Abstract: Big data breaches have become a significant threat to organizations. Affected customers expect compensation in response to big data breaches and not meeting these expectations can cause customers to feel that they have been unfairly treated. The presentation will report on a research program, studying Sony, Target and Adobe, examining customer compensation following data breaches. The unique elements of the research program include pre- and post-compensation data collection and the use of multiple methods to gather data. We develop a model that helps breached organizations manage customers’ justice perceptions and outcomes. Results from one of the studies is as follows: Polynomial regression and response surface analyses with responses from affected customers suggest that customers’ justice perceptions are influenced by the actual compensation provided as well as the type and extent of compensation an organization could have and should have provided, i.e., customers’ compensation expectations. Interestingly, positive and negative expectation disconfirmation led to less favorable justice perceptions of customers compared to when expectations were confirmed. Justice perceptions were, in turn, associated with continued shopping intentions, positive word-of-mouth, and online complaining.

Bio: Viswanath Venkatesh is a Distinguished Professor and Billingsley Chair in Information Systems at the Walton College of Business, University of Arkansas. He is recognized to be among the most influential scholars in business and economics, with about 65,000 cites per Google Scholar and about 15,000 cites per Web of Science, respectively. Thompson Reuters (highlycited.com) has identified him to be among the top-1% most-cited scholars in business and economics. His work has appeared in leading journals in information systems, organizational behavior, psychology, marketing, operations management, health informatics and human-computer interaction. His research focuses on understanding the diffusion of technologies in organizations and society. He is most proud of his ongoing work in villages in India, which he has presented at the United Nations where he has also served on an expert panel on the advancement of women in less developed countries. The sponsorship of his work has been about $10M, including funding from government agencies. He is a Fellow of the Association of Information Systems and Information Systems Society (INFORMS). He developed and maintains an information systems research rankings website since 2008 (http://myvisionresearch.com/research-rankings). He is currently a Senior Editor (SE) at MIS Quarterly and AIS Transactions on Human-Computer Interaction. From 2008 to 2011, he served as an SE at Information Systems Research. He has served or is serving on several other boards including Organizational Behavior and Human Decision Processes, Journal of AIS, Journal of Operations Management, Production and Operations Management, and Management Science.