



Sunday, August 24, 2014

Subject: Professor – Business Analytics Support for Robert Davis for Massey University:

To Whom It May Concern:

This letter is in support of Robert Davis for the position of Professor: Business Analytic at Massey University.

Based on Robert's scholarly record and my personal knowledge of him, I fully recommend him for this program.

I am a professor at the College of Information Sciences and Technology of The Pennsylvania State University. I have also been a Senior Fellow at the Pew Research Center. My full cv is at <http://faculty.ist.psu.edu/jjansen/>. I have published 250 or so research articles in the areas of web searching, web analytics, and keyword advertising. This includes four books in one or more of these research fields. So, I believe I am qualified to recommend Robert for this position.

I am the Editor-in-Chief of the journal Internet Research, where Robert has served on the editorial board since 2011. Previously, Robert was a reviewer. Internet Research is ranked A by the Australasian Business Deans Council (2013) and has an impact factor for 2013 of 1.635. Internet Research is the longest serving, highly ranked journal focused on the Internet from a cross disciplinary perspective. I approached Robert to be on the editorial board for a number of reasons which revolve around his international research leadership in online retail and other disciplined related to the Internet, his interdisciplinary approach, and strength from a methodological perspective standpoint in business analytics model development.

I am very impressed with Robert's online retail research which had a strong cross disciplinary orientation. This research has resulted in 7 peer reviewed conference publications, 3 of which are in A* level ranked journals. A number of highlight ranked journal works provide strong evidence to his international leadership in business analytics in online and other digital media spaces (e.g., games, mobile, elearning).

I understand Robert is completing the writing of a book on social media branding for the USA market and internationally through the Business Expert Press. This book will have strong implications for business analytics model development as it focused researchers and practitioners to measure the effect of the brand on customers and the community.

Internet Research has a strong cross disciplinary approach, and it is important that our editorial board to support that. This approach is exemplified in Roberts's research and an example of that is the resent work we published on Computer Gaming (i.e., Modeling Utilitarian-Hedonic

Dual Mediation (UHDM) in the Purchase and Use of Games). This game analytics model is the first to conceptualize and measure in purchase and usage, Utilitarian-Hedonic Dual Mediation. It also has wide implications for the use of real time in-game data to measure the Utilitarian-Hedonic Duality in user experience.

In the review of Robert's work across a number of journals, I see a number of strong attributes. From a research perspective, I observe strength in methodology and this contributes to high quality using a business analytics approach. The model develop skills extend from understanding the real cross-disciplinary business and theoretical impact to measurement and validity, using many forms of data as part of the approach. Business analytics models that have impact on decision making start with a sound problem orientation and strategic thinking.

What I am impressed with Robert is that ability to think both theoretically as well as strategically. His business and corporate background has definitely added to this ability.

I am very pleased Robert has applied for this position, and I am very confident that he will lead business analytics at Massey University both internationally and in industry-based relationships. He approach and leadership experience will also create success in the proposed academic programs in business analytics.

If you require any further information in regards to Robert Davis, please contact me at jjansen@ist.psu.edu.

Sincerely,
Jim Jansen
Jim Jansen