

# Rodrigo Belo

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## ACADEMIC POSITIONS

**2023-** Nova University Lisbon, *Professor*, Nova School of Business and Economics  
**2018-2022** Erasmus University, *Associate Professor*, Rotterdam School of Management  
**2015-2018** Erasmus University, *Assistant Professor*, Rotterdam School of Management  
**2012-2015** Carnegie Mellon University, *Post-doctoral Researcher*, Heinz College

## EDUCATION

**2012** Carnegie Mellon University, *Ph.D.*, *Technological Change & Entrepreneurship*, Engineering & Public Policy  
**2011** Carnegie Mellon University, *M.Sc.*, *Engineering and Public Policy*, Engineering & Public Policy  
**2002** Technical University of Lisbon, *B.Sc.*, *Computer Science and Engineering (5-year degree)*, Instituto Superior Técnico

## JOURNAL/PROFESSIONAL PUBLICATIONS

*Effects of Explicit Sponsorship Disclosure on User Engagement in Social Media Influencer Marketing* with Zike Cao, **MIS Quarterly** (accepted)  
*Optimal Electricity Imbalance Pricing for the Emerging Penetration of Renewable and Low-Cost Technologies* with Yashar Ghiassi, Mohammed Reza and Derek Bunn, **MSOM**, 2023.  
*Incentive Misalignments in Programmatic Advertising: Evidence from a Randomized Field Experiment* with Thomas Frick and Rahul Telang, **Management Science**, 2023.  
*To make a profit, dating apps must leverage data differently* with Ting Li, **Harvard Business Review**, 2022.  
*Social Referral Programs for Freemium Platforms* with Ting Li, **Management Science**, 2022.  
*Free Riding in Products with Positive Network Externalities: Empirical Evidence from a Large Mobile Network* with Pedro Ferreira, **MIS Quarterly**, 2022.  
*Welfare Properties of Recommender Systems: Theory and Results from a Randomized Experiment* with Pedro Ferreira, Xiaochen Zang and Miguel Godinho de Matos, **MIS Quarterly**, 2021.  
*The Impact of Time-Shift TV on TV Viewership and on Ad Consumption* with Miguel Godinho de Matos, Pedro Ferreira and Filipa Reis, **Management Science**, 2019.  
*Target the Ego or Target the Group: Evidence from a Randomized Experiment in Proactive Churn Management* with Miguel Godinho de Matos and Pedro Ferreira, **Marketing Science**, 2018.  
*Spillover Effects from Wiring Schools with Broadband: the Critical Role of Children* with Pedro Ferreira and Rahul Telang, **Management Science**, 2016.  
*Broadband in School: Impact on Student Performance* with Pedro Ferreira and Rahul Telang, **Management Science**, 2014.

## TEACHING

AI Impact on Business (Nova SBE: Executive MBA, MSc), Network Analytics (Nova SBE & RSM: MSc), Big Data Management and Analytics (RSM: MSc)

## PROFESSIONAL ACTIVITIES

Associate Editor, Information Systems Research, special issue on Market Design and Analytics.  
Track Chair, Associate Editor, International Conference on Information Systems (ICIS), 2017-2022  
Co-chair, Workshop on Statistical Challenges in Electronic Commerce Research (SCECR) in Rotterdam, 2018  
Ad-hoc Reviewer, Management Science, MIS Quarterly, Information Systems Research

## HONORS, AWARDS, & FELLOWSHIPS

Best Paper Award - eBusiness Section (Title: "Effects of Explicit Sponsorship Disclosure on User Engagement in Social Media Influencer Marketing"), INFORMS Annual Meeting, 2021.  
Best Track Paper Award (Track: Data Science, Decision Analytics and Visualization), International Conference on Information Systems, 2017.  
Nomination for Best Paper Award, Workshop on Information Systems and Economics, 2016.  
Nomination for Best Paper Award, INFORMS Annual Meeting, 2016.  
Post-doctoral Grant, Portuguese National Science Foundation (waived), 2015.  
Post-doctoral Grant, Carnegie Mellon University, 2012-15.  
PhD Grant, Portuguese National Science Foundation, 2007.