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Education

Ph.D. in Business Administration, University of Washington, August 2000
Ph.D. in Physics, University of Washington, June 1993
M.S. in Physics, University of Washington, October 1988
B.S. in Physics, University of Science and Technology of China, July 1987

Academic Experience

Michael G. Foster School of Business, University of Washington, Seattle
Michael G. Foster Professor, 2018 –
Neal and Jan Dempsey Professor, 2012 – 2018
Professor of Information Systems, 2011 – 2012
Associate Professor of Information Systems, 2006 – 2011
Evert McCabe Faculty Fellow, 2007 – 2012
USTC-UW Institute for Global Business and Finance Innovation
Associate Director, 2017 –
School of Economics and Management, Tsinghua University, Beijing
Chang Jiang Scholar Visiting Chair, 2015-2020
School of Business Administration, University of Washington, Seattle
Assistant Professor of Information Systems, 2000 – 2006
Neal and Jan Dempsey Faculty Fellow, 2003 – 2007
Mathematical Physics Group, University of Strathclyde, Glasgow, United Kingdom
EPSRC Postdoctoral Research Fellow, 1994 – 1995
Laboratoire de Physique Quantique, Université Paul Sabatier, Toulouse, France
Visiting Scientist, 1993 – 1994
Theoretical Condensed Matter Physics Group, University of Washington, Seattle
Research Associate, 1989 – 1993
Nuclear Physics Lab, University of Science and Technology of China, Hefei, China
Research Assistant, 1986 – 1987

Professional Experience

Information Systems Department, Western Wireless Corporation, Issaquah, Washington
Programmer and Analyst, 1996

Research Interests

Social, mobile, and electronic commerce
Big data
Economics of information systems
Economic and social networks
Technology innovation
Software engineering

Research Topics

Fintech
Social media
Online opinion formation
Health IT
Crowdfunding
Open source software development
Peer-to-peer network
Information security
Digital content distribution channels
Economics of Internet interconnectivity
Online trust management
Pricing of Internet services

Publications

57. "Shared Minds: How Patients Use Collaborative Information Sharing via Social Media Platforms," with L. Yan, X. Yan, and S.X. Sun, *Production and Operations Management*, forthcoming.
56. "Using User- and Marketer-Generated Content for Box-Office Revenue Prediction: Differences between Micro-Blogging and Third-Party Platforms," with T. Song, J. Huang, and Y. Yu, *Information Systems Research*, forthcoming.
55. "Online Group Influence and Digital Product Consumption," with J. Mu, E. Thomas, and J. Qi, *Journal of the Academy of Marketing Science*, forthcoming.
54. "Investors Platform Choice: Herding, Platform Attributes and Regulations," with J. Yang, Y.-C. Ho, and X. Yan, *Journal of Management Information Systems*, forthcoming.
53. "An Empirical Study of Free Product Sampling and Rating Bias," with Z. Lin and Y. Zhang, *Information Systems Research*, forthcoming.
52. "Who Wants Consumers To Be Informed? Facilitating Information Disclosure in a Distribution Channel," with L. Hao, *Information Systems Research*, forthcoming.
51. "Contracting Models for P2P Content Distribution," with H. Ghasemkhani, Y.-M. Li, and K. Moinzadeh, *Production and Operations Management*, forthcoming.
50. "Optimal Freemium Strategy for Information Goods in the Presence of Piracy," with G. Nan, D. Wu, and M. Li, *Journal of the Association of Information Systems* 19(4) 266-305, 2018.
49. "When Ignorance Can Be Bliss: Organizational Structure and Coordination in Electronic Retailing," with D. Liu and V.S. Mookerjee, *Information Systems Research* 29(1) 70-83, 2018.
48. "Disconfirmation Effect on Online Rating Behavior: A Structural Model," with Y.-C. Ho and J. Wu, *Information Systems Research* 28(3) 626-642, 2017.
47. "Quality of Service Based Pricing Schemes for Content Sharing in Peer-to-Peer Networks," with P. De, L. Hao, and Y.-M. Li, *Production and Operations Management* 26(8) 1427-1443, 2017.
46. "The Consensus Effect in Online Health-Care Communities," with L. Yan, *Journal of Management Information Systems* 34(1) 11-39, 2017.
45. "Online Cash-back Shopping: Implications for Consumers and e-Businesses," with Y.-C. Ho and Y.-J. Ho, *Information Systems Research* 28(2) 250-264, 2017.
44. "Influentials or Susceptibles? Analyzing Cascades of Word of Mouth Conversations in Online Social Networks," with A. Susarla and C. Oh, *Journal of Management Information Systems* 33(1) 139-170, 2016.
43. "Duopoly Pricing Strategy for Information Products with Premium Service: Free Product or Bundling?" with G. Nan, Z. Zhang, and M. Li, *Journal of Management Information Systems* 33(1) 260-295, 2016.
42. "Network Dynamics: How Can We Find Patients like Us," with L. Yan and J. Peng, *Information Systems Research* 26(3) 496-512, 2015.
41. "Do I Follow My Friends or the Crowd? Informational Cascades in Online Movie Ratings," with Y.J. Lee and K. Hosanagar, *Management Science* 61(9) 2241-2258, 2015.

40. "Feeling Blue? Go Online: An Empirical Study of Online Supports among Patients," with L. Yan, *Information Systems Research* 25(4) 690-709, 2014.
39. "Modeling MGC Strategies under Extreme Negative UGC," with J. Qi, Q. Qu, and J. Mu, *Journal of Electronic Commerce Research* 15(3) 150-161, 2014.
38. "The synchronization club: classification of global economic groups by inequality," with H. Cao and Y. Li, *Applied Economics* 46(21) 2502-2510, 2014.
37. "Effects of Different Types of Free Trials and Ratings in Sampling of Consumer Software: An Empirical Study," with Y.J. Lee, *Journal of Management Information Systems*, 30(3) 213-246, 2014.
36. "Leveraging Philanthropic Behavior for Customer Support: The Case of User Support Forums," with W. Jabr, R. Mookerjee and V.S. Mookerjee, *Management Information Systems Quarterly*, 38(1) 187-208, 2014.
35. "An empirical investigation on organizational innovation and individual creativity," with J. Peng, G. Zhang, and Z. Fu, *Information Systems and e-Business Management* 12(3) 465-489, 2014.
34. "Social media research: A review," with J. Wu and H. Sun, *Journal of Systems Science and Systems Engineering*, 22(3) 257-282, 2013.
33. "Self-Organized Formation and Evolution of Peer-to-Peer Networks," with Y.-M. Li and P. De, *INFORMS Journal on Computing*, 25(3) 502-516, 2013.
32. "Cooperative Caching?: An Economic Analysis of Document Duplication in Cooperative Web Caching," with K. Hosanagar, *Information Systems Research*, 23(2) 356-375, 2012.
31. "Social Networks and the Diffusion of User-Generated Content: Evidence from YouTube," with A. Susarla and C. Oh, *Information Systems Research*, 23(1) 23-41, 2012.
30. "A Hidden Markov Model of Developer Learning Dynamics in Open Source Software Projects," with P.V. Singh and N. Youn, *Information Systems Research*, 22(4) 790-807, 2011.
29. "Network Effects: The Influence of Social Capital on Open Source Project Success," with P.V. Singh and V.S. Mookerjee, *Management Information Systems Quarterly*, 35(4) 813-829, 2011.
28. "Impact of Blogs on Sales Revenue: Test of a Network Model," with G. Zhang and A.J. Dubinsky, *International Journal of Virtual Communities and Social Networking*, 3(2) 68-82, 2011.
27. "Novel Method of Identifying Time Series Based on Network Graph," with Y. Li and H. Cao, *Complexity*, 17(1) 13-33, 2011.
26. "Developer Heterogeneity and Formation of Communication Networks in Open Source Software Development," with P.V. Singh, *Journal of Management Information Systems*, 27(3) 179-210, 2011.
25. "Impacts of Essential Elements of Management on IT Application Maturity – A Perspective from Firms in China," with J. Peng, G. Zhang, and R. Chen, *Decision Support Systems*, 51 88-98, 2011.
24. "A comparison of two methods for modeling large-scale data from time series as complex networks," with Y. Li and H. Cao, *AIP Advances*, 1, 012103, 2011.
23. "Diffusion Models for Peer-to-Peer (P2P) Media Distribution: On the Impact of Decentralized, Constrained Supply," with K. Hosanagar and P. Han, *Information Systems Research*, 21(2) 271-287, 2010.
22. "Service Differentiation and Price Competition in Web Services," with Z. Zhang and D. Dey, *Decision Support Systems*, 47 93–104, 2009.
21. "An Admission-Control Technique for Delay Reduction in Proxy Caching," with C. Kaya, G. Zhang and V.S. Mookerjee, *Decision Support Systems*, 46 594–603, 2009.
20. "Analysis of Scale Effects in Peer-to-Peer Networks," with Y.-M. Li and Y.-P. Zhou, *IEEE/ACM Transactions on Networking*, 16(3) 590-602, 2008.
19. "Price and QoS Competition in Communication Services," with Z. Zhang and D. Dey, *European Journal of Operational Research*, 187(3) 871-886, 2008.
18. "Pricing Communication Services with Delay Guarantee," with Z. Zhang and D. Dey, *INFORMS Journal on Computing*, 19(2) 248-260, 2007.
17. "Analyzing Document-Duplication Effects on Policies for Browser and Proxy Caching," with Y. Ji and V.S. Mookerjee, *INFORMS Journal on Computing*, 18(4) 506-522, 2006.
16. "An Economic Analysis of Interconnection Arrangements between Internet Backbone Providers," with I.R. Chiang and V.S. Mookerjee, *Operations Research*, 54(4) 776-788, 2006.

15. "Allocating Spending between Advertising and Information Technology in Electronic Retailing," with V.S. Mookerjee, *Management Science*, 51(8) 1236-1249, 2005.
14. "Economic Control and Inspection Policies for High-Speed Production Systems," with K. Moinzadeh, *IIE Transactions*, 37(8) 711-724, 2005.
13. "Comparing Uniform and Flexible Policies for Software Maintenance and Replacement," with V.S. Mookerjee, *IEEE Transactions on Software Engineering*, 31(3) 238-255, 2005.
12. "Evaluation and Design of Online Cooperative Feedback Mechanism for Reputation Management," with M. Fan and A.B. Whinston, *IEEE Transactions on Knowledge and Data Engineering*, 17(2) 244-254, 2005.
11. "Optimal Processing Policies for an E-Commerce Web Server," with V.S. Mookerjee and K. Moinzadeh, *INFORMS Journal on Computing*, 17(1) 99-110, 2005.
10. "Analysis of a Least Recently Used Cache Management Policy for Web Browsers," with V.S. Mookerjee, *Operations Research*, 50(2) 345-357, 2002.
9. "Hall effect and geometric phases in Josephson junction arrays," with P. Ao and X.M. Zhu, *Czechoslovak Journal of Physics*, 46, supplement 2, 589-590, 1996.
8. "Effects of geometric phases in Josephson junction arrays," with X.M. Zhu and P. Ao, *Physical Review Letters*, 77, 562-565, 1996.
7. "Total bandwidth for the Harper equation: Corrections to renormalization analysis," *Journal of Physics A: Mathematics and General*, 28, 4163-4173, 1995.
6. "Localization and quantum Hall effect in a two dimensional periodic potential," *Journal of Physics: Condensed Matter*, 6, 7941-7954, 1994.
5. "Quantum magnetotransport of a periodically modulated two-dimensional electron gas," *Physical Review B*, 49, 1827-1835, 1994.
4. "Total energy for fermions on a two-dimensional lattice in a magnetic field," with D.J. Thouless, *Physical Review B*, 46, 2985-2994, 1992.
3. "Scaling, localization and total bandwidths for equations with competing periods," with D.J. Thouless, *Physica A*, 177, 567-577, 1991.
2. "Total bandwidth for the Harper equation: III. Corrections to scaling," with D.J. Thouless, *Journal of Physics A: Mathematics and General*, 24, 4055-4066, 1991.
1. "The angular distribution of photons in ortho-positronium three photon decay," with B. Yang, X. Tang, and Z. Bian, *High Energy Physics and Nuclear Physics (China)*, 13, 487-489, 1989.

Grant

- Device Mesh and Service Management: Theory and Applications. National Natural Science Foundation of China. ¥200,000. January 1, 2018 – December 31, 2021.
- EAGER: Collaborative Research: Information Diffusion and Opinion Formation in Networked Systems. National Science Foundation (NSF). \$43,700. September 1, 2011 to August 31, 2012.

Media Mentions

- "Research reveals healing power of social networking," on Foster School homepage, November 2010;
- "Online reviewers follow the crowd... unless they listen to friends," on Foster School homepage, June 2010;
- "Finding Eyeballs: Strategic social networking is critical to building online content popularity," *Business Magazine*, Fall 2009 issue, Foster School of Business;
- "The Secret of Open-Source Project Success," *CIO Insight Magazine*, 2009.

Conference Papers

1. "Influence of Peer-Based Monetary Incentive on Content Generation: Evidence from a Social Media Site," with Z. Meng, Y.-C. Ho, and J. Wu, *CSWIM 2018*.
2. "Fundraising Dynamics: Backers' Learning and Awareness Formation," with Z. Zhou and C. Ma, *CSWIM 2018*.

3. "Generating Content Under the 'Spotlight': Evidence from a Natural Experiment," with Y. Jin, J. Zheng, and J. Huang, *CSWIM 2018*.
4. "A Dynamic Deep Learning Model of Product Return in Online Shopping," with S. Wu, Y. Wang, and Y. Chen, *CSWIM 2018*.
5. "From Ride-sharing to Bike-sharing: What has Sharing-bike done to the Ride-sharing platform?" with J. Qin, S. Lee, and X. Yan, *CSWIM 2018*.
6. "The signaling effect of sampling size in online physical good sampling campaign," with Z. Liu, Z. Lin, and Y. Zhang, *CSWIM 2018*.
7. "Exploring Mobile App Developers' Switching Behavior between Monetization Methods," Y.J. Lee, K. Xie, and H. Ghasemkhani, *CSWIM 2018*.
8. "What Goes Around Comes Around: A Structural Matching Model of Peer-to-Peer Lending," Y. Jiang, J. Zheng, and X. Yan, *CSWIM 2018*.
9. "Consumer Decisions in Payment-based Knowledge Sharing Communities: The Analysis of Zhihu Live," Z. Fang, G. Liu, and J. Wu, *CSWIM 2018*.
10. "Users' Continuous Participation in Online Weight-loss Communities," with T. Zhou, Y. Wang, and L. Yan, *CSWIM 2018*.
11. "Do Mobile Apps Bring a Longer Tail? An Empirical Study of Sales Concentration in Online Channels" with S. Doosti and Y. Wang, *ICIS 2017*.
12. "Do Mobile Apps Bring a Longer Tail? An Empirical Study of Sales Concentration in Online Channels" with S. Doosti and Y. Wang, *INFORMS 2017*.
13. "Learning by Following: The Role of Followings in Influencing the Quality of User-Generated Content," with Y. Jin and J. Huang, *INFORMS 2017*.
14. "Reward Scheme Design for Online Crowdfunding Projects," with T. Zhou and S. Xiao, *INFORMS 2017*.
15. "Reward on User-Generated Content," with Z. Meng, Y.-C. Ho, and J. Wu, *INFORMS 2017*.
16. "Pricing Virtual Items in Digital Games," with Z. Meng and L. Hao, *INFORMS 2017*.
17. "The Persuasive and Informative Effects of Information Disclosure Policy: Evidence from an Online Supply Chain Finance Market," with Z. Zhou, S. Xiao, and Y.-C. Ho, *INFORMS 2017*.
18. "Technology Restriction and Demand Shifts in Transportation Dynamics: An Empirical Study," K. Rhee, J. Zheng, and Y. Wang, *INFORMS 2017*.
19. "How rewarding is the reward? Demand estimation of reward-based crowdfunding platforms," with S. Doosti, *INFORMS 2017*.
20. "Pricing Virtual Items in Digital Games," with Z. Meng and L. Hao, *CIST 2017*.
21. "Technology Restriction and Demand Shifts in Transportation Dynamics: An Empirical Study," K. Rhee, J. Zheng, and Y. Wang, *CIST 2017*.
22. "How rewarding is the reward? Demand estimation of reward-based crowdfunding platforms," with S. Doosti, *CIST 2017*.
23. "Learning by Following: The Role of Followings in Influencing the Quality of User-Generated Content," with Y. Jin and J. Huang, *CSWIM 2017*.
24. "An Examination of Social Comparison Triggered by Higher Donation Visibility over Social Media Platforms," with J.X. Tan and Y. Lu, *ICIS 2016*.
25. "Conform or Be Cast Out: Quantifying the Effect of Platform Endorsement and Consumer Generated Reputation in Online Service Marketplace Demand System," with J. Zheng and Y. Wang, *ICIS 2016*.
26. "An Investigation of Free Product Sampling and Rating Bias in E-Commerce," with Z. Lin and Y. Zhang, *ICIS 2016*.
27. "The Value of Live Chat on Online Purchase," with J.X. Tan and Y. Wang, *ICIS 2016*.
28. "User Engagement in Social Media: Evidence from a Field Experiment," *INFORMS 2016*.
29. "Do mobile applications bring a longer tail? An empirical study of sales concentration in online channels," with S. Doosti and Y. Wang, *INFORMS 2016*.
30. "Users' Resilience To Kickstarter Scam," with J.X. Tan and Y. Lu, *INFORMS 2016*.
31. "Facilitate Fit Revelation in a Distribution Channel," with L. Hao, *INFORMS 2016*.

32. "Conform or Be Cast Out: Quantifying the Effect of Platform Endorsement and Consumer Generated Reputation in Online Service Marketplace Demand System," with J. Zheng and Y. Wang, *INFORMS 2016*.
33. "Who Drives in My Users? Evidence for App Usage Causal Network from Graphical Model Approach," *CIST 2016*.
34. "User-Generated Charitable Content in Social Media: Evidence from a Field Experiment," *CIST 2016*.
35. "The Effects of Optimal Matching in Social Support in an Online Weight Loss Community," *CIST 2016*.
36. "Lenders' Herding Behavior in Online Peer-to-Peer Lending Platforms Selection," with Y. Jiang, X. Yan and Y.-C. Ho, *CSWIM 2016*.
37. "What strategy is effective? How Weibo can open the black box of social media marketing," with F. Ren and F. Wan, *CSWIM 2016*.
38. "Announcing Privacy Threshold in Mobile Operation System Competition: Legal Collusion," with Z. Meng and J.X. Tan, *CSWIM 2016*.
39. "Platform Endorsement V.S. User Generated Evaluation: Determinant for Sales on Online-Marketplace for Service Goods," with J. Zheng and Y. Wang, *CSWIM 2016*.
40. "Why Should I Donate? Examining Reputation, Peer Effect and Popularity Effect on Charitable Giving over Social Media Platforms," with J.X. Tan and Y. Lu, *WISE 2015*.
41. "Optimal Promotion with Consumer Learning on Online-to-Offline Platform: Evidence from an Online Taxi App," with J. Zheng, F. Ren, and X. Chen, *ICIS 2015*.
42. "Loyalty Program: the Dilemma of Shipping Fee," with J.X. Tan and Y.-C. Ho, *INFORMS 2015*.
43. "Building Reputation through Charitable Giving in Online Social Networking Environment," with J.X. Tan and Y. Lu, *INFORMS 2015*.
44. "The Value of Live Chat in Online Purchase," with J.X. Tan and Y. Wang, *INFORMS 2015*.
45. "Get in Shape with Online Friends: Obesity and Social Networks," with X. Yan, X. Song, and B.G. Bojd, *INFORMS 2015*.
46. "Corporate Information Disclosure on Social Media," with Q. Qu and B.G. Bojd, *INFORMS 2015*.
47. "Impact of Firm Social Media Engagement on Sales Revenue," with F. Ren and F. Wan, *INFORMS 2015*.
48. "Does Help Help? An Empirical Investigation of Review in Review in User Generated Review System," with J. Zheng and G. Yin, *INFORMS 2015*.
49. "Loyalty Program: the Dilemma of Shipping Fee," with J.X. Tan and Y.-C. Ho, *CIST 2015*.
50. "Optimal Promotion with Consumer Learning on Online-to-Offline Platform: Evidence from an Online Taxi App," with J. Zheng, F. Ren, and X. Chen, *CIST 2015*.
51. "Economic Value of Firm Social Media Engagement," with F. Ren and F. Wan, *CSWIM 2015*.
52. "Optimal Promotion with Consumer Learning on Online-to-Offline Platform: Evidence from an Online Taxi App," with J. Zheng, F. Ren, and X. Chen, *CSWIM 2015*.
53. "Loyalty Program: the Dilemma of Shipping Fee," with J.X. Tan and Y.-C. Ho, *CSWIM 2015*.
54. "An Empirical Examination of the Survivability of New Sellers in an Online Marketplace," with J.X. Tan and M. Fan, *WISE 2014*.
55. "E-Commerce Strategy: An Analysis of Online Marketplace Seller Tactics," with H. Sun and M. Fan, *CIST 2014*.
56. "The Impact of Social Capital on Realizing a Trust-based Social Network," with H. Sun, *ICIS 2013*.
57. "Online Cashback Platform: A New Affiliate Strategy for E-Business," with Y.-C. Ho and Y.-J. Ho, *ICIS 2013*.
58. "Which Factors Determine User's First and Repeat On-line Music Listening Respectively? Music Itself, User Itself, or Online Feedback," with J. Qi and L. Liu, *ICIS 2013*.
59. "Leniency or Severity: Dynamics of Online Rating Behavior," with Y.-C. Ho and J. Wu, *CIST 2013*.
60. "Shared Minds: How Patients Use Collaborative Web-Based Information Sharing," with L. Yan and S.X. Sun, *WISE 2012*.
61. "An Empirical Study of Market Switching Behavior of Mobile App Developers," with Y.J. Lee and H. Ghasemkhani, *WISE 2012*.
62. "Online Opinion Formation and Social Interactions," with L. Yan, R. Guerin, K. Hosanagar, and S. Venkatesh, *Proceedings of WITS 2012*.

63. "A Hidden Markov Model for Conversion Rate Dynamics in Online Retail," with L. Hao and M. Fan, *Proceedings of ICIS 2012*.
64. "Collaborative Information Sharing and Patients' Health Education," with L. Yan and S. X. Sun. *3rd Workshop on Health Information Technology and Economics*.
65. "Exploring Innovation in the Context of Employee Relationship and IT-enabled Knowledge Sharing," with J. Peng, G. Zhang, and Z. Fu. *Proceedings of WEB 2011*.
66. "Patients' Online Social Interactions and Health Belief Updates," with L. Yan, *Proceedings of WITS 2011*.
67. "A Structural Estimation of Bidding Behavior in Overlapping Online Auctions," with L. Hao and A. Tripathi, *WISE 2011*.
68. "Patients' Online Social Interactions and Treatment Belief Updating," with L. Yan, *Proceedings of CIST 2011*.
69. "Online Conversations and Patients' Perceived Treatment Belief Updating," with L. Yan, *2nd Workshop on Health Information Technology and Economics*.
70. "The Economic Role of Rating Behavior in Third-Party Application Market," with L. Hao, X. Li, and J. Xu, *Proceedings of ICIS 2011*.
71. "Feel Blue so Go Online: An Empirical Study of Online Supports among Patients," with L. Yan, *The 2011 Winter Conference on Business Intelligence*, Salt Lake City, March 2011.
72. "Word of Mouth Cascades and Social Influence on YouTube," with J. Oh and A. Susarla, *The 2011 Winter Conference on Business Intelligence*, Salt Lake City, March 2011.
73. "Network Dynamics: How Can We Find Patients Like Us?" with L. Yan, *1st Workshop on Health Information Technology and Economics*.
74. "Feeling Blue so Going Online: An Empirical Study on Effectiveness of Virtual Social Networking," with L. Yan, *1st Workshop on Health Information Technology and Economics*.
75. "Structural Cohesion and Opinion Propagation in Online Social Networks," with J. Oh and A. Susarla, *6th Statistical Challenges on Electronic Commerce Research (SCECR) 2010*.
76. "Do I Follow My Friends or the Crowds? Examining Informational Cascades in Online Movie Reviews," with Y.J. Lee and K. Hosanagar, *Proceedings of WITS 2009*.
77. "Social Networks Come to Healthcare," with L. Yan, *Proceedings of CIST 2009*.
78. "Word-of-Mouth Communication in a Network of Blogs," with G. Zhang, *Proceedings of 3rd CSWIM 2009*.
79. "Healthcare Social Networking," with L. Yan, *Proceedings of 3rd CSWIM 2009*.
80. "Information Cascades and Contagion in Online Social networks," with J. Oh and A. Susarla, *5th Statistical Challenges on Electronic Commerce Research (SCECR) 2009*.
81. "Diffusion of User-Generated Content in a Social Network Structure," with J. Oh and A. Susarla, *Proceedings of ICIS 2008*.
82. "Making Money with Free Software? Sampling Implications of Software Market," with Y.J. Lee, *Proceedings of CIST 2008*.
83. "Social Capital, Structural Holes and Team Composition: Collaborative Networks of the Open Source Software Community," with P.V. Singh and V.S. Mookerjee, *Proceedings of ICIS 2007*.
84. "An Empirical Study of Software Sampling: Categorical Heterogeneity and Vendor Strategy," with Y.J. Lee, *Proceedings of WITS 2007*, 73-78, 2007.
85. "Digital Content Diffusion in a Social Network Structure," with J. Oh and A. Susarla, *Proceedings of WEB 2007*.
86. "Quality of Service Feedback and Intra-organization Coordination for E-retailers," with J. Oh and V.S. Mookerjee, *Proceedings of WEB 2007*.
87. "Determinants of Open Source Software License Choice: A Social Influence Perspective," with P.V. Singh, C. Phelps, and M. Fan, *WISE 2007*.
88. "Planning to First Release: A Conditional Hazard Function Approach for Investigating Open Source Software Development Time," with P.V. Singh, *Proceedings of WITS 2006*, 127-132, 2006.
89. "Optimal Timing of Dynamic Requirement Reviews for Software Development Process," with M. Fan and Y. Ji, *Proceedings of WITS 2006*, 139-144, 2006.

90. "Optimal Patching Effort against Internet Worms," with G. Zhang and K. Kannan, *Proceedings of WITS 2006*, 151-156, 2006.
91. "Stability and Efficiency of Communications Networks in Open Source Software Development," with P.V. Singh, *Proceedings of WITS 2005*, 177-182, 2005.
92. "Optimal Rebating Strategies in Peer-to-Peer Content Distribution," with P. Han and K. Hosanagar, *Proceedings of ICIS 2005*, 673-687, 2005.
93. "Dynamic Pricing for Technology Upgrades in Telecommunication Industry," with P. Han and J. Peng, *Proceedings of ICEC*, 254-260, 2005.
94. "The Spread of Internet Worms and the Optimal Patch Release Strategies," with P. Han, *Proceedings of AMCIS-11*, 3283-3291, 2005.
95. "On the Formation of Peer-to-Peer Networks: Self-Organized Sharing and Groups," with Y.-M. Li and P. De, *Proceedings of ICIS 2004*, 493-503, 2004.
96. "Diffusion of Digital Products in P2P Networks," with P. Han and K. Hosanagar, *Proceedings of ICIS 2004*, 505-515, 2004.
97. "Optimal Duplication in Cooperative Web Caching," with K. Hosanagar, *Proceedings of WITS 2004*, 92-97, 2004.
98. "Pricing Peer-to-Peer Networks: Content Provision and Search Intermediary," with Y.-M. Li and P. De, *Proceedings of WITS 2004*, 194-199, 2004.
99. "Optimal Rebating Strategies in P2P Diffusion," with P. Han and K. Hosanagar, *Proceedings of WITS 2004*, 188-193, 2004.
100. "On the Scale of Peer-to-Peer Network," with Y.-M. Li and Y.-P. Zhou, *Proceedings of WITS 2003*, 13-18, 2003.
101. "Price and Quality Competition in Data Networks under Delay Guarantee," with Z. Zhang, *Proceedings of WITS 2003*, 139-144, 2003.
102. "Optimal Peering Strategies for Internet Service Providers," with I.R. Chiang and V.S. Mookerjee, *Proceedings of WITS 2001*, 163-168, 2001.
103. "Balancing Marketing and Information Technology," *Proceedings of WITS 2000*, 151-156, 2000. (Best paper nomination)
104. "Optimal Software Maintenance and Replacement Policies," with V.S. Mookerjee, *Proceedings of WITS 99*, 216-221, 1999.
105. "Pricing Strategy for Priority-Based Networks," with D. Dey, *Proceedings of WITS 99*, 117-122, 1999.
106. "Lattice calculation of de Haas-van Alphen oscillations," with R. Fleckinger, M. Gusmão, and T. Ziman, *Proceedings of the Physical Phenomena At High Magnetic Fields-II Conference*, edited by Z. Fisk, L. Gor'kov, D. Meltzer, and R. Schrieffer, (World Scientific, Singapore), 776-781, 1996.
107. "Novel de Haas-van Alphen oscillation at half filling," with T. Ziman, *Proceedings of the Physical Phenomena At High Magnetic Fields-II Conference*, edited by Z. Fisk, L. Gor'kov, D. Meltzer, and R. Schrieffer, (World Scientific, Singapore), 110-115, 1996.
108. "Localization in quantum Hall effect: statistics of Chern integers," *Nordita Conference on The Physics of The 2D Electron Gas*, Copenhagen, Denmark, June 1995.
109. "Quantum Hall effect in a periodic potential: Motion of Chern integers," *ESPIRIT Euroconference and workshop on quantum Hall effect*, Torino, Italy, June 1994.

Presentations

1. "The Persuasive and Informative Effects of Information Disclosure Policy: Evidence from an Online Supply Chain Finance Market," University of Illinois at Chicago, April 2018.
2. "The Persuasive and Informative Effects of Information Disclosure Policy: Evidence from an Online Supply Chain Finance Market," W. P. Carey School of Business, Arizona State University, February 2018.
3. "Optimizing Two Sided Promotion for Transportation Network Companies: A Structural Model with Conditional Bayesian Learning," Merage School of Business, University of California, Irvine, November 2017.

4. "Does Help Help? An Empirical Investigation of Review-in-Review in User-Generated Content System," Marshall School of Business, University of Southern California, November 2017.
5. "Optimizing Two Sided Promotion for Transportation Network Companies: A Structural Model with Conditional Bayesian Learning," Jindal School of Management, University of Texas at Dallas, October 2017.
6. "Information Systems Research in the Era of Big Data," University of Electronic Science and Technology of China, Chengdu, July 2017.
7. "Information Systems Research in the Era of Big Data," Beijing Forestry University, Beijing, June 2017.
8. "Optimizing Two Sided Promotion for Transportation Network Companies: A Structural Model with Conditional Bayesian Learning," University of Science and Technology Beijing, Beijing, June 2017.
9. "Optimizing Two Sided Promotion for Transportation Network Companies: A Structural Model with Conditional Bayesian Learning," Renmin University of China, Beijing, June 2017.
10. "Optimizing Two Sided Promotion for Transportation Network Companies: A Structural Model with Conditional Bayesian Learning," Beijing Institute of Technology, Beijing, June 2017.
11. "Optimizing Two Sided Promotion for Transportation Network Companies: A Structural Model with Conditional Bayesian Learning," Dalian University of Technology, Dalian, June 2017.
12. "Big Data, Sharing Economy, and Service Management," Keynote Speech, International Conference on Service Science and Service Management, Dalian, June 2017.
13. "Optimizing Two Sided Promotion for Transportation Network Companies: A Structural Model with Conditional Bayesian Learning," Zhejiang University, Hangzhou, May 2017.
14. "Electronic Commerce Research in the Era of Big Data," Zhejiang Gongshang University, Hangzhou, May 2017.
15. "Integrating Machine Learning with Structural Econometric Models," School of Management, Fudan University, July 2016.
16. "Integrating Machine Learning with Structural Econometric Models," Summer Workshop on Big Data and Business Analytics, School of Management, Harbin Institute of Technology, July 2016.
17. "Optimizing Two-Sided Promotion for Transportation Network Companies: A Structural Model with Conditional Bayesian Learning," Beihang University, June 2016.
18. "Effect of Disconfirmation on Online Rating Behavior: A Dynamic Analysis," University of International Business and Economics, June 2016.
19. "Optimizing Two-Sided Promotion for Transportation Network Companies: A Structural Model with Conditional Bayesian Learning," Wuhan University, May 2016.
20. "Effect of Disconfirmation on Online Rating Behavior: A Dynamic Analysis," Leavey School of Business, Santa Clara University, November 2015.
21. "Effect of Disconfirmation on Online Rating Behavior: A Dynamic Analysis," School of Computer Science and Information Engineering, Zhejiang Gongshang University, Hangzhou, October 2015.
22. "Reputation Building in an Online P2P Lending Network," School of Business, Nanjing University, Nanjing, October 2015.
23. "Effect of Disconfirmation on Online Rating Behavior: A Dynamic Analysis," School of Management, Fudan University, Shanghai, China, July 2015.
24. "Information Systems Research in the Era of Big Data and Social Media," School of Management, Fudan University, Shanghai, China, July 2015.
25. "Effect of Disconfirmation on Online Rating Behavior: A Dynamic Analysis," School of Management, Dalian University of Technology, Dalian, China, July 2015.
26. "Information Systems Research in the Era of Big Data and Social Media," School of Management, Harbin Institute of Technology, Harbin, July 2015.
27. "Information Systems Research in the Era of Big Data and Social Media," School of Economics and Management, Beihang University, Beijing, China, July 2015.
28. "Information Systems Research in the Era of Big Data and Social Media," School of Economics and Management of Beijing University of Posts and Telecommunications, Beijing, China, June 2015.

29. "Effect of Disconfirmation on Online Rating Behavior: A Dynamic Analysis," School of Economics and Management, Beijing Institute of Technology, Beijing, China, July 2015.
30. "Reputation Building in an Online P2P Lending Network," Business School, Renmin University, Beijing, China, July 2015.
31. "Information Systems Research in the Era of Big Data and Social Media," School of Management, University of Science and Technology of China, Hefei, China, June 2015.
32. "Reputation Building in an Online P2P Lending Network," School of Economics and Management, Wuhan University, Wuhan, China, June 2015.
33. "Information Systems Research in the Era of Big Data and Social Media," Keynote Speech, 14th Wuhan International Conference on E-Business, Wuhan, China, June 2015.
34. "Effect of Disconfirmation on Online Rating Behavior: A Dynamic Analysis," McCombs School of Business, University of Texas at Austin, November 2014.
35. "Effect of Disconfirmation on Online Rating Behavior: A Dynamic Analysis," Rady School of Management, University of California, San Diego, October 2014.
36. "Effect of Disconfirmation on Online Rating Behavior: A Dynamic Analysis," Robert H. Smith School of Business, University of Maryland, November 2013.
37. "An Empirical Study of Online Supports among Patients," Rutgers Business School, Newark, November 2013.
38. "Effect of Disconfirmation on Online Rating Behavior: A Dynamic Analysis," Sauder School of Business, University of British Columbia, Vancouver, October 2013.
39. "An Empirical Study of Online Supports among Patients," MIS Distinguished Speaker, Krannert School of Management, Purdue University, September 2013.
40. "Reputation Building in an Online P2P Lending Network," School of Economics and Management, Beihang University, Beijing, July 2013.
41. "An Empirical Study of Online Supports among Patients," School of Management, Fudan University, Shanghai, July 2013.
42. "Reputation Building in an Online P2P Lending Network," School of Management, Harbin Institute of Technology, Harbin, July 2013.
43. "An Empirical Study of Online Supports among Patients," School of Management, Harbin Institute of Technology, Harbin, July 2013.
44. Statistical Methods for Large Scale Social Networks, 2013 MIS Summer School, Harbin, July 2013.
45. "Reputation Building in an Online P2P Lending Network," Haskayne School of Business, University of Calgary, Calgary, May 2013.
46. "An Empirical Study of Online Supports among Patients," University of Alberta, Edmonton, May 2013.
47. "An Empirical Study of Online Supports among Patients," Warrington College of Business Administration, University of Florida, Gainesville, May 2013.
48. Research Workshop on Statistical Methods for Large Scale Social Networks, Broad College of Business, Michigan State University, East Lansing, April 2013.
49. "Do I Follow My Friends or the Crowd? Examining Informational Cascades in Online Movie Reviews," Broad College of Business, Michigan State University, East Lansing, April 2013.
50. "Do I Follow My Friends or the Crowd? Examining Informational Cascades in Online Movie Reviews," David Eccles School of Business, University of Utah, Salt Lake City, April 2013.
51. "An Empirical Study of Online Supports among Patients," Eller College of Business, University of Arizona, Tucson, November 2012.
52. "An Empirical Study of Online Supports among Patients," W. P. Carey School of Business, Arizona State University, Tempe, October 2012.
53. "Competition and Integration of Digital Content Distribution Channels," Workshop on Theory of Economics in Information Systems (TEIS), Laguna Beach, June 2012.
54. "Feel Blue so Go Online: An Empirical Study of Online Supports among Patients," Paul Merage School of Business, University of California, Irvine, March 2012.
55. "Social Media, Technologies, and Commerce," Twilight Talk, Evening MBA Program, February, 2012.

56. "Do I Follow My Friends or the Crowd? Examining Informational Cascades in Online Movie Reviews," University of International Business and Economics, Beijing, December 2011.
57. "Do I Follow My Friends or the Crowd? Examining Informational Cascades in Online Movie Reviews," Beijing University of Posts and Telecommunications, Beijing, December 2011.
58. "Exploring Innovation in the Context of Employee Relationship and IT-enabled Knowledge Sharing," *WEB 2011*, Shanghai, December 2011.
59. "Social Media Research," Shih Hsin University, Taipei, June 2011.
60. "Research Methods and Topics in Information Systems," National Chiao Tung University, Hsinchu, June 2011.
61. "Research Methods and Topics in Information Systems," National Taipei University, Taipei, June 2011.
62. "Online Social Networks and Healthcare," Harborview Injury Protection and Research Center (HIPRC), Seattle, June 2011.
63. "Feel Blue so Go Online: An Empirical Study of Online Supports among Patients," *The 2011 Winter Conference on Business Intelligence*, Salt Lake City, March 2011.
64. "Word of Mouth Cascades and Social Influence on YouTube," *The 2011 Winter Conference on Business Intelligence*, Salt Lake City, March 2011.
65. "Feel Blue so Go Online: An Empirical Study of Online Supports among Patients," School of Management, Georgia Institute of Technology, March 2011 (ITM Distinguished Speaker Series).
66. "Do I Follow My Friends or the Crowd? Examining Informational Cascades in Online Movie Reviews," Carlson School, University of Minnesota, November 2010.
67. "A Tutorial on Structural Econometric Models," School of Business, Sun Yat-sen University, Guangzhou, China, June 2010.
68. "Do I Follow My Friends or the Crowd? Examining Informational Cascades in Online Movie Reviews," Business School, Sichuan University, Chengdu, China, June 2010.
69. "Learning from Past Failure: An Empirical Study of Software Vulnerabilities," *2010 University of Alberta Workshop on IT Security*, Edmonton, Alberta, Canada, May 2010.
70. "Social Networks and Electronic Commerce: An Overview," School of Media Management, China Communication University, Beijing, China, July 2009.
71. "Research and Publishing in Social Networks and Electronic Commerce," *2nd Training Program on Graduate Student Advising*, Education Council, Beijing City, China, July 2009.
72. "Social Networks Analysis and Econometric Methods," Department of Management Science, Sun Yat-Sen University, Guangzhou, China, June 2009.
73. "A Hidden Markov Model of Developer Learning Dynamics in Open Source Software Projects," *UF ISOM Workshop*, University of Florida, February 2009.
74. "Research and Publishing in Information Systems," *Advanced Training Program on Economic and BA Research and Publishing*, Department of Economics, University of Washington, August 2008.
75. "Developer Learning Dynamics in Open Source Software Projects," School of Management, University of Texas at Dallas, February 2008.
76. "Social Networks: Theory and Applications," A tutorial given at the *INFORMS Annual Meeting*, Seattle, November 2007.
77. "Social Capital, Structural Holes and Team Composition: Collaborative Networks of the Open Source Software Community," School of Management, Sun Yat-Sen University, July 2007.
78. "Developer Learning Dynamics in Open Source Software Projects: A Hidden Markov Model Analysis," Krannert School of Management, Purdue University, April 2007 (John and Cheryl Coffin Academic Speaker Series).
79. "An Economic Analysis of Interconnection Arrangements between Internet Backbone Providers," Tepper School of Business, Carnegie Mellon University, April 2005;
80. "An Economic Analysis of Interconnection Arrangements between Internet Backbone Providers," University of Alberta, April 2005.
81. "Optimal Duplication in Cooperative Web Caching," *WITS 2004*, Washington D.C., December 2004.

82. "Pricing Peer-to-Peer Networks: Content Provision and Search Intermediary," *WITS 2004*, Washington D.C., December 2004.
83. "Interconnection at Congested Internet Backbones," *INFORMS*, San Jose, November 2002.
84. "Balancing Marketing and Information Technology," *WITS 2000*, Brisbane, Australia, December 2000.
85. "Value Based Design of Electronic Commerce Servers," The Wharton School, February 2000;
86. "Value Based Design of Electronic Commerce Servers," Carnegie Mellon University, February 2000;
87. "Value Based Design of Electronic Commerce Servers," University of Texas at Dallas, January, 2000.
88. "Optimal Policies for Software Maintenance and Replacement," December, 1999, *WITS 99*, Charlotte, North Carolina.
89. "Pricing Strategy for Priority-Based Networks," December, 1999, *WITS 99*, Charlotte, North Carolina.
90. "Analysis of an LRU-Based Caching Policy in Web Browsers," October, 1998, *INFORMS Conference*, Seattle, Washington.
91. "Localization in quantum Hall effect: statistics of Chern integers," *Nordita Conference on The Physics of The 2D Electron Gas*, Copenhagen, Denmark, June 1995.
92. "Novel de Haas-van Alphen oscillation at half filling," *Conference on Physical Phenomena at High Magnetic Fields-II*, Tallahassee, Florida, May 1995.
93. "Quantum Hall effect in a periodic potential: Motion of Chern integers," *ESPIRIT Euroconference and workshop on quantum Hall effect*, Torino, Italy, June 1994.
94. "Scaling of total bandwidth for the Harper equation," Laboratoire de Physique Quantique, Toulouse, France, March 1994.
95. "Localization and quantum Hall effect in a two dimensional periodic potential," *1993 APS March Meeting*, Seattle, Washington.
96. "Total energy for two dimensional lattice fermions in a magnetic field," *1992 APS March Meeting*, Indianapolis, Indiana.

Teaching Interests

Data analytics, big data
Social Technology, Commerce, and Media
Electronic Commerce and Mobile Commerce
Economics of Information Systems
Database and Knowledge Management
Programming Languages
Systems Analysis and Design

Teaching Experience

MSIS 503 – Programming Business Logic
Graduate course (for MS in Information Systems Program) on programming.

MSIS 521 – Information Technology and Marketing in the New Economy
Graduate course (for MS in Information Systems Program) on Internet marketing and strategic use of information technology.

MSIS 522 – Analysis, Modeling and Design
Graduate course (for MS in Information Systems Program) on software development.

MSIS 524 – Managing Information Technology Projects
Graduate course (for MS in Information Systems Program) on management of information technology projects.

MSCM 530 – Big Data Analytics (for Masters in Supply Chain Management Program) on managing and mining big data.

IS 320 – Fundamentals of Application Programming
Undergraduate course on programming using Visual Basic

IS 423 – E-Commerce Systems Development
Undergraduate course on developing E-Commerce Systems using C# and Java.

IS 451 – Business Data Analytics

Undergraduate course on business analytics.
IS 460 – Systems Analysis and Design
Undergraduate course on information systems development.
IS 461 – Systems Implementation
Undergraduate course on building interactive applications on Facebook platform.
IS 579 – Web 2.0 and the New Economy
MBA elective on Web 2.0 based business models, web analytics, and search engine optimization.
IS 580/581/582 – Advanced Research Topics in Information Systems I/II/III
Doctoral seminars on research methods and current research topics in information systems.
Graduate-level course on Statistical Field Theory and Solid State Physics, Physics Department, University of Strathclyde, Glasgow, United Kingdom, 1995

Teaching Awards

Undergraduate Professor of the Year in Information Systems, 2004 - 2005
Ph.D. Program Mentoring Award, 2007, 2011, 2015, 2017
Faculty Recognition Award, Master of Science in Information Systems (MSIS) Program, 2013, 2015

Professional Activities

Editorial Responsibilities

Senior Editor: *Information Systems Research*
Associate Editor: *Management Science* (2006-2014)
Associate Editor: *Information Systems Research* (2007-2010)
Board of Editors: *Journal of Management Information Systems*
Senior Editor: *Journal of Electronic Commerce Research*
Associate Editor: Special Issue on Business Analytics, *Management Science*, 2012
Editorial Board Member: *International Journal of Management Science and Engineering Management*
Associate Editor: International Conference on Information Systems (ICIS) 2009
Associate Editor: Pacific Asian Conference on Information Systems (PACIS) 2012

Conference/Workshop Co-Chair

Structural Modeling and Machine Learning Applications for Research on Technology (SMART) Workshop, Seattle, 2017
Workshop on Information Technologies and Systems (WITS), Auckland, 2014
Structural Modeling Applications for Research on Technology (SMART) Workshop, Pittsburgh, 2014
Conference on Information Systems and Technology (CIST), Austin, 2010
China Summer Workshop on Information Management (CSWIM), Guangzhou, China, 2009
Organizing Committee Chair, International Conference on Management Science and Engineering Management, Chongqing, China, 2008

Cluster Chair

INFORMS Information Systems Cluster, Phoenix, 2012

Track Co-Chair

International Conference on Information Systems (ICIS), Milan, Italy, 2013
7th International Conference on Electronic Commerce, Xi'an, China, 2005

Advisory Committee Member

China Summer Workshop on Information Management (CSWIM), 2014 –

Faculty Mentor

Doctoral Internationalization Consortium in Information Systems, Seattle, 2005

Faculty Advisor

Business Information Technology Society (BITS), Foster School of Business, 2008 – 2011

Program Committee Member

10th Workshop on Information Technologies and Systems, Brisbane, 2000
11th Workshop on Information Technologies and Systems, New Orleans, 2001
12th Workshop on Information Technologies and Systems, Barcelona, 2002
13th Workshop on Information Technologies and Systems, Seattle, 2003
14th Workshop on Information Technologies and Systems, Washington DC, 2004
15th Workshop on Information Technologies and Systems, Las Vegas, 2005
16th Workshop on Information Technologies and Systems, Milwaukee, 2006
17th Workshop on Information Technologies and Systems, Montreal, 2007
19th Workshop on Information Technologies and Systems, Phoenix, 2009
20th Workshop on Information Technologies and Systems, St. Louis, 2010
21st Workshop on Information Technologies and Systems, Shanghai, 2011
22nd Workshop on Information Technologies and Systems, Orlando, 2012
Conference on Information Systems and Technology (CIST), Seattle, 2007
Conference on Information Systems and Technology (CIST), Washington DC, 2008
Conference on Information Systems and Technology (CIST), Charlotte, 2011
Conference on Information Systems and Technology (CIST), Phoenix, 2012
Conference on Information Systems and Technology (CIST), San Francisco, 2014
1st China Summer Workshop on Information Management, Shanghai, China, 2007
2nd China Summer Workshop on Information Management, Kunming, China, 2008
4th China Summer Workshop on Information Management, Wuhan, China, 2010
5th China Summer Workshop on Information Management, Harbin, China, 2011
6th China Summer Workshop on Information Management, Beijing, China, 2012
7th China Summer Workshop on Information Management, Tianjin, China, 2013
4th Workshop on e-Business, Las Vegas, 2005
5th Workshop on e-Business, Milwaukee, 2006
6th Workshop on e-Business, Montreal, 2007
7th IFIP WG 8.1 International Workshop on Evaluation of Modeling Methods in Systems Analysis and Design, Toronto, 2002
8th IFIP WG 8.1 International Workshop on Evaluation of Modeling Methods in Systems Analysis and Design, Velden, Austria, 2003
10th IFIP WG 8.1 International Workshop on Evaluation of Modeling Methods in Systems Analysis and Design, Porto, Portugal, 2005

Local Arrangement Chair

13th Workshop on Information Technologies and Systems, Seattle, 2003

Committee Activities

Member, Promotion and Tenure Committee, Foster School, 2011 – 2017
Chair, IS Faculty Recruiting Committee, ISOM Department, 2012, 2013, 2014, 2016, 2017
Member, Doctoral Program Committee, Foster School, 2011 – 2012, 2013 – 2014, 2017 –
Member, Professorship Committee, Foster School, 2012 – 2013
Chair, Doctoral Program Committee, Foster School, 2012 – 2013
Chair, M&O Department Chair Search Committee, Foster School, 2012
Chair, Doctoral Program Admission Committee, ISOM Department, 2011 – 2014, 2017 –
Member, OM Faculty Recruiting Committee, ISOM Department, 2011 – 2012
Chair, MSIS Program Admission Committee, Foster School, 2011
Member, IS Faculty Recruiting Committee, ISOM Department, 2009 – 2010
Member, IS Faculty Recruiting Committee, UW Bothell, 2009 – 2010

Member, Accounting Department Chair Search Committee, Foster School, 2009
 Member, B.A. Faculty Council, Foster School of Business, 2007 – 2010, 2016 –
 Chair, Master of Science in Information Systems Program Committee, 2007 – 2009
 Member, New Building Classroom Design Subcommittee, 2007 – 2008
 Chair, Undergraduate Information Systems Curriculum Review Committee, Department of Information
 Systems and Operations Management, 2006 – 2007
 Member, Undergraduate Program Committee, Business School, 2006 – 2007; Autumn 2007
 Member, Finance Department Chair Search Committee, Business School, 2006
 Member, IT Policy Committee, Business School, 2005 – 2011
 Member, OM Recruiting Committee, Department of Management Science, 2005-2006
 Chair, Undergraduate Information Systems Curriculum Review Committee, Department of Management
 Science, 2004
 Chair, Doctoral Program Review Committee, Department of Management Science, 2002
 Member, Management Science Department Chair Search Committee, 2002
 Co-Chair, IS Recruiting Committee, Department of Management Science, 2002-2003
 Member, Doctoral Program Committee, Business School, 2001-2005
 Member, IS Recruiting Committee, Department of Management Science, 2000-2001, 2001-2002

Doctoral Dissertation Committee

- **Chair:**
 - Vipul Aggarwal, 2017 –
 - Behnaz Ghahestani Bojd, 2017 –
 - Shahryar Doosti, 2016 –
 - Juan Qin, 2016 –
 - Yang Jiang, 2015 –
 - Jinyang Zheng (Assistant Professor, Purdue University), 2016 – 2017
 - Jane Xue Tan (Assistant Professor, Kelley School of Business, Indiana University), 2015 – 2017
 - Yi-Chun Chad Ho (Assistant Professor, George Washington University), 2012 – 2014
 - Hossein Ghasemkhani (Assistant Professor, Purdue University), 2010 – 2013
 - Lin Hao (Assistant Professor, University of Notre Dame), 2010 – 2012
 - Lu Yan (Assistant Professor, Kelley School of Business, Indiana University), 2008 – 2012
 - Young Jin Lee (Assistant Professor, University of Denver), 2007 – 2010
 - Cath Jeong-ha Oh (Assistant Professor, Georgia State University), 2005 – 2010
 - Param Vir Singh (Associate Professor, Tepper School of Business, Carnegie Mellon University), 2006 – 2008
 - Grace Guoying Zhang (Associate Professor, Midwestern State University), 2005 – 2007
 - Peng Han (Microsoft), 2003 – 2006
 - Yung-Ming Li (Professor, National Chiao Tung University), 2003 – 2005
- **Member:**
 - Jiangning He (Tsinghua University), 2017 – 2018
 - Junming Liu (Rutgers Business School), 2018
 - Yanchi Liu (Rutgers Business School), 2018
 - Aravinda Garimella (Information Systems), 2016 -
 - Haoyan Sun (Information Systems), 2016 – 2017
 - Mohsen Sharifani (Operations Management), 2011 – 2016
 - Azin Farzan (Operations Management), 2009 – 2013
 - Aysun Ozler (Operations Management), 2009 – 2011
 - Daniel Choi (Operations Management), 2009 – 2012
 - Aussadavut Dumrongsiri (Operations Management), 2005 – 2008
 - Conglei Zhang (Information Systems), 2003 – 2011
 - Mustafa Gurbuz (Operations Management), 2003 – 2006
 - Pisun Xu (Finance), 2002 – 2006

- Zhongju Zhang (Information Systems), 2001 – 2003
- **Graduate School Representative:**
 - Aaron Finkle (Economics), 2003 – 2004
 - Anson Hatch (Bioengineering), 2003 – 2004
 - Sijie Sun (Bioengineering), 2011 – 2014
 - Jiaji Pan (Mechanical Engineering), 2018
 - Wenruo Bai (Electrical Engineering), 2018 –

Reviewer

Management Science, Information Systems Research, Operations Research, Marketing Science, INFORMS Journal on Computing, MISQ, EJOR, Information Technology and Management, Decision Support Systems, ICIS, WITS, CIST

Professional Memberships

Institute for Operations Research and the Management Sciences (INFORMS), Information Systems Society (ISS), Association for Information Systems (AIS), American Economic Association (AEA), The Econometric Society, The Society for the Promotion of Economic Theory (SPET), The American Finance Association (AFA), American Marketing Association (AMA)

Honors and Awards

2017 *Management Science* Best Paper Award in Information Systems, 2017
Pacific Coast Banking School Dean's Leadership Award, Foster School of Business, 2017
Distinguished Fellow, INFORMS Information Systems Society, 2016
Andrew V. Smith Award for Excellence in Research, Foster School of Business, 2016
Chang Jiang Scholar, Chinese Ministry of Education, 2015 – 2017
Best Publication of 2012 Award, Association for Information Systems, December 2013
Information Systems Research 2012 Best Paper Runner-Up Award, October 2013
Management Science Meritorious Service Award, 2013
Faculty Recognition Award, Master of Science in Information Systems (MSIS) Program, Foster School of Business, 2013, 2015
Neal and Jan Dempsey Professorship, Foster School of Business, 2012 –
Ph.D. Program Mentoring Award, Foster School of Business, 2011, 2015
Evert McCabe Faculty Fellowship, University of Washington Business School, 2007 – 2012
Ph.D. Program Mentoring Award, University of Washington Business School, 2007
Dean's Faculty Research Award, University of Washington Business School, 2006
Dean's Junior Faculty Research Award, University of Washington Business School, 2005
Undergraduate Professor of the Year in Information Systems, University of Washington Business School, 2005
Lex N. Gamble Family Award for Excellence in the Field of E-Commerce, University of Washington Business School, 2003
Neal and Jan Dempsey Faculty Fellowship, University of Washington Business School, 2003–2007
Tyler Scholarship, University of Washington Business School, 1999–2000
Edna Benson Fellowship, University of Washington Business School, 1999
Dean's Achievement Award, University of Washington Business School, 1998
EPSRC Postdoctoral Research Fellowship, United Kingdom, 1993–1995
Yilida Prize for excellence in undergraduate research on experimental sciences, University of Science and Technology of China, 1987