


# Georg J.P. Link

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## SUMMARY

My research advances our knowledge in corporate engagement with open source projects. As corporate involvement increases, open source foundations provide guidance and support for open source projects. We only begin to understand the evolution of this triangular relationship. My current research focus is to inform this relationship through research into open source project health and new market mechanisms. My work has been accepted to the Communications of the Association for Information Systems, the Journal for Universal Computer Science, ACM GROUP, Americas Conference on Information Systems, OpenSym, HICSS, CHAOSSCon, INFORMS, and MWAIS. My research has been supported by the Alfred P. Sloan Foundation, Mozilla, and the Linux Foundation.

I am engaged at both professional and university levels. I volunteered at various academic conferences, was a conference co-organizer for the 2017 Big XII+ MIS Symposium, am currently the Communications Chair for AIS SIGOPEN, and am an active member of the University of Nebraska at Omaha's BRIDGE Lab — a lab dedicated to the advancement of IT design, architecture, and education. I have reviewed for ICIS, AMCIS, MWAIS, ECIS, PACIS, HICSS, and OpenSym. Finally, I am an active member in the Linux Foundation CHAOSS project and the Mozilla Bugmark project.

## EDUCATION

### University of Nebraska at Omaha, Omaha, Nebraska, USA

- Ph.D. in Information Technology planned 2019
  - Thesis: Signaling Theory in Collaborative Environments
  - Advisor: Prof. Matt Germonprez
  - Focus: Open Source Community Health
- MBA – Master of Business Administration 2013
  - Concentration: Collaboration Science
  - Cumulative GPA: 3.9 / 4.0

### Technical University Braunschweig, Braunschweig, Germany

- M.S. in Business Informatics 2014
  - Thesis: Evaluating Anchored Discussion as a New Tool for Creativity in Online Collaboration
  - Cumulative GPA: 1.3 (German grade translates to 3.7 / 4.0)

### WelfenAkademie, Braunschweig, Germany

- B.A. in Business Administration 2011
  - Concentration: Banking
  - Cumulative GPA: 1.8 (German grade translates to 3.2 / 4.0)

## GRANT FUNDING

### Total: \$8,759.00

- \$2,441.00 - Mozilla 2018
  - Travel support to ACM Collective Intelligence, Zurich, Switzerland
- \$1,318.00 - Linux Foundation 2017
  - Travel support to Open Source Summit North America, Los Angeles, CA, USA
- \$5,000.00 - University of Nebraska at Omaha 2017
  - Program: Graduate Research and Creative Activity (GRACA)
  - Proposal title: The Changing Nature of Volunteerism in Open Source Communities

## SCHOLARSHIPS

- Hanns-Seidel-Stiftung 2012 – 2014
- German Academic Exchange Service (DAAD) 2012 – 2013

## HONORS & AWARDS

- Best Paper Award, AIS SIG GlobDev 2017
  - Link, G. J.P., & Qureshi, S. (2017). The role of open source in new business formation: Innovations for development. In *Proceedings of the Twenty-third Americas Conference on Information Systems*. Boston.
- Above and Beyond Excellence Award from UNO Student Government 2013
- Rotary Youth Leadership Award (RYLA) Seminar 2008

**PUBLICATIONS****JOURNALS**

- [2] Link, G. J.P., K. Lombard, K. Conboy, M. Feldman, J. Feller, J. George, M. Germonprez, S. Goggins, D. Jeske, G. Kiely, K. Schuster, M. Willis (2017). Contemporary issues of open data in Information Systems research: Considerations and recommendations. *Communications of the Association for Information Systems*, 41(Article 25), 587–610. <http://aisel.aisnet.org/cais/vol41/iss1/25/>
- [1] Link, G. J.P., D. Siemon, G. de Vreede, S. Robra-Bissantz (2016). Anchored Discussion: Development of a Tool for Creativity in Online Collaboration, *Journal for Universal Computer Science*, 22(10), 1339–1359. <https://doi.org/10.3217/jucs-022-10-1339>

**CONFERENCES**

- [13] Link, G. J.P., & Germonprez, M. (2018). Assessing open source project health. In Twenty-fourth Americas Conference on Information Systems 2018 Proceedings. New Orleans, LA.
- [12] Rao, M., Link, G. J.P., Marti, D., Leak, A., & Bodo, R. (2018). A trading market for prices in peer production. In ACM Collective Intelligence 2018 Proceedings. Zurich, Switzerland.
- [11] Rao, M., Link, G. J.P., Marti, D., Leak, A., & Bodo, R. (2018). A Trading Market to Incentivize Secure Software. In 17th Annual Workshop on the Economics of Information Security (WEIS), Innsbruck, Austria.
- [10] Gandhi, R., Germonprez, M., & Link, G. J.P.\* (2018). Open data standards for open source software risk management routines: An examination of SPDX. Presented at the ACM GROUP'18, Sanibel Island. <https://doi.org/10.1145/3148330.3148333>
- [9] Link, G. J.P., & Qureshi, S. (2018). The role of open source communities in development: Policy implications for governments. Presented at the HICSS 2018, Hawaii. <http://hdl.handle.net/10125/50190>
- [8] Link, G. J.P. (2017). The value of engaging with open source communities. In *OpenSym '17 Companion*. Galway, Ireland: ACM. <https://doi.org/10.1145/3126673.3126679>
- [7] Link, G. J.P., & Jeske, D. (2017). Understanding organization and open source community relations through the Attraction-Selection-Attrition Model. In *OpenSym '17 Companion*. Galway, Ireland: ACM. <https://doi.org/10.1145/3125433.3125472>
- [6] Link, G. J.P., & Qureshi, S. (2017). The role of open source in new business formation: Innovations for development. In *Proceedings of the Twenty-third Americas Conference on Information Systems*. Boston. Retrieved from <http://aisel.aisnet.org/amcis2017/ICTs/Presentations/18/>
- [5] Link, G. J.P., Gill, J., & Khazanchi, D. (2017). Measuring adoption of open source software and practices in organizations: A pilot study. In *Proceedings of the Twelfth Midwest Association for Information Systems Conference*. Springfield, IL. Retrieved from <http://aisel.aisnet.org/mwais2017/43/>
- [4] Link, G. J.P., Lombard, K., Germonprez, M., & Goggins, S. (2017). Advancing open online community science practice: The open community data exchange. In *Proceedings of the Twelfth Midwest Association for Information Systems Conference*. Springfield, IL. <http://aisel.aisnet.org/mwais2017/44>
- [3] Link, G. J.P., Germonprez, M., Goggins, S., Hemsley, J., Rand, B., & Squire, M. (2016). The Open Community Data Exchange: Advancing data sharing and discovery in open online community science. In *OpenSym '16 Companion*. Berlin, Germany: ACM. <https://doi.org/10.1145/2962132.2962142>
- [2] Link, G. J.P., & Germonprez, M. (2016). Understanding open source communities as complex adaptive systems: A case of the R Project community. In AMCIS 2016 Proceedings. San Diego, CA. Retrieved from <http://aisel.aisnet.org/amcis2016/Open/Presentations/7/>
- [1] Link, G. J.P., Siemon, D., de Vreede, G.-J., & Robra-Bissantz, S. (2015). Evaluating Anchored Discussion to Foster Creativity in Online Collaboration. In N. Baloian, Y. Zorian, P. Taslakian, & S. Shoukouryan (Eds.), *Collaboration and Technology* (pp. 28–44). Springer International Publishing. [https://doi.org/10.1007/978-3-319-22747-4\\_3](https://doi.org/10.1007/978-3-319-22747-4_3)

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\* Authors in alphabetical order

## PRESENTATIONS

- [13] Link, G. J.P. (2018, March). Engaging Volunteers and Voluntolds in Open Source Projects. Presented at the 10th Annual Research and Creative Activity Fair, University of Nebraska at Omaha, NE, USA. <https://digitalcommons.unomaha.edu/srcaf/2018/schedule/148/>
- [12] Germonprez, M., & Link, G. J. P. (2017, September). BoF: Community Health Analytics for Open Source. Birds-of-a-Feather presented at the Open Source Summit North America, Los Angeles, California. Retrieved from <http://sched.co/BCsP>
- [11] Link, G. J.P. (2017, August). Understanding organization and open source community relations through the Attraction-Selection-Attrition Model. Presented at OpenSym 2017, Galway, Ireland.
- [10] Link, G. J.P. (2017, August). The value of engaging with open source communities. Presented at the OpenSym 2017 Doctoral Consortium, Galway, Ireland.
- [9] Link, G. J.P. (2017, August). The role of open source in new business formation: Innovations for development. Presented at the Twenty-third Americas Conference on Information Systems, Boston, MA.
- [8] Link, G. J.P., & Lombard, K. (2017, May). Advancing open online community science practice: The open community data exchange. Presented at the Twelfth Midwest Association for Information Systems Conference. Springfield, IL.
- [7] Link, G. J.P. (2017, May). Measuring adoption of open source software and practices in organizations: A pilot study. Presented at the Twelfth Midwest Association for Information Systems Conference. Springfield, IL.
- [6] Link, G. J.P. (2016, December). Moving Open Source Communities: How Foundations Onboard Communities. Presented at the SIGOPEN Developmental Workshop at ICIS 2016, Dublin, Ireland.
- [5] Link, G. J.P., & Lombard, K. (2016, December). Communication Technology Selection in a Young Open Source Community: A Case of the Hyperledger Project. Presented at the SIGOPEN Developmental Workshop at ICIS 2016, Dublin, Ireland.
- [4] Link, G. J.P. (2016, August). The Open Community Data Exchange: Advancing Data Sharing and Discovery in Open Online Community Science. Presented at the OpenSym 2016, Berlin, Germany.
- [3] Link, G. J.P. (2016, April). The Guided Evolution of Open Source Communities. Presented at the 14th Annual BigXII+MISResearchSymposium, Baylor University, Waco, TX, USA.
- [2] Link, G. J.P. (2016, March). The Guided Evolution of Open Source Communities. Presented at the 8th Annual Research and Creative Activity Fair, University of Nebraska at Omaha, NE, USA. <http://digitalcommons.unomaha.edu/srcaf/2016/Schedule/56/>
- [1] Link, G. J.P. (2015, November). The Movement and Commoditization of Open Source Communities. Presented at the INFORMS Annual Meeting 2015, Philadelphia, PA, USA.

## ACADEMIC APPOINTMENTS

### University of Nebraska at Omaha, Omaha, Nebraska, USA

- Graduate Research and Teaching Assistant 2015 – present
  - Funded by Alfred P. Sloan Foundation
  - Funded by Mozilla

### WelfenAkademie, Braunschweig, Germany

- Visiting Lecturer for Information Systems 2014 – present

### Technical University Braunschweig, Braunschweig, Germany

- Research Assistant 2014 – 2015
  - Institute of Business Information Systems  
Information Management Group
- Research and Teaching Assistant 2013 – 2014
  - Institute of Operating Systems and Computer Networks  
Algorithms Group
- Research Assistant 2011 – 2012
  - Institute of Business Information Systems  
Decision Support Group

<b>GRANT WRITING EXPERIENCE</b>	<b>NSF: Early-concept Grants for Exploratory Research (EAGER)</b> 2018 Title: Securing Critical Software Through Futures Markets; PI: Matt Germonprez; Under review.
	<b>Mozilla Research Grants 2018H1</b> 2018 Title: Experiment on Introducing Project Health Signals and Price Signals in Open Source; PI: Georg Link; Under review.
	<b>Mozilla Open Source Experiments Program</b> 2018 Title: Experiment for Health Signals in Bugmark; PI: Georg Link; Unfunded Grant Proposal
	<b>Alfred P. Sloan Foundation</b> 2017 Title: Open Source Project Health and Sustainability; PI: Matt Germonprez and Sean Goggins; Funded with \$449,351 (2018-2020)
	<b>GRACA internal grant University of Nebraska at Omaha</b> 2017 Graduate Research and Creative Activity (GRACA); Title: The Changing Nature of Volunteerism in Open source Communities; PI: Georg Link; Funded with \$5,000 (2017)
	<b>GRACA internal grant University of Nebraska at Omaha</b> 2016 Graduate Research and Creative Activity (GRACA); Title: The Guided Evolution of Open Source Communities; PI: Georg Link; Unfunded proposal.
	<b>BMBF (German Federal Ministry of Education and Research)</b> 2014 Title: DETHIS - Design Thinking for Industrial Services; PI: Christoph Lattemann; Project number 01FJ15100 funded with 1.6 million Euro (2016-2019).
<b>TEACHING EXPERIENCE</b>	<b>Managing the Database Environment</b> 2017 – 2018 University of Nebraska at Omaha, Omaha, Nebraska, USA
	<b>Organizations, Applications, and Technology</b> 2017 University of Nebraska at Omaha, Omaha, Nebraska, USA
	<b>Introduction to Microsoft Excel</b> 2014 – Present WelfenAkademie, Braunschweig, Germany
<b>PROFESSIONAL UNIVERSITY ACTIVITIES</b>	<b>UNO Mozilla Campus Club</b> , University of Nebraska at Omaha 2018 – Present <ul style="list-style-type: none"> <li>▪ Founder and Vice-President</li> </ul>
	<b>Graduate College Committee</b> , University of Nebraska at Omaha 2016 – 2018 <ul style="list-style-type: none"> <li>▪ Student Representative</li> </ul>
	<b>UCRCA Committee</b> (internal grants), University of Nebraska at Omaha 2016 – 2017 <ul style="list-style-type: none"> <li>▪ Student Representative</li> </ul>
	<b>PhD Student Group</b> , University of Nebraska at Omaha 2015 – 2017 <ul style="list-style-type: none"> <li>▪ Founder and President</li> </ul>
	<b>Executive</b> 2015 – Present <ul style="list-style-type: none"> <li>▪ Communications Director, AIS SIGOPEN</li> </ul>
<b>PROFESSIONAL ACADEMIC ACTIVITIES</b>	<b>Organizing</b> (Conference and Workshop) 2018 <ul style="list-style-type: none"> <li>▪ OpenSym Program Committee 2018</li> <li>▪ AMCIS Minitrack Co-Chair 2018 <ul style="list-style-type: none"> <li>• Minitrack: Peer Production Project Health</li> </ul> </li> <li>▪ OpenSym Program Committee and Session Chair 2017</li> <li>▪ SIGOPEN Pre-ICIS Workshop on Open Phenomena 2017</li> </ul>
	<b>Reviewing for Journals</b> 2018 <ul style="list-style-type: none"> <li>▪ 2018 2018 <ul style="list-style-type: none"> <li>• Information and Organization</li> <li>• Information Technology for Development</li> <li>• Journal of Organizational Computing and Electronic Commerce</li> </ul> </li> <li>▪ 2017 2017 <ul style="list-style-type: none"> <li>• Information Technology for Development</li> <li>• Information &amp; Management</li> <li>• International Journal of Entrepreneurship and Small Business</li> <li>• International Journal of Human-Computer Interaction</li> </ul> </li> </ul>

- 2016 2016
  - Communications of the Association for Information Systems

**Reviewing for Conferences**

- 2018: ICIS, AMCIS, OpenSym 2018
- 2017: AMCIS, ECIS, PACIS, MWAIS, OpenSym 2017
- 2016: ICIS, HICSS, AMCIS, ECIS 2016
- 2015: ECIS 2015

**Conference Volunteering**

- ACM Group 2018
- OpenSym 2017
- Big XII+ MIS Research Symposium 2017
- International Conference on Information Systems 2016
- International Conference on Web Intelligence and International Conference on Brain Informatics & Health 2016
- Coalition of Urban and Metropolitan Universities 2015

**PROFESSIONAL AFFILIATIONS**

**Association for Information Systems (AIS)** 2016 – Present

- AIS SIGOPEN
- Midwest United States Association for Information Systems (MWAIS)

**Association for Computing Machinery (ACM)** 2016 – Present

**INDUSTRY TRAINING & CERTIFICATES**

**Bankkaufmann** 2008 – 2011

- Certified by Chamber of Commerce, Braunschweig, Germany
- Bankhaus C. L. Seeliger, Wolfenbüttel, Germany

**Ausbilder-Eignungsprüfung** 2011

- Certified by Chamber of Commerce, Braunschweig, Germany
- WelfenAkademie, Braunschweig, Germany

**REFERENCES**

- **Matt Germonprez**  
Mutual of Omaha Associate Professor  
Information Systems and Quantitative Analysis  
University of Nebraska at Omaha  
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- **Sean Goggins**  
Associate Professor  
School of Information Science and Learning Technologies  
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- **Brian Dorn**  
Associate Professor  
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- **Robin A. Gandhi**  
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Cybersecurity  
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