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Education

1962 Ph.D. Graduate School of Industrial Administration
Carnegie-Mellon University
1960 M.S. Graduate School of Industrial Administration
Carnegie-Mellon University
1957 B.A. University of Michigan

Honors

2009 Career Award for Outstanding Research Contributions, University of Texas at Austin
INFORMS Information Systems Society Distinguished Fellow
2005 The LEO Awards for Lifetime Exceptional Achievement in Information Systems, AIS Fellowship
1966-1967 Ford Foundation Faculty Research Fellowship
1962-1963 Post-Doctoral Fellow of the National Science Foundation
(Visitor of the Econometric Institute, Rotterdam, the Netherlands),
Alexander Henderson Award for Excellence Economic Theory, Carnegie Institute of Technology
1958-1961 Pre-Doctoral Fellow of the National Science Foundation
1957-1958 Sanxsay Fellow, Princeton University

Professional Affiliations

Editor-in-Chief, Decision Support Systems (published by Elsevier)

Member, Editorial Board: Electronic Markets, French Journal of Operations Research, Future Generation Computer Systems, Information & Management, Journal of Electronic Commerce, Journal of Management Information Systems, Studies in Informatics and Control, and Information Systems Frontiers

Member, Advisory Board: Information Technology & Management, Pacific Economic Review, and the International Journal of Information Technology and Decision Making.

Research and/or Professional Experience

1988-Present Professor of Information Systems and Economics

Hugh Roy Cullen Centennial Chair in Business Administration
Director, Center for Research in Electronic Commerce
The University of Texas at Austin

1966-1988 E. Weiler Distinguished professor of economics and management, Purdue University

1964-1966 Associate professor of economics, University of Virginia

1961-1964 Assistant professor of economics, member of Cowlas Foundation, Yale University

Publications (Refereed Journal Articles)

1. "The Influence of Online Word-of-Mouth on Long Tail Formation" (with Qian Tang and Bin Gu), forthcoming Decision Support Systems, 2012
2. "A Twitter-Based Prediction Market: Social Network Approach," (with Huaxia Rui and Liangfei Qiu), forthcoming Decision Support Systems, 2012
3. "Outsourcing Contracts and Equity Prices" (with Deepa Mani and Anitesh Barua), forthcoming Information Systems Research, 2012
4. "Effects of the Presence of Organic Listing in Search Advertising" (with Lizhen Xu, Jianqing Chen), forthcoming Information Systems Research, 2012
5. "Optimal Incentives and Securitization of Defaultable Assets," (with Semyon Malamud, Huaxia Rui), forthcoming Journal of Financial Economics, 2012
6. "An Empirical Analysis of the Contractual and Information Structures of Business Process Outsourcing Relationships" (with Deepa Mani and Anitesh Barua), Information Systems Research, September 2012
7. "Vertical Differentiation and a Comparison of Online Advertising Models" (with Mei Lin, Xuqing Ke), Journal of Management Information Systems, Summer 2012
8. "To Continue Sharing or Not to Continue Sharing? An Empirical Analysis of User Decision in Peer-to-Peer Sharing Networks," (with Mu Xia, Yun Huang, Wenjing Duan), Information Systems Research, March 2012
9. "Designing a Social-Broadcasting-Based Business Intelligence System" (with Huaxia Rui), ACM Transactions on Management Information Systems, December 2011
10. "Moderated Online Communities and Quality of User-Generated Content" (with Jianqing Chen, Hong Xu), Journal of Management Information Systems, Fall 2011
11. "Innovation and Price Competition in a Two-Sided Market" (with Mei Lin, Shaojin Li), Journal of Management Information Systems, Fall 2011
12. "Oligopolistic Pricing with Online Search" (with Lizhen Xu, Jianqing Chen), Journal of Management Information Systems, Winter 2010-2011
13. "Price Competition and Endogenous Bidding Incentive in Search Advertising," (with Lizhen Xu and Jianqing Chen) Journal of Marketing Research, August 2011
14. "A Computational Analysis of Bundle Trading Markets Design for Distributed Resource Allocation," (with Zhilling Guo, Gary J. Koehler), Information Systems Research, June 2011
15. "An Analysis of Incentives for Network Infrastructure Investment Under Different Pricing Strategies," (with Alok Gupta, Boris Jukic, Dale O. Stahl), Information Systems Research, June 2011

16. "The Interaction between Knowledge Codification and Knowledge Sharing Networks," (with De Liu and Gautam Ray), Information Systems Research, December 2010
17. "Proper Scoring Rules with Arbitrary Value Functions" (with Maxwell Stinchcombe, Fang Fang), Journal of Mathematical Economics, November 2010
18. "Keyword Auctions, Unit-Price Contracts, and the Role of Commitment," (with Jianqing Chen and Juan Feng), Production and Operations Management, 19(3), 305-321. May/June 2010
19. "Multitask Agency, Modular Architecture and Task Disaggregation in 'Software as a Service'" (with A. Susarla and Anitesh Barua, MIS Quarterly, Vol. 26, No. 4, Spring 2010
20. "An Empirical Analysis of the Impact of Information Capabilities Design on Business Process Outsourcing Performance," (with Deepa Mani and Anitesh Barua), MIS Quarterly, March 2010
21. "Managing Project Failure Risk through Contingent Contracts in Procurement Auctions," (with J. Chen and L. Xu), Decision Analysis, Vol. 7 No. 1, March 2010
22. "Ex-Ante Information and the Design of Keyword Auctions," (with Liu, De, and Jianqing Chen), Information Systems Research, March 2010
23. "New Concepts, Methodologies and Algorithms for Business Education and Research in the 21st Century," (with Robert Dyson, Fred Glover, Yuji Ijiri, and Toshiyuki Sueyoshi), Decision Support Systems, February 2010.
24. "The Interaction between Knowledge Codification and Knowledge Sharing Networks," (with De Liu and Gautam Ray), Information Systems Research, 2010.
25. "An Empirical Analysis of the Contractual and Information Structures of Business Process Outsourcing Relationships," (with Deepa Mani and Anitesh Barua), forthcoming Information Systems Research, 2009.
26. "Effects of Organizational Learning and Knowledge Transfer on Investment Decisions Under Uncertainty," (with Xianjun Geng and Lihui Lin), Journal of Management Information Systems, Fall 2009.
27. "A Transactions Cost Perspective of the Software as a Service Model," (with Anjana Susarla and Anitesh Barua), Journal of Management Information Systems, Fall 2009.
28. "Voice of the Crowd: Ballot Box Communication in Online Sharing Communities," (with Mu Xia, Yun Huang and Wenjing Duan), Communications of the ACM, 52(9), September 2009
29. "Short-Term and Long-Term Competition between Providers of Shrink-Wrap Software and Software as a Service," (with Ming Fan and Subodha Kumar) European Journal of Operational Research, July 2009.
30. "Auctioning Keywords in Online Search," (with Liu, De, and Jianqing Chen), in Journal of Marketing., Vol. 73, pp 125-144, July 2009
31. "Informational Cascades and Software Adoption on the Internet," (with Wenjing Duan and Bin Gu), MIS Quarterly Vol. 33 No1, pp 23-48/March 2009.
32. "Topographically Discounted Internet Infrastructure Resources: A Panel Study and Econometric Analysis," (with Anna Ye Du, Xianjun Geng, Ram D. Gopal, and R. Ramesh), Information Technology & Management, Vol. 9, No. 2, June 2008

33. "Capacity Provision Networks: Foundations of Markets for Sharable Resources in Distributed Computational Economies," (with Anna Ye Du, Xianjun Geng, Ram Gopal, and R. Ramesh), Information Systems Research, Vol. 19, No. 2, 2008
34. "Manufacturers' Distribution Strategy in the Presence of the Electronic Channel," (with Dazhong Wu and Gautam Ray), Journal of Management Information Systems, Vol. 25, No. 1, Summer 2008
35. "Audited Reputation," (with Hong Xu and Jianqing Chen), Economics Letters, Vol. 100, No. 3, 359-362, 2008
36. "Collective Outsourcing to Market (COM): A Market-Based Framework for Information Supply Chain Outsourcing," (with Fang Fang and Zhiling Guo), Journal of the Association for Information Systems, Vol. 9, No. 3/4, April 2008
37. "The Dynamics of Online Word-of-Mouth and Product Sales – An Empirical Investigation of Movie Industry," (with Wenjing Duan and Bin Gu), Journal of Retailing, Vol. 84, No. 2, 233-242, 2008
38. "Compositional Enterprise Modeling and Decision Support," (with Sulin Ba and Karl R. Lang), Information Systems and e-Business Management, Vol. 6, No. 2, 137-160, 2007
39. "Putting Your Money Where Your Mouth Is – Betting Mechansim Design for Selecting Experts and Producing Reliable Predictions, " (with Fang Fang and Maxwell Stinchcombe), Review of Network Economics, 6:2, June 2007
40. "Strategic Investment in Switching Cost: An Integrated Customer Acquisition and Retention Perspective," (with Ling Xue and Gautam Ray), International Journal of Electronic Commerce, Vol. 11, No. 1, 2007
41. "Efficiency Considerations in Online Auction Markets," (with Ram Gopal and Alex Tung), HOCE Journal of Organizational Computing and Electronic Commerce, 17(4), 2007
42. "Optimal Design of Consumer Contests," (with Xianjun Geng and De Liu), Journal of Marketing, 71, October 2007
43. "Selling or Advertising: Strategies for Providing Digital Media Online," (with Ming Fan and Subodha Kumar), Journal of Management Information Systems, Vol. 24, No. 3, Winter 2007-8
44. "Research Issues in Social Computing," (with Manoj Parameswaran), Journal of the Association for Information Systems, Vol. 8, Issue 6, 2007
45. "Social Computing: An Overview," (with Manoj Parameswaran), Communications of the Association for Information Systems, Vol. 19, 2007
46. "A Market-Based Optimization Algorithm for Distributed Systems," (with Zhiling Guo and Gary. J. Koehler), Management Science, Vol. 53(8), pp. 1345-1358, Aug 2007
47. "Option Contracts and Capacity Management – Enabling Price Discrimination under Demand Uncertainty," (with Fang Fang), Production and Operations Management, 16:1, January-February 2007
48. "On E-Auctions for Procurement Operations" (with Michael Rothkopf), Production and Operations Management, 16:4, July-August 2007
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