

THE UNIVERSITY AT BUFFALO SCHOOL OF MANAGEMENT
MANAGEMENT SCIENCE AND SYSTEMS DEPARTMENT PRESENTS:

GREAT LAKES TECH RETREAT DAY 1 SCHEDULE

Time	Event
2-3 p.m.	Registration
3-3:15 p.m.	Welcome
3:15-4 p.m.	Keynote Presentation Martin Krebs Chief Information Officer, National Fuel Gas Co.; Senior Vice President, National Fuel Gas Distribution Corp.
4-4:45 p.m.	Panel 1: Diverse Perspectives in AI Panelist 1: Thomas Panasiewicz, Director, Financial Risk Group Panelist 2: Tony DiLoreto, Founder and CEO, Generative AI Stealth Startup Panelist 3: Nicholas Vozzo, JD, Assistant District Attorney, Erie County Prosecutors Office Moderated by Dominic Sellitto, Clinical Assistant Professor and Associate Director of the UB School of Management's Center for AI in Business and Innovation
4:45-5:30 p.m.	Panel 2: Cybersecurity Panelist 1: Christopher Klimek, Security Officer and Infrastructure Manager, HEALTHeLINK Panelist 2: Tim Mongan, State Farm Panelist 3: Frank D'Arrigo, Sedara Consulting Moderated by Kevin Cleary, Clinical Assistant Professor and Program Director for the UB School of Management's Master of Science in Management Information Systems Program.
5:30-6:15 p.m.	Panel 3: Innovation in technology Panelist 1: Heath Tuttle, Vice President and Chief Information Officer, UB Panelist 2: Saverio "Sam" Marrazzo, Chief Innovation Officer, BNMC Panelist 3: Jasmeet Singh Gujral, Group Product Lead - AI Products, eBay Moderated by Arman Falahati, Clinical Assistant Professor, Management Science and Systems, UB School of Management
6:15-6:20 p.m.	Dean's special recognition award and closing Kenneth Kendall, PhD '75
6:30-8:30 p.m.	Welcome Reception (by invitation only)

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GREAT LAKES TECH RETREAT DAY 2 SCHEDULE

Time	Event
8-9 a.m.	Registration and Breakfast
9-9:45 a.m.	Presentation 1 Jinyang Zheng, University of Rochester Simon Business School Can Banning ChatGPT Save User-generated Q&A platforms?
9:45-10:30 a.m.	Presentation 2 Jason Kuruzovich, Rensselaer Polytechnic Institute Learning from Exemplar Answers: Improving Algorithmic Fairness in Personnel Selection Through Loose Coupling
10:30-10:45 a.m.	Break
10:45-11:30 a.m.	MSS PhD Student Showcase Yousuf Aziz Optimal Labor Sourcing from Gig Markets: Spot and Forward Contracts
11:30 a.m.-12:15 p.m.	Presentation 3 Wael Jabr, Pennsylvania State University Smeal College of Business AI Enforcement: Examining the Impact of AI on Judicial Fairness and Public Safety
12:15-1:15 p.m.	Lunch
1:15-2:15 p.m.	Keynote Address Avi Goldfarb, University of Toronto Rotman School of Management The Disruptive Economics of Artificial Intelligence
2:15-3 p.m.	Presentation 4 Isam Faik, Western University Ivey Business School Inclusion by Design: Requirements Elicitation with Digitally Marginalized Communities
3-3:15 p.m.	Break
3:15-4 p.m.	Presentation 5 Mikhail Lysyakov, University of Rochester Simon Business School How does Social Bot Socialize? Evidence from a Microblogging Platform
4-4:45 p.m.	Presentation 6 Avinash Collis, Carnegie Mellon Heinz College of Information Systems and Public Policy The Consumer Welfare Effects of Online Ads: Evidence from a 9-Year Experiment
4:45-5 p.m.	Closing remarks

GREAT LAKES TECH RETREAT SPEAKERS AND AWARDEES

Awardee



Kenneth E. Kendall, PhD '75

Distinguished Professor of Management, Rutgers School of Business-Camden

Kendall is one of the founders of the International Conference on Information Systems and a fellow of the Decision Sciences Institute. He is a past president of DSI and was awarded the DSI Distinguished Service Award. Named one of the top 60 most productive MIS researchers in the world, he was awarded the Silver Core from IFIP and is an AIS Distinguished Member - cum laude. In 2016, was the 20th person inducted into The PhD Project Hall of Fame, and was named Educator of the Year in IS for 2010 by the Association for Information Technology Professionals. Kendall has published his research in MISQ, Management Science, JAIS, ISJ and many other journals. He co-authored Systems Analysis and Design, 11th edition, with his wife, Julie. The pair also served as official nominators for the Drama League Awards in Manhattan and wrote new official lyrics for the Rutgers Alma Mater. Kendall is celebrating completing his 50th year of full-time teaching. He earned his Bachelor of Science in mathematics and economics from Canisius University and his MBA and PhD from the UB School of Management.

Keynote Speakers



Martin Krebs, BS '93

Chief Information Officer, National Fuel Gas Co.; Senior Vice President of National Fuel Gas Distribution Corp.

At National Fuel Gas Distribution Corp., Krebs oversees the consumer business and security departments. Prior to joining National Fuel in 2018, Krebs was the chief information officer and chief information security officer of Fidelis Care, a health insurance provider for more than 1.7 million New York State residents. Additionally, he has served as chief information officer of PCB Piezotronics, a global manufacturing company with offices across the United States, Europe and Asia. He has also held a variety of information technology positions with HealthNow New York, Aether Systems, RWD Technologies and CMG Health Inc. Krebs holds a Bachelor of Science in business administration with a concentration in management information systems from the UB School of Management.



Avi Goldfarb, PhD

Rotman Chair in Artificial Intelligence and Healthcare and Professor of Marketing, University of Toronto Rotman School of Management

Goldfarb is also chief data scientist at the Creative Destruction Lab; a faculty affiliate at the Vector Institute and the Schwartz-Reisman Institute for Technology and Society; and a research associate at the National Bureau of Economic Research. His research focuses on the opportunities and challenges of the digital economy. Along with Ajay Agrawal and Joshua Gans, Goldfarb is the author of the Globe and Mail bestselling book, *Prediction Machines: The Simple Economics of Artificial Intelligence*. He has published academic articles in marketing, statistics, law, management, medicine, political science, refugee studies, physics, computing and economics. Goldfarb is a former senior editor at Marketing Science. His work on online advertising won the INFORMS Society of Marketing Science Long Term Impact Award, and he testified before the U.S. Senate Judiciary Committee on related work in competition and privacy in digital advertising. His work has been referenced in White House reports, European Commission documents, the New York Times and the Economist.