. Title: "Information, Technology & Information Worker Productivity: Task Level Evidence"
- Aral, S. 2007. *Conference Presentation*. Winter Conference on Business Intelligence, University of Utah, Salt Lake City, UT. February. Title: "Networks Structure & Information Advantage: Structural Determinants of Access to Novel Information and their Performance Implications"
- Aral, S. 2007. *Invited Speaker*. Center for Digital Business, MIT- Information Worker Productivity Workshop, Cambridge, MA. February. Title: "Information, Technology & Information Worker Productivity"
- Aral, S. 2006. *Conference Presentation*. Workshop on Information Systems Economics, Milwaukee, WI. December. Title: "Networks Structure & Information Advantage: Structural Determinants of Access to Novel Information and their Performance Implications"
- Aral, S. 2006. *Conference Presentation*. International Conference on Information Systems, Milwaukee, WI. December. Title: "Information, Technology & Information Worker Productivity: Task Level Evidence" (Winner - Best Overall Paper and Best Paper - IT Economics Track)
- Aral, S. 2006. *Conference Presentation*. International Conference on Information Systems, Milwaukee, WI. December. Title: "Which Came First, IT or Productivity? The Virtuous Cycle of Investment and Use in Enterprise Systems" (Winner - Best Paper - IT Business Value Track)

Aral, S. 2006. *Invited Speaker*. MIT Center for Digital Business, Cambridge, MA. November. Title: “Which Came First, IT or Productivity? The Virtuous Cycle of Investment and Use in Enterprise Systems”

Aral, S. 2006. *Invited Speaker*. Yahoo! Social Networks Workshop, Sunnyvale, CA. July. Title: “Information, Networks & Information Worker Productivity”

CASES & RESEARCH BRIEFINGS

1. Aral, S. 2005. “IT Savvy: Achieving Industry Leading Returns from your IT Portfolio” (with Peter Weill) Center For Information Systems Research, MIT – Research Briefing; July.
2. Aral, S. 2004. “IT Savvy Pays Off” (with Peter Weill) Center For Information Systems Research, MIT – Research Briefing; October.
3. Aral, S. 2004. “Managing the IT Portfolio: Returns from Different Asset Classes” (with Peter Weill) Center For Information Systems Research, MIT – Research Briefing; March
4. Aral, S. 2003. “Managing the IT Portfolio” (with Peter Weill) Center For Information Systems Research, MIT – Research Briefing; March.

TEACHING

- Information Technology and Corporate Strategy MBA Course (B20.2318), Spring 2011.
 - Course Faculty Evaluations: Section 1: 6.6/7.0
- Information Technology in Business and Society (C20.001), Spring 2011.
 - Course Faculty Evaluations: Section 4: 6.7/7.0
- Information Technology in Business and Society (C20.001), Spring 2010.
 - Course Faculty Evaluations: Section 1: 6.5/7.0; Section 2: 6.4/7.0
- Information Technology in Business and Society (C20.001), Spring 2009.
 - Course Faculty Evaluations: Section 1: 6.5/7.0; Section 2: 6.4/7.0
- Information Technology in Business and Society (C20.001), Spring 2008.
 - Course Faculty Evaluations: Section 1: 6.6/7.0; Section 2: 6.2/7.0

Average Teacher Rating: 6.5 / 7.0
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STUDENT ADVISING

Undergraduate:

- Saba Gul (Undergraduate Advanced Project (UAP) Advisor – MIT, 2006)
- Abraham Evans-El (Undergraduate Advanced Project (UAP) Advisor – MIT, 2006)
- Emre Aciksoz (Undergraduate Advanced Project (UAP) Advisor – MIT, 2007)
- Lucas Coleon (Summer Independent Study – NYU, 2010)

Masters:

- Tim Choe (Master of Engineering (MEng) Thesis Advisor – MIT, 2006)

- Petch Manahorn (Master of Engineering (MEng) Thesis Advisor – MIT, 2006)
- Meshkat Farrokhzadi (Master of Engineering (MEng) Thesis Advisor – MIT, 2007)
- Cyrus-Charles Weaver (Master of Engineering (MEng) Thesis Advisor – MIT, 2008)
- Jichao Quan (Master of Engineering (MEng) Thesis Advisor – MIT, 2008)

Doctoral:

- Ning Su (PhD Committee Member – NYU, 2009. Now a Professor at U. of Western Ontario)
- Lynn Wu (PhD Committee Member – MIT, 2011. Now a Professor at Wharton.)
- Sean Taylor (PhD Committee Chairperson – NYU, Current)

Post-Doctoral:

- Mingdi Xin (Post Doctoral Advisor – NYU, 2009-2010, Now a Professor at the Sauder School of Business, University of British Columbia)
- Lev Muchnik (Post Doctoral Advisor – NYU, 2009-)
- Dylan Walker (Post Doctoral Advisor – NYU, 2009-)
- Vincent David (Post Doctoral Advisor – NYU, 2010-)

SERVICE ACTIVITIES

- Guest Senior Editor – *Information Systems Research – Special Issue: Social Media and Business Transformation*. 2011-2012.
- Program Committee: KDD Workshop on Social Media Analytics (KDD); 2010
- Program Committee: Workshop on Information and Decision in Social Networks (LIDS); 2011
- Member – 3 Member Junior Faculty Review Panel – Search for new Editor in Chief (EIC) of *Information Systems Research*; 2010.
- Program Committee – International Conference on Network Science (NetSci); 2010.
- Member of University Wide Panel supporting External Review of NYU Grant and Research Fund Raising Initiatives; 2009.
- Organizer – Workshop on Information in Networks (WIN), NYU Stern School of Business; 2009, 2010, 2011.
- Track Director – “Social Networking” Research Track - Center for Digital Economy Research (CeDER); 2009- .
- Organizer – Information Systems Seminar Series, NYU Stern School of Business; 2007-2009.
- Appointed member of the Board of Academic Advisors, *Institute for Innovation and Information Productivity*. (2007 - 2011)
- Ad Hoc Reviewer for: *American Journal of Sociology, Information Systems Research, Management Science, MIS Quarterly, Organization Science, Proceedings of the National Academy of Sciences, Science*.

PRESS COVERAGE

Print:

- “[Unlocking Viral Secrets on Facebook](#).” *Fast Company*, July 4, 2011.
- “[Commerce Gets Social: How Social Networks are Driving What You Buy](#).” *Wired*, January 18, 2011.
- “[Buddy System: High-Bandwidth Ties](#).” *Wired*, April 26, 2011.
- “[Mine Your Business](#).” *Communications of the ACM*, June, 2010.

- [“Data, Data Everywhere.”](#) *The Economist*, February 25, 2010.
- [“Putting a Price on Social Connections.”](#) *Businessweek*, April 9, 2009.
- [“Everything is Contagious.”](#) *Slate*, April 7, 2010.
- [“Deriving Real Value from the Social Graph.”](#) *Rough Type by Nicholas Carr*, April 8, 2009.
- [“Five Ways IT Can Avoid a Privacy Lawsuit.”](#) *CIO Magazine*, July 8, 2008.
- [“What Makes Information Workers Productive?”](#) *Sloan Management Review*, January 1, 2008.
- [“The Love-in: The Move Toward Open Innovation is Beginning to Transform Entire Industries.”](#) *The Economist*; October 11, 2007.
- [“Slow Down Brave Multitasker, and Don’t Read This in Traffic.”](#) *The New York Times*, March 25, 2007.

Video:

- [“Contagion and Causality in Networks.”](#) *Nextwork – A Wired/Economist Event*. 2011.
- [“Social Contagion.”](#) *TEDxSiliconValley*. 2011.
- [“Social Contagion.”](#) *POP Tech – World Changing People, Projects and Ideas*. 2010.
- [“Using Social Data to Grow in a Down Economy.”](#) *MyVenturePad.com*. 2010.

Audio:

- [“Viral Product Design.”](#) *ICOS University of Michigan*. 2011.
- [“Productivity Effects of Investments in Enterprise Software.”](#) *MyVenturePad.com*. 2009.

NON-ACADEMIC ACTIVITIES

2005	<i>Independent Consulting</i> DiamondCluster International; Chicago, IL
2005	<i>Independent Consulting</i> SAP, Philadelphia, PA
2005	<i>Independent Consulting</i> Charles River Venture Capital; Cambridge, MA
2000-2002	<i>Consultant</i> GeoPartners Research, Cambridge, MA (part time)
2000	<i>Consultant</i> Integral, Inc., Cambridge, MA (summer)
1999	<i>Research Associate</i> Field, Fisher, Waterhouse, London U.K. (part time)
1997-1998	<i>Assistant to the Director</i> Department of Southern Mediterranean Relations (DG1B-E3) European Commission, Brussels, Belgium (1997-1998)