

---

## Hila Etzion

### LEO Lecturer IV of Technology & Operations

Stephen M. Ross School of Business, University of Michigan  
701 Tappan St. Ann Arbor, MI 48109-1234  
(734)-358-1854  
E-mail: [etzionh@umich.edu](mailto:etzionh@umich.edu)

---

#### ACADEMIC APPOINTMENTS

- 2018- present** LEO Lecturer IV, Technology & Operations  
Stephen M. Ross School of Business,  
University of Michigan, Ann Arbor MI
- 2015- 2018** LEO Lecturer III, Technology & Operations  
Stephen M. Ross School of Business,  
University of Michigan, Ann Arbor MI
- 2005 – 2015** Assistant Professor of Technology & Operations  
Stephen M. Ross School of Business  
University of Michigan, Ann Arbor MI

#### EDUCATION

- 2005** Ph.D. in Computers and Information Systems  
William E. Simon School of Business Administration  
University of Rochester, Rochester, NY
- 2003** Master of Science in Management  
William E. Simon School of Business Administration  
University of Rochester, Rochester, NY
- 1999** BS (Summa Cum Laude) in Industrial Engineering and Management  
Technion – Israel’s Institute of Technology, Haifa, Israel,  
Made president’s honor list, the highest distinction, four successive years.

#### RESEARCH INTERESTS

Professor Etzion develops theoretical frameworks for evaluating the viability and the profitability of innovative strategies which utilize online selling. Her research interests include online auctions, managing multiple selling mechanisms online, pricing strategies for online services with network externalities, and the simultaneous management of offline and online selling channels.

#### PUBLICATIONS

- 1) Hila Etzion and Kuruzovich Jason. “Online Auctions and Multi-Channel Retailing.” *Management Science* ; June 2018, Vol 64, Issue 6, pp. 2473-2972
- 2) Hila Etzion and Min-Seok Pang. “Complementary Online Services in Competitive Markets: Maintaining Profitability in the Presence of Network Effects.” *Management Information Systems Quarterly*, 2014 , Vol 38, No 1, pp. 231-248
- 3) Hila Etzion and Scott A. Moore. “Managing Online Sales with Posted-Price and Open-Bid Auctions” *Decision Support Systems*, 2013, 54(3), pp. 1327-1339.

- 4) Min-Seok Pang and Hila Etzion. "Research Note – Analyzing Pricing Strategies for Online-Services with Network Effects" *Information Systems Research*, 2012, Vol 23, No 4, pp. 1364-1377.
- 5) Hila Etzion and Edieal Pinker. "Asymmetric competition in B2B Spot Markets," *Production and Operations Management*, 2008, Vol. 17, No 2, pp. 150-161.
- 6) Hila Etzion, Edieal Pinker and Abraham Seidmann. "Analyzing the Simultaneous Use of Auctions and Posted Prices for On-line Selling," *Manufacturing & Service Operations Management*, 2006, Vol. 8, No 1, pp. 68-91.

#### ARTICLES IN REFEREED CONFERENCE PROCEEDINGS

- 1) "Online Services in competitive Markets- A Study of Prisoner's Dilemma and Bertrand Supertraps," *Proceeding of the 2010 Conference on Information Systems and Technology (CIST)*, Austin, Texas.
- 2) "Pricing Products and Complementary Online Services at the Presence of Network Externalities," *Proceedings of the 29<sup>th</sup> International Conference on Information Systems (ICIS)* Paris, France, Dec.2008.
- 3) "Simulation of Online Selling with Posted Prices and Auctions: Can Analytical Models with Sealed Bid Auctions Predict Dual-channel Performance?" *Proceedings of the 41<sup>st</sup> Hawaii international Conference on System Sciences (HICSS)*, January 2008.
- 4) "Pump up the Volume? Examining the Relationship between Number of Online Reviews and Sales," *Proceedings of the 28<sup>th</sup> International Conference on Information Systems (ICIS)*, Montreal, Quebec, December 2007.
- 5) "Examining the Relationship between Number of Online Reviews and Sales," *Proceeding of the 2007 Conference on Information Systems and Technology (CIST)*, Seattle Washington.

#### PRESENTATIONS

- 1) "Online Auctions and Multichannel Retailing," Cox School of Business, Southern Methodist University, Dallas TX, February 2012
- 2) "Online Auctions and Multichannel Retailing," Workshop on Information Systems and Economics (WISE), December 2012
- 3) "Online Auctions and Multichannel Retailing," Robins School of Business, University of Richmond, Oct 2012
- 4) "Online Services: How Firms Should Adjust Their Strategies Due to Network Effects," INFORMS Annual Meeting, Charlotte, NC, November 2011. **Invited talk.**
- 5) "Competing with Products and Online Services in the Presence of Network Effects" 31<sup>st</sup> International Conference on Information Systems (ICIS), St Louis, Missouri, December 2010.
- 6) "Analyzing Pricing Strategies for Online-Services with Network Externalities" (WISE), Phoenix Arizona, December 2009.
- 7) "Simulation of Online Selling with Posted Prices and Auctions: Can Analytical Models with Sealed Bid Auctions Predict Dual-channel Performance?" 41<sup>st</sup> Hawaii international Conference on System Sciences (HICSS), January 2008. Strategies for Online-Services with Network Externalities." Workshop on Information Systems and Economics
- 8) "Pump up the Volume? Examining the Relationship between Number of Online Reviews and Sales," 28<sup>th</sup> International Conference on Information Systems (ICIS), Montreal, Quebec, Dec 2007.
- 9) "The Online Channel Selection Problem for Producers of Information Goods," Workshop on Information Systems and Economics (WISE), Montreal Canada, December 2007.
- 10) "Stay Out of my Forum! Evaluating Firm Involvement in Online Ratings Communities," Workshop on Information Systems and Economics (WISE), December 2006
- 11) "Managing Online Sales: The Simultaneous Use of Posted Price and Open-Bid Auctions," INFORM Annual Meeting, Pittsburg, PA, November 2006. **Invited talk.**
- 12) "Interaction between Different Supplier Types on B2B Spot Markets," INFORM Annual Meeting, Pittsburg, PA, November 2006.

- 13) “Analyzing the Simultaneous Use of Auctions and Posted Price for Online Selling,” presented as part of the STIET program, University of Michigan, October 20, 2005.
- 14) “Analyzing the Simultaneous Use of Auctions and Posted Price for Online Selling,” Ross School of Business, University of Michigan, January 2005.
- 15) Analyzing the Simultaneous Use of Auctions and Posted Price for Online Selling,” University of Connecticut School of Business, January 2005.
- 16) “The Evolving Market for Independent Software Vendors and Other Value Added Resellers,” Workshop on Information Systems and Economics (WISE) Washington D.C., December 2004
- 17) “Simultaneous on-line Selling Using Auctions and Posted Price”, INFORMS Annual Meeting, Atlanta, GA, October 2003. **Invited talk.**
- 18) “Analyzing the Simultaneous Use of Auctions and Posted Price for on-line Selling”, Workshop on Information Systems and Economics, Barcelona, Spain, December 2002.
- 19) “Selling Online with Auctions and Fixed-Price in Parallel,” INFORMS Annual Meeting, San Jose, CA, October 2002.

### TEACHING EXPERIENCE

Professor Etzion’s is enthusiastic about teaching software and tools which are essential for Business Schools’ graduates in today’s data driven economy. Professor Etzion is an expert in Excel, coding in VBA for Excel, Python for working with data, SQL & Databases, and Tableau for data visualization. Her courses provide students with hands-on experience with those tools, complimented with real world projects.

#### University of Michigan, Ross School of Business

##### TO 712 *Excel Skills for Business* (OMBA Elective) 2021- present

Excel remains the “go to” tool in most business environments for any type of initial data analysis, decision making, charting, and problem solving. In this course students become expert in Excel, learning a variety of useful Excel’s functions and tools.

##### TO 420 *Introduction to coding with Python* (BBA Elective) 2019- present

This course is intended for BBAs with no prior programming experience. This course helps students get a fast grasp of what coding is all about, while learning the basics of programming in Python. It prepares students for advance business courses which require programming but do not focus on the teaching of coding. Students learn Python data structures, conditional execution, iterations, working with files and more

##### TO 415 *Advance Excel Skills with VBA* (BBA Elective) 2017- present

In this new course students develop advanced technical skills with Visual Basic for Excel and learn how to utilize VBA to create efficient and user friendly Excel applications. The course demonstrates how to use VBA within Excel to automate repetitive and time consuming tasks, generate interactive reports, create user defined Excel functions and much more. The course also introduces students to general programming.

##### TO 412 Professional Capstone: *Data Driven Management* (BBA Elective) 2016- present

A BBA course that teaches the basic tools in acquisition, management, and visualization of large data sets. Students learn how to: store, manage, and query databases via SQL; quickly construct insightful visualizations of multi-attribute data using Tableau; use the Python programming language to manage data as well as connect to APIs to efficiently acquire public data.

- TO 515 ***Business Application Development with VBA for Excel*** (MBA Elective) 2010 -present  
This course introduces students to the Visual Basic for Applications programming language and focuses on its use in the context of Excel for enhancing business applications.
- TO 411 ***Decision Support with Excel*** (BBA Elective) 2006 -present  
In this course students learn advance Excel tools to support managerial decision making. I coordinated and taught 2 to 3 sections every semester.
- BIT 885 ***Applications of Economics in Managing Information Systems*** (Doctoral Seminar)  
*Fall 2006, 2007, 2010*  
Solely responsible for developing the class material; exhibiting economic theory being used for current research in information and operation management.

### **University of Rochester, Simon School of Business**

- CIS401 ***Information Systems for Managers*** (MBA Core)  
Winter 2002, Winter 2003, Fall 2001, Summer 2001, Summer 2002  
Was responsible for teaching the labs covering Excel and Access for an MBA core class, and developed new class material and assignments.

### **The Technion, Israel, Industrial Engineering & Management**

- Model-Based Enterprise Management***, Spring 2000  
Taught an interactive lab working with BAAN's ERP software. Developed and guided students' projects.
- Linear Dynamic Systems***, Winter 1999  
Recitation course instructor. Developed the course's material; taught three sessions a week.

### **PROFESSIONAL EXPERIENCE**

- *Consultant and Project Manager*, MedaTech, Information Technology Ltd, Haifa Israel, 1999. Implemented ERP software, "Priority", in a variety of companies and manufactories. Specifically, I characterized the needs of different departments and redesigned the required working processes.
- *Office Administrator*, Israeli Defense Forces, Department of Defense, 08/1993-05/1995.

### **SERVICE ACTIVITIES**

- Curriculum development. Worked with area chair to develop new electives. Assisted other faculty members in course design and new course proposal process. 2018-2019.
- Course Coordinator for TO 411. Coordinated all materials, grading, exams, and website for five sections, winter 2018-2020.
- Committee member for the LEO Major Review for Professor Sanjeev Kumar, January 2019.
- Committee member in the Bicentennial Task Force. University of Michigan 2016- 2017
- Referee for *MISQ*, *Management Science*, *Production and Operation Management*, *Information Systems Research* and *European Journal of Operation Research*.
- Associate Editor for the IS track in ICIS 2012 and ICIS 2013
- Associate Editor for the *MIS Quarterly* Special Issue on Information Systems and Environmental Sustainability (May 2011), and guest editor (Sep 2011).

- Served on *CIST* (Conference on Information Systems and Technology) program committee, 2011, 2012 and 2013.
- Dissertation committee member for OMS doctoral student Man Yu, academic year 2009-2010.
- Dissertation committee member for OMS doctoral student Matthew Potoff, 2008-2009.
- Discussant, Workshop on Information Systems and Economics, 2007 (Montreal CA), and 2010 (St. Louis Missouri).
- Faculty Sponsor, University Research Opportunity Program, University of Michigan, 2006-2007.
- Discussant, Workshop on Information Systems and Economics, Spain, December, 2002.

#### **AWARDS AND HONORS**

- Xerox Fellowship, William E. Simon School of Business, University of Rochester, 2001-2003.
- Doctoral Fellowship, William E. Simon School of Business, University of Rochester, 2000-2004.
- President Awards, for outstanding performance, Department of Industrial Engineering and Management, Technion- Israel Institute of Technology, 1996, 1997, 1998, 1999.
- Participated in the IFREE graduate students workshop in experimental economics (founded by Vernon Smith), George Mason University, August 2004.