

KEVIN YILI HONG

📍 BA 319G, 300 E Lemon St., Tempe, AZ 85287
✉ hong@asu.edu · 📧 yilihong · ☎ (480)727-4003
🌐 <https://wpcarey.asu.edu/people/profile/2355839>

EMPLOYMENT

Associate Professor of Information Systems (with tenure) <i>W. P. Carey School of Business, Arizona State University</i>	2018–
Assistant Professor of Information Systems <i>W. P. Carey School of Business, Arizona State University</i>	2014–2018
Director of the IS PhD Program <i>W. P. Carey School of Business, Arizona State University</i>	2017–
Co-Director of the Digital Society Initiative <i>W. P. Carey School of Business, Arizona State University</i>	2016–
Instructor and Research Assistant <i>Fox School of Business, Temple University</i>	2009–2014
Analyst <i>China International Capital Corporation (CICC), Beijing Office</i>	2008–2009
Language Specialist <i>The 29th International Olympic Games</i>	2008

EDUCATION

PhD Business Administration <i>Fox School of Business, Temple University</i> <ul style="list-style-type: none">▶ Thesis: “Three Essays on Global Online Labor Markets for IT Services” (Advisor: Paul A. Pavlou)• ACM SIGMIS Doctoral Dissertation Award• INFORMS ISS Nunamaker-Chen Dissertation Award• Best Dissertation Award, Temple University	2009–2014
BS Management <i>School of Business, Beijing Foreign Studies University</i> <ul style="list-style-type: none">• Outstanding Graduate	2005–2009
BA English <i>School of Business, Beijing Foreign Studies University</i>	2005–2009

PROFESSIONAL AWARDS

- 2018 Best Paper Award, The 12th China Summer Workshop on Information Management
- 2018 Best Paper Nomination, Pacific Asia Conference on Information Systems
- 2018 National Science Foundation Grant
- 2017 Management Science Meritorious Service Award
- 2017 W. P. Carey Faculty Research Award
- 2017 Robert Wood Johnson Foundation Pioneering Ideas “Future of Work” Grant Award
- 2017 Best Paper Award, Hawaii International Conference on System Sciences
- 2016 Outstanding Teaching Award, Department of Information Systems (ASU)
- 2014 Best Paper Nomination, International Conference on Information Systems
- 2014 ACM SIGMIS Doctoral Dissertation Award, AIS and ACM
- 2014 Nunamaker-Chen Dissertation Award (runner-up), INFORMS Information Systems Society
- 2014 Best Dissertation Award, Fox School of Business, Temple University
- 2014 Dean’s Outstanding Publication Award, Fox School of Business, Temple University
- 2014 Doctoral Consortium Fellow, International Conference on Information Systems
- 2013 Distinguished Award for Excellence in Teaching, Temple University
- 2013 Harry A. Cochran Award for Research Excellence
- 2013 Best Dissertation Proposal Award, Fox School of Business, Temple University
- 2013 Lynne A. Cronfield Foundation Research Award
- 2012 Best Conference Paper (runner up), International Conference on Information Systems
- 2012 Best Conference Paper (runner up), America’s Conference on Information Systems
- 2009 Outstanding Graduate, Beijing Foreign Studies University
- 2008 Outstanding Language Specialist, International Olympics Committee

EDITORIAL BOARD

- Associate Editor, *Information Systems Research*
- Associate Editor, *Information Systems Research*, Special Issue on “Humans, Algorithms, and Augmented Intelligence: The Future of Work, Organizations and Society”
- Associate Editor, *Electronic Commerce Research and Applications*
- Editorial Review Board, *Journal of the Association for Information Systems*
- Editorial Review Board, *Journal of the Association for Information Systems* Special Issue on “Addressing Societal Challenges through Analytics”

PREMIER JOURNAL PUBLICATIONS

1. Gong J, Hong Y, Zentner A (2018) “Role of Monetary Incentives in the Digital and Physical Inter-Border Labor Flows,” *Journal of Management Information Systems*, forthcoming.
2. Hong Y, Hu Y, Burtch G (2018) “Embeddedness, Pro-Sociality, and Social Influence: Evidence from Online Crowdfunding,” *MIS Quarterly*, forthcoming.
3. Kanat I, Hong Y, Raghu TS (2018) “Surviving in Global Online Labor Markets for IT Services: A Geo-economic Analysis,” *Information Systems Research*, forthcoming.
4. Huang N, Burtch G, Gu B, Hong Y, Liang C, Wang K, Fu D, Yang B (2018) “Motivating User-Generated Content with Performance Feedback: Evidence from Randomized Field Experiments,” *Management Science*, forthcoming.
5. Chen PY, Hong Y, Liu Y (2018) “Value of Multi-dimensional Rating Systems: Evidence from a Natural Experiment and Lab Experiments,” *Management Science*, forthcoming.
6. Burtch G, Hong Y, Bapna R, Griskevicius V (2018) “Stimulating Online Reviews by Combining Financial Incentives and Social Norms,” *Management Science*, 64(5):2065–2082.
7. Burtch G, Hong Y, Liu D (2018) “The Role of Provision Points in Online Crowdfunding,” *Journal of Management Information Systems*, 35(1):117–144.
8. Huang N, Hong Y, Burtch G (2017) “Social Network Integration and User Content Generation: Evidence from Natural Experiments,” *MIS Quarterly*, 41(4):1035–1058 (Lead Article).
9. Hong Y, Pavlou PA (2017) “On Buyer Selection of Service Providers in Online Outsourcing Platforms for IT Services,” *Information Systems Research*, 28(3):547–562.
10. Hong Y, Pavlou PA, Shi N, Wang K (2016) “On the Role of Fairness and Social Distance in Designing Effective Social Referral Systems,” *MIS Quarterly*, 41(3):787–809.
11. Hong Y, Huang N, Burtch G, Li C (2016) “Culture, Conformity and Emotional Suppression in Online Reviews,” *Journal of the Association for Information Systems*, 17(11):308–329.
12. Huang N, Burtch G, Hong Y, Polman E (2016) “Effects of Multiple Psychological Distances on Construal and Consumer Evaluation: A Field Study of Online Reviews,” *Journal of Consumer Psychology*, 26(4):474–482.
13. Hong Y, Wang CA, Pavlou PA (2016) “Comparing Open and Sealed Bid Auctions: Evidence from Online Labor Markets,” *Information Systems Research*, 27(1):49–69.
14. Hong Y, Pavlou PA (2014) “Product Fit Uncertainty in Online Markets: Nature, Effects, and Antecedents,” *Information Systems Research*, 25(2):328–344.
15. Dimoka A, Hong Y, Pavlou PA (2012) “On Product Uncertainty in Online Markets: Theory and Evidence,” *MIS Quarterly*, 36(2):395–426.

OTHER PUBLICATIONS

1. Fu D, Hong Y, Wang K, Fan W (2017) “Effects of Membership Tier on User Content Generation Behavior in an Online Marketplace,” *Electronic Commerce Research*, forthcoming.
2. Hong Y, Pavlou PA (2011) “Online Labor Markets: An Informal Freelancer Economy,” *IBIT Report*, Fall 2011.
3. Wang S, Hong Y, Archer N, Wang Y (2011) “Modeling the Success of Small and Medium Sized Online Vendors in Business to Business Electronic Marketplaces in China: A Motivation–Capability Framework,” *Journal of Global Information Management*, 19(4):45–75.

FUNDING AND GRANTS

- NET Institute, “Gender Wage Gap in the Gig Economy,” \$3,000 (co-PI, 2018).
- Dean’s Excellence in Research Grant, “Private Communication in Online Platforms,” \$20,000 (PI, 2018).
- National Science Foundation, Decision, Risk and Management Sciences (DRMS), “Gender Wage Gap,” \$15,914 (co-PI, 2018).
- Center for the Study of Economic Liberty, “Gender Wage Gap does not Equal Gender Bias,” \$10,000 (co-PI, 2018).
- Amazon Cloud Credits for Research, “Online Labor Markets,” \$12,200 (co-PI, 2018).
- National Science Foundation of China (NSFC), “Social Referral Design,” \$10,000 (co-PI, 05/2017–05/2019).
- NET Institute, “Home Bias in Online Employment,” \$4,500 (co-PI, 2017).
- Robert Wood Johnson Foundation, “Future of Work,” \$120,024 (PI, 04/2017–04/2019).
- Center for the Study of Economic Liberty, “Sharing Economy and Gig Economy Projects,” \$6,000 (PI, 2017).
- Google, “Cloud Platform Education Grants,” \$11,100 (PI, 2016).
- NET Institute, “IT-enabled Monitoring and Labor Contracting,” \$4,500 (co-PI, 2016).
- Amazon Cloud Credits for Research, “IT-enabled Monitoring,” \$5,000 (PI, 2016).
- Department of Education, “CIBER Grant Award,” \$2,500 (co-PI, 2015).
- NET Institute, “Social Media Integration and User Content Contribution,” \$3,000 (co-PI, 2015).
- NET Institute, “Measuring Product Type with Dynamics of Online Review Variance,” \$3,000 (co-PI, 2014).
- Department of Education, “CIBER Grant Award,” \$5,000 (PI, 2013).
- NET Institute, “Comparing Open and Sealed Bid Auctions in Online Labor Markets,” \$3,000 (PI, 2013).
- Department of Education, “CIBER Grant Award,” \$5,000 (co-PI, 2010).

CONFERENCE PAPERS

1. Chen C, Hu Y, Hong Y, Lu Y (2018) “Everyone Can Be a Star: Quantifying Grassroots Online Sellers’ Live Streaming Effects on Product Sales,” *Proceedings of the International Conference on Information Systems (ICIS)*, San Francisco, CA.
2. Zhao K, Hu Y, Lu Y, Hong Y (2018) “Change, We Can Believe in: Examining Spillover Effect of Content Switch on Live Streaming Platform,” *Proceedings of the International Conference on Information Systems (ICIS)*, San Francisco, CA.
3. Hu Y, Hong Y, Gal D, Xu A, Sinha V, Akkiraju R (2018) “Modeling Brand Personality with Business Value of Social Media Analytics: Predicting Brand Personality with User-generated Content and Firm-generated Content,” *Proceedings of the International Conference on Information Systems (ICIS)*, San Francisco, CA.

4. Li Z, Hong Y, Zhang Z (2018) “Empowerment or Substitution? Entry of Platform-based Sharing Economy on the Local Labor Markets,” *Proceedings of the International Conference on Information Systems (ICIS)*, San Francisco, CA.
5. Liu Q, Du Q, Hong Y, Fan W (2018) “What Kind of User-Generated Ideas Are More Likely to be Implemented? Evidence from an Open Innovation Community ,” *Proceedings of the International Conference on Information Systems (ICIS)*, San Francisco, CA.
6. Huang N, Burtch G, Hong Y, Pavlou P (2018) “Local Economic Conditions and Worker Participation in the Online Gig Economy,” *Proceedings of the International Conference on Information Systems (ICIS)*, San Francisco, CA.
7. Chen L, Hong Y, Gu B (2018) “Gender Wage Gap in Online Gig Economy and Gender Differences in Job Preferences,” *Proceedings of the International Conference on Information Systems (ICIS)*, San Francisco, CA.
8. Zheng X, Ren XY, Hong Y, Cao JS, Yang S (2018) “Information Inconsistencies in Multi-Dimensional Rating Systems,” *Proceedings of the International Conference on Information Systems (ICIS)*, San Francisco, CA.
9. Liang C, Hong Y, Gu B (2018) “Effects of IT-enabled Monitoring Systems: Evidence from An Online Labor Market,” *The Platform Research Symposium*, Boston, MA.
10. Liang C, Hong Y, Gu B (2018) “Home Bias in Online Employment: Evidence from an Online Labor Market,” *The 12th China Summer Workshop on Information Management (CSWIM)*, Qingdao, China.
[Winner of the Best Paper Award](#)
11. Hong Y, Peng J, Burtch G, Huang N (2018) “Role of Private Communication in Online Labor Markets,” *Statistical Challenges in eCommerce Research (SCECR)*, Rotterdam, Netherlands.
12. Liang C, Hong Y, Gu B (2018) “Home Bias in Hiring: Evidence from an Online Labor Market,” *Pacific Asia Conference on Information Systems (PACIS)*, Yokohama, Japan.
[Nominated for the Best Paper Award](#)
13. Liang C, Hong Y, Gu B (2018) “Home Bias in Online Employment: A Quasi-Natural Experiment,” *WEBEIS*, Arlington, VA.
14. Hong Y, Peng J, Burtch G, Huang N (2018) “Role of Communication in Online Platforms,” *Americas Conference on Information Systems*, New Orleans, LA.
15. Hong Y, Peng J, Burtch G, Huang N (2018) “Communication in Online Employment,” *POMS 2018 Annual Conference*, Houston, TX.
16. Hu Y, Zhao K, Hong Y (2018) “Identify and Modeling Players in Live Streaming Community,” *POMS 2018 Annual Conference*, Houston, TX.
17. Huang N, Chen PY, Hong Y, Wu SY (2018) “Digital Nudging for Online Social Sharing: Evidence from A Randomized Field Experiment,” *51st Hawaii International Conference on System Sciences (HICSS)*, Hawaii, US.
18. Liang C, Hong Y, Gu B (2018) “Home Bias in Online Employment,” *51st Hawaii International Conference on System Sciences (HICSS)*, Hawaii, US.
19. Li Z, Hong Y, Zhang Z (2018) “An Empirical Analysis of the Impacts of the Sharing Economy Platforms on the U.S. Labor Market,” *51st Hawaii International Conference on System Sciences (HICSS)*, Hawaii, US.
20. Gong J, Hong Y, Zentner A (2018) “Vanishing Borders in the Internet Age: The Income Elasticity of Virtual versus Physical Migration,” *51st Hawaii International Conference on System Sciences (HICSS)*, Hawaii, US.

21. Hong Y, Chen PY, Shao BBM, Liang C (2018) “Effect of Auction Design on Bidder Entry: Evidence from An Online Labor Market,” *51st Hawaii International Conference on System Sciences (HICSS)*, Hawaii, US.
22. He Q, Benjamin V, Hong Y, Raghu TS (2017) “Multi-Channel Complementarity in the Online Learning Context,” *Workshop on Information Technology and Systems (WITS)*, Seoul, South Korea.
23. Li J, Ge Y, Hong Y, Cheema A, Gu B (2017) “Review Dimensionality and Helpfulness: A Multi-method Study,” *Workshop on Information Technology and Systems (WITS)*, Seoul, South Korea.
24. Liang C, Hong Y, Gu B (2017) “Home Bias in Online Employment,” *Workshop on Information Systems and Economics (WISE)*, Seoul, South Korea.
25. Liang C, Hong Y, Gu B (2017) “Home Bias in Online Employment,” *Conference on Information Systems and Technology (CIST)*, Houston, TX.
26. Liu Y, Chen PY, Hong Y, Ge Y (2017) “The Impact of Rating System Design on Opinion Sharing,” *Conference on Information Systems and Technology (CIST)*, Houston, TX.
27. Li J, Ge Y, Hong Y, Cheema A, Gu B (2017) “Review Dimensionality and Helpfulness: Evidence from a Supervised Topic Modeling, an Empirical Analysis, and a Randomized Experiment,” *Conference on Information Systems and Technology (CIST)*, Houston, TX.
28. Liu Y, Chen PY, Hong Y, Ge Y (2017) “The Impact of Rating System Design on Opinion Sharing,” *POMS 2017 Annual Conference*, Seattle, WA.
29. Liang C, Hong Y, Gu B (2017) “Home Bias in Online Employment,” *Proceedings of the International Conference on Information Systems (ICIS)*, Seoul, South Korea.
30. Liu Y, Chen PY, Hong Y, Ge Y (2017) “The Impact of Rating System Design on Opinion Sharing,” *Proceedings of the International Conference on Information Systems (ICIS)*, Seoul, South Korea.
31. Li J, Ge Y, Hong Y, Cheema A, Gu B (2017) “Review Dimensionality and Helpfulness: Evidence from a Supervised Topic Modeling, an Empirical Analysis, and a Randomized Experiment,” *Winter Conference on Business Analytics (WCBA)*, Snowbird, Utah.
32. Huang N, Gu B, Burtch B, Hong Y, Liang C, Wang K, Fu D, Yang B (2017) “Designing Effective Performance Feedback Notification Systems to Stimulate Content Contribution: Evidence from a Crowdsourcing Recipe Platform,” *50th Hawaii International Conference on System Sciences (HICSS)*, Hawaii, US.
[Winner of the Best Paper Award](#)
33. Kanat I, Hong Y, Gu B, Raghu TS (2017) “If You Let Them Build It, They Will Stay! An Empirical Study of Add-on Content and User Engagement,” *50th Hawaii International Conference on System Sciences (HICSS)*, Hawaii, US.
[Nominated for the Best Paper Award](#)
34. Li Z, Hong Y, Zhang Z (2017) “Do Ride Sharing Services Affect Traffic Congestion? An Empirical Study of Uber Entry,” *50th Hawaii International Conference on System Sciences (HICSS)*, Hawaii, US.
35. Hu Y, Hong Y (2017) “Modeling and Predicting Social Media Engagement in Real-World Events,” *50th Hawaii International Conference on System Sciences (HICSS)*, Hawaii, US.
[Nominated for the Best Paper Award](#)
36. Zheng ZA, Hong Y, Pavlou PA (2016) “Matching in Online Labor Markets for IT Services: Bid Price Dispersion, Buyer Indecision, and Freelancer Regret,” *Workshop on Information Systems and Economics (WISE)*, Hawaii, US.

37. Liang C, Hong Y, Gu B (2016) "Effects of IT-enabled Monitoring Systems: Evidence from Fixed and Time-based Contracts in An Online Labor Market," *Workshop on Information Systems and Economics (WISE)*, Dublin, Ireland.
38. Huang N, Gu B, Burtch B, Hong Y, Liang C, Wang K, Fu D, Yang B (2016) "Stimulating User-Generated Content via Performance Feedback: A Randomized Mobile Field Experiment," *CODE@MIT Conference*, Cambridge, MA.
39. Li Z, Hong Y, Zhang Z (2016) "Do Ride Sharing Services Affect Traffic Congestion? An Empirical Study of Uber Entry," *INFORMS Annual Meeting*, Nashville, TN.
40. Liang C, Hong Y, Gu B (2016) "Effects of IT-enabled Monitoring Systems in Online Labor Markets," *Conference on Information Systems and Technology (CIST)*, Nashville, TN.
41. Huang N, Gu B, Burtch B, Hong Y, Liang C, Wang K, Fu D, Yang B (2016) "Stimulating User-Generated Content via Performance Feedback: A Randomized Mobile Field Experiment," *Conference on Information Systems and Technology (CIST)*, Nashville, TN.
42. Huang N, Gu B, Burtch B, Hong Y, Liang C, Wang K, Fu D, Yang B (2016) "Stimulating User-Generated Content via Performance Feedback: A Randomized Mobile Field Experiment," *Proceedings of the International Conference on Information Systems (ICIS)*, Dublin, Ireland.
43. Liang C, Hong Y, Gu B (2016) "Effects of IT-enabled Monitoring Systems in Online Labor Markets," *Proceedings of the International Conference on Information Systems (ICIS)*, Dublin, Ireland.
44. Li Z, Hong Y, Zhang Z (2016) "Do Ride Sharing Services Affect Traffic Congestion? An Empirical Study of Uber Entry," *Proceedings of the International Conference on Information Systems (ICIS)*, Dublin, Ireland.
45. Hu Y, Hong Y (2016) "Analyzing Location Disclosure Behavior on Instagram," *Annual International Conference on Computational Social Science*, Evanston, IL.
46. Huang N, Gu B, Burtch B, Hong Y, Liang C (2016) "Stimulating UGC Contribution via Performance Feedback: A Randomized Mobile Field Experiment," *Statistical Challenges in eCommerce Research (SCECR)*, Naxos, Greece.
47. Kanat I, Hong Y, Raghu TS (2015) "Surviving and Thriving in Online Labor Markets: A Geoeconomic Analysis," *Workshop on Information Systems and Economics (WISE)*, Dallas, TX.
48. Burtch G, Hong Y, Bapna R, Griskevicius V (2015) "What Are Social Incentives Worth?," *Proceedings of the International Conference on Information Systems (ICIS)*, Dallas, TX.
49. Hong Y, Hu Y, Burtch G (2015) "Social Broadcasting or Social Sharing? Understanding the Crowd's Contribution to Public vs. Private Goods in Crowdfunding Campaigns," *Proceedings of the International Conference on Information Systems (ICIS)*, Dallas, TX.
50. Huang N, Hong Y, Burtch G (2015) "Anonymity and Language Usage: A Natural Experiment of Social Network Integration," *Proceedings of the International Conference on Information Systems (ICIS)*, Dallas, TX.
51. Zheng ZA, Hong Y, Pavlou PA (2015) "Value Uncertainty and Buyer Contracting: Evidence from Online Labor Markets," *Proceedings of the International Conference on Information Systems (ICIS)*, Dallas, TX.
52. Huang N, Hong Y, Burtch G (2015) "Anonymity and Language Usage: A Natural Experiment of Social Network Integration," *NET Institute Conference*, New York, NY.
53. Burtch G, Hong Y, Bapna R, Griskevicius V (2015) "What Are Social Incentives Worth?," *Conference on Information Systems and Technology (CIST)*, Philadelphia, PA.

54. Burtch G, Hong Y, Bapna R, Griskevicius V (2015) “What Are Social Incentives Worth?,” *Conference on Information Systems and Technology (CIST)*, Philadelphia, PA.
55. Hong Y, Hu Y, Burtch G (2015) “Crowd’s Contribution to Public versus Private Goods in Crowdfunding Campaigns,” *Conference on Information Systems and Technology (CIST)*, Philadelphia, PA.
56. Zheng Z, Hong Y, Pavlou PA (2015) “Effect of Valuation Uncertainty on Buyer Indecision and Bidder Regret in Online Labor Markets,” *INFORMS Annual Meeting*, Philadelphia, PA.
57. Liu Y, Chen PY, Hong Y (2015) “The Effect of Rating System Design on Negativity Bias,” *INFORMS Annual Meeting*, Philadelphia, PA.
58. Burtch G, Hong Y, Bapna R, Griskevicius V (2015) “What Are Social Incentives Worth?,” *CODE@MIT Conference*, Cambridge, MA.
59. Zheng Z, Hong Y, Pavlou PA (2015) “On Service Employers’ Hiring Decisions in Online Labor Markets: A Perspective of Price and Quality Discovery,” *The 11th Symposium on Statistical Challenges in eCommerce Research (SCECR)*, Addis Ababa, Ethiopia.
60. Liu Y, Chen PY, Hong Y (2014) “The Value of Multi-dimensional Online Rating Systems: An Information Transfer Perspective,” *Workshop on Information Systems Economics (WISE)*, Auckland, New Zealand.
61. Burtch G, Hong Y (2014) “What Happens When Word of Mouth Goes Mobile?,” *Proceedings of the International Conference on Information Systems (ICIS)*, Auckland, New Zealand.
[Nominated for the Best Conference Paper](#)
62. Liu Y, Chen PY, Hong Y (2014) “The Value of Multi-dimensional Online Rating Systems: An Information Transfer Perspective,” *Proceedings of the International Conference on Information Systems (ICIS)*, Auckland, New Zealand.
63. Zheng Z, Hong Y, Pavlou PA (2014) “Sequential or Simultaneous? Antecedents and Consequences of Search Strategies in Online Labor Markets,” *The 10th Symposium on Statistical Challenges in eCommerce Research (SCECR)*, Tel Aviv, Israel.
64. Liu Y, Chen PY, Hong Y (2014) “The Value of Multi-dimensional Online Rating Systems: An Information Transfer Perspective,” *INFORMS Annual Meeting*, San Francisco, CA.
65. Burtch G, Hong Y (2014) “What Happens When Word of Mouth Goes Mobile?,” *Conference on Information Systems and Technology (CIST)*, San Francisco, CA.
66. Hong Y, Chen PY, Hitt LM (2013) “Measuring Product Type with Sequential Dynamics of Online Product Reviews: Theory and Applications,” *Workshop on Information Systems Economics (WISE)*, Milan, Italy.
67. Hong Y, Pavlou PA, Chen PY (2013) “Quality-Adjusted Consumer Surplus for IT Outsourcing E-Markets with Asymmetric Information,” *Proceedings of the 34th International Conference on Information Systems (ICIS)*, Milan, Italy.
68. Shi N, Hong Y, Wang K, Shi N (2013) “Social Commerce Beyond Word of Mouth: Role of Social Distance and Social Norms in Online Referral Incentive Systems,” *Proceedings of the 34th International Conference on Information Systems (ICIS)*, Milan, Italy.
69. Hong Y, Wang C, Pavlou PA (2013) “Open or Sealed Bid in Buyer-Determined Auctions? Evidence from Online Labor Markets,” *Conference on Information Systems and Technology (CIST)*, Minneapolis, MN.
70. Hong Y, Wang C, Pavlou PA (2013) “Does Auction Mechanism Affect Bidder Behavior and Market Performance? Evidence from Sealed and Open Bids Auctions in An Online Labor Market,” *The 9th Symposium on Statistical Challenges in eCommerce Research (SCECR)*, Lisbon, Portugal.

71. Hong Y, Wang C, Pavlou PA (2013) "Are Global Labor Markets Truly "Flat"? Global Frictions, Labor Arbitrage and Reputation in Online Labor Markets," *The 9th Symposium on Statistical Challenges in eCommerce Research (SCECR)*, Lisbon, Portugal.
72. Hong Y, Wang C, Pavlou PA (2013) "Does Auction Design Affect Bidder Behavior and Market Performance? Evidence from Crowdsourcing Platforms," *INFORMS Marketing Science Society Conference*, Istanbul, Turkey.
73. Hong Y, Chen PY, Hitt LM (2012) "Measuring Product Type with Dynamics of Online Review Variance: Implications for Research and Practice," *Proceedings of the 33th International Conference on Information Systems (ICIS)*, Orlando, Florida.
[Awarded ICIS 2012 Runner-up Best Conference Paper](#)
74. Hong Y, Pavlou PA (2012) "An Empirical Investigation on Provider Pricing in Online Crowdsourcing Markets for IT Services," *Proceedings of the 33th International Conference on Information Systems (ICIS)*, Orlando, Florida.
75. Hong Y, Chen PY, Hitt LM (2012) "Implications of Online Product Review Variance for Product Categorization," *The 8th Symposium on Statistical Challenges in eCommerce Research (SCECR)*, Montreal, Canada.
76. Hong Y, Pavlou PA, Chen PY (2012) "Quality-adjusted Consumer Surplus in Markets with Asymmetric Information," *The 8th Symposium on Statistical Challenges in eCommerce Research (SCECR)*, Montreal, Canada.
77. Shi N, Hong Y, Wang K, Pavlou PA (2012) "Social Commerce in a Networked Society: Considering Social Distance and Norms in Referral Incentive Mechanisms for Online Business," *Proceedings of the 18th Americas Conference in Information Systems (AMCIS)*, Seattle, Washington.
[Awarded AMCIS 2012 Runner-up Best Conference Paper](#)
78. Yuan W, Hong Y, Pavlou PA (2012) "Do Consumers Trust Online Product Reviews? An Experimental Study of Biases in Online Product Reviews," *Proceedings of the 18th Americas Conference in Information Systems (AMCIS)*, Seattle, Washington.
79. Shi N, Hong Y, Wang K, Pavlou PA (2012) "The Effects of Social Distance on Proposer's Offer and Responder's Intention to Accept in Online Referral Bonuses Programs under Chinese Setting," *Proceedings of the 14th Annual International Conference on Electronic Commerce (ICEC)*, Singapore.
80. Hong Y, Pavlou PA (2011) "Strategic Bidding and Personalized Pricing in Global Electronic Markets for Services Outsourcing," *Workshop on Information Systems Economics (WISE)*, Shanghai, China.
81. Hong Y, Pavlou PA, Chen PY (2011) "Quality-adjusted Consumer Surplus in Markets with Asymmetric Information," *Workshop on Information Systems Economics (WISE)*, Shanghai, China.
82. Hong Y, Pavlou PA (2010) "Fit Does Matter! An Empirical Study on Product Fit Uncertainty in Online Marketplaces," *Proceedings of the 31th International Conference on Information Systems (ICIS)*, St. Louis, Missouri.
83. Wattal S, Hong Y, Mandviwalla M (2010) "Is IT the Great Equalizer? A Social Class Based Longitudinal Analysis of Technology Diffusion," *Proceedings of the 31th International Conference on Information Systems (ICIS)*, St. Louis, Missouri.
84. Hong Y, Pavlou PA (2010) "Product Uncertainty in the Online Marketplaces in China: An Econometric Model," *Proceedings of the 16th Americas Conference in Information Systems (AMCIS)*, Lima, Peru.

INVITED SEMINARS AND TALKS

- University of Illinois at Chicago, College of Business, scheduled: 11/2018
- MentorStudents.org, 03/2018
- University of Minnesota, Carlson School of Management, 03/2018
- Special Libraries Association, 07/2017
- Arizona State University, Ira A Fulton School of Engineering, 03/2017
- Temple University, Fox School of Business, 02/2017
- Uber PHX HQ, 10/2016
- Arizona State University, Information Systems Research Workshop, 02/2016
- Temple University, CIBER, 04/2014
- Arizona State University, W. P. Carey School of Business, 11/2013
- University of Virginia, McIntire School of Commerce, 10/2013
- Nanyang Technological University, Nanyang Business School, 10/2013
- HKUST, School of Business, 07/2013
- City University of Hong Kong, School of Business, 07/2013
- Remin University of China, School of Business, 07/2011
- University of Electronic Science and Technology of China, School of Business, 07/2011

PHD STUDENTS SUPERVISED

- Ying Liu – Dissertation Co-chair, Assistant Professor, *Isenberg School of Management, UMass Amherst*
- Chen Cheng – 4th year, UIC, *Dissertation member*
- Chen Liang – 4rd year, ASU, *Dissertation Co-chair*
- Qinglai He – 3rd year, ASU, *Dissertation Co-chair*
- Ziru Li – 4rd year, ASU, *First and second year paper co-advisor*
- Amin Sabzehzar – 1st year, ASU, *First paper co-advisor*

SELECTED WORK AND CONSULTING EXPERIENCE

External Researcher <i>Lyft, San Francisco, CA</i>	2018–
External Researcher <i>Meishijie, Beijing, China</i>	2016–
External Researcher <i>Picmonic, Tempe, AZ</i>	2016–
External Researcher	2016–2017

Ports America, Chandler, AZ

External Researcher <i>Yamibuy</i> , City of Industry, CA	2014–
External Researcher <i>fits.me</i> , Estonia	2014–2016
External Researcher <i>08Piao</i> , Xi'an, China	2012–2013
External Researcher <i>Freelancer Ltd.</i> , New South Wales, Australia	2010–2015

PROFESSIONAL SERVICES

@ Conference Organizations

- 2018 Conference Co-chair, INFORMS CIST
- 2018 Conference Organizer, “Future of Work in the Digital Society” Conference
- 2018 Mini-track chair, Crowd-based Platforms Track, HICSS
- 2018 Session Organizer, Online Platforms, POMS
- 2017 Program Committee, CSWIM
- 2017 Program Committee, INFORMS CIST
- 2017 Associate Editor, ICIS
- 2017 Associate Editor, PACIS
- 2016 Program Committee, INFORMS CIST
- 2015 Mini-track chair, Crowdsourcing Track, AMCIS
- 2015 Associate Editor, ICIS
- 2015 Program Committee, INFORMS CIST
- 2014 Associate Editor, ICIS
- 2014 Program Committee, INFORMS CIST
- 2013 Program Committee, ICEB
- 2012 Arrangements Co-chair, MIS Academic Leadership Conference

@ Referee Services

- Journal Reviewer: *Management Science*, *Marketing Science*, *Information Systems Research*, *MIS Quarterly*, *Journal of Marketing Research*, *Production and Operations Management*, *Journal of Operations Management*, *Journal of the Association for Information Systems*, *Journal of Management Information Systems*, *Decision Support Systems*, *Decision Sciences Journal*, *European Journal of Information Systems*, *Information Systems Journal*, *Information & Management*, *IJITDM*
- Proposal Reviewer: *Hong Kong Research Grant Council*, *National Science Centre of Poland*

@ University Services

- 2018 Department PhD Program Committee, Chair
- 2018 WPC 300 Course Development Committee, Chair
- 2018 Department Chair's Advisory Committee, Member
- 2018 Recruiting Committee, Member
- 2018 EAB and Executive Education Committee, Member
- 2018 Research Workshop Committee, Member
- 2018 School PhD Program Committee, Member
- 2018 School Faculty Council, Member
- 2017 Department PhD Program Committee, Chair
- 2017 Research Workshop Committee, Chair
- 2017 EAB and Executive Education Committee, Member
- 2017 School PhD Program Committee, Member
- 2017 School Faculty Council, Member
- 2017 Department Undergraduate Program Committee, Member
- 2016 Research Workshop Committee, Chair
- 2016 PhD Program Committee, Member
- 2016 Department Undergraduate Program Committee, Member
- 2015 Research Workshop Committee, Member
- 2015 Faculty Recruiting Committee, Member
- 2015 Department Personnel Committee, Member
- 2015 Department Undergraduate Program Committee, Member
- 2014 Department Undergraduate Program Committee, Member
- 2014 Research Workshop Committee, Member
- 2014 PhD Program Committee, Member

TEACHING

@ Arizona State University, Dept. of Information Systems:


- Spring 2019: CIS792 PhD Seminar – Research Methods in Information Systems
- Spring 2019: WPC300 Problem Solving and Actionable Analytics (online)
- Spring 2019: WPC300 Problem Solving and Actionable Analytics
- Fall 2018: WPC300 Problem Solving and Actionable Analytics (Course Coordinator)
- Spring 2018: WPC300 Problem Solving and Actionable Analytics (5.9/7)


- Fall 2017: WPC300 Problem Solving and Actionable Analytics (6.3/7, 6.4/7)
- Spring 2017: CIS360 Business Database Concepts (6.7/7, 6.6/7, 6.0/7)
- Spring 2016: CIS360 Business Database Concepts (6.6/7, 6.5/7, 5.8/7)
- Spring 2015: CIS315 Introduction to Business Data Analytics (6.3/7)
- Spring 2015: CIS360 Business Database Concepts (6.5/7, 5.9/7)

@ Temple University, Dept. of Management Information Systems:

- Spring 2013: MRKT3502 Information Management and Marketing Strategy (4.5/5)
- Spring 2013: MIS2502 Data Analytics (4.7/5)
- Fall 2012: MIS2502 Data Analytics (4.8/5)


TECHNICAL SKILLS

 **Operating Systems:** Linux, Mac OS, Windows

 **Programming Languages:** C++, Python, Perl, HTML, CSS, PHP, Javascript, bash, L^AT_EX, lisp, Stata, R, SAS

 **Database Management Systems:** MySQL, PostgreSQL, SQLite, Microsoft SQL Server, Microsoft Access, Google BigQuery, MongoDB

 **Cloud Computing:** Amazon Web Services, Google Cloud Platform

 August 2, 2018