

De Liu

Associate Professor & 3M Fellow in Business Analytics
Academic Director, Master of Science in Business Analytics
Carlson School of Management
University of Minnesota

321 19th Avenue South, 3-418
Minneapolis, MN 55455

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Email: deliu@umn.edu

ACADEMIC APPOINTMENTS

2017 - present	Associate Professor & 3M Fellow in Business Analytics, University of Minnesota
2014 - 2016	Associate Professor, University of Minnesota
2013 - 2014	Alan F. and Irene Bloomfield Associate Professor, University of Kentucky
2010 - 2013	Associate Professor, University of Kentucky
2004 - 2010	Assistant Professor, University of Kentucky
2004	Assistant Instructor, University of Texas at Austin

EDUCATION

2000 - 2004	Ph.D. in Management Sci and Info Systems, University of Texas at Austin
1998 - 2000	M.S. in Management Science and Engineering, Tsinghua University
1994 - 1998	B.E. in Management Information Systems, Tsinghua University

RESEARCH INTERESTS

Auctions and Mechanism Design, Gamification, User-Generated Content, Crowdfunding

JOURNAL PUBLICATIONS

1. Juneyoung Park, De Liu, Mun Y. Yi, and Radhika Santhanam. GAMESIT: A Gamified System for Information Technology Training. *Forthcoming in Computers & Education*, 2019
2. Zhihong Ke, De Liu, Alok Gupta, and Dan Brass. Assimilate or Differentiate? Experimental Evidence on Where Users Choose to Contribute in User-Generated Content. *Accepted at Decision Sciences*, 2019
3. De Liu and Adib Bagh. Dynamic Ascending Clock Auction for Privacy-Preserving Assignment. *Forthcoming in Management Science*, 2019
4. Hong Guo, Xuying Zhao, Lin Hao, and De Liu. Economic Analysis of Reward Advertising. *Forthcoming in Production and Operations Management*, apr 2019
5. Pei Xu and De Liu. Product engagement and identity signaling: The role of likes in social commerce for fashion products. *Information & Management*, 56(2):143–154, mar 2019
6. Gordon Burtch, Yili Hong, and De Liu. The Role of Provision Points in Online Crowdfunding. *Journal of Management Information Systems*, 35(1):117–144, 2018
7. De Liu, Radhika Santhanam, and Jane Webster. Toward Meaningful Engagement: a Framework for Design and Research of Gamified Information Systems. *MIS Quarterly*, 41(4):1011–1034, 2017

8. Huaxia Rui, De Liu, and Andrew Whinston. Allocation and Pricing of Substitutable Goods: Theory and Algorithm. *Production and Operations Management*, 26(5):767–783, 2017
9. Liang Chen, Zihong Huang, and De Liu. Pure and hybrid crowds in crowdfunding markets. *Financial Innovation*, 2(1):1–19, 2016
10. Radhika Santhanam, De Liu, and Wei Cheng Shen. Gamification of Technology-Mediated Training: Not All Competitions Are the Same. *Information Systems Research*, 27(23):453–465, 2016
11. De Liu, Daniel J Brass, Yong Lu, and Dongyu Chen. Friendships in Online Peer-to-Peer Lending: Pipes, Prisms, and Relational Herding. *MIS Quarterly*, 39(3):729–742, 2015
12. De Liu and Siva Viswanathan. Information Asymmetry and Hybrid Advertising. *Journal of Marketing Research*, 51(5):609–624, 2014
13. Jun Li, De Liu, and Shulin Liu. Optimal keyword auctions for optimal user experiences. *Decision Support Systems*, 56(2013):450–461, 2013
14. De Liu, Xun Li, and Radhika Santhanam. Digital Games and Beyond: What Happens When Players Compete? *MIS Quarterly*, 37(1):111–124, 2013
15. Liu Shulin, Jun Li, and De Liu. Multi-attribute Procurement Auctions with Risk Averse Suppliers. *Economics Letters*, 115(3):408–411, 2012
16. De Liu, Jianqing Chen, and Andrew B. Whinston. Ex Ante Information and the Design of Keyword Auctions. *Information Systems Research*, 21(1):133–153, 2010
17. De Liu, Gautam Ray, and AB Whinston. The interaction between knowledge codification and knowledge-sharing networks. *Information Systems Research*, 21(4):892–906, 2010
18. Jianqing Chen, De Liu, and Andrew B Whinston. Auctioning Keywords in Online Search. *Journal of Marketing*, 73(4):125–141, 2009
19. Jiming Wu and De Liu. The Effects of Trust and Enjoyment on Intention to Play Online Games. *Journal of Electronic Commerce Research*, 8(2):128–140, 2007
20. De Liu, Xianjun Geng, and Andrew B Whinston. Optimal Design of Consumer Contests. *Journal of Marketing*, 71(4):140–155, 2007
21. De Liu and Jianqing Chen. Designing online auctions with past performance information. *Decision Support Systems*, 42(3):1307–1320, 2006
22. Guoqing Chen, Qiang Wei, De Liu, and Geert Wets. Simple association rules (SAR) and the SAR-based rule discovery. *Computers & Industrial Engineering*, 43(4):721–733, 2002

WORKING PAPERS

1. Liang Chen, Pei Xu, and De Liu. The Effect of Crowd Voting on Participation in Crowdsourcing Contests. *Revising for 3rd Round Review at Journal of Management Information Systems*
2. Zhihong Ke, De Liu, and Daniel Brass. Do Online Friends Bring Out the Best in Us? The Effect of Friend Contributions on Online Review Provision. *Under 2nd Review at Information Systems Research*
3. Jason Chan, De Liu, Zihong Huang, and Zhigang Cai. Better to Give than to Receive? Impact of Donation Option on Reward-based Crowdfunding Campaigns. *Under 2nd Round Review at Information Systems Research*

4. He Huang, Zhipeng Li, De Liu, and Hongyan Xu. Auctioning IT Service Contracts. *Revising for Resubmission to Management Science*
5. Yash Babar, Shawn P. Curley, Zhihong Ke, De Liu, and Zachary J. Sheffler. The Effects of Digitally Delivered Nudges in a Corporate Wellness Program. *Under review at Journal of Association of Information Systems*
6. Juan Ling, Raina Brands, Dan Brass, De Liu, Steve Borgatti, and Ajay Mehra. Gender, Structural Holes, and Legitimacy: The Production of Useful Knowledge in Elite Management Journals (1970-2006). *Working paper*
7. Yiting Guo, Yilin Li, De Liu, and Xin (Sean) Xu. Augmented Intelligence for Call Center Quality Management: An Automatic Customer Emotion Recognition Approach. *Working Paper*
8. Zach Sheffler, De Liu, and Shawn P Curley. Harnessing Social Motives through Badge Design: Evidence from a Field Experiment with a Bike Commuting Program. *Revising for Resubmission at European Journal of Information Systems*, 2019
9. He Huang, De Liu, Yu Tang, and Hongyan Xu. Competing in the Era of Supply Chain Transparency: A Tale of Information Disclosure and Supplier Switching. *To be submitted to Manufacturing & Service Operations Management*
10. Yumei He, Xunhua Guo, De Liu, and Guoqing Chen. Just Enjoy it! The Effect of Model Attractiveness in Online Review Helpfulness. *Working paper*
11. Zhihong Ke, Liu De, Alok Gupta, and Rui Huaxia. The Ebb and Flow of Online Word of Mouth. *Working paper*

BOOK CHAPTERS

1. De Liu, Jianqing Chen, and Andrew B. Whinston. Current Issues in Keyword Auctions. In Gediminas Admomasavicius and Alok Gupta, editors, *Handbook of Information Systems: Business Computing*, pages 69–96. Emerald Group Publishing Limited, Bingley, UK, 2009
2. De Liu, Xianjun Geng, and Andrew B. Whinston. Status Seeking and the Design of Online Entertainment Communities. In Apte Uday and Uday Karmarkar, editors, *Managing in the Information Economy: Current Research Issues*, pages 281–304. Springer, 2007
3. Anjana Susarla, De Liu, and Andrew B. Whinston. Peer-to-Peer Enterprise Knowledge Management. In Clyde W. Holsapple, editor, *Handbook on Knowledge Management*, pages 129–139. Springer, Berlin, 2003

CONFERENCE PAPERS & PRESENTATIONS

1. Tao Li, De Liu, and Xin Xu. Re-engaging underachievers: toward a participation internalization approach to gamified online learning design. In *ICIS 2019 Proceedings*, Munich, Germany, 2019
2. Zachary J Sheffler, Shawn Curley, and De Liu. Do We Need Different Levels of Badges for Users with Different Participation Levels? A Field Experiment from a Bicycle Commuting Program. In *ICIS 2019 Proceedings*, Munich, Germany, 2019
3. He Huang, De Liu, Yu Tang, and Hongyan Xu. Competing in the Era of Supply Chain Transparency: A Tale of Information Disclosure and Supplier Switching. In *China Workshop on Economics of Information Systems Theory (CWEIST)*, Xi'an, China, 2019

4. Zhihong Ke, De Liu, and Gediminas Adomavicius. Are Helpful Online Reviews High Quality? An Examination of Online Review Quality and Its Relationship with Helpfulness Votes. In *China Summer Workshop on Information Management*, Shenzhen, China, 2019
5. Pei Xu and De Liu. Mobile Augmented Reality, Product Sales and Online Consumer Reviews: Evidence from a Natural Experiment. In *China Summer Workshop on Information Management*, Shenzhen, China, 2019
6. Yiting Guo, Yilin Li, De Liu, and Xin Xu. Are Callers in a Mode? An Emotion Detection Approach to Call Center Service Quality. In *Winter Conference on Business Analytics*, Snowbird, Utah, 2019
7. Tao Li, Xun Xin, De Liu, and Yufang Wang. Interleaved Learning: A Design Science Approach and Field Experiment. In *ICIS 2018 Proceedings*, San Francisco, CA, 2018
8. Hong Guo, Xuying Zhao, Lin Hao, and De Liu. Economic Analysis of Reward Advertising. In *Smart Data Pricing Workshop*, Minneapolis, MN, 2018
9. De Liu, Liang Chen, and Pei Xu. Why Crowd Pick Different Winners from Experts. In *Data Science for Business and Economics Conference*, West Lafayette, IN, 2018
10. Pei Xu, De Liu, and Joonghee Lee. Mobile Augmented Reality, Product Sales, and Consumer Evaluations: Evidence from a Natural Experiment. In *Thirty ninth International Conference on Information Systems*, San Francisco, CA, 2018
11. Huaxia Rui, De Liu, and Andrew Whinston. Allocation and Pricing of Substitutable Goods: Theory and Algorithms. In *Theory of Economics in Information Systems (TEIS) Workshop*, San Diego, CA, 2018
12. Hong Guo, Xuying Zhao, Lin Hao, and De Liu. Economic Analysis of Reward Advertising. In *Workshop on Economics of Information Systems (WISE)*, Seoul, South Korea, 2017
13. Zhigang Cai, Jason Chan, and De Liu. Better to Give Than to Receive: Impacts of Donation-Based Contribution Schemes on Crowdfunding Outcomes. In *Workshop on Economics of Information Systems (WISE)*, Seoul, South Korea, 2017
14. Zhigang Cai, Jason Cha, and De Liu. Better to Give Than to Receive: Impacts of Donation-Based Contribution Schemes on Crowdfunding Outcomes. In *China Summer Workshop on Information Management (CSWIM)*, Nanjing, China, 2017
15. Yumei He, Xunhua Guo, and De Liu. Is Beauty Helpful? Reviewer Attractiveness And Review Helpfulness. In *Americas Conference on Information Systems*, Boston, MA, 2017
16. Zhihong Ke, De Liu, and Alok Gupta. Peer Effects and the Production of Online Reviews. In *China Summer Workshop on Information Management*, Dalian, China, 2016
17. Zhihong Ke, De Liu, and Alok Gupta. The Ebb and Flow of Online Word of Mouth. In *International Conference on Information Systems (ICIS)*, Dublin, Ireland, 2016
18. De Liu and Adib Bagh. New Privacy-Preserving Ascending Auction for Assignment Problems. In *Workshop of Information Technologies and Systems (WITS)*, Dallas, TX, 2015 (**Best Paper Award Nomination**)
19. Pei Xu and De Liu. Product Popularity and Identity Signaling on Social Shopping Platforms. In *INFORMS Annual Meetings*, Philadelphia, PA, 2015
20. Zhihong Ke and De Liu. Peer Effects and the Production of Online Reviews: A Message Level Analysis. In *ICIS 2015 Proceeding*, Dallas, TX, 2015

21. Liang Chen, Pei Xu, and De Liu. Experts versus the Crowd: A Comparison of Selection Mechanisms in Crowdsourcing Contests. In *Workshop on Information System Economics*, Auckland, Australia, 2014
22. Juan Ling, Ajay Mehra, Dan Brass, De Liu, and Steve Borgatti. Coalitions of the mind: Gender, social networks and knowledge production. In *Southern Management Association Meeting*, Savannah, Georgia, 2014 (**Best Track Paper Award**)
23. Liang Chen, Pei Xu, and De Liu. Experts versus the Crowd: A Comparison of Selection Mechanisms in Crowdsourcing Contests. In *INFORMS Annual Meetings*, San Francisco, California, 2014
24. Zhihong Ke and De Liu. The role of social networks in online reviewing. In *The 18th Pacific Asia Conference on Information Systems*, Chengdu, China, 2014
25. Pei Xu and De Liu. Social Shopping: The Value of Social Endorsement. In *Statistical Challenges in Ecommerce Research (SCECR)*, Tel Aviv, Israel, 2014
26. De Liu, Mun Yi, Janeyoung Park, and Radhika Santhanam. GAMESIT - A Gaming Shell for Information Technology Skill Development A Design Science Program. In *WITS Prototype*, Milan, Italy, 2013
27. De Liu and Sun Yang. A Truthful Mechanism for Multi-slot Ad Scheduling with Budget Constraints. In *INFORMS Annual Meetings*, Minneapolis, MN, 2013
28. De Liu and Adib Bagh. A Simple Ascending Auction for Assignment Problems. In *INFORMS Annual Meetings*, Minneapolis, MN, 2013
29. Liang Chen, Pei Xu, and De Liu. Experts versus the Crowd: A Comparison of Rating Mechanisms for Crowdsourcing Platforms. In *China Summer Workshop on Information Management (CSWIM)*, Tianjin, China, 2013
30. De Liu, Yong Lu, and Daniel J Brass. The Prism Effects of Friendships in Online Peer-to-Peer Lending. In *The Fifth Symposium on Financial Intelligence and Risk Management and the Sixth International Workshop of Electronic Payment and Electronic Commerce*, Chengdu, China, 2013
31. De Liu and Adib Bagh. A Simple Ascending Auction for Assignment Problems. In *Fall 2012 Midwest Economics Theory Meeting*, St. Louis, MO, 2012
32. De Liu and Siva Viswanathan. Information Asymmetry and Hybrid Advertising. In *INFORMS Annual Meetings*, Phoenix, AZ, 2012
33. Huaxia Rui, De Liu, and Andrew B. Whinston. Optimal Allocation for Display Advertising. In *Inform's Annual Meetings*, Phoenix, AZ, 2012
34. De Liu, Yong Lu, Pei Xu, and Zhexiang Sheng. The Value of Friendship Ties in Online Peer-to-Peer Lending. In *Statistical Challenges in Ecommerce Research (SCECR)*, Montreal, Canada, 2012
35. De Liu and Siva Viswanathan. Information Asymmetry and Hybrid Advertising. In *Theory in Economics of Information Systems (TEIS) Workshop*, Laguna Beach, CA, 2012
36. Liang Chen and De Liu. Comparing Strategies for Winning Expert-rated and Crowd-rated Crowdsourcing Contests: An Exploratory Study. In *Americas Conference on Information Systems (AMCIS)*, Seattle, WA, 2012
37. Huaxia Rui, De Liu, and Andy Whinston. Optimal Allocation for Internet Display Advertising. In *1st Midwest Workshop on Control and Game Theory*, Champaign, IL, 2012

38. Huaxia Rui, De Liu, and Andrew B. Whinston. Optimal Allocation for Display Advertising. In *Workshop on Information System Economics*, Shanghai, China, 2011
39. De Liu and Siva Viswanathan. Information Asymmetry and Hybrid Advertising. In *International Workshop on Data Mining and Audience Intelligence for Online Advertising*, San Diego, CA, 2011
40. Skaggs Bruce, Alfred Boccia, De Liu, and Peter Mills. Comparing Internal Markets and Hierarchy in the Coordination of Knowledge: A Simulation Analysis. *Working paper*
41. Jun Li, De Liu, and Shulin Liu. Optimal Keyword Auctions with Costly Positions. In *Midwest Economic Theory Meeting*, Notre Dame, IN, 2011
42. Huaxia Rui, De Liu, and Andrew B. Whinston. Optimal Allocation for Display Advertising. In *International Workshop on Data Mining and Audience Intelligence for Online Advertising*. San Diego, CA, 2011
43. De Liu and Siva Viswanathan. Information Asymmetry and Hybrid Advertising. In *UCLA Algorithmic Game Theory Workshop*, Los Angeles, CA, 2011
44. De Liu and Siva Viswanathan. Information Asymmetry and Payment Schemes In Online Advertising. In *China Summer Workshop on Information Management*, Wuhan, China, 2010 (**Best Paper Award Nomination**)
45. Juan Ling, Ajay Mehra, Dan Brass, De Liu, and Steve Borgatti. The Time-Contingent Value of Social Capital: Structural Holes, Resources Richness, and Knowledge Production. In *Academy of Management Conference*, Chicago, IL, 2009
46. De Liu, Gautam Ray, and Andrew B. Whinston. The Interaction between Knowledge Codification and Knowledge Sharing Networks. In *INFORMS Conference on Information Systems and Technology*, Washington, D.C., 2008
47. De Liu, Jianqing Chen, and Andrew B. Whinston. Competing Keyword Auctions. In *Workshop on Advertising Auctions*, Chicago, IL, 2008
48. De Liu, Jianqing Chen, and Andrew B. Whinston. Competing Keyword Auctions. In *China Summer Workshop on Information Management*, Shanghai, China, 2007
49. De Liu, Xun Li, and Radhika Santhanam. What makes Game Players Want to Play More? A Mathematical and Behavioral Understanding of Online Game Design. In *Human Computer Interface International Conference*, Beijing, China, 2007
50. De Liu and Jianqing Chen. Competing Keyword Auctions. In *Workshop on Information Systems and Economics*, Montreal, Canada, 2007
51. De Liu, Jianqing Chen, and Andrew B. Whinston. Competing Keyword Auctions. In *Conference on Information Systems and Technology (CIST)*, Seattle, WA, 2007 (**Best Paper Award**)
52. Jianqing Chen, De Liu, and Andrew B. Whinston. Resource packaging in keyword auctions. In *Proceedings of the 27th International Conference on Information Systems*, pages 1999–2013, Milwaukee, WI, 2007
53. De Liu, Jianqing Chen, and Andrew B. Whinston. Weighted Unit-Price Auctions. In *Workshop on Sponsored Search Auctions*, Ann Arbor, MI, 2006
54. De Liu, Jianqing Chen, and Andrew B. Whinston. Weighted Unit-Price Auctions as Keyword Auctions. In *Workshop on Information Systems and Economics*, Milwaukee, WI, 2006

55. Jianqing Chen, De Liu, and Andrew B. Whinston. Designing Share Structure in Auctions of Divisible Goods. In *Workshop on Sponsored Search Auctions*, Vancouver, BC, Canada, 2005
56. Andrew B. Whinston, Matt Hämäläinen, De Liu, and Xianjun Geng. Interactive Digital Entertainment: A New Direction for IS research. In *International Conference of Information Systems (ICIS)*, Las Vegas, NV, 2005
57. De Liu, Jianqing Chen, and Andrew B. Whinston. Designing Online Auctions with Past Performance Information. In *Workshop on Information Systems and Economics*, Washington, D.C., 2004
58. De Liu and Andrew B. Whinston. An all-pay auction model of contest promotions and its testing using wireless gaming data. In *Big XII Information Systems Research Symposium*, Stillwater, OK, 2003
59. Guoqing Chen, De Liu, and Jiexun Li. Influence and conditional influence-new interestingness measures in association rule mining. In *2001 IEEE International Fuzzy Systems Conference*, Melbourne, Vic., Australia, 2001
60. De Liu and Guoqing Chen. Association Rule Mining Based on a Simple Rule Set. In *IFIP World Computer Congress*, Beijing, China, 2000

INVITED PRESENTATIONS

Are “Helpful” Online Reviews High Quality? An Examination of Online Review Quality and Its Relationship with Helpfulness Votes: *Tsinghua University (2019)*

Economic Analysis of Reward Advertising: *Chongqing University (2018)*

Better to Give than to Receive: Impact of Donation-Based Contribution Scheme on Crowdfunding Outcomes of Reward-based Campaigns: *Nanyang Technological University (2018)*, *Beijing Institute of Technology (2018)*

Dynamic Ascending Clock Auction for Privacy-Preserving Assignment: *University of International Business and Economics (2017)*, *Chongqing University(2017)*, *University of Minnesota (Industrial Engineering)*

Experts versus the Crowd: A Comparison of Selection Mechanisms in Crowdsourcing Contests: *McMaster (2015)*, *UT Austin(2015)*, *Renmin University (2016)*, *Beijing University (2017)*

Do Online Social Network Friends Make You Write More and Better Reviews: *Utah (2017)*, *Renmin University (2017)*, *Jiangsu University of Science and Technology (2017)*, *National University of Singapore (2018)*, *Tsinghua University (2018)*

Gamification of Technology-Mediated Training: *KAIST (2013)*

Friendships in Online Peer-to-Peer Lending: Pipes, Prisms, and Relational Herding: *George Washington University (2013)*, *RPI (2013)*, *Indiana University (2013)*, *University of Texas at Dallas (2013)*, *Minnesota (2014)*, *University of Oklahoma (2015)*, *University of Minnesota CS department (2016)*

Allocation and Pricing of Substitutable Goods: Theory and Algorithms: *University of Texas at Austin (2011)*, *Baidu Inc. (2011)*, *Tsinghua University (2011)*, *Shanghai University of Finance and Economics (2011)*, *Purdue University (2012)*

Information Asymmetry and Hybrid Advertising: *University of Texas at Austin (2011), University of Minnesota (2011), University of International Business and Economics (2010), Tsinghua University (2010), Southwestern University of Finance and Economics (2010)*

Auctioning Keywords in Online Search: *Baidu Inc. (2010), University of Texas at Austin (2010), University of Kentucky Economics Seminar (2007), UIUC (2006), University of International Business and Economics (2006), Tsinghua University (2006)*

Ex-ante Information and the Design of Keyword Auctions: *Purdue University (2009), University of Maryland (2009), Baidu Inc.(2008), University of Kentucky Computer Science Seminar (2008)*

Digital games and beyond: what happens when players compete?: *University of New Mexico (2010), KAIST (2013)*

Design Online Auctions with Past Performance Information: *University of Kentucky Economics Seminar (2005), University of International Business and Economics (2005), Tsinghua University (2005)*

The Interaction between Knowledge Codification and Knowledge Sharing Networks: *University of Kentucky Management Seminar (2007), Boston University (2006), Georgia Tech (2006)*

Optimal Design of Consumer Contests: *HKUST (2004), University Of Kentucky (2004)*

TEACHING

University of Minnesota

2018	IDSC 3103: Data Modeling and Databases
2014 - present	MSBA 6330: (MSBA) Big Data Analytics
2016 - present	IDSC 8541: (PhD) Introduction to Economics of Information Systems
2017 - 2018	Leading Business Analytics (Exec Ed)
2016 - 2019	(MSBA) Carlson Analytics Lab Projects, Faculty Advisor
2015	IDSC 6444: (MBA) Business Intelligence
2014 - 2015	MSBA 6320: (MSBA) Data Management, Database, and Data Warehousing

University of Kentucky

2013	MBA 606: (MBA) Management Information Systems
2011	DIS 790: (Ph.D.) Economics of Electronic Commerce
2005 - present	AN 450G: Analytics Technologies
2004 - present	AN 306: Analytics Models and Methods
2008 - present	AN 324: Database Management
2010 - 2012	ACC 324: Accounting Information Systems
2009	AN 320: Information Systems in the Modern Enterprise

2006 - 2007 AN 300: Quantitative Analysis in Operations Management
 2005 - present AN 395: Independent Studies on Decision Science and Information Systems

University of Texas at Austin

2004 MIS 304: Business Programming using VB.net

STUDENTS AND ADVISING

Ph.D. Students Supervision

2013 - 2019 Zhihong Ke, Advisor (Clemson University, 2019)
 2011 - 2014 Pei Xu, Advisor (Auburn University, 2014)
 2013 - 2015 Matt Spradling (CS), Committee Member (University of Michigan-Flint, 2015)
 2005 - 2006 Dan Davenport, Committee Member (University of Kentucky, 2006)

Visiting Doctoral Students

2019 - 2020 Yiting Guo (Tsinghua Univ)
 2019 - 2020 Tao Li (Tsinghua Univ)
 2016 - 2017 Yumei He (Tsinghua Univ)
 2015 - 2016 Zhigang Cai (Shanghai Jiaotong Univ)
 2014 - 2015 Dongfeng Liu (University of International Business and Economics)

Masters & Undergraduates

2019 Haoda Chu, MS in Data Science Capstone Final Examination Committee
 2018 Liyao Lu, MS in Data Science Capstone Final Examination Committee
 2018 Dhruv M. Dhokalia, MS in Data Science Capstone Final Examination Committee
 2017 Wei Chen, MS in Data Science Capstone Final Examination Committee
 2017 Rohan Sadale, MS in Data Science Capstone Final Examination Committee
 2017 Gaurav Khandelwal, MS in Data Science Capstone Final Examination Committee
 2017 Michael Justice, MS in Data Science Capstone Final Examination Committee
 2016 Zhiyi Li, MS in Computer Science Final Examination Committee
 2014 - 2015 Hannah Stephan, undergraduate honor thesis

SERVICES

Professional Services - Editorial Appointments

Associate Editor	<i>Information Systems Research</i> , 2012 - present
Associate Editor	<i>Journal of Organizational Computing and Electronic Commerce</i> , 2010 - present
Guest Associate Editor	<i>MIS Quarterly</i> (2011)
Special Issue Guest Editor	<i>Decision Support Systems</i> (2012)
Ad hoc reviewer	<i>Information Systems Research</i> , <i>MIS Quarterly</i> , <i>Management Science</i> , <i>Journal of Marketing</i> , <i>Decision Support Systems</i> , <i>Administrative Science Quarterly</i> , <i>Journal of Management Information Systems</i> , <i>Organization Science</i> , <i>Journal of Electronic Commerce Research</i> , <i>Journal of Organizational Computing and Electronic Commerce</i> , <i>Information System Frontiers</i> , <i>Journal of Economics and Management Strategy</i> , <i>Journal of Association of Information Systems</i> , <i>Information Systems Journal</i> , <i>Production and Operations Management</i> , <i>IEEE Transactions on Engineering Management</i> , <i>Electronic Commerce Research and Applications</i>

Professional Services - Conferences

2020	Co-chair of China Summer Workshop on Information Management (CSWIM)
2019	Co-chair and co-founder of China Workshop on Economics of Information Systems Theory (CWEIST)
2009 - present	Associate Editor, ICIS (2009, 2011, 2013,...)
2008 - present	Program Committee, CIST (2008, 2010, 2011,...)
2006 - present	Session Chair, INFORMS Annual Conference (2006, 2008, 2009, 2013)
2005 - present	Ad hoc reviewer, various conferences including ICIS, HICSS, WeB, ACM E-Commerce, AMCIS, CIST, and CSWIM
2007 - present	Program Committee, China Summer Workshop on Information Management
2018	Program Committee, Human Computer Interfaces
2014	Workshop Co-chair, Tenth Ad Auctions Workshop
2014	Track Co-chair, ICEC
2014	Track Co-chair, PACIS
2014	Session Chair, POMS
2009	Program Committee, International Conference on E-Commerce

Institutional Services - University of Minnesota

2018-2019	Search committee for Department of Industrial and Systems Engineering
2019	IDSC PhD Admission Committee
2019	Departmental Junior Faculty Annual Review Committee (2 Cases)
2017-2019	MSBA Undergraduate Pipeline Committee, Coordinator

2018-2019	MSBA Curriculum Review Committee, Coordinator
2018-2019	Faculty Recruiting Committee, U of M Industrial Engineering Department
2018	School level 4th Year Review Reading Committee (1 Case)
2017	School level Tenure & Promotion Reading Committee (2 Cases)
2017	Departmental Junior Faculty Annual Review Committee (2 Cases)
2016	School level 4th Year Review Reading Committee
2016	Recruiting committee for MSBA IT person
2016	Developed IDSC 4110 Data Engineering for Business Analytics syllabus for Business Analytics Minor
2015 - 2017	Organizer of IDS Brownbag Series
2016 - present	MIS Quarterly policy committee
2014 - present	PhD Coordinator for Information and Decision Sciences
2016 - 2017	PhD Second Year Paper committee, Scott Schanke & Sandeep Kumar
2015 - 2016	PhD Second Year Paper committee, Yash Babar & Yaqiong Wang
2014 - 2015	PhD Second Year Paper committee, Swanand Deodhar
2015 - present	ICIS doctoral consortium letter writer
2014 - present	Departmental Annual Performance Evaluation Committee
2014	School level Tenure & Promotion Reading Committee
2014 - 2018	IDSC Ph.D. Admission Committee

Institutional Services - University of Kentucky

2013	DSIS Qualifying Exam Committee
2012 - 2013	Departmental Faculty Search Committee
2012	Analytics Major Curriculum Redesign Committee
2011 - present	Departmental Merit Review Committee
2011 - present	Gatton College Faculty Council
2009	Gatton College Task Force for the CIO Practicum
2009	Faculty Focus Group for University Information Technology
2007 - 2008	DSIS Undergraduate Curriculum Revision Committee
2006 - 2007	Undergraduate Study Committee
2004 - 2006	Library Committee

PROFESSIONAL MEMBERSHIPS

2004 - present	Association of Information Systems (AIS)
2005 - present	Institute for Operations Research and the Management Sciences (INFORMS)

2011 - present American Economic Association (AEA)

GRANTS

2018-2019 Co-Investigator, University of Minnesota NOTIO Grant, **\$30,000**

2016 - 2017 Dean's Small Grant on Badges and Motivation Crowding, **\$5000**

2016 - 2019 Co-investigator, Natural Science Foundation of China Grant on "Equilibrium Analysis of Keyword Auctions: Advertiser's Perspective", No. 71171052. **\$76,700**

2015 PI, SOBACO Micro-grants for "Viral Gamification Design for Mobile Wellness Applications", **\$5000**

2011 - 2014 Co-investigator, Natural Science Foundation of China Grant on "Theory and Applications of Keyword Auctions", No. 71171052. **\$78,200**

2012 Gatton College Entrepreneurship Research Grant, **\$20,000**

2011 Gatton College Entrepreneurship Research Grant, **\$10,000**

2005 - 2010 Gatton College Summer Research Grant, University of Kentucky, **\$10,000**

AWARDS AND RECOGNITION

2019 **AHRQ Step Up App Challenge Grand Prize**, \$40,000 (PRISM: PROMIS Reporting Insight System from Minnesota)

2017 - present **3M Fellow in Business Analytics**

2015 **Best Paper Nomination**, Workshop on Information Technologies and Systems

2015-2016 **Teacher of the Year**, Master of Science in Business Analytics

2014-2015 **Teacher of the Year**, Master of Science in Business Analytics

2014 **Associate Editor of the Year Award** by Information Systems Society and Information Systems Research

2014 **Best paper award**, Southern Management Association Meeting

2013 - 2014 Alan F. and Irene Bloomfield Professorship

2012 Voted "Professor of the Month" by Alpha Kappa Psi professional business fraternity

2011 **Best reviewer award**, *Information Systems Research*.

2010 **Best paper nomination**, China Summer Workshop on Information Management

2007 **Best paper award**, China Summer Workshop on Information Management

2001 - 2004 Graduate Research Fellowship, University of Texas at Austin

2000 Honored Graduate (top 1%), Tsinghua University

1999 Academy of Science Fellowship, Tsinghua University

1998 Outstanding Undergraduate Student Scholarship, Tsinghua University

1997 Outstanding Undergraduate Student Scholarship, Tsinghua University

1996 HSBC Scholarship, Tsinghua University
1995 Jiang Nan-Xiang Scholarship, Tsinghua University
1994 Outstanding Freshman Fellowship (1st class), Tsinghua University

MEDIA MENTIONS

2019/3 Star Tribune, McKnight's Long-Term Care News, PR Newswire, Politico (and 18 other outlets)
2019/1 Master in Management Guide
2018/3 MentorStudents.org
2017/7 Star Tribune