

Pedro M. Ferreira

Education

2004 Ph.D. Telecommunications Policy and Management
Department of Engineering and Public Policy, Carnegie Mellon University, US

2002 M.Sc. in Technology Policy
Engineering Systems Division, Massachusetts Institute of Technology, US

2002 M.Sc. in Electrical Engineering and Computer Science
Dept. of Electrical Eng. and Computer Science, Massachusetts Institute of Technology, US

1999 M.Sc. in Technology Policy and Management
Instituto Superior Técnico, Technical University of Lisbon, Portugal

1996 B.Sc. in Computer Science, Dept of Computer Science and Engineering
Instituto Superior Técnico, Technical University of Lisbon, Portugal

Employment

Heinz College & Dept. of Engineering and Public Policy, Carnegie Mellon University, US

2023-present Full Professor

2020-2023 Associate Professor with Tenure

2017-2020 Associate Professor

2013-2017 Assistant Professor

2011-2013 Assistant Research Professor

2010-2011 Visiting Assistant Professor

Other Affiliations

2022-present Invited Full Professor at Nova School of Business and Economics, Portugal

2005-2010 Executive Member of the Board of Directors, Knowledge Society Agency
Ministry for Science, Technology and Higher Education, Portugal

2004-2005 Post-Doctoral Fellow
School of Information, University of California Berkeley, US

Key Editorial Roles (other editorial and reviewer roles at the end)

Associate Editor – Information Systems Research, 2025 – present

Associate Editor – Management Science, 2020-present

Associate Editor – Management of Information Systems Quarterly, 2017-2020

Program Committee, Conference on Information Systems and Tech. (CIST), 2019-present

Track Chair, International Conference on Information Systems (ICIS), 2017-2020

Program Committee, International Conference on Mobile Datasets (NetMob), 2013-2019

Selected Publications (published and work in progress, other publications at the end)

Deng, Z., Chang, A., Ferreira, P., Pavlov, P., “From Smart Phones to Smart Students: Distraction versus Learning with Smartphones in the Classroom,” **Information Systems Research**, forthcoming

Reis, F., Godinho de Matos, M., Ferreira, P. (2024), “Controlling digital piracy via domain name system blocks: A natural experiment,” **Journal of Economic Behavior and Organization**, Vol. 218, pp. 89-103.

Sen, A., Grad, T., Ferreira, P., Claussen, J. (2023), “How does Content (How) Does User-Generated Content Impact Content Generated by Professionals? Evidence from Local News,” **Management Science**, Vol. 70, Issue 9, pp. 6045-6068.

Belo, R., Ferreira, P. (2022). "Free-Riding in Products with Positive Network Externalities: Empirical Evidence from a Large Mobile Network," **Management of Information Systems Quarterly**, Vol. 46, Issue 1, pp. 401-430.

Zhou, M., Chen, G.H., Ferreira, P., Smith, M.D. (2021). “Consumer Behavior in the Online Classroom: Using Video Analytics and Machine Learning to Understand the Consumption of Video Courseware,” **Journal of Marketing Research**, Vol. 58(6), pp. 1079-1100.

Zhang, X., Ferreira, P., Godinho de Matos, M., Belo, R. (2021), "The Welfare Effects of Profit Maximizing Recommender Systems: Results from a Randomized Experiment with Video-on-Demand," **Management of Information Systems Quarterly**, Vol. 45, Issue 1, pp 1-43; Lead Article.

Godinho de Matos, M., Ferreira, P. (2020), "Binge Yourself Out: The Effect of Binge Watching on the Consumption of Video on Demand," **Information Systems Research**, Vol. 31, N. 4, pp. 1337-1360.

Yang, C., Ferreira, P., Godinho de Matos, M. (2020), "The Effect of Shortening Lock-in Periods in Telecommunication Services," **Management of Information Systems Quarterly**, Vol. 44, Issue 3, pp. 1391-1409.

Ferreira, P., Telang, R., Godinho de Matos, M. (2019), "The Effect of Friends' Churn on Consumer Behavior in Mobile Networks," **Journal of Management of Information Systems**, Vol. 35, Issue 2, pp. 355-390.

Reis, F., Belo, R., Ferreira, P., Godinho de Matos, M. (2019), "The Impact of Time-Shift TV on TV Consumption and Ad-Avoidance," **Management Science**, Vol. 65, Issue 7, pp. 3216-3234.

Ward, J., Michalek, J., Azevedo, I., Samaras, C., Ferreira, P., (2019), "Effects of on-demand ride-sourcing on vehicle ownership, fuel consumption, vehicle miles traveled, and emissions per capita in U.S. States," **Transportation Research Part C**, Vol. 108, pp. 289-301.

Belo, R., Ferreira, P., Godinho de Matos, M. (2018), "Target the Ego or Target the Group: Evidence from a Randomized Field Experiment in Proactive Churn Management," **Marketing Science**, Vol. 37, Issue 5, pp. 793-811.

Godinho de Matos, M., Ferreira, P., Smith, M. (2017), "The Impact of Video-on-Demand on Piracy: Results from a Randomized Field Experiment," **Management Science**, Vol. 64, Issue 12, pp. 5610-5630.

Ligo, A., Peha, J., Ferreira, P., Barros, J. (2017), "Throughput and Economics of DSRC-Based Internet of Vehicles," **IEEE Access**, Vol. PP, Issue 99, pp. 1-16; Lead Article.

Ferreira, P. (2017), "Welfare Changes in the Cournot Setting with an Empirical Application to the Telecommunications Industry", **Journal of Industrial Economics**, Vol. LXV, No.1, pp. 194-213.

Godinho de Matos, M., Ferreira, P., Smith, M., Telang, R. (2016), "Culling the Herd: Using Real-World Randomized Experiments to Measure Social Bias with Known Costly Goods," **Management Science**, Vol. 62, Issue 9, pp. 2563-2580.

Belo, R., Ferreira, P., Telang, R. (2016), "Spillover Effects from Wiring Schools with Broadband: The Critical Role of Children," **Management Science**, Vol. 62, Issue 12, pp. 3450-3471.

Belo, R., Ferreira, P., Telang, R. (2014), "Broadband in Schools: Impact on Student Performance," **Management Science**, Vol. 60, Issue 2, pp. 265-282. Lead Article.

Godinho de Matos, M., Ferreira, P., Krackhardt, D. (2014), "Peer Influence in the Diffusion of the iPhone 3G over a Large Social Network", **Management Information Systems Quarterly**, Vol. 38, Issue 4, pp. 1103-1133.

Jenn, A., Azevedo, I., Ferreira, P. (2013), "The Impact of Federal Incentives on the Adoption of Hybrid Electric Vehicles in the US", **Energy Economics**, Vol. 40, Issue C, pp. 936-942.

Ferreira, P., Mindel, J., McKnight, L. (2003), "Why Have Bandwidth Trading Markets Not Matured? Analysis of Technological and Market Issues", **International Journal of Technology, Policy and Management**, Vol. 3, No. 2, pp. 142-160.

Ferreira, P., Lehr, W., McKnight, L. (2002), "Optical Networks and the Future of Broadband Services", **Technological Forecasting and Social Change**, Vol. 69, Issue 7, pp. 741-758.

Work in Progress

Godinho de Matos, M., Mamadehussene, S., Ferreira, P. "When Less is More: Content Strategies for Subscription Video on Demand," Minor Revision, Marketing Science

Godinho de Godinho de Godinho de Matos, M., Peukert, C., Quinn, M., Ferreira, P., "Comparing the Performance of Different Recommend Systems for Video-on-Demand"

Ferreira, P., Zekai, F., Godinho de Godinho Matos, M., "Recommendations for Movies from Humans and Machines: Exploring Complementarities to Improve Recommender Systems in Video on Demand"

Belo, R., Ferreira, P., Godinho de Matos, M., "Price Discounts and Peer Effects in the Consumption of Video on Demand: Results from a Randomized Experiment"

Chu, Y., Deng, Z., Wang, W., Ferreira, P. "Managing Video Cognitive Load Patterns using Guided Attention Graphs to Improve Learning Outcomes"

Zhou, M., Ferreira, P., Smith, M., Chu, Y., "The Differential Impact of Video Features on Learning Outcomes Across Student Demographics"

Yang, C., Godinho de Matos, M., Ferreira, P., "The Effects of Signals from the Crowd and from Friends on the Consumption of Movies in Video on Demand"

Turner, R., Ferreira, P., Inbar, Y., Belo, R., "The Effect of Wi-fi Usage on Campus on the Performance of Graduate Students"

Awards

2023: AIS Research Productivity Ranking in Major IS Journals, ranked 17th worldwide for papers published in ISR and MISQ in the 2020-2022 window

2018: Best Paper Award in the Data Science track, International Conference on Information Systems, "The Impact of TSTV on the Consumption of Media"

2018: Information Systems Society Sandy Slaughter Early Career Award, INFORMS

2017: Best Paper Award in the Economics of Information Systems track, International Conference on Information Systems, "The Effect of Website Blocking on Piracy"

2015: NOS Comunicações Faculty Award, "Medialytics in Video on Demand Streaming"

2014: Best Conference Paper Award, International Conference on Social Computing, "The Role of Peer Influence in Churn in Wireless Networks"

2012: NOS Comunicações Faculty Award, "Experiments in Video on Demand Streaming"

2011: Time Warner Faculty Award, "The Impact of Broadband on Informal Education"

Leadership in Research Initiatives

Founded and served as first Director of the Ph.D. Program in Engineering and Public Policy under the international collaboration between Portugal and Carnegie Mellon University. Students split their time between CMU and a Portuguese University, obtaining two Ph.D. diplomas. During my tenure as Director (2007-2012), the program fully funded (tuition, stipend, and discretionary support for travel for 5 years of studies) 18 Ph.D. students from 7 different nationalities, who placed in academia, industry and in Government (~1/3, 1/3, 1/3).

As a Faculty Associate, I co-developed the proposal that funded CMU's Living Analytics Research Center, awarded by the Interactive Digital Programme of the Media Development Authority of Singapore. Phase 1 ran between 2011 and 2015: total funding: **\$25 million**. Phase 2 ran between 2016 and 2021: total funding: **\$20 million**. The PIs were Ramayya Krishnan, Steve Fienberg, and Mark Kamlet.

I am a co-founder and co-director of CMU's Initiative for Teaching and Education Analytics (ITEA) (together with Michael Smith). ITEA faculty and students conduct research that uses artificial intelligence, data analytics and machine learning to personalize video-based education to fit the unique learning needs of each student and close educational gaps across different demographics. ITEA is funded by the Bill & Melinda Gates Foundation, Outlier.org and Masterclass.com.

I serve as faculty member for CMU's Initiative in Digital and Entertainment Analytics (IDEA) (led by Rahul Telang and Michael Smith). IDEA conducts research in public policy and managerial questions raised by the emergence of digital distribution channels for entertainment content. I brought large-scale in-vivo organic household-level randomized field experiments to IDEA published in the top journals in management and marketing. IDEA is funded by the Motion Picture Association (\$1 million/year since 2011).

I am a faculty member of the Block Center for Technology and Society and a member of its funding committee for the Build Back Better (BBB) Regional Challenge. The Pennsylvania New Economy Collaborative received **\$62.7 million** from the U.S. Economic Development Administration. Part of these funds have been assigned to the BBB Southwest Pennsylvania to strengthen and expand Pittsburgh's leadership in robotics and autonomy. CMU's Block Center is part of this initiative, and our committee has extended 18 regional awards to date.

Invited seminars

Haas School of Business, University of California, Berkeley, "The Effect of Smartphones in the Classroom on the Performance of Students," October 2024

Board of NOS Comunicações, "The Future of Video Streaming: Using Artificial Intelligence and Machine Learning to Produce Better Content," **Keynote Address**, Lisbon, July 2024

McCombs School of Business, University of Texas at Austin, "The Effect of Smartphones in the Classroom on the Performance of Students," February 2024

Graduate School of Business, Stanford University, "The Effect of Binge Watching on the Consumption of Video on Demand," May 2023

Questrom School of Business, Boston University, "The effect of smartphones in the classroom on the performance of students," January 2023

Fox School of Business, Temple University, "AIML research on text/image/audio/video data analytics in marketing, advertising, service, retail, e-commerce," July 2021 (online)

Nova School of Business and Economics, University of Lisbon, "The Effect of Binge Watching on the Consumption of Video on Demand," January 2021 (online)

Ciência 2020, "Challenges for Higher Education: Threats and Opportunities from Online Education," **Keynote Address**, Lisbon, Portugal, September 2020 (online)

School of Information, University of California Berkeley, "The Effect of Smartphone use in the classroom on student performance: Results from a randomized field experiment," October 2019

Heinz College, Carnegie Mellon University, "Binge Yourself Out: The Impact of Binge Behavior on the Subscription of VoD Services," September 2019

World Economic Forum, Dalian, China, "The Limits of Big Data Analytics," **Pecha Kucha Address to the World Economic Forum**, July 2019

Katz School of Business, University of Pittsburgh, "Binge Yourself Out: The Impact of Binge Behavior on the Subscription of VoD Services," April 2019

Carlson School of Management, University of Minnesota, "Binge Yourself Out: The Impact of Binge Behavior on the Subscription of VoD Services," March 2019

Krannert School of Management, Purdue University, "Binge Yourself Out: The Impact of Binge Behavior on the Subscription of VoD Services," February 2019

Scheller College of Business, Georgia Institute of Technology, "Binge Yourself Out: The Impact of Binge Behavior on the Subscription of VoD Services," February 2019

Marshall School of Business, University of Southern California, "Binge Yourself Out: The Impact of Binge Behavior on the Subscription of VoD Services," January 2019

School of Business, George Mason University, "Binge Yourself Out: The Impact of Binge Behavior on the Subscription of VoD Services," October 2018

Fox School of Business, Temple University, "Binge Yourself Out: The Impact of Binge Behavior on the Subscription of VoD Services," October 2018

Business School, Imperial College, "The Impact of Video-on-Demand on Piracy: Results from a Randomized Field Experiment," March 2018

Think NYC, **Keynote Address**, Carnegie Mellon University, "The Effect of Subscription-based Video-on-Demand on the Demand and Supply of Movies and TV Shows," October 2017

Robert Smith School of Business, University of Maryland, "The Impact of Video-on-Demand on Piracy: Results from a Randomized Field Experiment," September 2017

Heinz College, Carnegie Mellon University, "The Impact of Video-on-Demand on Piracy: Results from a Randomized Field Experiment," September 2017

Centro Cultural de Cascais, "From Big Data to Data Science," **Keynote Address**, the Portuguese Annual Marketing Conference, June 2017

Haas School of Business, University of California Berkeley, "Target the Ego or Target the Group: Evidence from a Randomized Experiment in Proactive Churn Management," March 2017

Goizueta Business School, Emory University, "The Impact of Time-Shift TV on TV Consumption and Ad-Avoidance," October 2016

Rady School of Management, the University of California San Diego, "Target the Ego or Target the Group: Evidence from a Randomized Experiment in Proactive Churn Management," September 2016

Eller College of Management, University of Arizona, "The Impact of Time-Shift TV on TV Consumption and Ad-Avoidance," September 2016

Graduate School of Business, the University of California Davis, "Price Discounts and Peer effects in the consumption of Information Goods: Results from an In-Vivo Organic Randomized Experiment," June 2016

Sloan School of Management, Massachusetts Institute of Technology, "Target the Ego or Target the Group: Evidence from a Randomized Field Experiment in Pro-active Churn Management," May 2016

Stern School of Business, New York University, "Welfare Properties of Recommender Systems: Results from a Randomized Field Experiment," December 2015

Questrom School of Business, Boston University, "The Effect of Technologies of Convergence in the Consumption of Media over TV and Internet," November 2015

Fox School of Business, Temple University, "The Welfare Properties of Recommender Systems," November 2015

Paul Merage School of Business, University of California Irvine, "A Unified Framework for the Effect of Technology on Product Sales," October 2015

Heinz College, Carnegie Mellon University, "Target the Ego or Target the Group: Evidence from A Randomized Field Experiment," September 2015

Department of Electrical and Computer Engineering, Carnegie Mellon University, "Correlation, Causality and Randomized Experiments," May 2015

Department of Electrical and Computer Engineering, Carnegie Mellon University, "Is Peer Influence Always Positive? Evidence from the Diffusion of Products over Large Social Networks," October 2014

McCombs Business School, the University of Texas Austin, "Contagious Churn in Cell Phone Networks," April 2014

School of Computing, National University of Singapore, "Is Peer Influence Always Positive? Evidence from the Diffusion of Products over Large Social Networks," July 2013

Catolica-Lisbon, Portuguese Catholic University, “Is Peer Influence Always Positive? Evidence from the Diffusion of Products over Large Social Networks,” June 2013

Department of Engineering and Public Policy, Carnegie Mellon University, “The Effect of Broadband in Schools on Students Performance,” April 2013

Heinz College, Carnegie Mellon University, “The Impact of Likes on the Sales of Movies in Video-on-Demand: A Randomized Experiment,” April 2013

School of Information, University of Pittsburgh, “The Effect of Peer Influence on the Diffusion of the iPhone 3G,” October 2012

School of Information Systems, Singapore Management University, “Peer Influence in the Consumption of Video on Demand: A Closed-Loop Real-Time Large-Scale Experiment,” March 2012

School of Information Systems, Singapore Management University, “Contagious Churn in Mobile Networks,” March 2012

Instituto Superior Técnico, Technical University of Lisbon, “Entry in Telecommunication Markets,” October 2010

Instituto Superior Técnico, Technical University of Lisbon, “A Supply-Chain Framework for Network Modeling,” October 2010

Faculty of Engineering, University of Porto, “The Spillover Effects of Wiring Schools with Broadband in Portugal,” May 2010

Heinz College, Carnegie Mellon University, “Economies of Scale vs. Market Power: An Analysis of Economic Efficiency and Application to the Telecommunications Industry,” November 2009

Culturgest, “Bridging the Digital Divide Through Mobile Broadband: The Case of Portugal,” **Keynote Address**, OECD Expert Workshop on Measuring Mobile and Wireless Service Data, February 2009

Mentorship

Advisor for Post-Doctoral Fellows

Zhe Deng, Heinz College, Carnegie Mellon University, 2022-2023. First Employment: Assistant Professor, Department of Decision and Systems Science, Saint Joseph University

Yael Inbar, EPP and Heinz College, Carnegie Mellon University, 2018-2020. First Employment: Assistant Professor, Collier School of Management, Tel-Aviv University

Miguel Godinho de Matos, Heinz College, Carnegie Mellon University, 2013-2014. First Employment: Assistant Professor, Catolica-Lisbon Business School, Portuguese Catholic University

Rodrigo Belo, Heinz College, Carnegie Mellon University, 2012-2013. First Employment: Assistant Professor, Rotterdam School of Management, Erasmus University

Chintan Vaishnav, Co-supervisor, Computer Science and Artificial Intelligence Laboratory, MIT, 2009-2012. First Employment: Invited Lecturer, Sloan School of Management, MIT

Paul Laskowski, Co-supervisor, School of Information, University of California. Berkeley, 2009-2012, First Employment: Adjunct Assistant Professor, School of Information, University of California, Berkeley

Michael Oraro, Department of Engineering and Public Policy, Carnegie Mellon University, 2009-2011. First Employment: Post-Doctoral Fellow, Instituto Superior Técnico, Technical University of Lisbon

Pavel Krivitsky, Heinz College, Carnegie Mellon University, 2009-2011. First Employment: Post-Doctoral Fellow, Penn State University

Ph.D. Students Graduated, Primary Advisor

Chris Yang, EPP, “The Effect of Signals from Crowds and Friends on the Search and Consumption of Experience Goods,” Department of Engineering and Public Policy, Carnegie Mellon University, 2018. First Employment: Data Scientist, Houzz, San Francisco

Filipa Reis, “Essays in Using Large Datasets for Management and Policy Analysis,” Heinz College, Carnegie Mellon University, 2018. First Employment: Teaching Assistant Professor, Catolica-Lisbon, Portuguese Catholic University, Lisbon, Portugal

Qiwei Han, “Essays on Consumer Switching and Search Behavior,” Department of Engineering and Public Policy, Carnegie Mellon University, 2017. First Employment: Post-Doctoral Fellow, Nova School of Business and Economics, Universidade Nova de Lisbon, Portugal

Xiaochen Zhang, “Welfare Properties of Recommender Systems,” Department of Engineering and Public Policy, Carnegie Mellon University, 2017. First Employment: Data Analyst, Data Science Team, Uber, San Francisco

Ryan Turner, “Effects of ICTs on Student Performance in University Settings”, Department of Engineering and Public Policy, Carnegie Mellon University, 2015. First Employment: Data Chief Architect, Mormon Churn, Salt Lake City

Miguel Godinho de Matos, “Essays in Peer Influence in the Media Industry: The Cases of Cellphones and Cable TV,” Department of Engineering and Public Policy, Carnegie Mellon University, 2013. First Employment: Assistant Professor, Catolica-Lisbon Business School, Portuguese Catholic University, Portugal

Rodrigo Belo, “Broadband in Schools: Effects on Student Performance and Spillovers for Household Internet Adoption,” Department of Engineering and Public Policy, Carnegie Mellon University, 2012. First Employment: Assistant Professor, Rotterdam School of Management, Erasmus University

Ph.D. Students Graduated, Co-Advisor

Wang, Wen,” Three Essays on AI/ML algorithms for business decisions and social welfare,” Heinz College, Carnegie Mellon University, 2022. First Employment Assistant Professor, Robert Smith School of Business, Maryland University

Liang, Yangfan, “Exploring OCEAN traits in educational videos,” Heinz College, Carnegie Mellon University, 2022. First Employment: Data Analyst, Amazon

Zhe Deng, “The Effects of Information Technology on Student Performance,” Fox School of Business, Temple University, 2022. First Employment: Post-doctoral Fellow, Heinz College, Carnegie Mellon University

Mi Zhou, “Using Video Analytics and Machine Learning to Understand Student Engagement Online,” Heinz College, Carnegie Mellon University, 2020. First Employment: Assistant Professor, Sauder School of Business, University of British Columbia

Alan Jenn, “Modeling the Effects of Federal and State Policies in Hybrid Vehicle Adoption,” Department of Engineering and Public Policy, Carnegie Mellon University, 2014. First Employment: Research Fellow, Institute of Transportation Studies, UC Davis

Daegon Cho, “The Impact of Mobile Number Portability on Switching Costs and Pricing Strategy,” Heinz College, Carnegie Mellon University, 2013. First Employment. First Employment: Assistant Professor, KAIST College of Business, Korea

Patrick Agyapong, “Future Internet Architectures: Implications of Design Choices on Economic Incentives and Public Policy”, Department of Engineering and Public Policy, Carnegie Mellon University, 2013. First Employment: Project Director, Deutsche Telekom

Alexandre Mateus, “Copyright Violation on the Internet: Extent and Approaches to Detection and Deterrence”, Department of Engineering and Public Policy, Carnegie Mellon University, 2011. First Employment: Project Officer, Information Technology Unit Directorate General for Trade, European Commission

Current Ph.D. Students

Zekai Fan, “Using Machine Learning and Experts to Improve Recommender Systems,” Heinz College, Carnegie Mellon University. Expected completion in May 2026

Yi-Yun Chu, “Cognitive Load and Guiding Graphs in the Consumption of Educational Videos: Effects on Student Performance,” Heinz College, Carnegie Mellon University. Expected completion in May 2026

Jose Oros, “How Spotify Recommendations Affect Concert Ticket Purchases,” Heinz College, Carnegie Mellon University, Expected completion in May 2026

Vu Hoang, “Using AI to Improve the Development of Educational Videos,” Heinz College, Carnegie Mellon University, Expected completion in May 2028

Luyang Hang, “Enhance Student Familiarity with AI to Improve Learning Outcomes,” Heinz College, Carnegie Mellon University, Expected completion in May 2028

Key Service Activities

Member of the Ph.D. Committee at the Heinz College (Ph.D. Directors board), 2024-present

Faculty representing the Heinz College in the University Tenure Committee 2024-present

Chair of the Search Committee for a Cluster Faculty Hiring in Machine Learning / Artificial Intelligence and Public Policy, EPP Dept. (2024-2025)

Member of the Provost Review Committee (2023-2024)

Co-chair of the Search Committee for a Cluster Faculty Hiring in Machine Learning / Artificial Intelligence and Public Policy, EPP Dept. (2023-2024)

Member of the Search Committee for a Cluster Faculty Hiring in Data Science, Information Security, and Behavioral Sciences, Dept. EPP (2022-2023)

Member of the Search Committee for a Cluster Faculty Hiring in Information Systems, Information Security and Privacy, and Data Science, Heinz College (2022-2023)

Member of the Search Committee for two Faculty Positions in Information Systems Management and Public Policy at the Heinz College (2018-2019)

Member of the Search Committee for a Faculty Position in Information Security and Privacy at the Heinz College (2017-2018)

Grants

Total **\$3,460,214** (\$2,290,571 as PI + \$1,169,643 as co-PI)

2024: Gates Foundation, “Improving Video-Based Education,” \$300 (co-PI, forthcoming)

2023: Outlier Research Grant, “The Effects of Video-Based Education,” \$50k (co-PI)

2021: IDEA Research Grant, CMU, “Worldwide VoD Streaming Availability and Piracy,” \$30k

2020: Koch Foundation, “The Value of Online Certifications,” \$75k (co-PI)

2020: CMU-Portugal Research Grant, “Intelligent Care: Video for Health Education,” \$687k

2020: IDEA Research Grant, CMU, “The Effect of GDPR on the Ability to Track Pirates,” \$30k

2019: Block Center Research Grant, CMU, “Better Videos for Better Education,” \$60k

2017: IDEA Research Grant, CMU, “The Effect of DNS Blocking on Piracy Behavior,” \$30k

2015: NSF, US, “Modeling the Economics of Search-Engine Manipulation,” \$499k (Co-PI)

2014: NSF, US, “Policies for Cellular Television,” \$493k (Co-PI)

2011: Wharton Consumer Analytics, “Modeling Mobile Customer Behavior with CDRs,” \$3k

2009: CMU-Portugal Grant, “Tech. Management and Policy for Telecoms,” \$462k

2009: Portuguese NSF, “Exploring Large Scale Datasets for Churn Prediction,” \$52k

Teaching (main courses taught, other teaching appointments at the end)

Course: A/B Testing Design and Applications

Editions taught: Fall 2018-2024 + Spring 2015-2018

Total Students: 443. Evaluations: Course 4.5/5; Instructor: 4.6/5

College wide **highest Faculty Course Evaluations** in Fall 2018-2019 (4.95/5)

Course: Managing Disruptive Technologies

Editions taught: Fall 2011-2024 + Spring 2015-2017 + Summer 2011-2012

Total Students: 1312. Evaluations: Course 4.2/5; Instructor: 4.4/5

Conferences with full paper review (NBER, CODE, etc)

Governmental Activities

I was commissioned by the Ministry for Science, Technology and Higher Education of the XVI Government of Portugal to prepare the Governmental Program for the Development of the Information Society. The resulting program was entitled “Connecting Portugal: A Program of Action in the Portuguese Government Technological Plan to Mobilize the Information and Knowledge Society”. This plan was later implemented by the Portuguese Knowledge Society Agency, part of Ministry. This agency supervised all national-level issues related to the development of the Information and Knowledge Society in the country.

I served as an Executive Member of the Board of Directors for UMIC between 2005 and 2009. In this position, I led several projects that fostered affordable Internet access. I promoted the development of ICT-related skills countrywide. I represented Portugal in several committees and international forums, such as the High-Level Internet Governance Group at the European Commission and the Internet Governance Forum at the United Nations. Under my term, UMIC employed 30+ people and managed an operational budget of roughly €50 Million/year. The most relevant projects I led include:

Broadband connection of all schools in Portugal: 9,000+ schools and bandwidth upgrade at the backbone level (contracted from Portugal Telecom). Completed in 01/2006

Implementation of Local Area Networks in schools to decrease from 12 to 5 students per computer connected to the Internet, budget: 41M€. Completed by 09/2008 in all middle/high schools (~1,200)

Implementation of wireless networks in all higher education institutions: 70+ universities, serving more than 320K students nationwide, overall project budget: 9M€. Completed by 12/2005

Development and online implementation of all academic and administrative services (38) in all Universities (70+) in Portugal, total budget: 13M€. Completed by 06/2008

Implementation of the Portuguese academic and scientific online library: budget 14M€ every 2 years, 17k+ titles available, 8mil+ downloads (2005-2007). Negotiations with publishers finished on 10/2006

Development of the National Grid Computing Initiative, including monitoring applications for CERN-LHC experiment. Launched a call for research projects in April 2006, 5M€ for the first 3 years. Upgraded national grid computing clusters from 400 to 6,500 CPUs in December 2008

Design, development and implementation of an online platform for information on health care to the public at large, partnership with Harvard Medical School, budget: 5M€. Beta version 1st Q2019

Launch of a new Fraunhofer Institute (in Portugal) for Applied Research on “Technology, Content, and Services for Digital Inclusion,” in partnership with the industry: 35M€/3years. Wrote initial proposal for institute, launched 3rd Q2008 (1st Fraunhofer Institute outside Germany)

Implementation of Creative Commons licenses in Portugal and mobilization of practitioners nationwide among several communities: schools, universities, artists, writers, and media. Completed by 12/2006

Representative from Portugal to the High-Level Group on Internet Governance (HLIG) at the European Commission and to the Internet Governance Forum (IGF) of the United Nations (2005-09)

Additional Publications

Full Paper Reviewed

Ferreira, P., Fan, Z., Godinho de Godinho de Matos, M., “Recommendations for Movies from Humans and Machines,” Conference on Artificial Intelligence, Machine Learning, and Business Analytics, December 16-17, 2022, Harvard Business School, Cambridge, MA

Yangfan, L., Zhou, M., Ferreira, P., Smith, M., “The Impact of Instructor Personality on the Success of Online Educational Videos: A Multimodal Deep Learning Approach,” Conference on Information Systems and Technology (CIST), October 15-26, 2022, Indianapolis, IN

Zhou, M., Chen, G., Ferreira, P., Smith, M., “Disrupting Class: Using Video Analytics and Machine Learning to Understand Student Engagement Online,” Conference on Information Systems and Technology (CIST), October 19-20, 2019, Seattle, WA

Belo, R., Ferreira, P., Inbar, Y., Turner, R., “Wi-Fi Usage on Campus and Students Academic Performance,” Conference on Information Systems and Technology (CIST), October 19-20, 2019, Seattle, WA

Yang, C., Godinho de Godinho de Matos, M., Ferreira, P., “The Effect of Friends and Crowds Throughout the Consumer Shopping Journey,” Conference on Digital Marketing and Machine Learning (DMML), Carnegie Mellon University, December 8-10, 2018, Pittsburgh, PA

Godinho de Godinho de Matos, M., Ferreira, P., “Binge Yourself Out: The Effect of Binge Watching on the Subscription of Video-on-Demand,” Conference on Digital Marketing and Machine Learning (DMML), Carnegie Mellon University, December 8-10, 2018, Pittsburgh, PA

Deng, Z., Chang, A., Ferreira, P., Pavlov, P., “The Effect of Smartphone use in the classroom on student performance: Results from a randomized field experiment,” Conference on Information Systems and Technology (CIST), November 2-3, 2018, Phoenix, AZ

Yang, C., Godinho de Godinho de Matos, M., Ferreira, P., “The Effect of Friends and Crowds Throughout the Consumer Shopping Journey,” Conference on Information Systems and Technology (CIST), November 2-3, 2018, Phoenix, AZ

Reis, F., Ferreira, P., Godinho de Godinho de Matos, M., “The Effect of DNS Website Blocking on Piracy,” ZEW Conference on The Economics of Information and Communication Technologies, June 21-22, 2018, ZEW, Mannheim, Germany

Godinho de Godinho de Matos, M., Ferreira, P., “Binge Yourself Out: The Effect of Binge Watching on the Subscription of Video-on-Demand,” ZEW Conference on The Economics

of Information and Communication Technologies, June 21-22, 2018, ZEW, Mannheim, Germany

Reis, F., Godinho de Godinho de Matos, M., Ferreira, P., “The Effect of Website Blocking on Piracy,” International Conference on Information Systems (ICIS), December 10-13, 2017, Seoul, South Korea. Best Paper Award in the Economics of Information Systems track

Reis, F., Ferreira, P., Godinho de Godinho de Matos, M., Belo, R., “The Impact of TSTV on the Consumption of Media,” International Conference on Information Systems (ICIS), December 10-13, 2017, Seoul, South Korea. Best Paper Award in the Data Science track

Godinho de Godinho de Matos, M., Ferreira, P., “Binge Yourself Out: The Impact of Binge Behavior on VoD Consumption,” International Conference on Information Systems (ICIS), December 10-13, 2017, Seoul, South Korea

Godinho de Godinho de Matos, M., Ferreira, P., “Binge Yourself Out: The Impact of Binge Behavior on VoD Consumption,” Conference on Information Systems and Technology (CIST), October 22-24, 2017, Houston, TX

Yang, C., Godinho de Godinho de Matos, M., Ferreira, P., “The Effect of Friends and Crowds Throughout the Consumer Shopping Journey,” Conference on Information Systems and Technology (CIST), November 11-12, 2016, Nashville, TN

Reis, F., Godinho de Godinho de Matos, M., Ferreira, P., “The Effect of Website Blocking on Piracy,” Conference on Information Systems and Technology (CIST), November 11-12, 2016, Nashville, TN

Reis, F., Ferreira, P., Godinho de Godinho de Matos, M., Belo, R. “The Impact of TSTV on the Consumption of Media,” Summer Institute, National Bureau of Economic Research (NBER), July 21-22, 2016, Cambridge, MA

Reis, F., Ferreira, P., Godinho de Godinho de Matos, M., Belo, R. “The Impact of TSTV on the Consumption of Media,” ZEW Conference on The Economics of Information and Communication Technologies, June 3-4, 2016, ZEW, Mannheim, Germany

Yang, C., Godinho de Godinho de Matos, M., Ferreira, P., “Quantifying Switching Costs and the Role of Service Contracts in Triple Play Markets,” Workshop on the Economics of Network Industries, May 13, 2016, Telecom Paris Tech, France

Reis, F. and Ferreira, P., “Understanding the Role of Social Networks on Labor Market Outcomes Using a Large Dataset from a Mobile Network,” International Conference of Information Systems (ICIS), Dallas, Texas, US, December 13-15, 2015

Reis, F., Godinho de Godinho de Matos, M., Ferreira, P., “Television and Internet Technologies of Convergence: Evidence from a randomized trial,” Conference on Information Systems and Technology (CIST), November 1-2, 2015, Philadelphia, PA

Godinho de Godinho de Matos, M., Ferreira, P., Belo, R., “Target the Ego or Target the Group: Evidence from a Randomized Experiment,” ZEW Conference on the Economics of Information and Communication Technologies, ZEW, Mannheim, Germany, June 12-13, 2015

Belo, R., Ferreira, P., Godinho de Godinho de Matos, M., “Price Discounts and Peer effects in the Consumption of Information Goods,” Conference on Information Systems and Technology (CIST), November 8-9, 2014, San Francisco, CA

Han, Q., Ferreira, P. (2014), “The Role of Peer Influence in Churn in Wireless Networks,” ASE International Conference on Social Computing (ICSC), Beijing, China, August 4-7. Best Paper Award

Godinho de Godinho de Matos, M., Ferreira, P., Smith, M., Telang, R. “The Impact of Likes on the Sales of Movies in VoD: A Randomized Experiment,” National Bureau of Economic Research (NBER), July 18-19, 2013, Cambridge, MA

Belo, R., Ferreira, P., “Is Social Influence Always Positive? Evidence from a Large Mobile Network,” Summer Institute, National Bureau of Economic Research (NBER), July 18-19, 2013, Cambridge, MA (presented as a poster)

Godinho de Godinho de Matos, M., Ferreira, P., Telang, R., Smith M., “The Impact of Popularity on Sales of Movies in Video-on-Demand: A Randomized Experiment,” National Bureau of Economic Research (NBER), Workshop on Economics of Digitization, Stanford, CA, March 7-8, 2013

Godinho de Godinho de Matos, M., Ferreira, P., Krackhardt, D., “Peer Influence in a Very Large Social Network: The Diffusion of the iPhone Handset?” International Conference of Information Systems (ICIS), Orlando, Florida, US, December 16-19, 2012

Godinho de Godinho de Matos, M., Ferreira, P., Krackhardt, D., “Peer Influence and Homophily in the Diffusion of the iPhone 3G in a Very Large Social Network,” IEEE International Conference on Social Computing (ICSC), Amsterdam, The Netherlands, September 3-5, 2012

Belo, R., Ferreira, P., “Using Randomization to Identify Social Influence in Mobile Networks,” IEEE International Conference on Social Computing (ICSC), Amsterdam, The Netherlands, September 3-5, 2012 (poster)

Belo, R., Ferreira, P., Telang, R., "Spillover Effects of Broadband in Schools and the Critical Role of Children," Industry Studies Association Annual Conference, the University of Pittsburgh, May 29-June 1, Pittsburgh, PA, 2012

Belo, R., Ferreira, P., "Social Influence and Product Adoption in Mobile Networks," Workshop on ICT-Enabled Innovation, Productivity, and Growth, Imperial College, London, UK, April 23-24, 2012

Belo, R., Ferreira, P., "From School to Home: Spillover Effects of Broadband in Schools and the Critical Role of Children," ZEW Workshop on ICT-Enabled Innovation, Productivity, and Growth, Mannheim, October 24-25, 2011

Belo, R., Ferreira, P., Telang, R., "The Effects of Broadband in Schools: Evidence from Portugal," ZEW Conference on the Economics of Information and Communication Technologies, ZEW, Mannheim, Germany, June 27-28, 2011

Belo, R., Ferreira, P., Telang, R., "The Effects of Broadband in Schools: Evidence from Portugal," Industry Studies Association Annual Conference, University of Pittsburgh, May 31-June 3, Pittsburgh, PA, 2011

Pereira, J. P., Ferreira, P., "Next Generation Access Networks (NGANs) and the Geographical Segmentation of Markets," International Conference on Networking, IEEE Computer Society, St. Maarten, Antilles, The Netherlands, January 23-28, 2011

Belo, R., Ferreira, P., Telang, R., "Broadband in Schools: Does it help or hurt student performance?" International Conference of Information Systems (ICIS), Saint Louis, Missouri, US, December 12-15, 2010

Belo, R., Ferreira, P., Telang, R., "Impact of Broadband in Schools: Evidence from Portugal," Summer Institute, National Bureau of Economic Research (NBER), Cambridge, MA, July 23-24, 2010

Pereira, J. P., Ferreira, P., "Access networks for mobility: A Techno-Economic Model for Broadband Access Technologies," International Conference on Testbeds and Research Infrastructures for the Development of Networks and Communities, Washington, DC, April 6-8, 2009

Mateus, A., Ferreira, P., "Inefficiency from provisioning the Internet selfishly," International Conference on Networking, IEEE Computer Society, Sainte-Luce, Martinique, France, April 22-28, 2007

Ferreira, P., Sirbu, M., "Inefficiency in Provisioning Interconnected Communication Networks," 6th ACM Conference on Electronic Commerce, Vancouver, BC, Canada, June 5-8, 2005

Ferreira, P., Chuang, J., "Economies of Scale vs. Market Power: An Analysis of Economic Efficiency and Application to the Telecom Industry," Annual Meeting of the Production and Operations Management Society, April 29-May 2, Chicago, IL, 2005

Ferreira, P. and Sirbu, M., "The Price of Anarchy for Interconnected Communication Networks Provisioned Selfishly," International Workshop on Competition on Wireline and Wireless, London Business School, London, UK, May 14-15, 2004

Extended Abstract Reviewed

Chu, Y., Deng, Z., Wang, W., Ferreira, P. "Multimodal Video Learning: Managing Cognitive Load Patterns using Guided Attention Graphs," Symposium on Statistical Challenges in eCommerce Research (SCECR), NOVASBE, Lisbon, June 19-21, 2024

Ferreira, P., Fan, Z., Godinho de Godinho de Matos, M. "Recommendations for Movies from Humans and Machines," Symposium on Statistical Challenges in eCommerce Research (SCECR), Universidad de Los Andes, Bogota, June 20-21, 2023

Godinho de Godinho de Matos, M., Mamadehussene, S., Ferreira, P., "When Minus is More: Content Release Strategies for Subscription Video on Demand," Workshop on Information Systems and Economics (WISE), December 16-17, 2022, Copenhagen Business School, Copenhagen, Denmark

Quinn, M., Ferreira, P., Peukert, C., Godinho de Godinho de Matos, M., "The Returns to Targeting: Evidence from a Field Experiment," Workshop on Information Systems and Economics (WISE), December 16-17, 2022, Copenhagen Business School, Copenhagen, Denmark

Godinho de Godinho de Matos, M., Mamadehussene, S., Ferreira, P., "When Minus is More: Content Release Strategies for Subscription Video on Demand," Conference on Digital Experiments (CODE@MIT), Massachusetts Institute of Technology, October 20-21, 2022, Boston, MA

Ferreira, P., Fan, Z., Godinho de Godinho de Matos, M., "Recommendations for Movies by Humans and Machines," Conference on Digital Experiments (CODE@MIT), Massachusetts Institute of Technology, October 20-21, 2022, Boston, MA

Godinho de Godinho de Matos, M., Peukert, C., Quinn, M., Ferreira, P., "Comparing the Performance of Different Recommend Systems for Video-on-Demand," Conference on Digital Experiments (CODE@MIT), Massachusetts Institute of Technology, October 20-21, 2022, Boston, MA

Godinho de Godinho de Matos, M., Peukert, C., Quinn, M., Ferreira, P., "Comparing the Performance of Different Recommend Systems for Video-on-Demand," Symposium on Statistical Challenges in eCommerce Research (SCECR), Instituto Empresa, Madrid, June 20-21, 2022

Fan, Z., Ferreira, P., Godinho de Godinho de Matos, M., "Man vs. Machine: The Case of Movie Recommendations," Symposium on Statistical Challenges in eCommerce Research (SCECR), Instituto Empresa, Madrid, June 20-21, 2022

Liang, Y., Ferreira, P., Smith, M., "The Impact of Instructor Personality on the Success of Online Educational Videos: A Multimodal Deep Learning Approach," Workshop on Information Systems and Economics (WISE), December 16-17, 2021, Austin, TX

Liang, Y., Ferreira, P., Smith, M., "The Impact of Instructor Personality on the Success of Online Educational Videos: A Multimodal Deep Learning Approach," Symposium on Statistical Challenges in eCommerce Research (SCECR), Virtual Conference, June 17-18, 2021

Claussen, J., Sen, A., Ferreira, P., "Local News, User Generated Content and Professionals: Evidence from Citizen Journalism," Symposium on Statistical Challenges in eCommerce Research (SCECR), Virtual Conference, June 17-18, 2021

Deng, Z., Ferreira, P., Belo, R., Inbar, Y., "Video Creation and Watching in Formal Learning Environments: A Randomized Field Experiment on Video-Based Peer Tutoring," Symposium on Statistical Challenges in eCommerce Research (SCECR), Virtual Conference, June 17-18, 2021

Ferreira, P., Belo, R., Inbar, Y., Azevedo, I., "The effect of video creation and video watching on climate change understanding," Symposium on Statistical Challenges in eCommerce Research (SCECR), Virtual Conference, June 17-18, 2021

Liang, Y., Zhou, M., Ferreira, P., Smith, M., "The Impact of Instructor Personality on the Success of Online Educational Videos: A Multimodal Deep Learning Approach," Workshop on Information Systems and Economics (WISE), virtual, December 16-17, 2020

Sen, A., Claussen, J., Ferreira, P., Grad, T., "Local News, UGC, and Professionals: Evidence from Citizen Journalism," Workshop on Information Systems and Economics (WISE), virtual, December 16-17, 2020

Clausen, J., Ferreira, P., Sen, A., "Local News, User Generated Content and Professionals: Evidence from Citizen Journalism," Symposium on Statistical Challenges in eCommerce Research (SCECR), virtual, June 16-19, 2020

Deng, Z., Ferreira, P., Belo, R., Inbar, Y., "Video Creation and Watching in Formal Learning Environments: A Randomized Field Experiment on Video-Based Peer Tutoring," Symposium on Statistical Challenges in eCommerce Research (SCECR), Virtual Conference, June 16-19, 2020

Zhou, M., Chen, G., Ferreira, P., Smith, M., "Disrupting Class: Using Video Analytics and Machine Learning to Understand Student Engagement Online," Workshop on Information Systems and Economics (WISE), December 19-20, 2019, Munich, Germany

Belo, R., Ferreira, P., Inbar, Y., Turner, R., "Wi-Fi Usage on Campus and Students Academic Performance," Workshop on Information Systems and Economics (WISE), December 19-20, 2019, Munich, Germany

Deng, Z., Chang, A., Ferreira, P., Pavlov, P., "The Effect of Smartphone use in the classroom on student performance: Results from a randomized field experiment," Workshop on Information Systems and Economics (WISE), December 16-18, 2018, San Francisco, CA

Deng, Z., Chang, A., Ferreira, P., Pavlov, P., "The Effect of Smartphone Use in the Classroom on student performance: Results from a randomized Field Experiment," Conference on Digital Experiments (CODE@MIT), Massachusetts Institute of Technology, October 26-27, 2018, Boston, MA

Yang, C., Godinho de Godinho de Matos, M., Ferreira, P., "The Effect of Friends and Crowds Throughout the Consumer Shopping Journey," Conference on Digital Experiments (CODE@MIT), Massachusetts Institute of Technology, October 26-27, 2018, Boston, MA

Godinho de Godinho de Matos, M., Ferreira, P., "Binge Yourself Out: The Effect of Binge Watching on the Subscription of Video-on-Demand," Annual Mallen Economics of Filmed Entertainment Conference, Berlin, Germany, September 27-28, 2018

Reis, F., Ferreira, P., Godinho de Godinho de Matos, M., "The Effect of DNS Website Blocking on Piracy," Symposium on Statistical Challenges in eCommerce Research (SCECR), June 18-19, 2018, Rotterdam School of Management, Erasmus University, Netherlands

Godinho de Godinho de Matos, M., Ferreira, P., "Binge Yourself Out: The Effect of Binge Watching on the Subscription of Video-on-Demand," Symposium on Statistical Challenges in eCommerce Research (SCECR), June 18-19, 2018, Rotterdam School of Management, Erasmus University, the Netherlands

Deng, Z., Cheng, A., Ferreira, P., Pavlou, P., "Mobile Distraction in Class: An Empirical Investigation on Smartphone Use Policies," Symposium on Statistical Challenges in eCommerce Research (SCECR), June 18-19, 2018, Rotterdam School of Management, Erasmus University, the Netherlands

Deng, Z., Cheng, A., Ferreira, P., Pavlou, P., "Mobile Distraction in Class: An Empirical Investigation on Smartphone Use Policies," Conference on Digital Experiments (CODE@MIT), Massachusetts Institute of Technology, October 27-28, 2017, Boston, MA

Godinho de Godinho de Matos, M., Ferreira, P., "The Effect of Binge Watching on the Subscription of Media Services," Conference on Digital Experiments (CODE@MIT), Massachusetts Institute of Technology, October 27-28, 2017, Boston, MA

Godinho de Godinho de Matos, M., Ferreira, P., "Binge Yourself Out: The Impact of Binge Behavior on VoD Consumption," Workshop on Information Systems and Economics (WISE), December 14-16, 2016, Dublin, Ireland

Reis, F., Godinho de Godinho de Matos, M., Ferreira, P., "The Effect of Website Blocking on Piracy," Workshop on Information Systems and Economics (WISE), December 14-16, 2016, Dublin, Ireland

Yang, C., Godinho de Godinho de Matos, M., Ferreira, P., "The Effect of Friends and Crowds Throughout the Consumer Shopping Journey," Workshop on Information Systems and Economics (WISE), December 14-16, 2016, Dublin, Ireland

Godinho de Godinho de Matos, M., Ferreira, P., "Binge Yourself Out: The Effect of Binge Watching on the Consumption of Media," Conference on Digital Experiments (CODE@MIT), Massachusetts Institute of Technology, October 14-15, 2016, Boston, MA

Godinho de Godinho de Matos, M., Ferreira, P., Smith, M. "Pirates Keep Downloading Even When it is Free: Evidence from a Randomized Field Experiment," Conference on Digital Experiments (CODE@MIT), Massachusetts Institute of Technology, October 14-15, 2016, Boston, MA

Han, Q., Costeira, J., Ferreira, P., "The Effect of Product Placement on Shopping Behavior at the Point of Purchase," Conference on Digital Experiments (CODE@MIT), Massachusetts Institute of Technology, October 14-15, 2016, Boston, MA

Reis, F., Ferreira, P., Godinho de Godinho de Matos, M., Belo, R., "The Impact of TSTV on the Consumption of Media," Symposium on Statistical Challenges in eCommerce Research (SCECR), June 22-24, 2016, Naxos, Greece

Belo, R., Godinho de Godinho de Matos, M., Ferreira, P., "Target the Ego or Target the Group: Evidence from a Field-Randomized Experiment in Pro-active Churn Management," Symposium on Statistical Challenges in eCommerce Research (SCECR), June 22-24, 2016, Naxos, Greece

Zhang, X., Ferreira, P., Belo, R., Godinho de Godinho de Matos, M. “Welfare Properties of Recommender Systems: Evidence from a Randomized Experiment,” Workshop on Information Systems and Economics (WISE), December 12-13, 2015, Dallas, TX

Yang, C., Godinho de Godinho de Matos, M., Ferreira, P., “Quantifying Switching Costs and the Role of Service Contracts in Triple Play Markets,” Workshop of Information Technology and Systems (WITS), December 12-13, 2015, Dallas, TX

Belo, R., Godinho de Godinho de Matos, M., Ferreira, P., “Target the Ego or target the Group: Evidence from a randomized experiment,” Conference on Digital Experiments (CODE@MIT), Massachusetts Institute of Technology, October 15-17, 2015, Boston, MA

Zhang, X., Ferreira, P., Belo, R., Godinho de Godinho de Matos, M., “Welfare Properties of Recommender Systems: Evidence from a Randomized Experiment,” Conference on Digital Experiments (CODE@MIT), Massachusetts Institute of Technology, October 15-17, 2015, Boston, MA

Reis, F., Godinho de Godinho de Matos, M., Ferreira, P., “The Effect of Time-Shift TV and Converge Technologies on TV Consumption,” Conference on Digital Experiments (CODE@MIT), Massachusetts Institute of Technology, October 15-17, 2015, Boston, MA

Zhang, X., F., Ferreira, P., Godinho de Godinho de Matos, M., Belo, R., “The Welfare Effects of Recommender Systems: Evidence from a Randomized Experiment with Video-on-Demand,” Symposium on Statistical Challenges in eCommerce Research (SCECR), June 14-16, 2015, Addis Ababa, Ethiopia

Reis, F., Ferreira, P., Godinho de Godinho de Matos, M., “Can the TV fight back? Evidence of Substitution between TV and Internet Consumption,” Symposium on Statistical Challenges in eCommerce Research (SCECR), June 14-16, 2015, Addis Ababa, Ethiopia

Han, Q., Ferreira, P., Costeira, J., “Asymmetric Role of Social Influence in Smartphone Adoption in Large Mobile Networks,” Conference on the Analysis of Mobile Phone Datasets and Networks (NETMOB), MIT, Boston, MA, April 7-10, 2015

Reis, F., Ferreira, P., “Using Mobile Data to Discover Peer Influence in Job Referral Networks,” Conference on the Analysis of Mobile Phone Datasets and Networks (NETMOB), MIT, Boston, MA, April 7-10, 2015

Belo, R., Ferreira, P., “Identifying Social Influence in Viral Products Using Randomization,” Workshop on Information Systems and Economics (WISE), Auckland University, December 17-20, 2014, Auckland, New Zealand

Belo, R., Ferreira, P., Godinho de Godinho de Matos, M., “Price Discounts and Peer effects in the Consumption of Information Goods,” Conference on Digital Experiments (CODE@MIT), Massachusetts Institute of Technology, October 5-7, 2014, Boston, MA

Belo, R., Godinho de Godinho de Matos, M., Ferreira, P., “Prime-Time Any Time: The Effect of Time-shifted TV on Media Consumption,” Symposium on Statistical Challenges in eCommerce Research (SCECR), June 12-13, 2014, Tel Aviv University, Tel Aviv, Israel

Ferreira, P., Telang, R., Godinho de Godinho de Matos, M., “Contagious Churn in Cell Phone Networks,” Winter Conference on Business Analytics (WCBI), February 27 – March 1, 2014, Snowbird, UT

Belo, R., Ferreira, P., Telang, R., “Spillovers Effects of Wiring Schools with Broadband: The Critical Role of Children,” Workshop on Information Systems and Economics (WISE), Bocconi University, 14-15 December 2013, Milan, Italy

Belo, R., Godinho de Godinho de Matos, M., Ferreira, P., “Prime-Time Any Time: The Effect of Time-shifted TV on Media Consumption,” Workshop of Information Technology and Systems (WITS), Bocconi University, December 14-15, 2013, Milan, Italy

Belo, R., Ferreira, P., Telang, R., “Spillovers Effects of Wiring Schools with Broadband: The Critical Role of Children,” Workshop of Information Technology and Systems (WITS), Bocconi University, December 14-15, 2013, Milan, Italy

Godinho de Godinho de Matos, M., Ferreira, P., Smith, M., Telang, R. “The Impact of Likes on the Sales of Movies in VoD: A Randomized Experiment,” Workshop of Information Technology and Systems (WITS), Bocconi University, December 14-15, 2013, Milan, Italy

Godinho de Godinho de Matos, M., Ferreira, P., Smith, M., Telang, R. “The Impact of Likes on the Sales of Movies in VoD: A Randomized Experiment,” Symposium on Statistical Challenges in eCommerce Research (SCECR), June 27-28, 2013, Católica-Lisbon, Lisbon, Portugal

Belo, R., Ferreira, P., “Is Social Influence Always Positive? Evidence from a Large Mobile Network,” Symposium on Statistical Challenges in eCommerce Research (SCECR), June 27-28, 2013, Católica Lisbon, Lisbon, Portugal

Belo, R., Ferreira, P., “Is Peer Influence Always Positive?” Conference on the Analysis of Mobile Phone Datasets and Networks (NETMOB), MIT, Boston, MA, May 1-3, 2013

Han, Q., Ferreira, P., “Determinants of Subscriber Churn in Wireless Network, Role of Peer Influence,” Conference on the Analysis of Mobile Phone Datasets and Networks (NETMOB), MIT, Boston, MA, May 1-3, 2013

Godinho de Godinho de Matos, M., Ferreira, P., Telang, R., Smith, M., “The Impact of Likes on Sales of Movies in VoD: A Randomized Experiment,” Workshop Statistical & Machine Learning Approaches to Network Experimentation, CMU, Pittsburgh, PA, April 24-26, 2013

Godinho de Godinho de Matos, M., Ferreira, P., Krackhardt, D., Peer Influence and Homophily in the Diffusion of the iPhone 3G in a Very Large Social Network,” Workshop of Information Systems and Economics (WISE), Orlando, Florida, US, December 15-16, 2012 (poster)

Belo, R., Ferreira, P., “Spillover Effects of Broadband Adoption in Schools and the Critical Role of Children,” Academy of Management Annual Meeting, Boston, MA, August 3-7, 2012

Belo, R., Ferreira, P., “Using Randomization Methods to Identify Social Influence in Mobile Networks,” Symposium on Statistical Challenges in eCommerce Research (SCECR), McGill University, Montreal, QC, June 28-29, 2012

Godinho de Godinho de Matos, M., Ferreira, P., “Peer Effects on the Adoption of the iPhone 3G,” Symposium on Statistical Challenges in eCommerce Research (SCECR), McGill University, Montreal, QC, June 28-29, 2012

Belo, R., Ferreira, P., “Using Randomization Methods to Identify Social Influence in Mobile Networks,” Conference on the Analysis of Mobile Phone Datasets and Networks (NETMOB), MIT, Boston, MA, October 10-11, 2011

Krivitsky, P., Ferreira, P. and Telang, R., “Network neighbor effects on customer churn in cell phone networks,” Conference on the Analysis of Mobile Phone Datasets and Networks (NETMOB), MIT, Boston, MA, October 10-11, 2011

Krivitsky, P., Ferreira, P. and Telang, R., “Network neighbor effects on customer churn in cell phone networks,” Symposium on Statistical Challenges in eCommerce Research (SCECR), Rio de Janeiro, Brazil, June 27-28, 2011

Oraro, M., Ferreira, P., “Next Generation Networks and Cost-based Bit-stream Access: Pricing Asymmetrical Distribution of Risk,” Annual Conference of Competition and Regulation in Network Industries, Brussels, Belgium, November 25, 2011

Abstract Reviewed

Godinho de Matos, M., Ferreira, P., “The Impact of Binge Watching on TV Viewership and on the Subscription of TV Products,” *Annual ISMS Marketing Science Conference*, June 7-10, 2017, in Los Angeles, CA

Belo, R., Godinho de Matos, M., Ferreira, P., "Target the Ego or Target the Group: Evidence from a Randomized Field Experiment in Churn Management," *Annual ISMS Marketing Science Conference*, June 7-10, 2017, in Los Angeles, CA

Liang, Y., Ferreira, P., Smith, M., "The Impact of Instructor Personality on the Success of Online Educational Videos: A Multimodal Deep Learning Approach," *INFORMS Annual Meeting*, October 24-27, 2021, Anaheim, CA

Liang, Y., Ferreira, P., Smith, M., "The Impact of Instructor Personality on the Success of Online Educational Videos: A Multimodal Deep Learning Approach," *ISOM Research Workshop*, March 2019, Gainesville, FL

Yang, B. Godinho de Matos, M., Ferreira, P., "The Interplay of Information from Friends Versus Crowds in Consumer Digital Shopping Journey," *Annual ISMS Marketing Science Conference*, June 7-10, 2017, in Los Angeles, CA

Zhang, X., Ferreira, P., Belo, R., Godinho de Matos, M., "The Welfare Properties of Recommender Systems," *Annual ISMS Marketing Science Conference*, June 7-10, 2017, in Los Angeles, CA

Zhang, X., Ferreira, P., Belo, R., Godinho de Matos, M., "How Do Personalized Recommendations and Price Discrimination Compare?" *Annual ISMS Marketing Science Conference*, June 7-10, 2017, in Los Angeles, CA

Reis, F., Ferreira, P., Godinho de Matos, M., Belo, R., "The Impact of TSTV on the Consumption of Media," *Annual ISMS Marketing Science Conference*, June 7-10, 2017, in Los Angeles, CA

Han, Q., Costeira, J., Ferreira, P., "The Effect of Product Placement on Shopping Behavior at the Point of Purchase," *INFORMS Annual Meeting*, November 12-15, 2016, Nashville, TN

Ligo, A., Peha, J., Ferreira, P., Barros, J., "Comparison between Benefits and Costs of Offload of Mobile Internet Traffic Via Vehicular Networks," *Telecommunications Policy Research Conference (TPRC)*, George Mason University, September 25-27, Arlington, VA, 2015

Ferreira, P., "Randomized Field Experiments in Network Settings in the Media Industry," Workshop on Big Data for Social Policy, *The Fields Institute for Research in Mathematical Sciences*, April 14-15, 2015, Toronto, Canada

Belo, R., Ferreira, P., Godinho de Matos, M. "Price Discounts and Peer effects in the Consumption of Information Goods," *INFORMS Annual Meeting*, November 8-10, 2014, San Francisco, CA

Turner, R., Ferreira, P., Belo, R., "Peer effects in student performance: evidence from a University Setting," *INFORMS Annual Meeting*, November 8-10, 2014, San Francisco, CA

Belo, R., Godinho de Matos, M., Ferreira, P., "The Effect of Movie Streaming on the Consumption of TV," *INFORMS Annual Meeting*, Digital Media, October 6-9, 2013, Minneapolis, MN

Turner, R., Ferreira, P., "The effect of Wi-fi on Students Grades in a University Setting," *Lisbon Research Workshop on Economics, Statistics and Econometrics of Education*, Technical University of Lisbon, January 18-19, 2013

Belo, R., Ferreira, P., "Spillover Effects from Wiring Schools with Broadband," *Lisbon Research Workshop on Economics, Statistics and Econometrics of Education*, Technical University of Lisbon, January 18-19, 2013

Cho, D., Ferreira, P., Telang, R., "Empirical Analysis of Mobile Number Portability and Exclusive Handset Deal on Switching Costs and Market Competition," *Telecommunications Policy Research Conference (TPRC)*, George Mason University, September 21-23, Arlington, VA, 2012

Belo, R., Ferreira, P., "Spillover Effects of Broadband in Schools and the Critical Role of Children," *Telecommunications Policy Research Conference (TPRC)*, George Mason University, September 21-23, Arlington, VA, 2012

Turner, R., Ferreira, P., "Effects of Wi-fi Internet Usage on Academic Performance in a University Setting," *Annual Conference on Science and Technology in Society*, American Academy of Arts and Science, Washington, DC, March 30-31, 2012

Oraro, M., Ferreira, P., "Cost-Based Open Access and Next Generation Networks: Pricing Asymmetric Flexibility Using Contingent Claim Analysis," *Academy of Business Research Conference*, Atlantic City, NJ, September 13-15, 2011

Oraro, M., Ferreira, P., "Cost-Based Open Access and Next Generation Networks: Pricing Asymmetric Flexibility Using Contingent Claim Analysis," *Telecommunications Policy Research Conference (TPRC)*, George Mason University, September 23-25, Arlington, VA, 2011

Vaishnav, C., Ferreira, P., "Internet and Political Participation: A New Integrated Model for the Role of the Internet in Cyber-Democracy," *Telecommunications Policy Research Conference (TPRC)*, George Mason University, September 23-25, Arlington, VA, 2011

Godinho de Matos, M., Ferreira, P., "Entry in Telecommunication Markets," *Telecommunications Policy Research Conference (TPRC)*, George Mason University, September 23-25, Arlington, VA, 2011

Belo, R., Ferreira, P., Telang, R., "The Effects of Broadband in Schools: Evidence from Portugal," *Lisbon Research Workshop on Economics and Econometrics of Education*, Business School of the Technical University of Lisbon, January 7-9, Lisbon, Portugal, 2011

Ferreira, P., "Market Power vs. Economies of Scale: An Analysis of Economic Efficiency," *INFORMS Annual Meeting*, October 9-14, San Diego, CA, 2009

Patrick, A., Ferreira, P., "Spillover Effects from Wiring Schools with Broadband: Implications for Universal Service Policy," *Telecommunications Policy Research Conference (TPRC)*, September, Arlington, VA, 2009

Ferreira, P., Regateiro, A., "Opportunities and Challenges for Segmented Regulation with Next Generation Networks," *Telecommunications Policy Research Conference (TPRC)*, George Mason University, October 1-3, Arlington, VA, 2008

Ferreira, P., Sirbu, M., "The Inefficiency of Markets for Provisioning Advanced Telecommunication Networks," *Telecommunication Policy Research Conference (TPRC)*, George Mason University, October 1-3, Arlington, VA, 2004

Ferreira, P., "Selfish Provisioning of Communication Networks," *INFORMS Annual Meeting*, October 19-22, Atlanta, GA, 2003

Ferreira, P., Sirbu, M., "Interconnection Strategies for Internet Service Providers", *International Conference on Technology Policy and Innovation*, EGADE Business School, Sistema Tecnológico de Monterrey, June 10-13, Monterrey, Mexico, 2003

Conceição, P., Faria, P., Ferreira, P., Padilla, B., Preto, P., "Does Inequality Hinder the Diffusion of Technology? Preliminary Explorations," *International Conference on Technology Policy and Innovation*, EGADE Business School, Monterrey, June 10-13, Monterrey, Mexico, 2003

Ferreira, P. "Implications of Decreasing Bandwidth Price on Allocating Traffic between Transit and Peering," *INFORMS Annual Meeting*, November 17-20, San Jose, CA, US, 2002

Ferreira, P., "The Evolving Architecture of the Internet: Policy Issues Associated with Transitioning to a Competitive Environment," *International Conference on Technology Policy and Innovation*, 12-15 August, Kansai, Japan, 2002

Ferreira, P., McKnight, L., "Bandwidth trading markets as critical infrastructures for the development of the Telecommunications industry," *International Conference on Technology Policy and Innovation*, TU Delft, 26-29 June, Delft, Netherlands, 2001

Ferreira, P., “Testing the scalability of DWDM networks,” *International Conference on Technology Policy and Innovation*, Politecnica Universidade Catolica, 28-31 August, Curitiba, Brazil, 2000

Conceição, P., Ferreira, P., Galbraith J. K., “Update on the work by the UTIP on measuring inequality,” *International Conference on Macro-Dynamics of Inequality in the Industrialized and Developing Countries*, The Jerome Levy Institute of Bard College, Annadale-on-the-Hudson, 28-29 October, NY, 1999

Conceição, P., Ferreira, P., “Exploring the potential of the Theil index,” *International Conference on Technology Policy and Innovation*, LBJ School of Public Affairs, 1-2 September, Austin, TX, 1999

Ferreira, P., Heitor, M., Santos, F., “Organizational Design for The Knowledge Economy”, *International Conference on Technology Policy and Innovation*, 3-5 August, Fundação Calouste Gulbenkian, Lisbon, Portugal, 1998

Additional Teaching Appointments

At Carnegie Mellon University

Graduate course: Information Security, Spring 2011
Total Students: 49. Evaluations: Course 4.4/5; Instructor: 4.3/5

Graduate course: Information and Telecom Policy in an Intl. Context, Spring 2011
Total Students: 11. Evaluations: Course 4.6/5; Instructor: 4.4/5

Graduate Capstone Projects Course, Fall 2018-2020
Total Students: 20. Evaluations: Course 4.3/5; Instructor: 5.0/5

Executive Education Courses in Data Analytics for Telecom Policy, Spring 2024-present

Other

Executive Education Courses at NOVA School of Business and Economics in A/B Testing and Data Analytics, Spring 2022-present

Executive Education Courses at Catolica-Lisbon, Portuguese Catholic University in Data Science and Machine Learning, Spring 2011-2020

Executive Education Courses at Indian School of Business in Data Science for Decision Making in Management, Spring 2024

Master level courses in Telecom Policy in the MPhil in Management at the Judge Business School, University of Cambridge, Spring 2005-2009

Undergraduate courses in Data Analytics, Telecom Policy and Computer Networks, Instituto Superior Tecnico, Technical University of Lisbon, Fall 2004-2009

Additional Service Appointments

Associate Editor, Information Economics and Policy, 2017-present

Associate Editor - MISQ Special Issue on Big Data and Analytics, 2017

Associate Editor – Electronic Commerce, Research and Applications, 2014-2019

Reviewer Roles

Reviewer for Division of Social and Economics Sciences, NSF, 2018

Reviewer for the following journals: Management Science, Management Information Systems Quarterly, Information Systems Research, Marketing Science, Journal of Marketing Research, Journal of Management of Information Systems, Decision Support Systems, Electronic Commerce Research and Applications, Journal of Public Economics, Information Economics and Policy and Telecommunications Policy

Reviewer for the following conferences: International Conference on Information Systems (ICIS), Conference on Information Systems and Technologies (CIST), NetMob – Scientific Analysis of Mobile Phone Datasets, International Conference on Complex Systems (ICCS)

Program Committees, Organizing Committees and Sessions Chair

Member of the Program Committee and Chair of the Organizing Committee for 20th Symposium on Statistical Challenges in E-Commerce Research, Lisbon, Portugal, June 19-21, 2024

Member of the Organizing Committee for the Workshop on Information Systems and Economics (WISE), to be hosted in San Francisco, CA, December 16-18, 2018

Member of the Program Committee for the International Conference on Complex Systems (ICCS), hosted by New England Complex Systems Institute, Cambridge, MA, July 22-27, 2018

Session Chair for the Marketing Science Annual Conference, session on “Social Media Referrals”, University of Southern California, June 7-10, 2017

Session Chair for the Marketing Science Annual Conference, Session on “CRM and Customer Churn”, University of Southern California, June 7-10, 2017

Session Chair for the Workshop on Information Systems and Economics (WISE), Session on “Gig and the Sharing Economy,” Dublin, Ireland, December 14-15, 2016

Cluster Chair for Telecoms, Networks, and Social Networks for the European INFORMS Annual Conference, hosted at La Sapienza, University of Rome, Rome, Italy, July 1-4, 2013

Member of the Program Committee and Chair of the Organizing Committee for 9th Symposium on Statistical Challenges in E-Commerce Research, Lisbon, Portugal, June 27-28, 2013

Member of the Program Committee for the iConference, hosted by the College of Information of the University of North Texas in Fort Worth, Texas, February 12-15, 2013

Service at Carnegie Mellon University

Grader for EPP qualifying examinations Part B (2022)

Grader for EPP qualifying examinations Part B (2021)

Member of the EPP Committee tasked to review Ph.D. and M.Sc. curricula (2020-2021)

Grader for EPP qualifying examinations Part B (2019)

Co-organizer of the Heinz Informal Lunch Seminar Series for the AY 2019-2020

Member of the Heinz College in the Doctoral Mentoring Committee, CMU (2018-2019)

Member of the Search Committee for two Faculty Positions in Information Systems at the Heinz College (2018-2019)

Member of the Search Committee for a Faculty Position in Information Security and Privacy at the Heinz College (2017-2018)

Faculty from the Heinz College for the Cooper Dissertation Award Committee (2016)

Co-organizer of the Heinz Faculty Seminar Series for the academic year 2015-2016

Member of the EPP Committee tasked to review the implementation of Ph.D. qualifying examinations (2015-2019)

Member of the EPP Committee tasked to review the policies for Teaching Assistant assignments in the Department (2013-2014)

Member from the Heinz College for the Cooper Dissertation Award Committee (2014)

Member of the Faculty Committee tasked to review the strategy of the College of Engineering to develop Massive Open Online Education initiatives (2013-2015)

Organizer and host of the EPP-Portugal research seminar series (2010-2013)

Co-organizer of the Heinz Faculty Seminar Series for the academic year 2012-2013