

DUY D. DAO

Haskayne School of Business
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Contact Information
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Academic Employment

- 2017 – Present, Haskayne School of Business, University of Calgary
 - ◊ 2017 – 2024, Assistant Professor of Business Technology Management (BTMA)
 - ◊ 2024 – Present, Associate Professor of Business Technology Management (BTMA)

Education

- 2013 – 2017, Rady School of Management; University of California, San Diego
 - ◊ Ph.D. Management, 2017
 - Field: Innovation, Technology, and Operations
 - Thesis: *Essays on the Role of Negative Externalities in Information Goods*
 - Advisors: Prof. Terrence W. August and Prof. Hyoduk Shin
- 2007 – 2011, University of California, San Diego
 - ◊ B.S. Mathematics, 2011

Publications

- Economics of Ransomware: Risk Interdependence and Large-Scale Attacks (with T. August and M. F. Niculescu), 2022, *Management Science*, **68**(12), 8979 – 9002.
- Market Segmentation and Software Security: Pricing Patching Rights (with T. August and K. Kim), 2019, *Management Science*, **65**(10), 4575 – 4597.
 - ◊ Nominee for Best Student Paper, Conference on Information Systems and Technology, 2016
- Optimal Timing of Sequential Distribution: The Impact of Congestion Externalities and Day-and-Date Strategies (with T. August and H. Shin), 2015, *Marketing Science*, **34**(5), 755 – 774.
- The Impact of Cryptocurrency on Cybersecurity (with T. August, K. Kim, and M. F. Niculescu), 2025, *Management Science*, **71**(11), 9606–9627.

Work In Progress or Under Review

- Mitigating Cybersecurity Risks in the Presence of Competing Strategic Attackers (with H. Hidaji, M. F. Niculescu, and P. Zaukeri)
- Provider-Firm Cybersecurity Investment Spillover: Implications for the Supply Chain (with H. Hidaji).
- Managing Profitability Under Capacity Restrictions in the Entertainment Industry (with T. August and H. Shin).

Awards and Honors

- Students' Union Teaching Excellence Award Nominee (2024)
- Dean's Award for Innovative Research, Haskayne School of Business, University of Calgary (2022)
- Dean's Research Scholar Award, Haskayne School of Business, University of Calgary (2019)
- Rady School of Management Fellowship (2013 – 2017)
- Phi Beta Kappa Honor Society (2011)
- UC San Diego Physical Sciences Dean's Undergraduate Award for Excellence (2010)
- University of California Regents' Scholarship (2007 – 2011)

Presentations

- *Provider-Firm Cybersecurity Investment Spillover: Implications for the Supply Chain*
 - ◊ October 2023: INFORMS Annual Meeting; Phoenix, AZ
- *Managing Profitability Under Capacity Restrictions in the Entertainment Industry*
 - ◊ October 2022: University of California, Merced
- *Economics of Ransomware: Risk Interdependence and Large-Scale Attacks*
 - ◊ October 2019: INFORMS Annual Meeting; Seattle, WA
 - ◊ June 2019: Workshop on the Economics of Information Security (WEIS); Boston, MA
 - ◊ November 2018: Conference on Information Systems and Technology (CIST); Phoenix, AZ
 - ◊ December 2017: Workshop on Information Systems and Economics (WISE); Seoul, Korea
- *Market Segmentation and Software Security: Pricing Patching Rights*
 - ◊ March 2018: Theory in Economics of Information Systems (TEIS) Showcase; San Diego, CA
 - ◊ January 2017: Haskayne School of Business, University of Calgary
 - ◊ November 2016: INFORMS Annual Meeting; Nashville, TN
 - ◊ November 2016: Conference on Information Systems and Technology (CIST); Nashville, TN
 - ◊ June 2016: Workshop on the Economics of Information Security (WEIS); Berkeley, CA
- *Optimal Timing of Sequential Distribution: The Impact of Congestion Externalities and Day-and-Date Strategies*
 - ◊ October 2013: INFORMS Annual Meeting; Minneapolis, MN

Teaching Experience

- Instructor
 - ◊ Graduate diploma in Data Science and Analytics (with Business Analytics specialization) core: *Introductory Data Analytics* (Winter 2019 – 2026)
 - ◊ Graduate certificate in Business Intelligence and Data Analytics core and MBA specialization on Management Analytics core: *Data Analytics I* (Fall 2017 – 2021, Fall 2023 – 2024)
 - ◊ Business Analytics undergraduate concentration core: *Gathering, Wrangling and Analyzing Data in R* (Fall 2017 – 2019, Winter 2023, Fall 2023 – 2024)
 - ◊ Undergraduate core: *Business Technology Management* (Winter 2018, Fall 2018, Winter 2026, Fall 2026)

- Course Coordinator
 - ◊ Business Analytics undergraduate concentration core: *Gathering, Wrangling and Analyzing Data in R* (Fall 2020 – 2021, Winter 2023 – 2026, Fall 2025 – 2026)
 - ◊ Undergraduate core: *Business Technology Management* (Winter 2025 – 2026, Spring 2025 – 2026, Fall 2025 – 2026)

Doctoral Committees

- Pouria Zaukeri Getabi, Advisor, Haskayne School of Business (2024 – Present)
- Mehdi Kiaee, Supervisory Committee member, Haskayne School of Business (2025 – Present)
- Zahra Jamshidi, Neutral Chair of Dissertation Defense, Haskayne School of Business (2025)
- Fatemeh Delkhosh, Supervisory Committee member, Haskayne School of Business (2024 – 2025)
- Afrouz Hojati, Neutral Chair of Dissertation Defense, Haskayne School of Business (2024)
- Meysam Fereidouni, Supervisory Committee member, Haskayne School of Business (2020 – 2023)
- Xiaoying Wang, Neutral Chair of Field of Study Exam, Haskayne School of Business (2021)
- Philip Piercey, Neutral Chair of Field of Study Exam, Haskayne School of Business (2021)
- Vaarun Vijairaghavan, Supervisory Committee member, Haskayne School of Business (2018 – 2021)
- Amin Aslani, Internal Examiner of Field of Study Exam, Haskayne School of Business (2020)

Professional Service

- Conferences/Workshops – Session Chair
 - ◊ WISE 2018 (Session: Gamification)
- Conferences/Workshops – Discussant
 - ◊ WISE 2018 (Session: Gamification)
 - ◊ TEIS 2025
- Conferences/Workshops – Coordinator
 - ◊ WEIS 2017
- Haskayne New Faculty Orientation Committee Member (2018, 2020)
- Haskayne Undergraduate Review Committee Member (2019 – 2022)
- Haskayne BComm (Bachelor of Commerce) Review Committee Member (2020 – 2022)
- Haskayne Research Committee (2023 – 2025)
- Haskayne Digital Worlds Conference Committee (2024)
- Haskayne Golden Bull (Peer Recognition) Committee (2023 – Present)
- Haskayne Ph.D. Awards Evaluation Committee (2024, 2025)
- Haskayne Ph.D. Committee (2025 – Present)
- BTMA Area Seminar Series Organizer (2019 – 2022)
- BTMA Area Chair (2025 - Present)
- Referee for *Management Science, Information Systems Research, Management Information Systems Quarterly, Operations Research, Production and Operations Management, Information Technology and Management*, International Conference on Information Systems (2018 – 2020, 2023), Conference on Information Systems and Technology (2019 – 2026)
- Associate Editor for *Information Technology and Management* (2020 – Present)

Media Mentions

- “*Online Assessment in Higher Education*”, Taylor Institute for Teaching and Learning, October 2019.
- “*Ransomware spreads among unprotected populations but product pricing may help prevent proliferation*”, UCalgary News, April 2022.
- “*The impact of widespread ransomware campaigns, a growing threat in today’s digital landscape*”, Haskayne School of Business Research Spotlight, April 2024.
- “*Rethinking ransomware in the age of cryptocurrency*”, *Management Science*’s LinkedIn post, June 2025.

Professional Development

- IT Teaching Workshop (2017 – 2019, 2021 – 2022)
- Haskayne School of Business Instructional Skills Workshop (2018)
- International Conference on Information Systems’ Junior Faculty Consortium (2017)