

## Nomination for INFORMS ISS Design Science Award 2013

### NOMINEE Information

Juliana Sutanto, ETH Zurich

Chuan Hoo Tan, City University of Hong Kong

Chee Wei Phang, Fudan University

### SUBMITTER's Information

Juliana Sutanto, ETH Zurich

Email: [jsutanto@ethz.ch](mailto:jsutanto@ethz.ch)

Phone: +41-797220917

To the ISS Design Science Award Committee,

I would like to nominate the project:

“Design of privacy-safe personalized content offering” executed by the above research team for the INFORMS ISS Design Science Award 2013. The project designed, built, validated, and evaluated solution to the paradox of information privacy and personalized offering that has lingered over the research community and industry for many years. A summary of the project and supporting documents are attached to this nomination.

If you have further questions, please don't hesitate to contact me.

Yours Sincerely,

A handwritten signature in black ink, appearing to read 'Juliana Sutanto', with a stylized flourish at the end.

Juliana Sutanto  
Assistant Professor  
Chair of Management Information Systems  
ETH Zurich