WIETSKE VAN OSCH

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Department of Telecommunication, Information Studies, and Media
Michigan State University
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EDUCATIONAL BACKGROUND

October 2008 - February 2012
Doctor of Philosophy (Ph.D.) Economics (Information Systems)
Field: Social Media and Online Communities
University of Amsterdam Business School, Department of Information Management
Field: Social Media and Online Communities
Dissertation Title: "Generative Collectives" (defended February 24, 2012)
Dissertation Committee: Dr. Michel Avital (advisor), Rik Maes (co-advisor), Dov Te'eni, Richard Boland, Charles Steinfield, Han van Dissel, and Ard Huizing
First Runner-Up ACM SIGMIS and AIS Best Doctoral Dissertation Award 2012

2008
Master of Philosophy (MPhil) / Master of Science (M.Sc.) in Social Research
Cum Laude
Two Year Master | VU University of Amsterdam, Faculty of Social Sciences
Major: Organization Sciences—Networking and Organizational Renewal
Thesis Specialization: Open Innovation; everyday distributed work practices of knowledge workers in the digitized economy – Case Study of a High-Tech Company in Silicon Valley

Summer 2007
International Summer University Program
Cum Laude
Copenhagen Business School
Major: Management of Knowledge Processes in Networks

2006
Bachelor of Science (B.Sc.) Culture, Organization & Management
Cum Laude
VU University of Amsterdam, Faculty of Social Sciences

2003
International Baccalaureate
Van Der Capellen

UNIVERSITY APPOINTMENTS

August 2012 – present
Tenure-Track Assistant Professor
Department of Telecommunication, Information Studies, and Media
Michigan State University

September 2011-present
Visiting Assistant Professor
Department of Telecommunication, Information Studies, and Media
Michigan State University

October 2008-present
Lecturer
University of Amsterdam Business School

2007
Research Assistant
VU University of Amsterdam

Field: Social Network Analysis and Social Capital

PEER-REVIEWED JOURNAL ARTICLES

Coursaris, C.K., **Van Osch, W,** Sung, J., and Yun, Y. 2013 "Disentangling Twitter's Adoption and Use (Dis)Continuance: A Theoretical and Empirical Amalgamation of Uses and Gratifications and Diffusion of Innovations," *AIS Transactions on HCI*, 5(1), pp. 57-83. Available at: http://aisel.aisnet.org/thci/vol5/iss1/5

Pocatilu, P., Visoiu, A., Doinea, M., **Van Osch, W.** 2012. Mobile Learning and Mobile Technologies in Academia: A Case Study, *Economic Computation and Economic Cybernetics Studies and Research*, 46(3), pp. 79-98.

Doinea, M. and **Van Osch, W**. 2010. "Collaborative Systems: Defining and Measuring Quality Characteristics", *Journal of Applied Collaborative Systems*, 2(1), pp. 50-61.

PEER-REVIEWED CONFERENCE PROCEEDINGS

2013	**Van Osch, W.** (2013). "Organizing for High Generativity: Unraveling the Nature of Internet-Based Generative Collectives," 2013 Annual Meeting of the Academy of Management, Lake Buena Vista Orlando, FL, USA, August 11-14, 2013.
2013	Coursaris, C.K., **Van Osch, W.**, and Balogh, B.A. (2013). "A social media marketing typology: classifying brand facebook page messages for strategic consumer engagement," European Conference on Information Systems (ECIS), Utrecht, Netherlands, June 6-8, 2013.
2013	**Van Osch, W.** and Coursaris, C.K. (2013). Organizational Social Media: A Comprehensive Framework and Research Agenda. *Proceedings of the 46th Hawaiian International Conference on System Sciences (HICSS)*, Maui, Hawaii, USA, January 4-7, 2013.
2013	Coursaris, C.K. and **Van Osch, W.** (2013). A "Cloud Lifestyle": The Diffusion of Cloud Computing Applications and the Effect of Demographic and Lifestyle Clusters. *Proceedings of the 46th Hawaiian International Conference on System Sciences (HICSS)*, Maui, Hawaii, USA, January 4-7, 2013.
2012	**Van Osch, W.** and Coursaris, C.K. (2012). The Duality of Social Media: Structuration and Socialization through Organizational Communication. *The Eleventh Annual Workshop on HCI Research in MIS* (**SIGHCI**). **Best Paper Award.**
2012	**Van Osch, W.** and Stellink, H. (2012). "Distributed Cognition in Online Generative Collectives: Enabling Collective Generative Capacity through Reflections, Interactions and Representations," *Proceedings of the 18th Americas Conference on Information Systems* (**AMCIS**), Seattle, Washington.
2012	**Van Osch, W.** and Coursaris, C.K. (2012). Self, Network, or Society: Exploring Their Relative Effects on Entrepreneurial Self-Efficacy, Attitude, and Intentions. First Pre-European conference for Information Systems (*ECIS*) *Workshop of the Association for Information Systems Special Interest Group for ICT in Global Development (SIG GlobDev)*, Barcelona, Spain, June 10, 2012
2011	**Van Osch, W.**, Avital, M., Mendelson, O and Te'eni, D. (2011). "A Typology of

Affordances: Untangling Sociomaterial Interactions through Video Analysis," *Proceedings of the International Conference on Information Systems* (**ICIS**), Shanghai.

2010   **Van Osch, W.**, Bohnsack, R. and Avital, M., (2010), "From Green IT to Sustainable Value: The Path-Dependent Construction of Sustainable Innovation," ***Best Paper*** *Proceedings of the Annual Meeting of the Academy of Management* (**AOM**), Montréal, Canada.

2010   **Van Osch, W.** and Avital, M., (2010), "Generative Collectives," *Proceedings of the International Conference on Information Systems* (**ICIS**), Saint Louis, Missouri.

2011   **Van Osch, W.**, Avital, M., Mendelson, O and Te'eni, D. (2011). "Biases in Usefulness Assessment: The Realized Value of Generative Support Systems". *Proceedings of the European Conference on Information Systems* (**ECIS**) 2011, Helsinki, Finland.

2011   **Van Osch, W.**, Adelaar, T., and Pitt, M. (2011), "So Many Developers, So Many Projects: Toward a Motivation-Based Theory of Project Selection" *Proceedings of the 17th Americas Conference on Information Systems* (**AMCIS**), Detroit, Michigan.

2011   **Van Osch, W.** and Avital, M. (2011), "The Green Vistas of IT", in: Governance and Sustainability in Information Systems: Managing the Transfer and Diffusion of IT: IFIP WG 8.6 international working conference, Hamburg German, 2011, proceedings, vol. 366, p. 300-305.

2010   **Van Osch, W.** and Avital, M., (2010), "Data Matters: An Analysis of Data Practices in the IS Discpline," *Proceedings of SIGPrag 2010 Workshop at the International Conference on Information Systems (ICIS),* (**SIGPrag**), *Saint Louis, Missouri. Sprouts: Working Papers on Information Systems*, 10(119). http://sprouts.aisnet.org/10-119

2010   **Van Osch, W.** and Avital, M. (2010) "From Green IT to Sustainable Innovation" *Proceedings of the 16th Americas Conference on Information Systems* (**AMCIS**), Lima, Peru.

2010   **Van Osch, W.** and Avital, M. (2009), "Collective Generative Capacity: The Seed of IT-Induced Collective Action and Mass Innovation," *Proceedings of the 8th Journal of Association for Information Systems sponsored Theory Development Workshop* (**JAIS Workshop**), Phoenix, Arizona.

2009   **Van Osch, W.**, Avital, M. (2009). "Idea Work: A Pragmatic Perspective on Action-Based Creativity and Innovation in Everyday Work," *Proceedings > Proceedings of SIGPrag Workshop* (**SIGPrag**), *Sprouts: Working Papers on Information Systems*, 9(69). http://sprouts.aisnet.org/9-69.

2009
        Avital, M. & **Van Osch, W.** (2009). "The Generative Archetypes of Idea Work". *Proceedings of the 25th EGOS Colloquium* (**EGOS**), Barcelona, Spain.

PEER-REVIEWED BOOKS

2012   **Van Osch, W.** (2012) *Generative Collectives*. Ipskamp Drukkers, B.V. Enschede, The Netherlands. ISBN 978-94-90791-09-4.

PEER-REVIEWED BOOK CHAPTERS

2010   **Van Osch, W.**, and Avital, M. (2010) "The Road to Sustainable Value: The Path-Dependent Construction of Sustainable Innovation as Sociomaterial Practices in the Car Industry," in T. Thatchenkery, D. Cooperrider, and M. Avital (Eds), *Positive Design and Appreciative Construction: From Sustainable Development to Sustainable Value, Advances in Appreciative Inquiry*, Volume 4, Emerald, Bingley, UK.

INDUSTRY ARTICLES

2012   **Van Osch, W.,** and Stellink, H. (2012) *Designing smarter online communities to create innovation and support change.* http://www.paconsulting.com/our-thinking/designing-smarter-online-communities-to-create-innovation-and-support-change/

PRIZES & HONORS

2012   **First Runner Up ACM SIGMIS / AIS Best Doctoral Dissertation Award.** At the *International Conference on Information Systems*, December 17, 2012, Orlando, Florida

2012   **Best Paper Award. Van Osch, W.** and Coursaris, C.K. (2012). The Duality of Social Media: Structuration and Socialization through Organizational Communication. *The Eleventh Annual Workshop on HCI Research in MIS* (**SIGHCI**). At the *International Conference on Information Systems*, December 17, 2012, Orlando, Florida

2010   **Van Osch, W.**, Bohnsack, R. and Avital, M., (2010), "From Green IT to Sustainable Value: The Path-Dependent Construction of Sustainable Innovation," ***Best Paper** Proceedings of the Annual Meeting of the Academy of Management* **(AOM)**, Montréal, Canada.

UNDER REVIEW

Van Osch, W. and Steinfield, C. "Boundary Spanning through Enterprise Social Software: An External Stakeholder Perspective" *Submitted to the International Conference on Information Systems* (**ICIS**) 2013.

Coursaris, C.K., **Van Osch**, W., Balogh, B.A., Quilliam, E.T. "Social Media Marketing: Investigating Theoretical and Empirical Links between Purchase Involvement, Strategy, Content, and Media Types" *Submitted to the International Conference on Information Systems* (**ICIS**) 2013.

Coursaris, C.K. and **Van Osch**, W. "Lifestyle-Technology Fit" *Submitted to Information Systems Research* **(ISR)** 2013.

Coursaris, C.K. and **Van Osch, W**. "An Integrated Model of User Satisfaction: Disrupting the Utility-Hedonics Dichotomy," *European Journal of Information Systems* (**EJIS***)*

Coursaris, C.K. and **Van Osch, W**. "A Cognitive-Affective Model of User Satisfaction: The Complementary Effects and Interdependence of Utility and Hedonics in Design", *Information & Management (***I&M***)*

Coursaris, C.K., **Van Osch, W.,** and Sung, J. (2012). A "Cloud Lifestyle": The Diffusion of Cloud Computing Applications and the Effect of Demographic and Lifestyle Clusters (**I&M**)

Van Osch, W., and Avital, M., "From Green IT to Sustainable Value: The Path-Dependence and Path Creation of Sustainable Innovation." *Journal of the Association for Information Systems* (**JAIS: 2nd round**)

IN-PROGRESS

Van Osch, W. and Coursaris, C.K. (2012) "Interdisciplinary Perspectives on Social Media: An Integrative Framework for Future Research" (in preparation for **MISQ**)

Van Osch, W., and Coursaris, C., (2012) "An Agenda and Framework for Organizational Social Media Research" (in preparation for **Organization Science**)

Coursaris, C.K. and **Van Osch, W.** (2012) "A Scientometric Study of Social Media Scholarship" (in preparation for **Journal of Computer-Mediated Communication**)

Van Osch, W., Avital, M., Mendelson, O and Te'eni, D. (2011). "Biases in Usefulness Assessment" *AIS Transactions on HCI* (**THCI**)

Van Osch, W., and Avital, M., "Generative Collectives" *Organization Science* (**OrgSci**)

Van Osch, W., Adelaar, T., and Pitt, M. (2011), "A Motivation-Based Theory of Open Source Project Selection" *Organization Studies (**OS**)*

Van Osch, W., Avital, M., Mendelson, O and Te'eni, D. (2011). "A Typology of Affordances: Analyzing and Assessing Sociomaterial Use Patterns" *Information & Organization* (**I&O**)

EXTERNALLY FUNDED PROJECTS

2011-2013	**Leo Burnett** funded research project "Deconstructing Strategic Marketing Communications on Social Media: Enabling Structuration, Socialization, and Crisis Management" **(Co-PI).** Amount: $65,000
Under review	**NSF SoO Program** "Enterprise Social Software: The Quest for Multi-Sector, Multi-Stakeholder, Multi-Stage Success Methods and Metrics" **(Co-PI)**. Requested amount: $311,565 (Submitted January, 2013)
Under review	**NSF VOSS Program** "The Anatomy of Virtual Product Development Teams: Boundary Spanning through Social Media" **(Co-PI)**. Requested amount: $363,223. (Submitted January, 2013)
Under review	**NSF HCC Program** "Generative Collaboration: A Multimodal Multiplex Network Perspective of Social Media Usage in Global Innovation Teams" **(PI).** Requested amount: $494,140. (Submitted December, 2012)

TEACHING EXPERIENCE

| Fall 2011/2012 | **Social Computing** |
| | *Michigan State University* |

| Fall/Spring 2011 | **Introduction to Information Technology and Media** |
| Fall 2012 | *Michigan State University* |

| 2010 | **Information & Innovation (also Information, Design & Innovation)** |
| | *University of Amsterdam Business School / Computer Science Department* |

| 2008 - 2010 | **Organization & Management** |
| | *University of Amsterdam Business School* |

| 2010 | **Qualitative Data Analysis (with NVivo)** |
| | *University of Amsterdam Business School* |

2008-present	**M.Sc. and B.Sc. Thesis Supervision**
	University of Amsterdam Business School
	Supervision of M.Sc. and B.Sc. theses on a range of topics, such as online communities and innovation, social media, e-business, e-marketing, mobile education and other topics.

DOCTORAL COURSEWORK & WORKSHOPS

| Summer 2011 | **KIN Workshop** |
| | *VU University Amsterdam* |

| 2010 – 2011 | **BENAIS Information Management Ph.D. Advanced Research Seminar** |
| | *University of Amsterdam* |

| 2009 – 2010 | **BENAIS Information Management Ph.D. Advanced Research Seminar** |
| | *University of Amsterdam* |

| 2008 – 2009 | **BENAIS Information Management Ph.D. Foundations Seminar** |
| | *University of Amsterdam* |

| 2008 | **Advanced Network Analysis** |
| | *University of Amsterdam* |

| 2008 | **LISREL** |
| | *University of Amsterdam* |

2008	**Applied Continuous Multivariate Analysis**
	University of Amsterdam
2008	**Center for Work, Technology and Organization (WTO) Colloquium Lectures**
	Stanford University

SERVICE ACTIVITIES

2013	**VP of Marketing for the AIS Special Interest Group on Human Computer Interaction (SIGHCI)**
2012	**Associate Editor Visual Media Track at the International Conference on Information Systems, Orlando, Florida**
2009 - 2011	**Co-organizer of the BENAIS Information Management Ph.D. Seminars and Conferences**
	This included acquiring both internal and external funding for research colloquia and conferences

2010 - 2011	**Chair UvAPro (Ph.D. Council of the University of Amsterdam)**
	This included acquiring both internal and external funding for research colloquia, conferences, and other activities (career advice and counseling)
2009 - 2010	**Secretary UvAPro (Ph.D. Council of the University of Amsterdam)**
2010	**Coordinator of the Student Committee for the EQUIS Business School accreditation and Author of the EQUIS Student Report**

REVIEWING ACTIVITIES

Reviewer, Information Systems Research (ISR)
Reviewer, Communications of the AIS (CAIS)
Reviewer, Organization Science
Reviewer, Journal of the Association for Information Systems (JAIS)
Reviewer, International Conference on Information Systems (ICIS)
Reviewer, Americas Conference on Information Systems (AMCIS)
Reviewer, Hawaii International Conference on System Sciences (HICSS)
Reviewer, European Conference on Information Systems (ECIS)
Reviewer, IFIP8.2

PROFESSIONAL ASSOCIATIONS

- Association for Information Systems (**AIS**) 2009 – *present*
- Academy of Management (**AOM**) (Divisions: Organizational Communication & Information Systems ; Technology & Innovation Management) 2009 – *present*
- Special Interest Group – Pragmatist Research (**SIGPrag**) 2009 – *present*

CONSULTING & OTHER NON-ACADEMIC POSITIONS

2008	**Consultant for Xyratex, San Jose (Silicon Valley, CA)**
	Aim: Enhancing Knowledge Sharing, Open Innovation and People Management Practices
2008	**Technical Writing for Society for Technical Communication Silicon Valley Chapter (STC-SVC)**
2006 – 2008	**Information Specialist and Statistical Analyst for Historic Center Overijssel (Zwolle, The Netherlands)**

ADDITIONAL SKILLS

Computer Skills: SPSS, LISREL, SMARTPLS, UCINET, E-NET, GEPHI, Nvivo (course instructor), Atlas.ti
Language Skills: Dutch (mother tongue), English (International Baccalaureate— English as mother tongue program), German (fluent), French (proficient)

LIST OF REFERENCES

Michel Avital

(Advisor & dissertation co-chair)
Associate Professor
University of Amsterdam
Business School
Department of Information Management
Roetersstraat 11
1018WB Amsterdam
Phone: (+31) 20-525-5059
Email: avital@uva.nl

Charles Steinfield

Full Professor | Chair Telecommunication,
Information Studies, and Media
Room 409, Communication Arts Building
Michigan State University
East Lansing, MI 48824-1212
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Email: steinfie@msu.edu

Dymph van den Boom

Rector Magnificus (President) of the
University of Amsterdam and Member of the
Executive Board of the University of
Amsterdam
Spui 21
1012 WX Amsterdam
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Dov Te'eni

Full Professor | President AIS
The Leon Recanati School of Business
Administration
Tel-Aviv University
Phone: (972) 3-6408112
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Allan Hodgson

Former Dean of the Amsterdam Business
School
Professor of Accounting
The Univerisity of Queensland Business
School
408 Colin Clark
St. Lucia
Phone: +61 7 3346 3288
Email: a.hodgson@business.uq.edu.au