INFORMS ISS–ISR Webinar Series: Dr. Prasanna Tambe (Sep 28, 8–9 PM U.S. Eastern Time)

The INFORMS Information Systems Society (ISS), in collaboration with *Information Systems Research* (ISR), is pleased to announce the second episode of the **ISS–ISR Webinar Series**. Going beyond a traditional research presentation, this series offers a behind-the-scenes look at how influential IS research is conceived, developed, refined, and ultimately published. We are delighted to welcome **Dr. Prasanna (Sonny) Tambe**, who will share insights from his recent influential research on the changing value and longevity of technical skills.

- Speaker: **Dr. Prasanna Tambe** (Professor of Operations, Information and Decisions, Co-Director, Wharton Human-AI Research, Wharton School, University of Pennsylvania)
- Time: **8:00–9:00 PM U.S. Eastern Time, Monday, September 28**
- Featured Paper: **The Death of a Technical Skill** (*Information Systems Research*, 2025 36(1), 1799–1820)
- Host: **Dr. Ian Ho** (Broadway Distinguished Professor, Director of ISM Doctoral Program, Harbert College of Business, Auburn University)
- Abstract: We analyze how the decline of a technology affects online labor market dynamics. We evaluate the effects of Steve Jobs' announcement that Apple would no longer support Adobe Flash—a popular set of tools for creating internet applications. Despite a precipitous decline in Flash demand, there is no evidence of a reduction in Flash wages on this platform because the supply response was rapid, particularly among younger developers with readily available "fallback" skills. The key to this rapid adjustment was that the long-run value of the skills that developers expected to acquire on the job acted as a form of nonwage compensation that suddenly fell in its expected value, motivating many developers to switch to other technologies, even though wages themselves did not fall. Our findings underscore how the rise and fall of technologies influences matching in online markets and help to explain (i) why technological obsolescence leaves fewer, older participants in a skill and (ii) why technologies in decline can be contemporaneously characterized by wages that stay flat or even rise in a market setting. Management and policy implications are

discussed.

This one-hour Zoom webinar will offer more than a traditional research presentation. In the first half, Dr. Tambe will discuss the paper's motivation, approach, findings, and implications. In the second half, we will go behind the scenes to explore how the idea originated, why the research question matters, the toughest challenges encountered, memorable—and sometimes controversial—reviewer and editor comments, and the lessons learned along the way. As readers usually see only the polished final article, this webinar provides a rare opportunity to uncover the ideas, decisions, revisions, and occasional surprises that shaped the published paper.

If you plan to attend, please preregister using the following link (it takes less than one minute): https://auburn.zoom.us/meeting/register/ig4dSCNlQ1ar1CUgkKXUzA
You should receive a confirmation email with the Zoom login details immediately after registration. If not, please check your junk or spam folder or contact Dr. Ian Ho (ian.ho@auburn.edu).

Please join us for an engaging conversation about not only the research itself, but also how impactful research makes its way from an initial idea to a published article. We look forward to seeing you there!