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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

- 41,326 Google Citations  
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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: 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, Journal of Systems Science and Systems Engineering

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 Cowles Foundation, Yale University

Publications (Refereed Journal Articles)

- “Over-justify Perception, Distort Pro-Social Behavior: Financial Incentives Dampen Altruism in Pro-Social Contributions” (With Dandan Qiao), forthcoming Information Systems Research, 2020
- “Information Disclosure and Security Vulnerability Awareness: A Large-Scale Randomized Field Experiment in Pan-Asia” (with Yunhui Zhang, Yun-sik Choi, Shu He, Alvin Chung Man Leung and Gene Moo Lee), accepted in JMIS, 2020
- “Mitigating the Crowding-out Effect of Monetary Incentive on Voluntary Contributions” (with Dandan Qiao, Shun-Yang Lee and Wei Qiang), forthcoming for Journal of Management Information Systems, 2020
- "Tweet to the Top? Social Media Personal Branding and Career Outcomes" (with Yanzhen Chen and Huaxia Rui), forthcoming in MIS Quarterly, 2020
- “Matching Mobile Applications for Cross Promotion” (with Shu He, Gene Moo Lee), Information Systems Research, 2020
- “A model of fake data in data-driven analysis (with Xiaofan Li), Journal of Machine Learning Research, 2020
- “Understanding Security Vulnerability Awareness, Firm Incentives, and ICT Development in Pan-Asia” (With Yunhui Zhuang, Yun-sik Choi, Shu He, and Alvin Chung Man Leung), forthcoming in Journal of Management Information Systems, 2020
- “Financial Incentives Dampen Altruism in Online Pro-Social Contribution: A Study of Online Reviews” (with Dandan Qiao, Shun-Yang Lee and Wei Qiang), forthcoming in Information Systems Research, 2020
- “Optimal Auction Design for Wifi Procurement,” (with Liangfei Qiu, Huaxia Rui), Information Systems Research, 2019.
- “Enhancing Social Media Analysis with Visual Data Analytics: A Deep Learning Approach” (With Dongyuk Shin, Shu He and Gene Moo Lee), forthcoming in MIS Quarterly, 2020
- “Analyzing Cryptocurrencies” (With Xiaofan Li), Information Systems Frontiers, 2020
- “Experimental Methods and Internet Security” (With Tang Qian), forthcoming in POMS, 2019
- “Efficient Real-time Routing for Autonomous Vehicles through Bayes Correlated Equilibrium: An information Design Framework.” (with Yixuan Liu), Information Economics and Policy, 2019.
- “Is Best Answer Really the Best Answer? The Politeness Bias” (with Shun-Yang Lee and Huaxia Rui), MIS Quarterly, 2019
- “Identity Management and Tradable Reputation” (with Hong Xu and Jianqing Chen), MIS Quarterly, 2018.
- “Social Media Strategies in Product Harm Crises,” (with Huaxia Rui, and Shu He), Information Systems Research, 2018
- “Learning from Your Friends 'Check-Ins: An Empirical Study of Location-Based Social Networks,” (with Liangfei Qiu, Zhan Shi), Information Systems Research, 2018
- “Allocation and Pricing of Substitutable Goods: Theory and Algorithm,” (with Huaxia Rui and De Li) Production and Operation Management, 2017.
- “Sentiment Manipulation in Online Platforms and Opinion Forums: An Analysis of Movie Tweets” (with Shun-Yang Lee and Liangfei Qiu), Production and Operation Management, 2018.
- “Pricing Strategies under Behavioral Observational Learning in Social Networks” (with Liangfei Qiu), Production and Operations Management, 2018.
- “Optimal Reinsurance with Multiple Tranches” (with Semyon Malamud and Huaxia Rui), Journal of Mathematical Economics, 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, Vol. 16, No. 3, July 2014, pp. 399-416.
- “Path to Purchase: A Mutually Exciting Point Process Model for Online Advertising and Conversion,” (with Lizhen Xu and Jason A. Duan), Management Science, Vol. 60, No. 6, June 2014, pp.1392-1412.
- “Effects of Social Networks on Prediction Markets: Examination in a Controlled Experiment,” (with Liangfei Qiu and Huaxia Rui), Journal of Management Information Systems, Vol. 30, No. 4, Spring 2014, pp. 235-268.
- “Content Sharing in a Social Broadcasting Environment: Evidence from Twitter,” (with Zhan Shi and Huaxia Rui), MIS Quarterly, Vol. 38, No. 1, March 2014.
- “The Influence of Online Word of Mouth on Long Tail Formation” (with Qian Tang and Bin Gu), Decision Support Systems, Vol. 56, December 2013, pp.474-481.
- “Outsourcing Contracts and Equity Prices,” (with Deepa Mani and Anitesh Barua), Information Systems Research, Vol. 24, No. 4, December 2013, pp.1028-1049.
- “Whose and What Chatter Matters? The Effect of Tweets on Movie Sales,” (with Huaxia Rui and Liangfei Qiu), Decision Support Systems, November 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, Summer 2013.
- “Social Network-embedded Prediction Markets: The Effects of Information Acquisition and Communication on Predictions,” (with Liangfei Qiu and Huaxia Rui), Decision Support Systems, January 2013.
- “Optimal Incentives and Securitization of Defaultable Assets,” (with Semyon Malamud and Huaxia Rui), Journal of Financial Economics, January 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, Fall 2012.
- “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.
- “Effects of the Presence of Organic Listing in Search Advertising,” (with Lizhen Xu, Jianqing Chen), Information Systems Research, August 2012.
- “Vertical Differentiation and a Comparison of Online Advertising Models,” (with Mei Lin and Xuqing Ke), Journal of Management Information Systems, Summer 2012.
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