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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

- 36,608 Google Citations
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Erdős Number 2
2015 Career Research Excellence Award, University Co-op
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 Sanxay Fellow, Princeton University

Professional Affiliations

Member, Editorial Board: Journal of Electronic Commerce, Journal of Management Information
Systems, Information Systems Frontiers

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 Cowles Foundation, Yale University

Publications (Refereed Journal Articles)

- “Is Best Answer Really the Best Answer? The Politeness Bias” (with Shun-Yang Lee and Huaxia Rui), Forthcoming in MIS Quarterly, 2018.
- “Identity Management and Tradable Reputation” (with Hong Xu and Jianqing Chen), MIS Quarterly, 2018.
- “Pricing Strategies under Behavioral Observational Learning in Social Networks” (with Liangfei Qiu), Production and Operations Management, 2018.
- “Sentiment Manipulation in Online Platforms and Opinion Forums: An Analysis of Movie Tweets” (with Shun-Yang Lee and Liangfei Qiu), Forthcoming in Production and Operation Management, 2018.
- “Optimal Design for Wifi Procurement,” (with Liangfei Qiu, Huaxia Rui), Forthcoming in Information Systems Research, 2018.
- “Social Media Strategies in Product Harm Crises,” (with Huaxia Rui, and Shu He), Forthcoming in Information Systems Research, 2018.
- “Learning from Your Friends’ Check-Ins: An Empirical Study of Location-Based Social Networks,” (with Liangfei Qiu, Zhan Shi), Forthcoming in Information Systems Research, 2018
- “Allocation and Pricing of Substitutable Goods: Theory and Algorithm,” (with Huaxia Rui and De Li) Production and Operation Management, 2017.
- “Routing for Heterogeneous Autonomous Vehicles” (with Yixuan Liu), Forthcoming in Information Economics and Policy, 2017.
- “Optimal Reinsurance with Multiple Tranches” (with Semyon Malamud and Huaxia Rui), Journal of Mathematical Economics, 2016.
- “Word-of-Mouth in Social Media Advertising: ‘Likes’ on Facebook Ads” (with Ashish Agarwal and Shun-Yang Lee), Under revision at Management Science, 2016.
- “How Would Information Disclosure Influence Organizations’ Outbound Spam Volume? Evidence from a Field Experiment” (with Shu He, Gene Moo Lee and Sukjin Han), Journal of Cybersecurity, 2015.
- “Towards A Better Measure of Business Proximity: Topic Modeling for Industry Intelligence” (with Gene Moo Lee and Zhan Shi), MIS Quarterly, 2016.
- “Two Formulas for Success in Social Media: Learning and Network Effects” (with Liangfei Qiu and Qian Tang), Journal of Management Information Systems Forthcoming, 2015.
- “A Friend Like Me: Modeling Network Formation in a Location-Based Social Network,” (With Gene Moo Lee and Liangfei Qiu), Journal of Management Information Systems, 33(4), 1008-1033, 2016.
- “The Impact of Social Network Structures on Prediction Market Accuracy in the Presence of Insider Information,” (with Liangfei Qiu and Huaxia Rui) Journal of Management Information Systems, 2014.
- “An Economic Mechanism to Manage Operational Security Risks for Inter-Organizational Information Systems,” (with Fang Fang, Manoj Parameswaran, and Xia Zhao), Information Systems Frontiers, 2014.
- “Path to Purchase: A Mutually Exciting Point Process Model for Online Advertising and Conversion,” (with Lizhen Xu and Jason A. Duan), Management Science, 2014.
- “Effects of Social Networks on Prediction Markets: Examination in a Controlled Experiment,” (with Liangfei Qiu and Huaxia Rui), Journal of Management Information Systems, 2014.
- “Content Sharing in a Social Broadcasting Environment: Evidence from Twitter,” (with Zhan Shi and Huaxia Rui), MIS Quarterly, 2014.
- “The Influence of Online Word of Mouth on Long Tail Formation” (with Qian Tang and Bin Gu), Decision Support Systems, 2013.
- “Outsourcing Contracts and Equity Prices,” (with Deepa Mani and Anitesh Barua), Information Systems Research, 2013.

- “Whose and What Chatter Matters? The Effect of Tweets on Movie Sales,” (with Huaxia Rui and Liangfei Qiu), Decision Support Systems, 2013.
- “Network Structure and Observational Learning: Evidence from a Location Based Social Network,” (with Zhan Shi), Journal of Management Information Systems, 2013.
- “Managing Interdependent Information Security Risks: Cyberinsurance, Managed Security Services, and Risk Pooling Arrangements,” (with Xia Zhao and Ling Xue) Journal of Management Information Systems, 2013.
- “Social Network-embedded Prediction Markets: The Effects of Information Acquisition and Communication on Predictions,” (with Liangfei Qiu and Huaxia Rui), Decision Support Systems, 2013.
- “Optimal Incentives and Securitization of Defaultable Assets,” (with Semyon Malamud and Huaxia Rui), Journal of Financial Economics, 2013.
- “Content Contribution for Revenue Sharing and Reputation in Social Media: A Dynamic Structure Model,” (with Qian Tang and Bin Gu), Journal of Management Information Systems, 2012.
- “An Empirical Analysis of the Contractual and Information Structures of Business Process Outsourcing Relationships,” (with Deepa Mani and Anitesh Barua), Information Systems Research, 2012.
- “Effects of the Presence of Organic Listing in Search Advertising,” (with Lizhen Xu, Jianqing Chen), Information Systems Research, 2012.
- “Vertical Differentiation and a Comparison of Online Advertising Models,” (with Mei Lin and Xuqing Ke), Journal of Management Information Systems, 2012.
- “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, 2012.
- “A Generalized Model of Partial Resale,” (with Ruhai Wu and Xianjun Geng), Decision Support Systems, 2012.
- “A Twitter-Based Prediction Market: Social Network Approach,” (with Huaxia Rui and Liangfei Qiu), Decision Support Systems, 2011.
- “Designing a Social Broadcasting Based Business Intelligence System,” (with Huaxia Rui), ACM Transactions on Management Information Systems, 2011.
- “Moderated Online Communities and Quality of User-Generated Content,” (with Jianqing Chen, Hong Xu), Journal of Management Information Systems, 2011.
- “Innovation and Price Competition in a Two-Sided Market,” (with Mei Lin, Shaojin Li), Journal of Management Information Systems, 2011.
- “Oligopolistic Pricing with Online Search,” (with Lizhen Xu, Jianqing Chen), Journal of Management Information Systems, 2011.
- “Price Competition and Endogenous Valuation in Search Advertising,” (with Lizhen Xu and Jianqing Chen) Journal of Marketing Research, 2011.
- “A Computational Analysis of Bundle Trading Markets Design for Distributed Resource Allocation,” (with Zhilling Guo, Gary J. Koehler), Information Systems Research, 2011.
- “An Analysis of Incentives for Network Infrastructure Investment Under Different Pricing Strategies,” (with Alok Gupta, Boris Jukic, Dale O. Stahl), Information Systems Research, 2011.
- “Information or Attention? An Empirical Study of User Contribution on Twitter,” (with Huaxia Rui), Information Systems and E-Business Management, 2011.
- “The Interaction between Knowledge Codification and Knowledge Sharing Networks,” (with De Liu and Gautam Ray), Information Systems Research, 2010.
- “Proper Scoring Rules with Arbitrary Value Functions,” (with Maxwell Stinchcombe, Fang Fang), Journal of Mathematical Economics, 2010.
- “Keyword Auctions, Unit-Price Contracts, and the Role of Commitment,” (with Jianqing Chen and Juan Feng), Production and Operations Management, 2010.
- “Multitask Agency, Modular Architecture and Task Disaggregation in ‘Software as a Service’,” (with A. Susarla and Anitesh Barua, MIS Quarterly, 2010.

- “An Empirical Analysis of the Impact of Information Capabilities Design on Business Process Outsourcing Performance,” (with Deepa Mani and Anitesh Barua), MIS Quarterly, 2010.
- “Managing Project Failure Risk through Contingent Contracts in Procurement Auctions,” (with J. Chen and L. Xu), Decision Analysis, 2010.
- “Ex-Ante Information and the Design of Keyword Auctions,” (with Liu, De, and Jianqing Chen), Information Systems Research, 2010.
- “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, 2010.
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- “Managing Supply Uncertainty with an Information Market,” (with Zhiling Guo and Fang Fang), Lecture Notes in Business Information Processing, 2010.
- “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.
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- “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, 2009.
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- “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, 2008.
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- “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, 2008.
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- “Reengineering the Internet for Better Performance,” (with Manoj Parameswaran, Xia Zhao and Fang Fang), IEEE Computer, 2007
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- “Defending Wireless Infrastructure Against the Challenge of DDoS Attacks,” Xianjun Geng, Yun Huang, and Andrew B. Whinston, ACM Journal on Mobile Networks and Applications, 2002.

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- “Driving E-Business Excellence” (with A. Barua and P. Konana), MIT Sloan Management Review, 2001.
- “Profiting from Value-Added Wireless Services” (with Xianjun Gen), IEEE Computer, 2001.
- “P2P Networking: An Information-Sharing Alternative” (with Manoj Parameswaran and Anjana Susarla), Computer, IEEE Computer Society, 2001.
- “Optimal Investment in Knowledge within a Firm Using a Market Mechanism” (with Sulin Ba and Jan Stallaert), Management Science, 2001.
- “Internet and Trade in Services: Effects of Horizontal Division of Labor” (with Soon-Yong Choi), Business Briefing: Global Purchasing and Supply Chain Strategies, World Markets Research Centre, 2001.
- “Design of a Financial Portal” (with Kemal Saatcioglu and Jan Stallaert), Communications of the ACM, 2001.
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- “Marketing Information on the I-WAY: Data Junkyard or Information Gold Mine?” (with P.K. Kannan and Ai-Mei Chang), Communication of the ACM, 1998.
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7. “Incentive Issues and Solution Mechanisms for Knowledge Transfer with Enterprise 2.0 Technologies: A Game-theoretic Approach,” (with Xianjun Geng and Lihui Lin), The 47th Hawaii International Conference on System Sciences (HICSS), Waikoloa, Hawaii, 2014.
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