

## **INCENTIVE-CENTERED DESIGN EMPLOYMENT RESOURCES**

SI Career Services has put together this resource to guide you in your job or internship search in the information policy field. Note that this resource is not comprehensive; there are numerous IPol resources available related to the nuances of the field that we could not include in this document. The purpose of this resource is to make you aware of some of the main resources available and to also provide you with gateways to resources that will provide you with further information for the field of your personal interest.

SI Careers is open to suggestions of additions or removals to this resource. If you would like an electronic version of this document, email your request to Kelly Kowatch at [kkowatch@umich.edu](mailto:kkowatch@umich.edu)

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### **Job Sites**

- Jobs Openings for Economists JOE <http://www.aeaweb.org/joe/>
- Association for Information Science and Technology Careers [http://www.jobtarget.com/c/search\\_results.cfm?site\\_id=180](http://www.jobtarget.com/c/search_results.cfm?site_id=180)
- Boxes and Arrows <http://jobs.bboxesandarrows.com/jobs>
- Creative Hotlist <http://www.creativehotlist.com/index.asp>
- Coroflot Jobs [http://coroflot.com/public/jobs\\_browse.asp](http://coroflot.com/public/jobs_browse.asp)
- DevJobs <http://www.devjobsmail.com/main/homepage.php>
- Dice <http://www.dice.com/>
- Good Experience Job Openings [http://goodexperience.com/blog/archives/cat\\_job\\_openings.php](http://goodexperience.com/blog/archives/cat_job_openings.php)
- Internet Technical Group Job Bank [http://www.internettg.org/post/job\\_list.asp](http://www.internettg.org/post/job_list.asp)
- Jobs@OK/Cancel <http://jobs.ok-cancel.com/>
- Jobs.Internet.com <http://jobs.internet.com/>
- Society of Competitive Intelligence Professionals – CI Career Center [http://www.jobtarget.com/c/search\\_results.cfm?site\\_id=296](http://www.jobtarget.com/c/search_results.cfm?site_id=296)

### **Listservs & Newsletters**

- E-Commerce News <http://www.internetnews.com/ec-news/>
- Federal Computer Weekly <http://www.fcw.com/>
- Information Week <http://www.informationweek.com/newshome/>
- Tech Careers Report <http://www.techcareers.com/>
- Information Resources Management Association Listserv <http://www.irma-international.org/listserv/index.asp>

### **Blogs & Forums**

- ICD Stuff <http://mblog.lib.umich.edu/~jmm/>
- Marginal Revolution <http://www.marginalrevolution.com/marginalrevolution/>
- Freedom to Tinker <http://www.freedom-to-tinker.com/>

Asymmetrical Information <http://www.janegalt.net/>  
Ingenta Blog: All My Eye <http://allmyeye.blogspot.com/>  
Research Buzz <http://www.researchbuzz.org/wp/>

### **Professional Organizations**

AEA - American Economic Association <http://www.vanderbilt.edu/AEA/>  
ASIS&T - American Society for Information Science and Technology <http://www.asis.org/>  
ASLIB - Association for Information Management (UK) <http://www.aslib.co.uk/>  
IRMA - Information Resources Management Association <http://www.irma-international.org/>  
CENDI <http://www.cendi.gov/index.html>  
List of Professional Associations in the Information Sciences <http://slisweb.sjsu.edu/resources/orgs.htm>

### **Industry Related Web Sites**

The Information Economy <http://www2.sims.berkeley.edu/resources/infoecon/>  
Datamonitor ComputerWire <http://www.computerwire.com/>  
Digital information in the Information Research field <http://informationr.net/fr/freejnls.html>

### **Student Organizations at SI**

ICD Group  
<http://icd.si.umich.edu/twiki/bin/view/ICD/WebHome?CGISESSID=063d8c727ce3ac87f05134f64808ffac&CGISESSID=063d8c727ce3ac87f05134f64808ffac>  
SIMPLE Society for Information Management, Policy, Law and Economics <http://www.si.umich.edu/simple>

### **Potential Employers**

321 Gone	Columbia House	Northcore Technologies
Accenture (all IT consulting firms)	Costco Wholesale	Overstock.com
Alibaba	Curran's Select	PayPalPhillips, de Pury & Company
Alienware	Deloitte Consulting	The Pines
Amazon.com	eBay Inc.	PPR
America Online (AOL)	eCom	QVC / QVC UK
Auction Concepts	Escala Group	RedEnvelope
Autobytel	First Data	Rbid
AutoNation	Foresee Results	Sotheby's
barnesandnoble.com	Gallery of History	Staples
Best Buy	Google	StubHub
Blockbuster.com	GSI Commerce	Target
Bluefly	Hastings Entertainment	Ticketmaster
Books-A-Million	Hollywood Media	Tickets.com
Borders	Half Price Books	uBid
Bonhams & Butterfields	HSN	Visa
Buy.com	Hubbard Decision Research	Walmart.com
Christie's	Indigo Books & Music	Yahoo!
CityAuction	K-tel	
CNET Networks	Microsoft	
Collectors Universe	MSN	
	Netflix	

### **Highlights of ICD-related internships and MSI Job Outcomes**

- Associate Producer, Nike Digital
- Director, New Business Development, Probe Research
- [Manager, SoftAd Group](#)
- Market Research Analyst, Electro-Comm

- Marketing Director, ERA United Realty
- Marketing Manager, AnyEparts
- Senior Communication Specialist, Valassis
- Syndicated Analyst, Corporate Executive Board
- [Vice President, Media Quotient, Hass MS&L](#)
- Advisory IT Specialist, IBM Global Services
- Analyst, Accenture
- Associate Analyst, NERA Economic Consulting
- Associate Consultant, Carlisle & Company
- Consultant, eRobertson Consulting
- Consultant, Deloitte & Touche
- Consultant, Booz Allen Hamilton
- Director, New Business Development, Probe Research
- IT Analyst, Morgan Stanley
- [Senior Business Analyst, A.T. Kearney](#)
- Senior Consultant, Capgemini
- Technology Consultant, NPower Michigan

### **Field Experiences & Internships**

Sites where SI students have recently completed relevant internships include

- [BetsGoWild, New York, NY](#)
- Gale Group, Farmington Hills, MI
- [Hewlett-Packard, Houston, TX](#)
- [Interlect Co., Ltd., Tokyo, Japan](#)
- Nike Corporation, Beaverton, OR
- [OneupWeb, Ann Arbor, MI](#)
- [Abbott Vascular, Santa Clara, CA](#)
- Accenture, Sao Paolo, Brazil
- Applied Safety & Ergonomics, Ann Arbor, MI
- Booz Allen & Hamilton, McLean, VA
- eRobertson Consulting, Detroit, MI
- GE Capital, Chicago, IL
- IDEO, Palo Alto, CA
- [International Telecommunication Union, Geneva, Switzerland](#)
- Internet2, Ann Arbor, MI; Washington, DC
- [KPMG, Mountain View, CA](#)
- NPower Michigan, Detroit, MI
- University of Michigan Collaboratory for Research on Electronic Work (CREW), Ann Arbor, MI
- [ProQuest, Ann Arbor, MI](#)
- [Seattle Opera, Seattle, WA](#)
- [University of Michigan Office of Technology Transfer, Ann Arbor, MI](#)

### **Sample Job Titles**

E-commerce Consultant  
IT Consultant  
Social networks engineer  
Product design specialist  
Auction designer/manager  
Fundraising systems developer

System designer  
Incentive engineer  
Senior Manager, Channel Marketing  
Technical Product Manager  
Business Analyst  
Business Intelligence Analyst  
E-Commerce Web Designer  
Systems Programmer - Anti-Spam  
Lead Software Development Engineer  
Software Engineer  
Information Analyst

**Keywords for Searches / Common Skills Required**

Incentive-centered design is the art of designing systems or institutions that align participants' (individual) incentives with overall system (social) goals  
Attention bonds to discourage spam  
Motivating contribution to the public good in on-line communities  
Design of computer-assisted market mechanisms  
Mechanism design  
Economic design  
Incentives for data producers to create archive-ready data sets  
Incentives for scientific equipment sharing  
Reputation systems  
Information markets  
Software prototyping, data mining, mathematical analysis, algorithm development  
Semantic search  
Strategic interactions or strategic behavior  
Individual motivations  
Interaction environments  
Incentive and rewards  
Intersection of computer science and economics that arise in the study of Internet protocols and systems.  
Incentive mechanisms  
Incentive markets  
Reputation systems  
Information economics  
Game-theory  
Economics of information content and usage, including projects on  
Spam reduction  
Peer-to-peer resource sharing  
Incentives to increase information security  
Choice and learning  
Antitrust  
Network externalities  
Price bundling  
Versioning  
Product differentiation and variety  
Rights management  
Design of contracts and screening policies  
Economic allocations  
Information asymmetries  
Economics of information goods  
Economics of information technology  
Economics of security  
Market-based adaptive architectures

### **Professional Magazines and Journals**

Information Economics and Policy Journal

[http://www.sciencedirect.com/science?\\_ob=PublicationURL&\\_cdi=5872&\\_pubType=J&\\_auth=y&\\_acct=C00007678&\\_version=1&\\_urlVersion=0&\\_userid=99318&md5=6231a2b4f6fcc0cbe587fd48d656df82](http://www.sciencedirect.com/science?_ob=PublicationURL&_cdi=5872&_pubType=J&_auth=y&_acct=C00007678&_version=1&_urlVersion=0&_userid=99318&md5=6231a2b4f6fcc0cbe587fd48d656df82)

Information Economics Press <http://www.infoeconomics.com/>

### **Sample Job Descriptions**

#### **Analyst – Hubbard Decision Research**

**Level 1 Analyst:** A level 1 analyst is qualified to assist on risk/return analysis project and AIE implementation projects. The level 1 analyst can build decision models, run Monte Carlo simulations, compute information values, and execute empirical studies. They understand various financial analysis techniques and sampling methodologies. A level 1 analysts works under the supervision of a level 2 analyst. Certification requires completion of level 1 training, a score of 85% on the Level 1 Written Exam covering the AIE process and financial and statistical methods, and completion of the Level 1 Practical Experience Checklist.

**Level 2 Analyst:** A level 2 analyst is qualified to manage a risk/return analysis project and supervise level 1 analysts in risk/return analysis projects. They may provide supervised assistance on AIE implementation projects. The level 2 analyst has more advanced skills in financial, management science and statistical methods. Certification requires completion of all level 1 requirements, completion of level 2 training, a score of 85% on the Level 2 Written Exam covering the AIE process and financial and statistical methods, and completion of the Level 2 Practical Experience Checklist.

**Level 3 Analyst:** A level 3 analyst is qualified to manage any type of AIE project, including risk/return analysis projects and AIE implementation projects. They have the background to run advanced and special case types of AIE analysis. They are authorized to approve items for level 1 and 2 practical experience checklists and they are qualified to conduct level 1 and 2 training. They are authorized to be auditors of AIE deliverables. Certification requires completion of all level 1 and 2 requirements, a score of 85% on the Level 3 Written Exam and completion of the the Level 3 Practical Experience Checklist.

**Level 4 Analyst:** A level 4 is qualified to be a member of the AIE Certification Board where training, experience and certification standards for all levels are determined. Level 4 certification requires special appointment by the AIE Certification Board. The AIE Certification Board will consider such accomplishments as innovative work, publications, experience in all types of AIE projects, and recommendations from clients. Level 4's are expected to be developing new techniques and contributions to the AIE body of knowledge.

#### **E-Business Consultant - Company: Dell Financial Services**

Creates, maintains, and ensures optimization of site content to drive customer acquisition, retention, and development. Assessment of current site traffic, market trends & best practices to help build and enhances DFS web sites. Prefer 4-6 years customer usability, user interface software design, Degreed!

#### **Satisfaction Research Analysts (SRA) and Team Leads – Foresee Results**

The SRA is the main point of contact for our customers after the sale of our service. The SRA is responsible for presenting our clients with their website customer satisfaction analysis. This includes working with clients to establish surveys and providing analysis of the customer satisfaction results to the client on an ongoing basis. The SRA is responsible for maintaining a strong relationship with our clients.

The SRA Team Lead manages a team of analysts in a particular industry segment. The SRA Team Lead works closely with their team and multiple clients to accomplish successful client services.

Both positions require at least five years of experience in market research including preparing surveys, analyzing data, and presenting to clients. The Team Lead position requires additional direct management experience of five or more direct reports in a fast-paced environment. Multiple positions are open at our office in Ann Arbor, Michigan.

**Senior Technical Product Manager - PayPal**

We are recruiting for a Senior Technical Product Manager in the Checkout TPM team in Merchant Services with a focus on integrating incentives. The team collaborates closely with cross-functional product teams to specify and develop products that meet the needs of PayPal's growing community of merchants from sole proprietors to some of the world's largest eCommerce players. These solutions envision the current and future architecture of the PayPal system, considering the requirements of our customers as well as those of supporting organizations such as Customer Support, Legal, Security and Site Operations. Primary Job Responsibilities The technical product manager (TPM) bridges business and technology, bringing technology to the table during the ideation and definition phases of the product development lifecycle. The TPM role is to effectively address the needs of the business through creative product solutions that optimize engineering resources, system scalability, cost, and time to market. The TPM unique combination of business and technical knowledge is leveraged to quickly evaluate technical options and to represent business requirements to the technology organization. The result is better products faster. Merchant Services TPMs play a strong role in the development of the long term product strategy by providing architectural insight and industry expertise. TPMs and PMMs partner with Engineering to drive the long term product roadmap based on the strategy. TPMs work with PMMs and other business units to prioritize development initiatives and bug fixes, maximizing the effectiveness of allotted development resources. To be successful the TPM maintains strong relationships with business and technology peers. They are experts in their product area. They understand and can balance multiple priorities to create the best overall solutions. To be successful, a TPM needs to be a good communicator and problem solver. They understand and appropriately engage all stakeholders. They are a clear communicator and meet their project milestones.

Job Requirements Minimum 8 years of professional experience (or 6 years with an advanced degree). Possess working knowledge of industry standards and practices. Strong customer focus. Experience working with online merchants, ad networks or shopping carts. Experience with internet marketing platforms for e-commerce is highly desirable. Minimum of 3 years of experience in product management or as a development lead for a web based product Strong business acumen. Exhibits understanding of customer needs, in particular merchants needs, and product intuition. PayPal or other payment or financial services background is a plus. Strong technical background. Minimum 5 years defining and/or developing software products, ideally web products . Must have solid knowledge of the entire PDLC from concept to launch and post-launch analysis. Must have experience in requirements analysis and have the ability to prioritize tasks and tie detailed solutions with business goals Ability to determine impact of architectural solutions and recommendations. Must have experience in justification of technology solutions to business leaders. Highly analytical. Ability to think strategically and to develop comprehensive detailed specifications. Excellent communication skills (oral and written) are a must for articulating the business/PMMs product vision and detailed functional requirements to engineering, as well as architectural requirements and implementation options to the business. Highly effective at working in cross-functional groups and getting results in matrix organizations. Must be comfortable and excel in fast-paced, dynamic environments, with very aggressive project timelines. Education Bachelors Degree Required

**Web Designer/ E-COMMERCE - Hudson, a division of Hudson Highland Group, Inc.**

The E-Commerce Web Designer functions as an e-commerce and website design expert. Candidate will be responsible for the creation of e-commerce/website designs (graphics, layouts, mockups, storyboards, flows, etc) based on a deep understanding and proven experience in designing for e-commerce/website best practices, accessibility and Web standards compliancy. The successful candidate will also possess excellent visual and user interface design skills, and have a keen eye for detail, color use, typography and consistency from beginning to end.

Experience Required:

Portfolio demonstrating the required design skills is a must

5-10 years website design experience

Graphical user interface (GUI) design using HTML/XHTML/CSS, Visual Studio & Flash

Experience creating mockups utilizing CSS, Master Pages in .NET using Visual Studio 2005

Develop compatible CSS or CSS versions to support design in IE, FireFox, and Safari browsers

Knowledge of Javascript

5+ years Ecommerce design experience

Expert (5-8 years)Photoshop/Illustrator skills

4-5 years HTML

2-3 years XHTML / CSS2

Understanding of online marketing/search engine optimization techniques

Excellent written and verbal communication skills

Strong Visio Skills

Proven utilization of UI Design processes and methodologies

Must have experience working with Development Team and BA to create UI elements

Bachelors Degree in a technical discipline preferred

**Interactive Strategy -**

As a member of our eBusiness team, you will be responsible for managing and executing multiple web based initiatives/projects, managing budgets, time and technologies, setting deadlines and interfacing with all levels of management and business units.

Responsibilities will include:

Managing eBusiness interactive projects and initiatives from exploratory phase to launch with an emphasis on delivering quality products the first time and results which impact the bottom line in collaboration with stakeholders. Successfully manage projects with demanding deadlines and expectations.

Working collaboratively with our Marketing department to provide interactive strategic recommendations to both internal and external stakeholders.

Identifying opportunities in the interactive space, describe the opportunity, identify and collaborate with the appropriate stakeholders, achieve buy in, implement, measure and optimize.

Implementing and utilizing appropriate systems and metrics to continuously improve usability, the consumer experience, revenue generation and cost savings.

Understanding of site architecture and navigation for the purpose of building new and improving existing web sites.

Vendor Management

Natural search, click to call, chat and search engine key word experience a plus

**QUALIFICATIONS:**

Bachelor's degree

5 + years of interactive experience preferably with an interactive agency

3+ years successful full life cycle project management experience

Self starter with strong organizational, analytical, problem solving and influencing skills

Demonstrated oral and written communication skills with the ability to facilitate meetings and presentations

Mortgage/Financial interactive experience a plus

**Web Metrics Analyst Intern - Alienware**

The Web Metrics Analyst will work with the Web Metrics Manager to develop relevant reporting and data analysis that will enable the e-business team to successfully run Alienware.com

**RESPONSIBILITIES:**

Assist in defining key metrics that will enable the Business and Product Development teams to effectively manage their business.

Provide support for emerging reporting needs, including working closely with key internal teams to define new reporting solutions.

Provide support in determining the factors affecting website visit behavior, conversion, and customer retention rates along with developing and maintaining key business metric reports for Alienware Management.

Supply daily, weekly and monthly reporting, as well as ad-hoc requests from internal teams.

Analyze user behavior through click maps, path analysis and other analytical data.

Develop and conduct training on Web analytics tools with Business Managers

**REQUIREMENTS:**

BS in Math, Economics, Ecommerce, Business or Marketing is preferred.

1-2 years previous experience in a Business / Web Analytics position.

Strong analytical background demonstrating an ability to collect data and analyze trends

Thorough understanding of analytics tools, online analytics metrics, and terminology.

Experience in leading analytics tools such as Omniture is a plus.

**SCHOOL OF INFORMATION    SI CAREER SERVICES & PRACTICAL ENGAGEMENT PROGRAM**  
**UNIVERSITY OF MICHIGAN**

Proven track record of delivering complete and accurate results in a fast-paced environment.  
Demonstrated ability to successfully manage multiple tasks and projects simultaneously.  
A demonstrated enthusiasm for learning and working with new tools and technologies is essential.  
Attention to detail is required.  
High proficiency in MS Office software: Excel, PowerPoint & Word.