

YILI HONG

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EMPLOYMENT

Assistant Professor of Information Systems (tenure-track) <i>W. P. Carey School of Business, Arizona State University</i>	2014–
Co-director of the Digital Society Initiative <i>W. P. Carey School of Business, Arizona State University</i>	2016–
IS PhD Program Coordinator <i>W. P. Carey School of Business, Arizona State University</i>	2017–
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

- 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 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, *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. Hong Y, Hu Y, Burtch G (2018) “Embeddedness, Pro-Sociality, and Social Influence: Evidence from Online Crowdfunding,” *MIS Quarterly*, forthcoming.
2. Kanat I, Hong Y, Raghu TS (2018) “Surviving in Global Online Labor Markets for IT Services: A Geo-economic Analysis,” *Information Systems Research*, forthcoming.
3. 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*, Article in Advance.
4. Chen PY, Hong Y, Liu Y (2018) “Value of Multi-dimensional Rating Systems: Evidence from a Natural Experiment and Lab Experiments,” *Management Science*, Article in Advance.
5. Burtch G, Hong Y, Bapna R, Griskevicius V (2018) “Stimulating Online Reviews by Combining Financial Incentives and Social Norms,” *Management Science*, Article in Advance.
6. Burtch G, Hong Y, Liu D (2018) “The Role of Provision Points in Online Crowdfunding,” *Journal of Management Information Systems*, 35(1):117–144.
7. 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).
8. 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.
9. 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.
10. 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.
11. 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.
12. 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.
13. Hong Y, Pavlou PA (2014) “Product Fit Uncertainty in Online Markets: Nature, Effects, and Antecedents,” *Information Systems Research*, 25(2):328–344.
14. 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 Electronic Marketplaces in China: A Motivation–Capability Framework,” *Journal of Global Information Management*, 19(4):45–75.

FUNDING AND GRANTS

- Amazon Cloud Credits for Research, “Online Labor Markets,” \$12,200 (co-PI, 2017).
- 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. Hong Y, Burtch G, Peng J, Huang N (2018) “On the Role of Private Communication in Online Employment,” *POMS 2018 Annual Conference*, Houston, TX.
2. Hu Y, Zhao K, Hong Y (2018) “Identify and Modeling Players in Live Streaming Community,” *POMS 2018 Annual Conference*, Houston, TX.
3. 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.
4. Liang C, Hong Y, Gu B (2018) “Home Bias in Online Employment,” *51st Hawaii International Conference on System Sciences (HICSS)*, Hawaii, US.
5. 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.
6. 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.
7. 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.

8. 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.
9. 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.
10. Liang C, Hong Y, Gu B (2017) “Home Bias in Online Employment,” *Workshop on Information Systems and Economics (WISE)*, Seoul, South Korea.
11. Liang C, Hong Y, Gu B (2017) “Home Bias in Online Employment,” *Conference on Information Systems and Technology (CIST)*, Houston, TX.
12. 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.
13. 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.
14. Liu Y, Chen PY, Hong Y, Ge Y (2017) “The Impact of Rating System Design on Opinion Sharing,” *POMS 2017 Annual Conference*, Seattle, WA.
15. Liang C, Hong Y, Gu B (2017) “Home Bias in Online Employment,” *Proceedings of the International Conference on Information Systems (ICIS)*, Seoul, South Korea.
16. 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.
17. 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.
18. 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](#)
19. 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](#)
20. 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.
21. 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](#)
22. 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.
23. 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.
24. 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.

25. 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.
26. 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.
27. 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.
28. 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.
29. 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.
30. 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.
31. Hu Y, Hong Y (2016) “Analyzing Location Disclosure Behavior on Instagram,” *Annual International Conference on Computational Social Science*, Evanston, IL.
32. 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.
33. 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.
34. 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.
35. 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.
36. 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.
37. 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.
38. Huang N, Hong Y, Burtch G (2015) “Anonymity and Language Usage: A Natural Experiment of Social Network Integration,” *Proceedings of the NET Institute Conference*, New York, NY.
39. Burtch G, Hong Y, Bapna R, Griskevicius V (2015) “What Are Social Incentives Worth?,” *Conference on Information Systems and Technology (CIST)*, Philadelphia, PA.
40. Burtch G, Hong Y, Bapna R, Griskevicius V (2015) “What Are Social Incentives Worth?,” *Conference on Information Systems and Technology (CIST)*, Philadelphia, PA.
41. 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.
42. 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.

43. Liu Y, Chen PY, Hong Y (2015) “The Effect of Rating System Design on Negativity Bias,” *INFORMS Annual Meeting*, Philadelphia, PA.
44. Burtch G, Hong Y, Bapna R, Griskevicius V (2015) “What Are Social Incentives Worth?,” *CODE@MIT Conference*, Cambridge, MA.
45. 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.
46. 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.
47. 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](#)
48. 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.
49. 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.
50. 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.
51. Burtch G, Hong Y (2014) “What Happens When Word of Mouth Goes Mobile?,” *Conference on Information Systems and Technology (CIST)*, San Francisco, CA.
52. 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.
53. 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.
54. 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.
55. 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.
56. 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.
57. 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.
58. 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.

59. 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](#)
60. 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.
61. 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.
62. 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.
63. 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](#)
64. 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.
65. 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.
66. 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.
67. Hong Y, Pavlou PA, Chen PY (2011) “Quality-adjusted Consumer Surplus in Markets with Asymmetric Information,” *Workshop on Information Systems Economics (WISE)*, Shanghai, China.
68. 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.
69. 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.
70. 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, Scheduled
- 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 – Committee Member, Assistant Professor, *Isenberg School of Management, UMass Amherst*
- Chen Liang – 3rd year, ASU, *Co-chair*
- Ziru Li – 3rd year, ASU, *First and second year paper co-advisor*
- Qinglai He – 2nd 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>Meishijie</i> , Beijing, China	2016–
External Researcher <i>Picmonic</i> , Tempe, AZ	2016–
External Researcher <i>Ports America</i> , Chandler, AZ	2016–2017
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*, *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

- 2017 Department PhD Program Committee, Chair
- 2017 Research Workshop Committee, Chair
- 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 – Causal Research Methods in Information Systems
- Spring 2019: WPC300 Problem Solving and Actionable Analytics (online)
- Spring 2019: WPC300 Problem Solving and Actionable Analytics
- Spring 2018: WPC300 Problem Solving and Actionable Analytics
- 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, shell scripts, 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

 March 31, 2018