

David Bodoff
Senior Lecturer
University of Haifa
Faculty of Management

Phone +972 (0) 48249579
email: dbodoff@univ.haifa.ac.il

Primary Research Interests

information indexing and retrieval, word choices by searchers and advertisers, value of information in financial markets

Education

Doctor of Philosophy (Business Administration - IS), May 1999

Leonard N. Stern School of Business, New York University

Dissertation Title: A Re-Unification of Two Competing Models for Document Retrieval

Advisors: Ajit Kambil, Vasant Dhar, Jon Turner

Bachelor of Arts (Major: Computer Science, Minor:Math), 1986

Yeshiva University

Professional Work Experience

November 2013 – present, **Senior Lecturer**, University of Haifa.

January 2012 – present: Information Systems Area Head

January 2006 – October 2013, **Lecturer**, University of Haifa

Department of Business Management

Department of Information and Knowledge Management

September 2009 – February 2012, **Visiting Associate Professor**, Seoul National University, Seoul, Korea

October 2007, **Visiting Professor**, Korea University Business School

January 1999-December 2005, **Assistant Professor**, Hong Kong University of Science and Technology, Department of Information and Systems Management (ISMT)

January -July 2002, **Visiting Lecturer**, Department of Industrial Engineering and Management, Ben-Gurion University of the Negev, Israel

1994-1998, **Instructor**, Stern School of Business, New York University

1988-1990, **Knowledge Engineer, Tracor Flight Systems**, Santa Ana, California, Principal Developer, "Intelligent Adversary" Artificial Intelligence system for FA-18 flight simulator, deployed at Naval Training Systems Center (NTSC), Orlando, Florida

1985-1986, **Consultant, AT&T Bell Laboratories**, Murray Hill, N.J., Interactive Systems Department, Image Processing Experiments with Automatic Lip-Reading System

Courses Taught

Managers' Business Game (capstone course for Executive MBA, University of Haifa)

Strategic Information Technology Decisions (Executive MBA at University of Haifa, Global MBA at Korea University Business School)

Information Retrieval (MA course in Department of Information and Knowledge Management, University of Haifa)

Studies in Agricultural Information Systems (Graduate course, Seoul National University)

Agricultural Information Systems (undergraduate course, Seoul National University)

Metadata (MSc course developed and taught at Ben-Gurion University)

Telecommunications and Computer Networking Management (undergraduate course, HKUST)

Special Topics: Applied Network Management (Cisco 1 & 2) (new undergraduate course, HKUST)

Introduction to Information Systems (undergraduate course, HKUST)

Personal Computing for Managers (undergraduate elective, NYU)

Computer Based Systems for Management Support (undergraduate core course, NYU)

Publications in Refereed Journals

[1] *Priming Effects and Strategic Influences in Social Tagging*. forthcoming in Human-Computer Interaction (HCI). Bodoff, D. and Vaknin, E.

[2] *Effectiveness of Website Personalization: Does the Presence of Personalized Recommendations Cannibalize Sampling of Other Items?*. forthcoming in International Journal of e-Commerce (IJEC). Bodoff, D. and Ho, S.Y.

- [3] *Question Types and Intermediary Elicitations*. Forthcoming in Journal of the American Society for Information Science and Technology. Bodoff, D. and Raban, D. (2015)
- [4] *The Effects of Web Personalization on User Attitude and Behavior: An Integration of the Elaboration Likelihood Model and Consumer Search Theory*. MIS Quarterly 38(2):497-520. Ho, S.Y. and Bodoff, D. (2014)
- [5] *When Learning Meets Salience*. Theory and Decision 74(2): 241-266. Bodoff, D. (2013)
- [6] *User Models as Revealed in Web-Based Research Services*. Journal of the American Society for Information Science and Technology 63(3): 584-599. Bodoff, D. & Raban, D. (2012)
- [7] *Triple Helix in the Agricultural Sector of Far East Asian Countries: A Comparative Study between China and Korea*. Scientometrics 90(1):101-120. Kim, H., Huang, M., Jin, F., Bodoff, D., Moon, J. Choe, Y.C. (2012)
- [8] *Timing of Adaptive Web Personalization and its Effects on Online Consumer Behavior*. Information Systems Research 22(3). Ho, S.Y., Bodoff, D., and Tam, K.Y. (2011)
- [9] *Emergence of Terminological Conventions as a Searcher-Indexer Coordination Game*. Journal of the American Society for Information Science and Technology 60(12). Bodoff, D. (2009)
- [10] *Test Theory for Evaluating Reliability of IR Test Collections*. Information Processing and Management 44(3). Bodoff, D. (2008)
- [11] *EDGAR on the Internet: The Welfare Effects of Wider Information Distribution in an Experimental Market for Risky Assets*. Experimental Economics 9(4). Bodoff, D., Levecq, H., and Zhang, H. (2006).
- [12] *Documents and Queries as Random Variables: History and Implications*. Journal of the American Society for Information Science and Technology 57(9). Bodoff, D. and Wong, S. 2006.
- [13] *Relevance for Browsing, Relevance for Searching*. Journal of the American Society for Information Science and Technology 57(1). Bodoff, D. (2006)
- [14] *A Virtual Market for Teaching Electronic Market Concepts in Information Systems Education*. Journal of Information Systems Education 16(1). Bodoff, D. and Forster, P. (2005)
- [15] *Observations and Prescriptions for Web Metadata Standards*. IEEE Software 22(1). Bodoff, D., Ben-Menachem, M., and Hung, P. (2005)
- [16] *Relevance Models to Help Estimate Document and Query Parameters*. ACM Transactions on Information Systems 22(3). Bodoff, D. (2004).
- [17] *A New Unified Probabilistic Model*. Journal of the American Society for Information Science and Technology 55(6). Bodoff, D. and Robertson, S. (2004).
- [18] *Relevance Data for Language Models Using Maximum Likelihood*. Journal of the American Society for Information Science and Technology 54(11). Bodoff, D., Wu, B., and Wong, K.Y.M. (2003).
- [19] *Corporate Disclosure Dissemination: When More is Less*. Decision Support Systems 35. Bodoff, D. and Zhang, H.. 2003
- [20] *A Unified Maximum Likelihood Approach to Document Retrieval*. Journal of the American Society for Information Science and Technology 52(10). Bodoff, D., Enache, D., Kambil, A., Simon, G., and Yukhimets, A. (2001)
- [21] *A Re-Unification of Two Competing Models for Information Retrieval*. Journal of the American Society for Information Science 50(1). Bodoff, D. (1999)

[22] *Partial Coordination Part Two: A Preliminary Experiment and Failure Analysis*. Journal of the American Society for Information Science 49(14). Kambil, A. and Bodoff, D. (1998)

[23] *Partial Coordination Part One: Combining the Benefits of Pre- and Post-Coordination*. Journal of the American Society for Information Science 49(14). Bodoff, D. and Kambil, A. (1998)

Book Chapter

Information Distribution and Attitudes Toward Risk in an Experimental Market for Risky Assets, David Bodoff, Hugo Levecq, and Hongtao Zhang, in "Experimental Business Research Volume 3: Marketing, Accounting, and Cognitive Perspectives", Rami Zwick and Amnon Rapoport, Eds., Springer, 2005.

Conference Papers

Don't Look Here: Off-Limits Words Bias Play in the ESP Game. Eran Vaknin and David Bodoff, Pacific Asia Conference on Information Systems (PACIS) 2013

Who needs to know? How different aspects of the user's situation are important for answering different types of question. David Bodoff., PACIS 2012

Emergence of Terminological Conventions as a Searcher-Indexer Coordination Game. David Bodoff and Sheizaf Rafaeli. WWW 2008, Beijing (poster).

Document-Query Coordination as a Coordination Game, David Bodoff . IADIS International Conference Web Based Communities 2007, Salamanca.

Test Theory for Assessing IR Test Collections, David Bodoff and Jessica Li. The 30th Annual international ACM SIGIR Conference (SIGIR '07).

Testing Algorithms is like Testing Students, David Bodoff, and Jessica Li. The 28th Annual International ACM SIGIR Conference (SIGIR '05) (poster).

Optimal Duration of Free Trial Software, Ye Ruyi and David Bodoff. 10th International Conference on Human-Computer Interaction (Poster)

Mean Field Approach to Probabilistic Models in Information Retrieval, Bin Wu, Michael KY Wong, and David Bodoff. Neural Information Processing Systems (NIPS) 2002, Vancouver, Canada, December 9-14, 2002

Document-Query Duality Meets Maximum Likelihood: The Answer is 3/15/24?, David Bodoff. ACM SIGIR '01 Workshop on Mathematical/Formal Methods in Information Retrieval, 2001

Patterns of Document Access in Searching and Browsing, David Bodoff and Lydia Zhang. Proceedings of Association for Information Systems 2000 Americas Conference on Information Systems (AMCIS 2000), Long Beach, CA, 2000

Dynamic Hypertext Synthesis for Information Retrieval, David Bodoff. Proceedings of the 27th Annual HICSS, Jay F. Nunamaker and Ralph H. Sprague (Ed.), pp. 918-927, 1994

An Improved Automatic Lipreading System to Enhance Speech Recognition, Eric Petajan, B. Bischoff, D. Bodoff, N. Michael Brooke. Proceedings of the SIGCHI conference on Human factors in computing systems, J.J. O'Hare (Ed.), p.18-25, 1988

Other Papers

Fuhr's Challenge: Conceptual Research, or Bust. David Bodoff. ACM SIGIR Forum 47(1): 3-16

Journal Papers Under Review

Partial Least Squares Structural Equation Modeling Approach for Analyzing a Model with a Binary Indicator as an Endogenous Variable (CAIS, 2nd round)

Working Papers

Coordination Games with Labels and Payoffs

Predicting Word Choices in e-commerce

Evolution of Language: An Empirical Study at eBay Big Data Lab, with Ron Bekkerman and Julie Dai

Research Students

Evgeniya Ledvich (current MA thesis student)

Yaffa Richter-Levin (MA completed)

Eran Vaknin (MA completed)

YU Yuecheng (graduated MPhil)

LI Pu (graduated MPhil)

PhD Committee member for HUI Kai Lung (ISMT)

PhD thesis examination member for Zheng Baihua (CS), Wang Zhiyinh (CS), Kaiyang LIU (CS), Manli ZHU (CS)

Service to Academic Community

Program Committee, 9th ACM International Conference on Web Search and Data Mining (WSDM 2016)

Associate Editor, Information & Management (Elsevier), 2015-present

Technology Chair, 22nd European Conference on Information Systems ECIS 2014

Editorial Board, Internet Research (Emerald), 2006 – 2011

Associate Editor, ICIS HCI Track, 2013

Program Committee, pre-ICIS SIGCHI Workshop, 2012

Co-Chair, ILAIS 2012 conference

Program Committee, PACIS 2012

Program Committee, PACIS 2010

Program Committee, ACM SIGIR, 2008

Program Committee, 30th ACM SIGIR conference, 2007

Associate Editor, ICIS Web-based Information Systems and Applications Track, 2006

Program Committee, Workshop on Information Technology and Systems, 2005 (WITS 2005)

Program Committee, IEEE International Conference on e-Technology, e-Commerce, and e-Service, 2005 (EEE-05)

Program Committee, 2nd Asian Conference on Experimental Business Economics, December 2003

Co-author of proposal (now approved) to establish a Department of Information Studies within the Graduate School of Management at the University of Haifa

Ad-hoc reviewer for Management Science, Journal of Management Information Systems, Information Processing and Management, Journal of the American Society for Information Science and Technology, IEEE Transactions on Knowledge and Data Engineering, Decision Support Systems, SIGIR, ACM Transactions on Information Systems

Major Competitive Grants

Principal Investigator of “Extending Focal Point Theory to Coordination Games with Varying Payoffs”, funded by National Research Foundation of Korea, KW 12,200,000 (~ US \$11,000). 2010-2011

Sole Principal Investigator of “The Effects of Greatly Expanded Distribution of Corporate Disclosures: An Experimental Approach”, HKUST6213/04H, HKD \$309,540 (~ US \$35,000) 2005-2006

Co-Investigator of Teaching Development Grant HKUST-3, HKD \$2,540,100 (~ US \$300,000)