Z H O N G J U   (J O H N)   Z H A N G

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(Last Updated: January 2023)

EDUCATION

- **Ph.D.,** Information Systems (minor areas: Economics, Operations Management), University of Washington School of Business, 2003

- **M.Sc.,** Computer Science & Information Systems, National University of Singapore, 1999

- **B.Sc.,** Computer Science, Xi'an Jiaotong University, 1996

ACADEMIC POSITIONS

- *Professor*, Department of Information Systems, W. P. Carey School of Business, Arizona State University , 8/2020−now

- *PhD Faculty Director*, Department of Information Systems, W. P. Carey School of Business, Arizona State University , 8/2021−now

- *Associate Professor*, Department of Information Systems, W. P. Carey School of Business, Arizona State University , 8/2015−8/2020

- *Co-director*, Actionable Analytics Lab, Department of Information Systems, W. P. Carey School of Business, Arizona State University , 9/2016−8/2019

- *Associate Professor*, Department of Operations and Information Management, School of Business, University of Connecticut, 8/2009−8/2015

- *Founding Program Director*, Master of Science in Business Analytics and Project Management (MS-BAPM), School of Business, University of Connecticut, 8/2011−8/2012.

- *Assistant Professor*, Department of Operations and Information Management, School of Business, University of Connecticut, 8/2003−8/2009

VISITING EXPERIENCES

- *Visiting Associate Professor*, Department of Information Systems, College of Business, City University of Hong Kong, 8/2012−12/2012

- *Visiting Associate Professor*, Department of Management Science and Information Systems, Guanghua School of Management, Peking University (China), 6/2010–12/2010

HONORS AND AWARDS

- **IS Department Teaching Award**, Arizona State University, May 2022

- **Dean's Excellence in Research Summer Grant**, Arizona State University, May 2022, 2021, 2020, & 2019.

- **AWS Cloud Credits for Research**, Amazon, October 2021, February 2020, August 2019, February 2017.

- **INFORMS eBusiness Best Paper (Runner-up) Award,** INFORMS, Houston, October 2017.

- **Center for the Study of Economic Liberty (CSEL) Research Award**, Arizona State University, February 2017.

- **Dean's Summer Research Grant**, UConn School of Business, May 2012, 2013 & 2014.

- **Co-Recipient of the Best IS Publications of the Year (2010) Award**, Association of Information Systems (AIS), 2011

- **Research Excellence Award**, UConn School of Business, April 2011

- **CITI Research Grant**, UConn School of Business, April 2010 & 2011.

- **MBA Teacher of the Year**, UConn School of Business, April 2010.

- **Best Research Paper Award**, UConn School of Business, April 2009.

- **CITI Grant on Course Development**, UConn School of Business, April 2009.

- **Ackerman Scholar Award**, UConn School of Business, April 2007–2009.

- **CIBER Research Grant Award**, UConn School of Business, 2004, 2005, 2008.

- **Boeing Fund for Academic Excellence**, University of Washington Business School, Winter & Spring 2003, Summer 2002

- **Edna G. Benson Fellowship**, University of Washington Business School, Autumn 2002

- **Evert McCabe Endowed Fellowship**, University of Washington Business School, 2002

- **Management Science Department Award**, University of Washington, 2000–2003

- **Graduate Fellowship**, National University of Singapore, 1997–1999

- **2nd Place in National Undergraduate Mathematical Modelling Competition**, Xi'an Jiaotong University, China, 1994

- **National Honors Class Scholarship** (top 50 students from the nation), Xi'an Jiaotong University, China, 1992–1996

TEACHING

<u>Teaching Interests</u>

Core courses in business and data analytics including data warehouse, data cleansing and visualization, predictive modeling, data and text mining, forecasting, machine learning and deep learning, business analytics strategy; information systems research methods seminar; experiential and executive education

<u>Courses Developed and Taught</u>

At Arizona State University

- Business Intelligence (MS-ISM)

- Data Warehouse and Dimensional Modelling (Undergraduate BDA)

- Programming (Python) for Business Analytics (Undergraduate BDA)

- Business Analytics Strategy (MSBA)

- Research Methods in Information Systems (Ph.D)

- Data Mining and Analytics Strategy (ASU-China Executive MBA)

At University of Connecticut

- Business Information Systems (undergraduate core course in Information Systems)

- Business Applications Programming using VB (both MBA and undergraduate level)

- Predictive modelling (MBA)

- Data Mining and Business Intelligence (MBA)

- Capstone course for the MS-BAPM program

- Special Topics in IS (MBA)

- Special Section of Data Mining and Business Intelligence for Travelers (co-taught for the <u>LDP program at Travelers</u>)

At University of Washington

- Introduction to Information Systems (undergraduate core course in Information Systems)

- E-Business Technology & Applications Lab Sessions (<u>Executive MBA Program</u>)

At City University of Hong Kong

- Business Software Construction using VB (graduate level)

At Peking University

- Service Management (MBA)

<u>Teaching Assistant</u>

- Introduction to Information Systems (undergraduate), Fundamentals of Applications Programming (undergraduate), Database Systems and Applications (MBA), Business Data Communications and Networking (MBA), E-Business Technology & Applications (EMBA), University of Washington Business School

- Discrete Mathematics (undergraduate), National University of Singapore

RESEARCH

Research Interests

Incentives, user behaviors, and decision choices related to online collaborative platforms and social media; financial fraud and fake news detection as well as its business and social impacts; platform economy and business models; economic aspects of digital transformation; machine learning and data science

Dissertation

Data Network Pricing Under Quality-of-Service Guarantee: Single Class and Multiple Classes, *University of Washington*, 2003.

Journal Publications

1. Liu, R., Huang, J., and Zhang, Z., "Leverage Disclosure Change Trajectories to Detect Financial Frauds," forthcoming at POMS

2. Yang, Y., Qin, Y., Fan, Y., and Zhang, Z. "Unlocking the Power of Voice for Financial Risk Prediction: A Deep Learning Approach." forthcoming at MISQ

3. Zhang, X., Du, Q., and Zhang, Z., "A Theory-Driven Machine Learning Framework for Maliciously False Financial News Detection." *Production and Operations Management*, 31(8), pp. 3160-3179, 2022.

4. Li, Z., Liang, C., Hong, Y., and Zhang, Z., "How Do On-demand Ridesharing Services Affect Traffic Congestion? The Moderating Role of Urban Compactness," *Production and Operations Management*, 31(1), pp. 239-258, 2022.

5. Li, Z., Hong, Y., and Zhang, Z., "The Empowering and Competition Effects of the Platform-Based Sharing Economy on the Supply and Demand Sides of the Labor Market," *Journal of Management Information Systems*, 38(1), pp. 140-165, 2021.

6. Liu, X., Fan, W., Wang, A., and Zhang, Z., "Finding Useful Solutions in Online Knowledge Communities: A Theory-Driven Design and Multi-level Analysis," *Information Systems Research*, 31(3), pp. 731-752, September 2020.

7. Dong, W., Liao, S., and Zhang, Z., "Leveraging Financial Social Media for Corporate Fraud Detection," *Journal of Management Information Systems*, 35(2), pp. 461-487, 2018.

8. Zhang, Z. and Feng, J, "Price of Identical Product with Gray Market Sales: An Analytical Model and Empirical Analysis," *Information Systems Research*, 28(2), pp. 397-412, June 2017.

9. Huang, P. and Zhang, Z., "Participation in Open Knowledge Communities and Job Hopping: Evidence from Enterprise Software," *MIS Quarterly,* 40(3), 785-806, September 2016.

10. Zhang, Z and Zhang, P. "Seeing around the Corner: An Analytic Approach for Predictive Maintenance using Sensor Data," *Journal of Management Analytics*, 2(4), 333-350, 2015.

11. Abrahams, A., Fan, W., Wang, G., Zhang, Z., and Jiao, J., "An Integrated Text Analytic Framework for Product Defect Discovery," *Production and Operations Management,* 24(6), 975-990, June 2015.

12. Chen, L., Marsden, J., and Zhang, Z. "Reliability (or 'Lack Thereof') of On-line Preference Revelation: A Controlled Experimental Analysis," *Decision Support Systems*, 56(1), 270-274, 2013.

13. Abrahams, A., Jiao, J., Fan, W., Wang, G., and Zhang, Z "What's Buzzing in the Blizzard of Buzz? Automotive Component Isolation in Social Media Postings," *Decision Support Systems*, 55(4), 871-882, 2013.

14. Wang, G., Jiao, J., Abrahams, A., Fan, W., and Zhang, Z. "ExpertRank: A Topic-Aware Expert Finding Algorithm for Online Knowledge Communities," *Decision Support Systems*, 54(3), pp. 1442-1451, February 2013.

15. Ba, S., Ke, D., Stallaert, J, and Zhang, Z. "An Empirical Analysis of Virtual Goods Permission Rights and Pricing Strategies," *Decision Sciences Journal*, 43(6), pp. 1039-1061, December 2012.

16. Chen, L., Marsden, J., and Zhang, Z. "Theory and Analysis of Company Sponsored Value Co-creation," *Journal of Management Information Systems*, 29(2), pp. 141-172, Fall 2012.

17. Ba, S., Stallaert, J., and Zhang, Z. "Online Price Dispersion: A Game-Theoretic Perspective and Empirical Evidence," *Information Systems Research,* 23(2), pp. 575-592, June 2012.

18. Daigle, J. and Zhang, Z. "Analysis of Job Assignment with Batch Arrivals among Heterogeneous Servers," *European Journal of Operational Research*, 217(1), pp. 149-162, February 2012.

19. Bapna, R., Goes, P., Wei, K.K., and Zhang, Z. "A Finite Mixture Model to Predict B2B Electronic Payments Systems Adoption," *Information Systems Research*, 22(1), pp. 118-133, March 2011.

20. Ba, S., Stallaert, J., Ke, D., and Zhang, Z. "Why Give Away Something for Nothing: Investigating Virtual Goods Pricing and Permission Strategies," *ACM Transaction on Management Information Systems,* 1(1), pp. 4:1-4:22, December 2010.

21. Ba, S., Stallaert, J., and Zhang, Z. "Balancing IT with the Human Touch: Optimal Investment in IT-based Customer Service," *Information Systems Research*, 21(3), pp. 423-442, 2010.

22. Chen, L., Goes, P., Harris, W., Marsden, J., and Zhang, Z. "Preference Markets for Innovation Ranking and Selection," *Interfaces*, 40(2), pp. 144-153, March-April, 2010.

23. Chen, L., Goes, P., Marsden, J., and Zhang, Z. "Design and Use of Preference Markets for Evaluation of Early Stage Technologies," *Journal of Management Information Systems*, 26(3), pp. 45-70, Winter 2009-2010.

24. Zhang, Z. "Feeling the Sense of Community in Social Networking Usage," *IEEE Transactions on Engineering Management*, 57(2), pp. 225-239, May 2010.

25. Zhang, Z., Tan, Y., and Dey, D. "Price Competition with Service Level Guarantee in Web Services," *Decision Support Systems*, 47(2), pp. 93-104, 2009.

26. Hui, L., Fan, W., and Zhang, Z. "A Qualitative Study of Web-Based Knowledge Communities: Examining Success Factors," *International Journal of e-Collaboration*, 5(3), pp. 39-57, 2009.

27. Ba, S., Stallaert, J., and Zhang, Z. "Oligopolistic Price Competition and Adverse Price Effect in Online Retailing Markets," *Decision Support Systems*, 45(4), pp. 858-869, 2008.

28. Zhang, Z. and Fan, W. "Web Server Load Balancing: A Queueing Analysis," *European Journal of Operational Research*, 186(2), pp. 681-693, 2008.

29. Zhang, Z., Dey, D., and Tan, Y. "Price and QoS Competition in Data Communication Services," *European Journal of Operational Research*, 187(3), pp. 871-886, 2008.

30. Chiang, R., Goes, P., and Zhang, Z. "Periodic Cache Replacement Policy for Dynamic Web Content at Application Server," *Decision Support Systems,* 43(2), pp. 336-348, March 2007.

31. Ba, S., Stallaert, J., and Zhang, Z. "Price Competition in E-tailing under Service and Recognition Differentiation," *Electronic Commerce Research and Applications*, 6(3), pp. 322-331, 2007.

32. Zhang, Z., Dey, D., and Tan, Y. "Pricing Communication Services with Delay Guarantee," *Informs Journal on Computing*, 19(2), pp. 248-260, 2007.

33. Fan, W., Wallace, L., Rich, S., and Zhang, Z. "Tapping into the Power of Text Mining," *Communications of the ACM*, 49(9), pp. 76–82, September 2006.

34. Dey, D., Zhang, Z., and De, P. "Optimal Synchronization Policies for Data Warehouses," *Informs Journal on Computing*, 18(2), pp. 229–242, 2006.

35. Teo, H.H., Chan, H.C., Wei, K.K., and Zhang, Z. "Evaluating Information Accessibility and Community Adaptivity Features for Sustaining Virtual Learning Communities," *International Journal of Human Computer Studies*, 59(5), pp. 671–697, November 2003.

Referred Conference Publications

1. Wu, Y., Du, Q., Zhang, X., and Zhang, Z. "The Effects of Quote Retweet on Subsequent Posting Behavior and Morality Expression on Social Media," *Hawaii International Conference on System Sciences*, Hawaii, January 3-6, 2023.

2. Zhang, X., He, Q., and Zhang, Z. "Impacts of Friends' Likes on Users' Content Consumption across Newsfeed Channels," *Conference on Information Systems and Technology*, Indianapolis, IN, October 15-16, 2022.

3. Zhang, X., He, Q., and Zhang, Z. "Impacts of Friends' Likes on Users' Content Consumption across Newsfeed Channels," *International Conference on Information Systems*, Copenhagen, Denmark, December 9-14, 2022.

4. Zhang, X., Wei, Z., Du, Q., and Zhang, Z., "Social Media Moderations, User Ban, and Content Generation: Evidence from Zhihu," *Hawaii International Conference on System Sciences (virtual)*, Hawaii, January 4-7, 2022.

5. Zhang, X., Wei, Z., Du, Q., and Zhang, Z., "Social Media Moderations, User Ban, and Content Generation: Evidence from Zhihu," *Conference on Information Systems and Technology*, Newport Beach, CA, October 23-24, 2021.

6. Zhang, X., Du, Q., and Zhang, Z., "What Types of Crowd Generate More Valuable Content? Evidence from Cross-Platform Posting," *International Conference on Information Systems,* Austin, TX, December 12-15, 2021.

7. Cao, Q., Zhang, Z, and Liao, S., "Would the Health Insurance Policy Affect the Cross-City Online Health Consultation? An Empirical Study." *The Pacific Asia Conference on Information Systems*, virtual, July 2021.

8. Zhang, X., Du, Q., and Zhang, Z., "An Explainable Machine Learning Algorithm for Fake Financial News Detection." *International Conference on Information Systems (virtual)*, December 13-16, 2020.

9. Zhang, X., Du, Q., and Zhang, Z., "An Explainable Machine Learning Algorithm for Fake Financial News Detection." *INFORMS (virtual)*, November 7-13, 2020.

10. Zhang, Z., Tong, D., and Cui, W., "Consumer Behavior Choice in the Era of Shared Mobility: The Role of Proximity, Competition, and Quality," *Hawaii International Conference on System Sciences*, Hawaii, January 7-10, 2020.

11. Zhang, Z., Tong, D., and Cui, W., "A Decision Choice Model of Why Biking to that Restaurant? Proximity, Competition, and Quality," *China Summer Workshop on Information Management*, Shenzhen, China, June 29-30, 2019.

12. Jin, X., Tong, D., and Zhang, Z., "Dockless Bike Sharing Demand Modelling: A Case Study in Beijing," *American Association of Geographers*, Washington DC, April 3-7, 2019.

13. Li, Z., Hong, Y., and Zhang, Z., "Empowerment or Substitution? Entry of Platform-based Sharing Economy on the Local Labor Markets," *International Conference on Information Systems*, San Francisco, CA, December 13-16, 2018.

14. Li, Z., Hong, Y., and Zhang, Z., "An Empirical Analysis of the Impacts of the Sharing Economy Platforms on the U.S. Labor Market," *Hawaii International Conference on System Sciences*, Hawaii, January 3-6, 2018.

15. Shi, M., Raghu, T.S., Zhang, Z., "Consumer Search, Producer Entry, and Product Variety" Theory and Evidence from a Digital Product Market," *INFORMS*, Houston, October 22-25, 2017.

16. Li, Z., Hong, Y., and Zhang, Z., "An Empirical Analysis of On-demand Ride Sharing and Traffic Congestion," *Hawaii International Conference on System Sciences*, Hawaii, January 4-7, 2017.

17. Li, Z., Hong, Y., and Zhang, Z., "Do Ride Sharing Services Affect Traffic Congestion? An Empirical Study of Uber Entry," *International Conference on Information Systems*, Dublin, Ireland, December 11-14, 2016.

18. Huang, P. and Zhang, Z. "Participation in Open Knowledge Communities and Job-hopping: Evidence from Enterprise Software," *Annual Meeting of the Academy of Management*, Philadelphia, PA, August 1-5, 2014.

19. Huang, P. and Zhang, Z. "Participation in Open Knowledge Communities and Career Development: Evidence from Enterprise Software," *Conference on Information Systems and Technology* (CIST), Minneapolis, MN, October 5-6, 2013.

20. Ke, D., Ba, S., Stallaert, J, and Zhang, Z. "Comparing the Quality of Customer Service in 3D Virtual Worlds to Web-based Service," *Workshop on e-Business* (WEB), Shanghai, China, December 4, 2011.

21. Ke, D., Ba, S., Stallaert, J, and Zhang, Z. "Virtual Goods Pricing and Permission Strategies," *Workshop on Information Technologies and Systems* (WITS), St. Louis, MO, December 11-12, 2010.

22. Chen, L., Marsden, J., and Zhang, Z. "Information Aggregation in Preference Markets and Reliability of Preference Revelation: An Experimental Analysis," *Workshop on E-business* (WEB), St. Louis, MO, December 11, 2010.

23. Feng, J. and Zhang, Z. "Price Coordination in Multi-Markets with Unauthorized Distribution Channel," *Workshop on E-business* (WEB), St. Louis, MO, December 11, 2010.

24. Ke, D., Ba, S., Stallaert, J, and Zhang, Z. "An Empirical Analysis of Virtual Goods Pricing Strategies in Virtual Worlds," *Pacific Asia Conference on Information Systems (PACIS)*, Taipei, July 9-12, 2010.

25. Ke, D., Ba, S., Stallaert, J, and Zhang, Z. "A Conceptual Model of Service Quality in 3D Virtual Worlds," *China Summer Workshop on Information Management*, Wuhan, China, June 19-20, 2010.

26. Chen, L., Marsden, J., and Zhang, Z. "Exploring Participant Contribution and Duration in Electronic Brainstorming Communities," *China Summer Workshop on Information Management*, Wuhan, China, June 19-20, 2010.

27. Zhang, Z. "Optimal Production Control and Labor Management for Multi-Type Product Assembly Systems," *Third Conference of the Overseas Chinese Scholars Association in Management Science and Engineering*, Beijing, China, July 11-12, 2010.

28. Ba, S., Stallaert, J., and Zhang, Z. "Strategic Positioning of IT and Human-Based Customer Service," *China Summer Workshop on Information Management*, Guangzhou, China, June 2009.

29. Ba, S., Stallaert, J., and Zhang, Z. "Balancing IT with the Human Touch: Optimal Investment in IT-based Customer Service," *Workshop on Information Technologies and Systems*, Paris, France, December 2008.

30. Zhang, Z. "Optimal Partitioning of Jobs among Heterogeneous Servers," *INFORMS Annual Meeting*, Washington DC, October 12-15, 2008.

31. Chen, L., Goes, P., Marsden, J., and Zhang, Z. "Structuring Preference Ranking Markets for Early Stage Emerging Technology Evaluation," *INFORMS Annual Meeting*, Washington DC, October 12-15, 2008.

32. Bapna, R., Goes, P., and Zhang, Z. "A Finite Mixture Model to Predict Electronic Payments System Adoption," *Symposium on Statistical Challenges in E-Commerce Research (SCECR)*, New York, NY. May 18-19, 2008.

33. Chen, L., Goes, P., Marsden, J., and Zhang, Z. "Incentives, Trader Participation, and Information Markets Performance: An Empirical Analysis," *Proceedings of 6th Workshop on eBusiness (WEB)*, Montreal, Canada, December 9, 2007.

34. Ba, S., Stallaert, J., and Zhang, Z. "A Competitive Model of Price Dispersion in Online Retailing," *INFORMS Annual Meeting*, Seattle, WA. November 4-7, 2007.

35. Ba, S., Stallaert, J., and Zhang, Z. "An Analysis of the Effects of E-service and Brand Recognition on Online Competition," *Workshop in Formal Modelling for Electronic Commerce*, Palo Alto, CA. June 2007.

36. Lin, H., Fan, W., Wallace, L., and Zhang, Z. "An Empirical Study on Web-based Knowledge Community Success," *Proceedings of the 40th Hawaii International Conference on System Sciences (HICSS)*, Hawaii, January 2007.

37. Lin, H., Fan, W., and Zhang, Z. "Unveiling the Critical Success Factors of a Web-based Virtual Community," *16th Biennial Conference on the International Telecommunications Society*, Beijing, China, 2006.

38. Ba, S., Stallaert, J., and Zhang, Z. "Brand Recognition, Service Quality and Price Competition," *Proceedings of the 7th International Conference on Electronic Commerce*, pp. 350–354, Xi'an, China, 2005.

39. Zhang, Z. and Goes, P. "Business-to-Business Electronic Payments Adoption: An Exploratory Study," *Proceedings of Conference on Digital Environments*, Shanghai, China, 2005.

40. Zhang, Z. and Tan, Y. "Price and Quality Competition in Data Networks under Delay Guarantee," *Proceedings of Workshop for Information Technologies and Systems*, pp. 139–144, Seattle, WA, December 2003.

41. Zhang, Z. and Dey, D. "A Queueing Model to Analyze Web Server Load Balancing," *Proceedings of Workshop for Information Technologies and Systems*, pp. 47–52, New Orleans, LA, December 2001.

42. Dey, D. and Zhang, Z. "An Optimal Policy for Data Warehouse Synchronization," *Proceedings of Workshop for Information Technologies and Systems*, pp. 41–46, New Orleans, LA, December 2001.

Referred Book Chapters

1. Ba, S., Ke, D., Stallaert, J., and Zhang, Z., "Comparing the quality of customer service in 3D virtual worlds to web-based service." in *E-Life: Web-Enabled Convergence of Commerce, Work, and Social Life*, Editors: M.J. Shaw, D. Zhang, W.T. Yue. Springer Berlin Heidelberg, 2012.

Cases and Teaching Materials

1. "Mobike: A Smart Bike-Sharing Service Platform," (with G. Qi and J. Chen), *Ivey Publishing*, W18012-PDF-ENG, January 12, 2018.

Invited Publications

2. "Higher or Lower? How to Determine Online Pricing Strategies," (with S. Ba and J. Stallaert), *BusinessForum China*, 3, pp. 30–32, May/June 2006.

Working Papers

1. Zhang, X., Du, Q., and Zhang, Z., "What Types of Crowd Generate More Valuable Content? Evidence from Cross-Platform Posting." 2nd round at MISQ

2. Zhang, X., Wei, Z., Du, Q., and Zhang, Z., "Social Media Moderations, User Ban, and Content Generation: Evidence from Zhihu," 2nd round at MISQ

3. Zhang, X., He, Q., and Zhang, Z. "Impacts of Friends' Likes on Users' Content Consumption across Newsfeed Channels," 2nd round at MISQ

4. Du, Q., Wu, Y., Zhang, X., and Zhang, Z., "Emotional Content and Impact on User's Tweeting Behavior," in preparation

5. Senteney, M., Huang, S., Zhang, X., and Zhang, Z., "Financial Fake News and Spillover Effects," in preparation

6. Ba, S., Qiao, Z., Stallaert, J., Zhang, X., and Zhang, Z., "App Store Commission and Developer Entrepreneurial Activities," in preparation

7. Cao, Q., Zhang, Z, and Liao, S., "Impacts of The Health Insurance System Integration Policy on Cross-City Offline-Online Health Consultations,"

8. Zhang, Z., Tong, D., and Cui, W., "Consumer Behavior Choice in the Era of Shared Mobility: The Role of Proximity, Competition, and Quality,"

9. Shi, Z., Raghu, T.S., Zhang, Z., "Consumer Search, Producer Entry, and Product Variety: Theory and Evidence from a Digital Product Market."

10. Zhang, Z., "Digital Currency, Fraud Detection, and Bank Disintermediation."

11. Huang, P., Zhang, K., and Zhang, Z, "Open IP and Software Project Success."

12. Zhang, Z., "The Efficiency and Fairness of Dynamic Pricing."

Funded Research and Grants

1. PI: "Consumer Attitudes and Behavioral Implications in the New Era of Shared Mobility," Center for Teaching Old Models New Tricks (TOMNET) UTC, $69,322, 2019-2021, D. Tong (Co-PI).

2. Co-PI: "Advancing Adidas with Data-driven Decision Making and Strategy Support," Adidas, Amount: $200,000, 2/2018-2/2019, P. Chen (Co-PI) and V. Benjamin (Co-PI).

3. Co-PI: "An Analytical Framework & Implementation for Firm's Credibility Assessment," General Research Fund (GRF), Hong Kong SAR, Project number: 193213, Amount: HK$310,301, Awarded: August 2013, S. Liao (PI) and Z. Zhang (Co-PI).

4. Co-PI: "Development of Efficient Hybrid Energy System with Super-capacitor and Battery for Optimal Power and Energy Management," Innovation and Technology Fund (ITF) of HK - Innovation and Technology Commission of the Hong Kong SAR, Amount: HK$4.87 million, August 2013-July 2015, S. Liao (PI) and Z. Zhang (Co-PI).

Media Mention

1. *CBS AZ News*, "ASU researchers: Uber helps cut down on Valley traffic," September 30, 2016.

2. *ASU Now: Access, Excellence, Impact.* "ASU team first to prove Uber eases traffic congestion," September 29, 2016.

3. *Easy 96 Radio* (largest Asian Indian Radio Station in New York Tri-state), "Interview for UConn's MS-BAPM Program," May 4, 2011.

4. *UConn Today*, "Exploring, Explaining the World of Online Commerce," August 21, 2009.

Invited Talks and Presentations

- "Effects of Quote Retweet on Subsequent Posting Behaviour and Morality Expression on Social Media,", *HICSS*, January 2023.

- "What Types of Crowd Generate More Valuable Content? Evidence from Cross-Platform Posting," *University of Iowa*, February 2022.

- "What Types of Crowd Generate More Valuable Content? Evidence from Cross-Platform Posting," *University of Connecticut*, October 2021.

- "A Theory-Driven Machine Learning Framework for Maliciously False Financial News Detection," *Shandong University* (online), August 2021.

- "Consumer Behaviour Choice in the Era of Shared Mobility: The Role of Proximity, Competition, and Quality," *University of Wisconsin Madison,* March 2020 *& Clemson University,* February 2020.

- "Consumer Behaviour Choice in the Era of Shared Mobility: The Role of Proximity, Competition, and Quality," *HICSS*, January 2020.

- "Impacts of Platform-based Sharing Economy on the U.S. Labor Market," School of Business, *George Mason University*, November 2018.

- "Data Analytics in Business," School of Geographical Sciences & Urban Planning, *Arizona State University*, February 2018.

- "Leveraging Financial Social Media Data for Corporate Fraud Detection," *Shandong University*, June 2017.

- "Do Ride Sharing Services Affect Traffic Congestion? An Empirical Study of Uber Entry," *University of Warwick*, Coventry, UK, April 8th, 2017.

- "Design an Effective System for Finding Useful Solutions in Knowledge Communities," *Shanghai Jiaotong University* & *Shandong University*, July 2016.

- "A Text Analytic Framework using Financial Social Media Data for Corporate Fraud Detection," *Shanghai Jiaotong University*, July 2016.

- "Design an Effective System for Finding Useful Solutions in Knowledge Communities," *University of Arizona*, November 2015.

- "Participation in Open Knowledge Communities and Job Hopping: Evidence from Enterprise Software," *ASU*, February 2015; *Baruch College*, December 2013.

- "Equality of Information and Knowledge Acquisition in Organizations: A Longitudinal Analysis of IT-based Enterprise System," *Shandong University*, July 2012.

- "Equality of Information and Knowledge Acquisition in Organizations," *City University of Hong Kong*, February 2012.

- "Lattice or Ladder: Evidence of Intra-organizational Virtual Collaboration," *INFORMS*, Charlotte, NC, November 2011.

- "Price Coordination in Multi-Markets with Unauthorized Distribution Channel," *Peking University, South Western University of Finance and Economics,* June 2011.

- "Price Coordination in Multi-Markets with Unauthorized Distribution Channel," *Workshop on E-Business*, St. Louis, December 2010.

- Information Markets and Firm-Sponsored Online Brainstorming Community: Exploring Participant Contribution Levels and Duration, *City University of Hong Kong, Shandong University*, September 2010; *Nankai University*, October 2010; *Xi'an Jiaotong University, Renmin University*, November 2010.

- Optimal Production Sequence and Labor Management in Lean Manufacturing," *Third Conference of the Overseas Chinese Scholars Association in Management Science and Engineering*, Beijing, China, July 2010.

- Exploring Participant Contribution Levels and Duration in Electronic Brainstorming Communities, *China Summer Workshop on Information Management*, Wuhan, China, June 2010.

- Strategic Positioning of IT and Human-Based Customer Service, *China Summer Workshop on Information Management*, Guangzhou, China, June 2009.

- Why Give Away for Free When You Can Charge? Virtual Good Pricing and Permission Strategy, *Symposium on "Virtual Worlds"*, McCombs School of Business, University of Texas at Austin, April 2009.

- Balancing IT with the Human Touch: Optimal Investment in IT-Based Services, *Symposium on "Digital Systems and Competition"*, Lally School of Management and Technology, Rensselaer Polytechnic Institute, February 2009.

- Balancing IT with the Human Touch: Optimal Investment in IT-Based Services, *WITS*, December 2008.

- A Finite Mixture Model to Predict EPS Adoption, *SCECR*, May 2008.

- Information Markets: A Decision Tool Using the Wisdom of the Crowds, *University of Connecticut*, November 2007.

- A Finite Mixture Model to Examine B2B Electronic Payments Systems Adoption, *INFORMS*, July 2007.

- A Competitive Model of Price Dispersion for Online Retailing, *Tsinghua University*, June 2007.

- Vertical Differentiation for Online Retailing, *Baruch College*, October 2006.

- Vertical Differentiation and Price Competition in Online Retailing, *University of Connecticut*, September 2006

- Price Competition in E-Tailing, *Nankai University*, June 2006.

- Caching Policy for Dynamic Web Content, *University of Connecticut*, October 2005.

- Recognition, Service, and Price Competition, *ICEC*, August 2005.

- Business-to-Business Electronic Payments Adoption, *CODE*, July 2005.

- Competition in Data Networks under Delay Guarantee, *WITS*, December 2003.

- Data Network Pricing under QoS Guarantee, *Peking University*, China, January 2003.

- A Queueing Model to Analyze Web Server Load Balancing, *WITS*, December 2001.

- An Optimal Policy for Data Warehouse Synchronization, *WITS*, December 2001.

PROFESSIONAL ACTIVITIES

Editorial Services

EiC: Information Technology and Management, 2023-now

Senior Editor

Production and Operations Management, 2019– now

Electronic Commerce Research and Applications (ECRA), 2018– 2023

Information Technology and Management, 2022 – now

Decision Support Systems, 2014– 2021

Area Editor

Electronic Commerce Research and Applications (ECRA), 2011– 2018

Guest Associate Editor

MIS Quarterly, Journal of the Association for Information Systems, Journal of Management Analytics

Guest Editor

Journal of Electronic Commerce Research, 2010 May Issue

Editorial Board Member

Journal of the Association for Information Systems, August 2018 – 2020

Journal of Business Analytics, October 2017 – 2018

Journal of Database Management, 2004 – now

Information Technology and Management, 2010 – 2012

Journal of Electronic Commerce Research, 2010 – now

Associate Editor

International Conference on Information Systems (ICIS), Seoul, Korea, 2017.

International Conference on Information Systems (ICIS), Dublin, 2016.

International Conference on Information Systems (ICIS), Auckland, New Zealand, 2014.

International Conference on Information Systems (ICIS), Milan, Italy, 2013.

International Conference on Information Systems (ICIS), Orlando, 2012.

International Conference on Information Systems (ICIS), Shanghai, 2011.

International Conference on Information Systems (ICIS), Phoenix, 2009.

Advisory Board Member

Wuhan International Conference on e-Business

Conference Co-Chair

Conference on Information Systems and Technology (CIST), Phoenix, 2018

5th China Summer Workshop on Information Management (CSWIM), Harbin, China, 2011

Emerging and Interdisciplinary Topics Co-chair

INFORMS Annual Conference, Indianapolis, Indiana 2022.

Panel Moderator

Panel Discussion on "Business Value of AI," 12th China Summer Workshop on Information Management (CSWIM), Qingdao, China, 2018

Panel Discussion on "Social Computing,"6th China Summer Workshop on Information Management (CSWIM), Beijing, China, 2012

Track/Session Chair

HICSS minitrack: Economic and Societal Impacts of Technology, Data, and Algorithms, January 3-6, 2023.

INFORMS Annual Conference, track: Business Value of AI, Phoenix, AZ 2018.

INFORMS Workshop on Data Science, Houston, LA, October 21, 2017.

HICSS 2018 minitrack: Data Analytics Management, Governance, and Compliance, January 3-6, 2018.

International Conference on Electronic Commerce, Philadelphia, PA, August 5-6, 2014.

International Conference on E-Business, Shanghai, China, 2010.

China Summer Workshop on Information Management, Guangzhou, China, 2009.

CORS/INFORMS International meeting, Toronto, Canada, 2009.

Workshop on Information Technologies and Systems, Paris, France, 2008.

INFORMS Annual Conference, Seattle, WA, 2007.

Workshop on e-Business, Montreal, Canada, 2007; Paris, France, 2008; Phoenix, Arizona, 2009; Shanghai, 2011

Conference on Information Systems and Technology, Seattle, WA, 2007.

Statistical Challenges in E-commerce Research, Stamford, CT, 2007.

Conference Program Committee Member

Conference on Information Systems and Technology, 2007, 2009 – current

Workshop on Information Technologies and Systems, 2000, 2004 – current

China Summer Workshop on Information Management, 2006 - current

Wuhan International Conference on E-Business, 2010 – current

Workshop on e-Business, 2007, 2008, 2009, 2010

Workshop on Data Science, 2017

International Conference on Electronic Commerce, 2005 & 2008

3rd Sino-US E-Commerce Advanced Forum, 2006

Symposium on E-Commerce and E-Business in China, 2007

Pacific Asia Conference on Information Systems (PACIS), 2010, 2016

Joint Conference on eServices and Business Intelligence, 2010

International Conference on Management Science and Risk, 2011

Ph.D. Students Supervised

Chair: Xiaokun Wu (current), Arizona State University

Chair: Victor Lee (current), Arizona State University

Chair: Xiaohui Zhang (current), Arizona State University

Co-chair: Cao Qiang (current), City University of Hong Kong

Chair: Ziru Li, (first year and second year paper, 2015-2018), Arizona State University

Co-chair: Wei Dong (2016), Tencent

Co-chair: Li Chen (2010), Fayetteville State University

Committee member: Qindong Liu (2011), Dow Chemical

Committee member: Dan Ke (2011), Wuhan University, China

External Committee member: Jian Jiao (2011), Microsoft, Seattle

External Committee member: Xiaomo Liu (2013), Thompson Reuters, New York City

External Committee member: Yufeng Ma (2019), Verizon

Exernal examiners for many PhD students at Alberta, City University of Hong Kong, National University of Singapore, Virginia Tech.

DBA Students Supervised (Arizona State University-China Program)

Chair: Tianyi Zhao, Rujian Zhong, Hua Feng, Yangyi Li, Hongjie Liu

Member: Cheng Wang, Pengwei Ji

MSc and undergraduate Students Advised

Numerous MSc and undergraduate students from UConn, ASU on their honors contracts, honors theses, independent studies, and capstone projects

Outreach Collaborator

Center for Advanced Analytics and Business Intelligence, Texas Tech. University, 2006-2015

Professional Training

HBS Case Method Teaching Workshop, University of Utah, October 2016

Administrative Services

University Level

- Intellectual Property and Institutional Review Committee, Arizona State University, July 1, 2018-June 30, 2023.

- Faculty Research Computing Working Group Committee, Arizona State University, 2015-2018.

School Level

- Department Chair Search (Chair), W. P. Carey School of Business, Arizona State University, 2/2021-5/2021.

- PhD Program, W. P. Carey School of Business, Arizona State University, 2021-2023

- Faculty Council, W. P. Carey School of Business, Arizona State University, 2016-2018.

- Founding Program Director, Master of Science in Business Analytics and Project Management (MS-BAPM), UConn School of Business, August 2011-August 2012.

- Masters Program Committee, UConn School of Business, 2009-2010.

Department Level

- PhD Program Committee, Department of Information Systems, W.P. Carey School of Business, Arizona State University, 2015-2021, 2021-2023 (Chair)

- Personnel Committee, Department of Information Systems, W.P. Carey School of Business, Arizona State University, 2018-2019, 2020-2021 (Chair), 2021-2023

- Chair's Advisory Council, Department of Information Systems, W.P. Carey School of Business, Arizona State University, 2017-2018, 2020-2021, 2022-2023

- Faculty Recruiting Committee, Department of Information Systems, W.P. Carey School of Business, Arizona State University, 2016-2017, 2017-2018 (Chair), 2020-2022, 2022-2023 (Chair)

- Research Labs Committee, Department of Information Systems, W.P. Carey School of Business, Arizona State University, 2017-2019

- Technology Committee, Department of Information Systems, W.P. Carey School of Business, Arizona State University, 2018-2019 (Chair), 2019-2020

- CABIT/Analytics Center Committee, W.P. Carey School of Business, Arizona State University, 2015-2017

- Masters Program Committee (co-chair), Department of Information Systems, W.P. Carey School of Business, Arizona State University, 2015-2017

- Undergraduate BDA Program Committee, Department of Information Systems, W.P. Carey School of Business, Arizona State University, 2017-2021

- Faculty Recruiting Committee, OPIM, University of Connecticut, 2004-2005, 2005-2006, 2006-2007, 2007-2008, 2012-2013, 2013-2014.

- PhD Recruiting Committee, OPIM, University of Connecticut, 2012-2013, 2013-2014.

- MS-BAPM Recruiting Committee, OPIM, University of Connecticut, 2012-2013.

- MS-BAPM Faculty Advisor, OPIM, University of Connecticut, 2011-2015.

- PhD QP Committee, OPIM, University of Connecticut, 2007-2008, 2008-2009, 2013-2014, 2014-2015.

- Masters Program Committee, OPIM, University of Connecticut, 2008-2009, 2009-2010, 2010-2011.

- BSBT Undergraduate Program Assessment Committee, OPIM, University of Connecticut, 2008-2009.

- CITI Research Proposal Review Committee, 2008.

- BSBT Undergraduate Committee (recruiting, curriculum, web site), OPIM, University of Connecticut, 2008-2009. 2009-2010, 2013-2014.

- UConn Stamford Campus MBA Curriculum Design Committee, 2006-2007.
- UConn Stamford Campus Committee, 2007-2008.

Community Level

- Workshop on e-Business Best Paper Award Selection Committee, 2021, virtual.

- Workshop on e-Business Best Paper Award Selection Committee, 2018, San Francisco.

- Workshop on e-Business Best Paper Award Selection Committee, 2017, South Korea.

- External Tenure and Promotion Evaluator: University of Florida, Indiana University, Penn State University, University of Alabama, University of Alberta, UNC-Charlotte, Texas Tech, Old Dominion University, UW-Bothell, University of Macau, Peking University, Shanghai University of Finance and Economics

- External PhD Thesis Examiner: University of Alberta, City University of Hong Kong, National University of Singapore

- Research Proposal Evaluation, Research Grants Council of Hong Kong, 2018-now

- WITS Paper Submission Systems Administrator, 2000, 2003, 2004.

Ad-Hoc Reviewer

Management Science, Information Systems Research, MIS Quarterly, Informs Journal on Computing, Journal of Management Information Systems, European Journal of Operations Research, Journal of Industrial Economics, Production and Operations Management, Decision Support Systems, Journal of Database, IEEE Transactions on Engineering Management, International Journal of Electronic Commerce, Information Technology and Management, Electronic Commerce and Research Applications, Journal of Organizational Computing and Electronic Commerce, various conferences such as ICIS, CIST, WITS, ICEC, WeB, CSWIM

Professional Affiliations

Association of Information Systems (AIS), INFORMS, Academy of Management (AOM)

INDUSTRY EXPERIENCE AND CONSULTING

- *General Electric*, Fairfield, CT, 2004-2011, 2013

  I have led and advised graduate students on many strategic projects for General Electric (GE) through edgelab, a UConn-GE partnership that engages faculty, students, and GE executives on real world critical path decision problems. The projects come from several business units within GE, including commercial/consumer finance, NBC Universal, Healthcare, transportation, and energy. These projects involved application of advanced data analytics, quantitative methods, and marketing techniques. Many of them have subsequently become my research topics and were later developed into research articles. I have also incorporated a number of these projects into my classroom teaching (both graduate and undergraduate levels)

- *adidas*, January 2018-January 2019; worked with adidas to advance analytics capabilities for decision making

- *(m)Phasize*, Westport, CT, 2013; consulted on market mix modelling project for a leading consumer goods company
- *Aetna*, Hartford, CT, 2013; consulted on project investigating factors that influence employee turnover
- *Travelers,* Hartford, CT, 2012; consulted on auto claim prediction and fraud detection in the insurance industry