



## Brad N. Greenwood, PhD

Associate Professor, ISOM-SBUS

### Education

PhD, Decisions Operations and Information Technology, University of Maryland

### Key Interests

Decision Making | Innovation | Healthcare | Population Health | Gig-economy | Uncertainty

### CONTACT

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### SELECT PUBLICATIONS

- › Greenwood, B. N., *et al.* (2020). Physician-patient racial concordance and disparities in birthing mortality for newborns. *Proceedings of the National Academy of Sciences* 117 (35) 21194-21200.
- › Greenwood, B. N., *et al.* (2018). Patient-physician gender concordance and increased mortality among female heart attack patients. *Proceedings of the National Academy of Sciences* 115(34), 8569-8574.
- › Greenwood, B. N., *et al.* (2018). Can you gig it? An empirical examination of the gig economy and entrepreneurial activity. *Management Science* 64(12), 5461-5959.
- › Greenwood, B. N. and S. Wattal. (2017). Show me the way to go home: An empirical investigation of ride-sharing and alcohol related motor vehicle fatalities. *MIS Quarterly* 41(1), 163-187.

### Research Focus

I joined the faculty at Mason from the University of Minnesota's Carlson School of Management where I was an Associate Professor of Information and Decision Sciences. Previously, I also served on the faculty at Temple University's Fox School of Business and the University of Maryland's Smith School of Business. My research examines the intended and unintended consequence of innovation, and how access to the resulting information affects welfare at the interface between business, technology, and social issues; notably in the contexts of healthcare and entrepreneurship.

### Current Projects

N/A