

MICHAEL DAVID GORDON

Entrepreneurial Studies
Stephen M. Ross School of Business
University of Michigan
Ann Arbor, MI 48109-1234
(734) 615-6663
mdgordon@umich.edu

EDUCATIONAL BACKGROUND

A.B., Psychology, University of Michigan, 1974
M.S., Computer Science, University of Michigan, 1981
Ph.D., Computer Science, University of Michigan, 1984

PREVIOUS APPOINTMENTS

University of Michigan
Faculty Director, Center for Social Impact 2105-present
Associate Dean of Information Technology, 2002-2005
Arthur F. Thurnau Professor of Business Information Technology,
2000-present
Professor, Entrepreneurial Studies, 2012-present
Professor, Business Information Technology
(formerly Computer and Information Systems), 1998 - 2012
Department Chair, 1995 - 2002, 2005-2006
Associate Professor, Computer and Information Systems, 1991-1998
Assistant Professor, Computer and Information Systems, 1984-1991
Bell Communications Research (Bellcore),
Visiting Scientist (Sabbatical) 1993-1994
Wayne State University
Assistant Professor, Computer Science, 1983-84

SCHOLARLY HONORS AND AWARDS

Computerworld / Smithsonian Honors Laureate: "Information Technology
Champions," April 2005.
Computerworld/Smithsonian Laureate: "Interactive Simulation of Business
Processes Using the Internet," April 2000.
Computerworld/Smithsonian Laureate: "Research Laboratory for Electronic
Commerce (e-Lab)," April 2000.
Arthur F. Thurnau Professor of Business Information Technology.

RESEARCH GRANTS

- Poverty Solutions Initiative, University of Michigan. "Barrier Busters in HOPE Village Neighborhood Network." Awarded: Spring 2017. \$25,000
- Cluster Hire, University of Michigan. "Sustainable Food Systems."
Awarded: Summer 2011. Value: up to \$3 MM, est.
- W.K. Kellogg Foundation, 2008. "Base of the Pyramid Protocol for Southern Africa." (Stef Coetze, Michael Gordon, Stuart Hart). \$300,000.
- W.K. Kellogg Foundation, 2006. "A Base of the Pyramid Learning Lab for Southern Africa." (Stef Coetze, Michael Gordon, Stuart Hart). \$150,000.
- National Science Foundation, 2002. "Socio-Technical Infrastructure for Electronic Commerce." (Jeffrey Mackie-Mason, Michael Gordon, Michael Wellman). \$2,700,000.
- Intel Corporation, 2000. "A Joint-Degree in e-Business." (Michael Gordon, Jeffrey Mackie-Mason, Michael Wellman). \$200,000.
- IBM Shared University Research Grant, 1999. "e-Lab and commKnowledge." P.I. \$65,000
- AT&T/Lucent Research Grant, 1997. "Literature-based Discovery." P.I. \$20,000.
- AT&T Faculty Research Grant, 1994. "Information Acts." P.I. along with Scott Moore. \$20,000.
- Rackham Faculty Research Grant, University of Michigan, 1992-1993. \$10,000.

PROFESSIONAL SERVICE

Editorial Board,

Journal of Information Technology Management, 1989-present

Michigan Journal of Community Service Learning, 1994-present

International Journal of Electronic Business, 2002-present

International Journal of Information Systems and Management, 2006-present

Ad hoc referee for:

National Science Foundation, Canadian Engineering Research Council, Communications of the ACM, Journal of the American Society for Information Science, Information Processing and Management, Information Systems Research, IEEE Expert, IEEE Systems, Man, and Cybernetics, ACM Transactions on Information Systems, Decision Support Systems, University of Western Ontario Faculty Research Program, Hawaii International Conference on Systems Science, International Conference on Information Systems, Conference on Genetic Algorithms, British Library, Strategic Management Journal

SELECTED PUBLICATIONS

Articles in Refereed Journals and Books

- Gordon, Michael and Wilf, Sara. "The Roots of Social Change: Young Changemaking in Global Context." *Social Innovations Journal*. Vol 52. November, 2018.
- Gordon, Michael, and Papi-Thornton, Daniela. "Rethinking Business Plan Competitions." *Stanford Social Innovation Review*. Nov. 2106.
- Yue Chen, Weiguo Fan, and Michael Gordon. "The Joint Moderating Role of Trust Propensity and Gender on Consumers' Online Shopping Behavior Computers in Human Behavior." *Computers in Human Behavior*. To appear.
- Gordon, Michael. "How Social Enterprises Change: The Perspective of the Evolution of Technology." *Journal of Social Entrepreneurship*. Vol. 7, No. 2: 2016, pp. 189-210.
- Fan, Weiguo and Gordon, Michael. "The Power of Social Media Analytics." *Communications of the ACM*. Vol 57, No. 6, 2014, pp. 74-81.
- "Base of the Pyramid Lessons from South Africa." In: *New Markets, New Mindsets: Creating Wealth with South Africa's Low-income Communities through Partnership and Innovation.* Jacana Media: South Africa. (Tashmia Ismail, Nicola Kleyn, and Gwen Answell) 2012.
- "So You Want to Be a Social Entrepreneur: Starting Out, Scaling Up, Staying Committed," In: *Studies in Social Entrepreneurship and Sustainability: The Oikos Collection Vol. 2*, Greenleaf Publishing: UK. (Edited by Jost Hamschmidt and Michael Pirson) 2011.
- Wu, Harris, Gordon, Michael D., and Fan, Weiguo "Collective Taxonomizing: A Collaborative Approach to Organizing Document Repositories." *Decision Support Systems* Vol 50, No. 1: 2010, pp. 292-303 .
- "Evolution and How to Change the World." In: *Positive Design and Appreciative Construction: From Sustainable Development to Sustainable Value. Advances in Appreciative Inquiry*, Vol. 4. Emerald Group Publishing: UK. (Edited by Tojo Thatchenkery, Davild Cooperrider, Michel Avital) 2010.

- "From Social Tagging to Social Hierarchies: Sharing Deeper Structural Knowledge in Web 2.0" (Wu, Harris and Gordon, Michael D.) *Communications of the Association for Information Systems*: Vol. 24, Article 45, 2009.
- "Management Education and the Base of the Pyramid." *Journal of Management Education*. Vol. 32, No. 6, 2008, pp. 767-781.
- "Leveraging Information Technology to Support Agents of World Benefit." (Michel Avital, Kalle Lyytinen, John King, Michael Gordon, Edward Granger-Happ, Richard Mason, Richard Watson). *Communications of the Association for Information Systems*. Vol. 19, 2007. pp. 567-588.
- "Collaborative Structuring - Organizing Document Repositories Effectively and Efficiently." (Harris Wu and Michael Gordon). *Communications of the ACM*. Vol. 59, No. 7, 2007, pp. 86-91.
- "On a Linear Mixture of Expert Approaches to Information Retrieval," (Weiguo Fan, Michael Gordon, Praveen Pathak). *Decision Support Systems*. Vol. 42, No. 2, 2006, pp. 975-987..
- "An Integrated, Two-Stage Model for Intelligent Information Routing," (Weiguo Fan, Michael Gordon, Praveen Pathak). *Decision Support Systems*. Vol. 42, No. 1, 2006, pp. 362-374.
- "Adaptive Web Search: Evolving a Program that Finds Information," (Michael Gordon, Weiguo Fan, Praveen Pathak). *IEEE Intelligent Systems*. Vol. 21, No. 5, 2006, pp. 72-77.
- "Mining Web Navigations for Intelligence," (Harris Wu, Michael Gordon, Kurt DeMaagd, Weiguo Fan). *Decision Support Systems*. Vol. 41, No. 3, 2006, pp. 574-591.
- "Adapting an Offline Learning Game for Online Play." (Nathan Bos, N. S. Shami, Michael Gordon, Timothy Fort) *Educational Technology Research and Development*. Vol. 54, No. 6, 2006..
- "A Simulated Consulting Project with a Deregulating Utility Company." (Nathan Bos and Michael Gordon). *Simulation and Gaming*. Vol 36, No.1. 2005.
- "Genetic Programming Based Discovery of Ranking Functions for Effective Web Search," (Weiguo Fan, Michael Gordon, Praveen Pathak). *Journal of Management Information Systems*. Vol. 21, No. 4, 2005, pp. 37-56.
- "Effective Profiling of Consumer Information Retrieval Needs: A Unified Framework and Empirical Comparison." (Weiguo Fan, Michael

Gordon, Praveen Pathak). *Decision Support Systems*. Vol. 40, No. 2, 2005, pp. 213-233.

“The Utility Company: Simulating the Human Side of Organizational Change.” (Nathan Bos, Michael Gordon) *Simulation & Gaming*. Vol. 36, No. 1, 2005, pp. 91-113.

“Designing a Globalization Game to Teach Corporate Social Responsibility,” (N.S. Shami, Nathan Bos, Timothy Fort, Michael Gordon). *Developments in Business Simulation and Experiential Learning*, Vol. 37., 2004, pp. 22-27, Best Paper Award.

“A Generic Ranking Function Discovery Framework by Genetic Programming for Information Retrieval.” (Weiguo Fan, Michael Gordon, Praveen Pathak). *Information Processing and Management*. Vol. 40, No. 4, 2004, pp. 587-602.

“Discovery of Context-Specific Ranking Functions for Effective Information Retrieval Using Genetic Algorithms.” (Weiguo Fan, Michael Gordon, Praveen Pathak). *Transactions on Knowledge and Data Engineering*. Vol. 16, No. 4, 2004, pp. 523-527.

“The Architecture of commKnowledge: Combining Link Structure and User Actions to Support and Online Community.” (Michael Gordon, Weiguo Fan, Sheizaf Rafaeli, Harris Wu, Neveen Farag). *International Journal of Electronic Business*, Vol. 1, No. 1, 2003, pp. 69-82.

“Literature-Based Discovery on the World Wide Web.” (Michael Gordon, Robert K. Lindsay, Weiguo Fan). *Transactions on Internet Technology*. Vol. 2, No. 4, 2002, pp. 261-275.

“Web Search -- Your Way.” (Eric J. Glover, Steve Lawrence, Michael D. Gordon, William P. Birmingham, C. Lee Giles). *Communications of the ACM*, Vol. 44, No. 12, 2001, pp. 97-102.

“Literature-Based Discovery by Lexical Statistics.” (Robert K. Lindsay and Michael Gordon). *Journal of the American Society for Information Science*, Vol. 50, No. 7, 1999, pp. 574-587.

“Finding Information on the World Wide Web: The Retrieval Effectiveness of Search Engines.” (Michael Gordon and Praveen Pathak). *Information Processing and Management*, Vol. 35, No. 2, 1999, pp. 141-180.

“Depicting the Use and Purpose of Documents to Improve Information Retrieval.” (Michael Gordon and Scott Moore). *Information Systems Research*, Vol. 10, No. 1, March 1999, pp. 23-37.

- "Using Latent Semantic Indexing for Literature Based Discovery." (Michael Gordon and Susan Dumais). *Journal of the American Society for Information Science*. Vol. 49, No. 8, 1998, pp. 674-685.
- "It's 10 a.m. Do You Know Where Your Documents Are? The Nature and Scope of Information Retrieval Problems in Business." *Information Processing and Management*. Vol. 33, No. 1, 1997, pp. 107-121.
- "Toward Discovery Support Systems: A Replication, Re-Examination, and Extension of Swanson's Work on Literature-Based Discovery of a Connection between Raynaud's and Fish Oil," (Michael Gordon and Robert K. Lindsay). *Journal of the American Society for Information Science*. Vol. 47, No. 2, 1996, pp. 116-128.
- "When is the Probability Ranking Principle Sub-Optimal?" (Michael Gordon and Peter Lenk) *Journal of the American Society for Information Science*. Vol. 43, No. 1, 1992, pp. 1-14
- "A Utility Theoretic Examination of the Probability Ranking Principle in Information Retrieval," (Michael Gordon and Peter Lenk) *Journal of the American Society for Information Science*. Vol. 42, No. 10, 1991, pp. 703-714.
- "The Management and Control of Written Information: Growing Concern Amid the Failure of Traditional Methods," (David Blair and Michael Gordon) *Information & Management*. Vol. 20, 1991, pp. 239-246.
- "A Storage and Access Manager for Unstructured Information," (Jeffrey Kottemann, Michael Gordon, and Jack Stott). *Communications of the ACM*. Vol. 34, No. 8, August 1991, pp. 94-103.
- "Ranking Large Document Collections by a State Space Search," *Information Processing and Management*. Vol. 27, No. 1, 1991, pp. 27-41.
- "User-Based Document Clustering by Redescribing Subject Descriptions with a Genetic Algorithm," *Journal of the American Society for Information Science*. Vol. 42, No. 5, June 1991, pp. 311-322.
- "Evaluating the Effectiveness of Information Retrieval Systems Using Simulated Queries." *Journal of the American Society for Information Science*. Vol. 41, No. 5, 1990, pp. 313-323.
- "Novel Applications of Information Retrieval to the Storage and Management of Computer Models." (Michael Gordon and Jim Fry) *Information Processing and Management*. Vol. 25, No. 6, 1989, pp. 629-646.

"Manfred Kochen: Remembrances of a Scholar and a Gentle Man" *Journal of the American Society for Information Science*. (Michael Gordon, David Blair, and Robert Lindsay). Vol. 40. No. 4, 1989, pp. 223-225.

"Recall-Precision Trade-Off: A Derivation." (Michael Gordon and Manfred Kochen) *Journal of the American Society for Information Science*. Vol. 40, No. 3, 1989, pp. 145-151.

"Probabilistic and Genetic Algorithms for Document Retrieval."
Communications of the ACM, Vol. 31, No. 10, 1988, pp. 1208-1218.

"The Necessity for Adaptation in Modified Boolean Document Retrieval Systems." *Information Processing and Management*. Vol. 24, No. 3, 1988, pp. 229-241.

Books

Social Enterprise and Social Entrepreneurship: Design Your Life, Change the World. Your Path as a Social Entrepreneur. 2011.

Inclusivity: Will America Find its Soul Again? (Michael Gordon and Christian Sarkar). 2012.

Other Publications

"Becoming a Social Entrepreneur: Starting Out, Scaling Up, and Staying Committed," extended version of previously published article. *oikos Case Quarterly*, No 4., Autumn, 2011.

"Combinatorial Evolution and Social Entrepreneurship." 7th Annual Satter Conference of Social Entrepreneurs, NYU Stern's Berkeley Center for Entrepreneurship and Innovation. November, 2010.

"So You Want to Be a Social Entrepreneur: Starting Out, Scaling Up and Staying Committed." First Prize, American Academy of Management Social Entrepreneurship Track, Summer 2010. Reprinted in *Studies in Social Entrepreneurship and Sustainability. The oikos Collection*. Vol. 2. 2011.

"The Tip of the Iceberg: The Quest for Innovation at the Base of the Pyramid." (Michael Gordon and Neveen Awad). Refereed book chapter: *Literature-Based Discovery*. (Peter Bruza and Marc Weeber, Ed.) Springer Verlag. Berlin, 2008.

- “Regularized Least Absolute Deviations Regression, an Efficient Algorithm for Parameter Tuning and its Application in Image Reconstruction.” (Li Wang, Ji Zhu, and Michael Gordon). *IEEE International conference on Data Mining (ICDM)*. Dec. 2006, Hong Kong.
- “The Benefits, Innovations, and Uses of Information and Communication Technology at the Base of the Pyramid.” (Michael Gordon, Li Wang, Vijay Dakshinamoorthy.) International Conference on Information Systems. Milwaukee, WI., Dec. 2006.
- “Innovative Uses of Technology for Solving Societal Problems at the Base of the Pyramid.” Conference on Business as an Agent of World Benefit. Cleveland, OH. Nov. 2006.
- “Teaching about Bottom of the Pyramid Enterprise through Field Work and Simulation.” Conference on Business as an Agent of World Benefit. Cleveland, OH. Nov. 2006
- “An Empirical Investigation of Innovation and Community Development through Information and Communication Technology.” (Michael Gordon, Li Wang, Vijay Dakshinamoorthy, Allen Hammond). *International Conference on Information and Communication Technology and Development*. May 2006, Berkeley, CA..
- “Strategic Initiatives at the Base of the Pyramid. A Protocol for Mutual Value Creation.” (Erik Simanis, Stuart Hart, Gordon Enk, Duncan Duke, Michael Gordon, Allyson Lippert). www.bop-protocol.org
- “SimMAP: Turning Action-Based Learning into Simulated Consulting Projects.” (Nathan Bos and Michael Gordon). *ABSEL 2005*, March 16-18, Orlando, FL.
- “Designing a Globalization Game to Teach Corporate Social Responsibility.” (N.S. Shami, Nathan Bos, Timothy Fort, Michael Gordon). *Proceedings of ABSEL 2004*. Winner of Best Paper Award.
- “A Flexible, feasible model for simulated project-based learning.” (Michael Gordon,, Nathan Bos, Thomas Knox).. *E-Learn Conference, 2003*.
- “Simulation of Tradeoffs in Socially-responsible Globalization.” (Nathan Bos, Timothy Fort, Michael Gordon). *World Conference on E-Learning, 2003*, p. 23-26.
- “Principal Clusters Analysis.” (H. Wu, M. Gordon, K. Demaagd, W. Fan). *Proceedings of the 18th International Conference of Information Systems (ICIS)*. December 2002. Barcelona, Spain, pp. 757-762.

- "Personalization of Search Engine Services for Effective Retrieval and Knowledge Management." (W. Fan, M. D. Gordon, P. Pathak). *Proceedings of the 16th International Conference on Information Systems (ICIS)*. December 2000. Brisbane, Australia.
- "Effective Information Retrieval Using Genetic Algorithm-Based Matching Function Adaptation." (P. Pathak, M. D. Gordon, W. Fan). *Proceedings of the 33rd Hawaiian International Conference of Systems Science (HICSS)*, Jan 4-7 2000, Maui, Hawaii.
- "Automatic Generation of Matching Functions by Genetic Programming for Effective Information Retrieval." (W. Fan, M. D. Gordon, P. Pathak). *Proceedings of the 1999 Americas Conference of Information Systems*, Milwaukee, WI, Aug. 13-15, 1999, pp. 49-51.
- "Recommending Web Documents Based on User Preferences." (Eric Glover, Steve Lawrence, Michael Gordon, William Birmingham, C. Lee Giles). ACM SIGIR, Workshop on Recommender Systems: Algorithms and Evaluation. University of California, Berkeley, CA, August 1999. Part of the 22nd International Conference on Research and Development in Information Retrieval.
- "Improving Web Search Using Utility Theory." (Eric Glover, William Birmingham, Michael Gordon). *Proceedings of the First International Workshop on Web Information and Data Management (WIDM'98)*, Bethesda, MD, November 6, 1998, pp. 5-8.
- "Comparative Study of the Retrieval Effectiveness of Internet Search Engines." (Michael Gordon and Praveen Pathak). *Proceedings of the Third INFORMS Conference on Information Systems and Technology*, April 26-28, 1998, pp. 156-160.
- "A Review of *Machine Intelligence and Related Topics*," by Donald Michie, Gordon and Breach, Science Publishers, Inc.; New York, 1982. *Artificial Intelligence*. Vol. 3, No. 3, March 1987, pp. 399-400.
- "A Review of Computer-Based Message Services," H. T. Smith, ed., North Holland, Amsterdam, 1984 (Michael Gordon, Richard Belew, Manfred Kochen, Robert Lindsay, and Michael Lougee). *Information Processing and Management*. Vol. 22, No. 4, 1986, p. 357.
- "Computer-Mediated Collaborative Writing." (Michael Gordon, Richard Belew, Manfred Kochen, Robert Lindsay, Michael Lougee). *Proceedings of the National Online Meeting*. New York, NY, May 1986, pp. 147-156.

"Review of J. A. Feldman, 'Connections: Massive Parallelism in Natural and Artificial Intelligence'" *BYTE*, April, 1985 (Michael Gordon, Robert Lindsay, Richard Belew, Manfred Kochen, and Michael Lougee). *ACM Computing Reviews*, New York, NY.

"A Genetic Algorithm for Document Retrieval." *Proceedings of Workshop on Foundations of Adaptive Information Processing*. University of Regina, Saskatchewan, June 1985.

"A Learning Algorithm Applied to Document Redescription." *Proceedings of the International Association for Computing Machinery SIGIR Conference on Research and Development in Information Retrieval*, June 1985, pp. 179-86.

"Managing Computerized Conferences" (Michael Gordon, Richard Belew, Manfred Kochen, Robert Lindsay). *Proceedings of National Online Conference*. New York, NY, May 1985, pp. 179-84.