

Bin Gu

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Education

Ph.D.	Operations and Information Management The Wharton School of the University of Pennsylvania, Philadelphia, PA December 2002
M.A.	Operations and Information Management The Wharton School of the University of Pennsylvania, Philadelphia, PA May 2001
B.Eng.	International Business; Computer Science (Dual Degree) Shanghai Jiaotong University, Shanghai, China July 1995 (Distinguished Student, top 1%)

Positions Held

Department Chair	Department of Information Systems Boston University, Boston, MA, USA	2020-present
Everett W. Lord Distinguished Scholar	Department of Information Systems Boston University, Boston, MA, USA	2020-present
Professor	Department of Information Systems Boston University, Boston, MA, USA	2020-present
Visiting Professor (sabbatical)	Shanghai Advanced Institute of Finance Shanghai Jiaotong University	2018-2019
Earl and Gladys Davis Distinguished Professor	Department of Information Systems Arizona State University, Tempe, AZ, USA	2017-2019
Associate Dean (China Program)	W. P. Carey School of Business Arizona State University, Tempe, AZ, USA	2016-2019
Professor	Department of Information Systems Arizona State University, Tempe, AZ, USA	2015-2019
Co-Director	W. P. Carey DBA Program in China Arizona State University, Tempe, AZ, USA	2014-2016
Associate Professor	Department of Information Systems Arizona State University, Tempe, AZ, USA	2012-2015
Instructor/ Assistant Professor	Information, Risk and Operations Management Department University of Texas at Austin, Austin, TX, USA	2002-2012
Consultant	Arthur Andersen – Shanghai Office	1995-1997

Awards

INFORMS eBusiness Section Best Paper Award (Runner-up)	2023
INFORMS Information Systems Society Distinguished Fellow Award	2022
Questrom School of Business Angiola M. Noe Faculty Research Award	2021
International Conference on Information Systems Best Paper in Track Award	2021
INFORMS eBusiness Section Best Paper Award Runner-up	2021
Workshop of Information Systems and Economics, Best Paper Award	2018
Hawaii International Conference on System Sciences Best Paper Award	2017
International Conference on Information Systems Best Paper in Track Award	2017
W P Carey Faculty Research Award	2016
China Information Economics Society Theoretical Contribution Award (2011-2015)	2016
Americas Conference on Information Systems Best Paper-in-Progress Reward	2014
Emerald Management Reviews Citations of Excellence Awards	2012, 2014
Outstanding Associate Editor Award, MIS Quarterly	2013
Journal of Retailing Top Cited Article Award (2007-2011)	2012
Information Systems Research and INFORMS IS Society Best Published Paper Award	2008
International Conference on Information Systems Best Paper in Track Award	2007

Professional Activities

Editorial Board

Information Systems Research

Senior Editor	2022-present
Associate Editor	2012-2017
Associate Editor, <i>Information Systems Research – Special Issue on Fintech – Innovating the Financial Industry Through Emerging Information Technologies</i>	2018-2019
Associate Editor, <i>Information Systems Research – Special Issue on Social Media and Business Transformation</i>	2011-2012

MIS Quarterly

Senior Editor	2015-2020
Associate Editor	2012-2014
Special Issue Guest Editor, <i>MIS Quarterly Special Issue on Managing AI</i>	2019-2021

Conference Committee

International Conference on Information Systems

Track Chair	2020, 2021
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Associate Editor

2007, 2010-2018

INFORMS Conference on Information Systems and Technology

Conference co-chair

2018

Program Committee

2006-2023

Hawaii International Conference on Information Systems

Mini-track chair

2018-2023

INFORMS Annual Conference

Conference Cluster Chair, Information Systems Cluster

2014

Workshop on Information Systems Economics

Conference co-chair

2011

Symposium on Statistical Challenge in Electronic Commerce Research

Conference co-chair

2010

Pacific-Asia Conference on Information Systems

Track Chair

2009

Ad hoc Reviewer

Management Science

Marketing Science

Organization Science

Law, Probability and Risk

Journal of Management Information Systems

Hong Kong Research Grants Council

Swiss National Science Foundation

National Natural Science Foundation of China

Social Sciences and Humanities Research Council of Canada

US-Israel Binational Science Foundation

Program Reviews

PhD in Business, University of Miami

2024

Master of Science in Business Analytics, University of Hong Kong

2021

Master of Science in Information Systems Management, Hong Kong University of Science and Technology

2019

Citations

Google Scholar Citation Counts: 15342 (all), 7540 (since 2019)

Bin Gu, Questrom School of Business

h-index: 39 (all), 30 (since 2019)

i10-index: 71 (all), 52 (since 2019)

Published Papers

Journal Publications (* Financial Times Top 50 Journals for Business Schools)

- 1* Jingbo Hou, Chen Liang, Pei-yu Chen, Bin Gu, (In Press) “Can Telework Adjustment Help Reduce Disaster-Induced Gender Gap Inequity in Job Market Outcomes?” forthcoming in *Information Systems Research*
- 2* Jingchuan Pu, Young Kwark, Sang-pil Han, Qiang Ye, Bin Gu. (In Press). "Uncertainty-Reduction or Reciprocity? Understanding the Effects of a Platform-Initiated Reviewer Incentive Program on Regular Review Generation", forthcoming in *Information Systems Research*
- 3* Reza Mousavi, Bin Gu (In Press). "Resilience Messaging: The Effect of Governors? Social Media Communications on Community Compliance during a Public Health Crisis", forthcoming in *Information Systems Research*
- 4* Chen Liang, Jing Peng, Yili Hong, Bin Gu, 2023, “The Hidden Costs and Benefits of Monitoring in the Gig Economy,” *Information Systems Research*, 34 (1) 297-318.
- 5* Mei Xue, Xing Cao, Xu Feng, Bin Gu, Yongjie Zhang, 2022, “Is College Education Less Necessary with AI? Evidence from Firm-level Labor Structure Changes,” *Journal of Management Information Systems*, 39(3) 865-905
- 6* Nicholas Berente, Bin Gu, Jan Recker, Radhika Santhanam, 2021, “Managing Artificial Intelligence,” *MIS Quarterly*, 45(3) 1433-1450
- 7* Eunae Yoo, Elliot Robinovich, Bin Gu, 2020, “The Growth of Follower Networks on Social Media Platforms for Humanitarian Operations,” *Production and Operations Management*, 29(12) 2696-2715
- 8 Longfei He, Mei Xue, Bin Gu, 2020, “Internet-of-things Enabled Supply Chain Planning and Coordination with Big Data Services: Certain Theoretic Implications”, *Journal of Management Science and Engineering*, 5 (1), 1-22
- 9* Seyedreza Mousavi, Bin Gu, 2019, “Impact of Twitter Adoption on Lawmakers’ Voting Orientations,” *Information Systems Research* 30(1) 133-153
- 10* Wei Chen, Bin Gu, Qiang Ye, Kevin Zhu, 2019, “Measuring and Managing the Externality of Managerial Responses to Online Customer Reviews,” *Information Systems Research* 30(1) 81-96
- 11* Ni Huang, Gordon Burtch, Bin Gu, Yili Hong, Chen Liang, Kanliang Wang, Dongpu Fu, Bo Yang, 2019, “Motivating User-Generated Content with Performance Feedback: Evidence from Randomized Field Experiments,” *Management Science* 65(1) 327-345
- 12* Eunae Yoo, Bin Gu, Elliot Robinovich, 2019, “Diffusion on Social Media Platforms: A Point Process Model for Interaction among Similar Content,” *Journal of Management Information Systems* 36(4), 1105-1141
- 13* Yongsuk Kim, Sirkka Jarvenpaa, Bin Gu, 2018, “External Bridging and Internal Bonding: Unlocking the Generative Resources of Member Time and Attention Spent in Online Communities,” *MIS Quarterly* 42(1), 265-283
- 14* Xueming Luo, Bin Gu, Jie Zhang, Chee-Wei Phang, 2017, “Expert Blogs and General Consumer Perceptions of Competing Brands,” *MIS Quarterly* 41(2), 371-395

- 15* Ruyi Ge, Juan Feng, Bin Gu, 2017, "Predicting and Deterring Default with Social Media Information in P2P Lending," *Journal of Management Information Systems* 34(2), 401-424
- 16 Chi-San Ho, Paul Damien, Bin Gu, Prabhudev Konana, 2017, "The Time-varying Nature of Social Media Sentiments in Modeling Stock Returns," *Decision Support Systems* 101, 69-81
- 17* Zheng Fang, Bin Gu, Xueming Luo, Yunjie Xu, 2015, "Contemporaneous and Delayed Sales Impact of Location-Based Mobile Promotions," *Information Systems Research* 26(3), 552-564
- 18* Indika Dissanayake, Jie Zhang, Bin Gu, 2015, Divide the Task and Multiply the Success: The Effect of Resource Distribution and Alignment on Team Performance in Online Crowdsourcing Contests, *Journal of Management Information Systems* 32(2) 8-39
- 19* Zhiqiang Zhang, Paul Pavlou, Bin Gu, 2014, "Latent Growth Modeling for Information Systems: Theoretical Extensions and Practical Applications," *Information Systems Research* 25(3), 547- 568.
- 20* Bin Gu, Prabhudev Konana, Michelle Chen, 2014, "The Allure of Homophily: Evidence from Investor Responses on Virtual Communities," *Information Systems Research* 25(3), 604-617.
- 21* Bin Gu, Qiang Ye, 2014, "First Step in Social Media - Measuring the Influence of Online Management Responses on Customer Satisfaction," *Production and Operations Management* 23(4) 570-582
- 22 Jaehong Park, Bin Gu, Alvin Leung, Prabhudev Konana, 2014, "An Investigation of Information Sharing and Seeking Behaviors in Online Investment Communities," *Computers in Human Behavior*, 31, 1-12.
- 23* Jaehong Park, Prabhudev Konana, Bin Gu, Raj Raghunathan, Alok Kumar, 2013, "Information Valuation and Confirmation Bias in Virtual Communities: Evidence from Stock Message Boards," *Information Systems Research* 24(4) 1050-1067
- 24 Bin Gu, Qian Tang, Andrew B. Whinston, 2013, "The Influence of Online Word-of-Mouth on Long Tail Formation," *Decision Support Systems* 56 474-481
- 25* Xinxin Li, Bin Gu, Hongju Liu, 2013, "Price Dispersion and Loss Leader Pricing: Evidence from the Online Book Industry," *Management Science* 59(6) 1290-1308
- 26* Qian Tang, Bin Gu, Andrew B. Whinston, 2012, "Content Contribution for Revenue Sharing and Reputation in Social Media: A Dynamic Structural Model," *Journal of Management Information Systems* 29(2) 41-76
- 27* Bin Gu, Jaehong Park, Prabhudev Konana, 2012, "The Impact of External Word-Of-Mouth Sources on Retailer Sales for High Involvement Products," *Information Systems Research*, 23(1) 182-196.
- 28 Bin Gu, Prabhudev Konana, Michelle Chen, 2012, "Identifying Consumer Consideration Set at Purchase Time from Aggregate Purchase Data in Online Retailing," *Decision Support Systems*, 53(3) 625-633.
- 29 Jaehong Park, Bin Gu, HoonYoung Lee, 2012, "The Relationship Between Retailer-Hosted and Third-party Hosted WOM Sources and Their Influence on Retailer Sales," *Electronic Commerce Research and Application*, 11(3) 253-261
- 30* Ling Xue, Gautam Ray, Bin Gu, 2011, "Environmental Uncertainty and IT Infrastructure Governance: A Curvilinear Relationship," *Information Systems Research*, 22(2) 389-399.
- 31 Qiang Ye, Rob Law, Bin Gu, Wei Chen, 2011, "The Influence of User Generated Content on Traveler Behavior: An Empirical Investigation on the Effects of e-Word-of-Mouth to Hotel Online Bookings," *Computers in Human Behavior*, 27(2) 634-639

- 32 Qiang Ye, Guoxin Li, Bin Gu, 2011, “A Cross-Cultural Validation of the Web Usage-related Lifestyle Scale: An Empirical Investigation in China,” *Electronic Commerce Research and Application*, 10(3), 304-312.
- 33* Wenjing Duan, Bin Gu, Andrew B. Whinston, 2009, “Informational Cascades and Software Adoption on the Internet: An Empirical Investigation,” *MIS Quarterly*, 33(1) 23-48.
- 34 Qiang Ye, Rob Law, Bin Gu, 2009, “The Impact of Online User Reviews on Hotel Room Sales,” *International Journal of Hospitality Management*, 28(1) 180-182 (**Most Cited International Journal of Hospitality Management Articles**).
- 35 Wenjing Duan, Bin Gu, Andrew B. Whinston, 2008, “Do Online Reviews Matter? - An Empirical Investigation of Panel Data,” *Decision Support Systems*, 45(4) 1007-1016 (**Most Cited Decision Support Systems Articles**).
- 36 Wenjing Duan, Bin Gu, Andrew B. Whinston, 2008, “The Dynamics of Online Word-of-Mouth and Product Sales - An Empirical Investigation of the Movie Industry,” *Journal of Retailing*, 84(2) 233-242 (**Journal of Retailing Top Cited Article Award 2007-2011**)
- 37* Bin Gu, Prabhudev Konana, Balaji Rajagopalan, (Michelle Chen), 2007, “Competition among Virtual Communities and User Valuation: the Case of Investor Communities,” *Information Systems Research*, 18(1) 68-85 (**2008 ISR Best Published Paper Award**)
- 38* Eric K. Clemons, Bin Gu, 2003, “Justifying Contingent Information Technology Investments: Balancing the Need for Speed of Action with Certainty before Action,” *Journal of Management Information Systems*, 20(2) 11-48.
- 39 Eric K. Clemons, Lorin M. Hitt, Bin Gu, Matt E. Thatcher, and Bruce W. Weber, 2002, “Impacts of the Internet on Financial Services: A Quantitative Analysis of Transparency, Differential Pricing and Disintermediation,” *Journal of Financial Service Research*, 22(1-2) 73-90
- 40* Eric K. Clemons, Bin Gu, Karl R. Lang, 2002, “Newly Vulnerable Markets in an Age of Pure Information Products: an Analysis of Online Music and Online News,” *Journal of Management Information Systems*, Winter 2002–3, 19(3) 17–41

Other Publications

Manuel Wiesche, Damien Joseph, Jason Thatcher, Bin Gu, Helmut Krcmar, 2020, *MIS Quarterly Research Curation on IT Workforce*, MIS Quarterly Research Curation Series

Eric Clemons, Rick Spitler, Bin Gu, Panos Markopoulos, 2005, “Information, Hyperdifferentiation, and Delight: The Value of Being Different,” in *The Broadband Explosion: Thinking about a Truly Interactive World*. Harvard Business School Press, 2005

Refereed Conference Presentations/Proceedings

1. Zhenhua Wu, Lin Hu, Kun Li, Bin Gu, 2024, “The Market of Programming Skills: Skill Tightness and Pay Equity” *Hawaii International Conference on System Sciences 57*
2. Onur Altintas, Avi Seidmann, Bin Gu and Nina Mažar, 2024, “The Effect of Interpretable Artificial Intelligence on Repeated Managerial Decision-Making under Uncertainty,” *Hawaii International Conference on System Sciences 57, Conference on Information Systems and Technology 2023*
3. Yutong Han, Bowen Yin, Fei Ren, Bin Gu, 2023, “‘I could eat a horse’: The Impact of Hyperbole on Product Sales in Short Video Platforms,” *International Conference on Information Systems 2023 (Best Paper Nomination)*, *Conference on Information Systems and Technology 2023*
4. Chen Liang, Tong Shen, Chunxiao Li, Shuliu Yuan and Bin Gu, 2023, “Stimulating Consumption

on a Limited Budget with AI vs. Human: Evidence from A Large-Scale Randomized Field Experiment,” *Conference on Information Systems and Technology 2023, INFORMS Annual Meeting 2023* (**INFORMS eBusiness Section Best Paper Award Runner-up**)

5. Lin Hu, Kun Li, Zhenhua Wu, Bin Gu, 2023, “Investor Attention and Crowdfunding Performance,” *Hawaii International Conference on System Sciences 56* (**Best Paper Nomination**), *Conference on Information Systems and Technology 2022, International Conference on Information Systems 2021*

6. Bin Gu, Mei Xue, Yongjie Zhang, Zuochao Zhang, 2022, “The Effects of News Creation and Re-distribution on Information Efficiency of the Stock Market,” *Workshop of Information Systems Economics 2022*

7. Onur Altintas, Abraham Seidmann and Bin Gu, 2022, “The Effect of Interpretable Artificial Intelligence on Managerial Decision Making under Uncertainty,” *Workshop of Information Systems Economics 2022, Conference on Information Systems and Technology 2022*

8. Chaoyue Gao, Bin Gu, Xianwei Liu, Qiang Ye, 2022, “The Risk of Cryptocurrency Payment Adoption,” *International Conference on Information Systems 2022*

9. Lianlian Jiang, Shun Ye, Liang Zhao and Bin Gu, 2022, “Search Cost Reduction on Online Platforms: An Empirical Investigation,” *Conference on Information Systems and Technology 2022*

10. Mei Xue, Xing Cao, Xu Feng, Bin Gu, Yongjie Zhang, 2022, “The Effect of Artificial Intelligence on Firm Labor Structure,” *Hawaii International Conference on System Sciences 55, Conference on Information Systems and Technology 2021*

11. Jingbo Hou, Chen Liang, Pei-yu Chen, Bin Gu, 2022, “Gender Heterogeneity in the Effect of Telework on Labor Market Outcomes during the COVID-19 Pandemic,” *Hawaii International Conference on System Sciences 55, Workshop on Information Systems Economics 2021, Conference on Information Systems and Technology 2021, International Conference on Information Systems 2021* (**Best Overall Conference Paper Nomination and Best Paper in Track Award**)

12. Reza Mousavi, Bin Gu, 2021, “The Effect of Resilience Messaging on Community Conformity to Government Healthcare Guidelines: An Empirical Analysis of Governors’ Twitter Use During COVID-19 Pandemic,” *International Conference on Information Systems 2021, Conference on Information Systems and Technology 2021*

13. Lin Hu, Zhenhua Wu, Bin Gu, 2021, “Product-driven Entrepreneurs and Online Crowdfunding,” *Hawaii International Conference on Systems Sciences 53, Conference on Information Systems and Technology 2021*

14. Mei Xue, Xing Cao, Xu Feng, Bin Gu, Yongjie Zhang, 2020, “Artificial Intelligence, Labor Structure and Firm Performance,” *Workshop of Information Systems Economics 2020*

15. Jingbo Hou, Pei-Yu Chen, Bin Gu, 2020, “Does Solution Sharing and Remixing Lead to Better Outcomes? An Empirical Investigation in Online Crowdsourcing Contests,” *Conference on Information System Sciences 2020, Statistical Challenge in Electronic Commerce Research 2020, Hawaii International Conference on System Sciences 54*

16. Eunae Yoo, Elliot Rabinovich, Bin Gu, 2020, “The Growth of Follower Networks on Social Media Platforms for Humanitarian Operations,” *Statistical Challenge in Electronic Commerce Research 2020*

17. Yingjie Zhang, Zhiqiang Zheng, Bin Gu, 2020, “Chasing the Hot Spots: An Empirical Analysis of IT Knowledge Investment in Individual Career Development,” *Statistical Challenge in Electronic Commerce Research 2020*

18. Eunae Yoo, Elliot Rabinovich, Bin Gu, 2019, “Scalability of Follower Bases on Social Media

Platforms for Humanitarian Operations,” *Academy of Management Meeting* 2019 **(Best Paper Nomination)**

19. Hongchang Wang, Chunxiao Li, Bin Gu, Wei Min, 2019, “Does AI-based Credit Scoring Improve Financial Inclusion? Assessing Borrowers’ Credit Worthiness by Their Mobile Usage Activities,” *International Conference on Information Systems* 2019

20. Lin Hu, Zhenhua Wu, Bin Gu, 2019, “Profit-driven Entrepreneurs and Crowdfunding,” *International Conference on Information Systems* 2019

21. Lin Hu, Zhenhua Wu, Bin Gu, 2019, “Conscientious Entrepreneurs and Crowdfunding Campaign,” *Pacific Asia Conference on Information Systems* 2019

22. Chen Liang, Yili Hong, Bin Gu, Jing Peng, 2019, “Avoidance of Monitoring and Gender Wage Gap,” *The 15th annual Symposium on Statistical Challenges in Electronic Commerce Research*

23. Eunae Yoo, Bin Gu, Elliot Rabinovich, 2019, “Competition and Coopetition among Social Media Content,” *Hawaii International Conference on Systems Sciences* 52.

24. Chen Liang, Yili Hong, Bin Gu, Jing Peng, 2018, “Gender Differences in Job Preferences” *International Conference on Information System Sciences 2018, Workshop of Information Systems Economics 2018 (Best Paper Award)*.

25. Chen Liang, Yili Hong, Bin Gu, 2018, “Home Bias in Online Employment,” *Hawaii International Conference on System Sciences* 51, *International Conference on Information System Sciences 2017, Workshop of Information Systems Economics 2017*.

26. Xiaofei Zhang, Wei Chen, Bin Gu, Xitong Guo, 2017, “The Impact of Introductory Incentives on New Users: Evidence from an Online Health Community,” *International Conference on Information System Sciences 2017 (Best Paper in Track Award)*

27. Jingchuan Pu, Young Kwark, Sangpil Han, Bin Gu, Qiang Ye, 2017, “The Double-Edged Sword of Expert Reviewer Programs: The Effects of Offering Expert Reviewer Status on Review Generation,” *International Conference on Information System Sciences 2017*

28. Zhenhua Wu, Chen Liang and Bin Gu, 2017, “How Much Monitoring is Optimal in the Online LaborMarket – A Signaling Perspective,” *Workshop of Information Systems Economics 2017*.

29. Kevin Hong, Bin Gu, Gordon Burtch, Nina Huang, Chen Liang, Kanliang Wang, Dongpu Fu, Bo Yang, 2017, “Stimulating User-Generated Content via Performance Feedback: A Randomized MobileField Experiment,” *INFORMS Conference on Information Systems and Technology 2016, Conference on DigitalExperimentation (CODE@MIT) 2016, International Conference on Information System Sciences 2016, Hawaii International Conference on System Sciences 50 (Best Paper Nomination)*.

30. Chen Liang, Kevin Hong, Bin Gu, 2017, “Effects of IT-enabled Monitoring Systems in Online LaborMarkets,” *INFORMS Conference on Information Systems and Technology 2016, International Conference on Information System Sciences 2016, Workshop on Information Systems Economics 2016, Hawaii International Conference on System Sciences 50 (Best Paper Award)*

31. Ruyi Ge, Juan Feng, Bin Gu, 2017, “Borrower’s Self-Disclosure of Social Media Information in P2P Lending,” *Hawaii International Conference on System Sciences* 50.

32. Seyedreza Mousavi, Bin Gu, 2015, “The Impact of Twitter Adoption on Decision Making in Politics,” *Workshop on Information Systems Economics 2014, INFORMS Conference on Information Systems and Technology 2014, Hawaii International Conference on System Sciences 48 (Best Paper Nomination)*.

33. Seyedreza Mousavi, Bin Gu, 2015, “Representation, Homophily, and Polarization in The U.S.

House of Representatives in the Twitter Era,” *Workshop on Information Technologies and Systems 2015*.

34. Indika Dissanayake, Jie Zhang, Bin Gu, 2015, “Virtual Team Performance in Crowdsourcing Contests: A Social Network Perspective,” *Hawaii International Conference on System Sciences 48; International Conference on Information Systems 2014*.

35. Xueming Luo, Bin Gu, Cheng Zhang, 2014, “IT Investments and Firm Stock Market Value: The Mediating Role of Stock Analysts,” *Hawaii International Conference on System Sciences 47*.

36. Mohan Wang, Bin Gu, Qiang Ye, 2014, “Elimination by Aspects in Electronic Commerce – Evidence from Online Marketplace and Implications for Empirical Model Specification,” *Hawaii International Conference on System Sciences 47*.

37. Seyedreza Mousavi, Bin Gu, 2014, “The Role of Online Social Networks in Political Polarization,” *American Conference on Information Systems 2014 (Best Paper-in-Progress Award)*.

38. Indika Dissanayake, Jie Zhang, Bin Gu, 2014, “Virtual Team Performances in Crowdsourcing Contests,” *American Conference of Information Systems 2014*.

39. Xueming Luo, Bin Gu, Zheng Fang, Yunjie Xu, 2013, “Quantifying the Dynamic Sales Impact of Location-Based Mobile Advertising Technologies,” *INFORMS Conference on Information Systems and Technology 2013, International Conference on Information Systems 2013*.

40. Yong Lu, Bin Gu, Qiang Ye; Zhexiang Sheng, 2012, “Social Influence and Defaults in Peer-to-Peer Lending Networks,” *INFORMS Conference on Information Systems and Economics 2012, International Conference on Information Systems 2012*.

41. Yongsuk Kim, Sirkka Jarvenpaa, Bin Gu, 2012, “Inter-Community Discussion Sharing: the Balance between Competition and Collaboration,” *International Conference on Information Systems 2012*.

42. Bin Gu, Prabhudev Konana, Michelle Chen, 2011, “Consumer Product Consideration and Choice at Purchase Time at Online Retailers,” *International Conference on Information Systems 2011*.

43. Qian Tang, Bin Gu, Andrew Whinston, 2011, “Content Contribution under Revenue Sharing and Reputation Concern in Social Media: The Case of YouTube,” *International Conference on Information Systems 2011, Workshop on Information Systems Economics 2011*.

44. Bin Gu, Sirkka Jarvenpaa, 2011, “How Formal Structure of Electronic Knowledge Sharing Networks Influences Participation Behavior in A Global Enterprise,” *International Conference on Information Systems 2011*.

45. Rao Fu and Bin Gu, 2011, “Incremental Bidding in Simultaneous Auctions - Evidence from eBay Auctions,” *Workshop on Information Systems Economics 2011*.

46. Jaehong Park, Prabhudev Konana, Bin Gu, Raj Raghunathan, Alok Kumar, 2010, “Confirmation Bias, Overconfidence, and Investment Performance: Evidence from Stock Message Boards,” *Workshop on Information Systems Economics 2010*.

47. Jaehong Park, Bin Gu, Prabhudev Konana, Alvin Miu, 2010, “An Investigation of Active and Passive Participation in Virtual Communities,” *International Conference on Information Systems 2011*.

48. Bin Gu and Qiang Ye, 2010, “Negative Externality in Online Service Recovery Effort,” *INFORMS Conference on Information Systems and Economics 2010*.

49. Li Gan, Bin Gu, Sirkka Jarvenpaa and Geng Yang, 2009, “Habit Formation in Online Communities,” *International Conference of Information Systems 2009*.

50. Jaehong Park, Bin Gu, Prabhudev Konana, 2009, “Impact of Multiple Word-of-mouth Sources

on Retail Sales,” *International Conference of Information Systems 2009*.

51. Qiang Tang, Bin Gu, Andrew Whinston, 2009, “The Influence of Online Word-of-Mouth on Long-tail Formation: An Empirical Analysis,” *INFORMS Conference on Information Systems and Economics 2009*.

52. Ling Xue, Gautam Ray, Bin Gu, 2009, “Environmental Uncertainty and IT Infrastructure Governance: A Curvilinear Relationship,” *INFORMS Annual Meeting 2009* (invited by INFORMS Information Systems Society)

53. Michelle Chen, Bin Gu, Prabhudev Konana, 2008, “Melting Pot or Homophily? - An Empirical Investigation of User Interactions in Virtual Investment-Related Communities,” *Workshop on Information Systems Economics 2008*

54. Michelle Chen, Bin Gu, Prabhudev Konana, 2008, “Do Birds of a Feather Flock Together? - Community Fragmentation and Individual Choice in Virtual Investment Communities,” *INFORMS Conference on Information Systems and Technology 2008*

55. Xin Zhao, Bin Gu, Andrew Whinston, 2008, “The Influence of Online Word-of-Mouth on Long-tail Formation: An Empirical Analysis,” *INFORMS Conference on Information Systems and Technology 2008*

56. Bin Gu, Yung Huang, Wenjing Duan, Andrew Whinston, 2008, “Indirect Reciprocity in Contributions to a Peer-to-peer Sharing Network- An Empirical Analysis,” *INFORMS Annual Meeting 2008* (invited by INFORMS Information Systems Society), *International Conference of Information Systems 2008*.

57. Michelle Chen, Bin Gu, Prabhudev Konana, 2008, “Measuring Product Competition in Online Retailers from Revealed Preferences of Online Recommendation,” *INFORMS Annual Meeting 2008* (invited by the INFORMS eBusiness Section)

58. JaeHong Park, Bin Gu, Prabhudev Konana, 2008, “The Word-of-Mouth Effect of Third-Party Customer Reviews” *Workshop on Information Systems Economics 2008*.

59. Anindya Ghose, Bin Gu, 2008, “Market Frictions, Demand Structure and Price Competition in Online Markets,” *International Conference of Information Systems 2008*.

60. Bin Gu, Gautam Ray and Ling Xue, 2008, “IT Governance and IT Investment Performance: An Empirical Analysis,” *International Conference of Information Systems 2008*.

61. Qiang Ye, Bin Gu, Rob Law, 2008, “Measuring the Value of Managerial Responses to Online Reviews: A Natural Experiment of Two Online Travel Agencies,” *International Conference of Information Systems 2008*

62. Anindya Ghose, Bin Gu, 2007, “Estimating Menu Costs in Electronic Markets,” *International Conference of Information Systems 2007* (**Best Paper in Track Award**)

63. Bin Gu, Yun Huang, Wenjing Duan, Andrew Whinston, 2007, “Online Peer-to-Peer Communities: An Empirical Investigation of a Music Sharing Community as a Dynamic Two-Sided Network,” *INFORMS Conference on Information Systems and Technology 2007*

64. Gautam Ray, Ling Xue, Bin Gu, Prabhudev Konana, 2006, “Asset Characteristics and the Impact of IT on Scope and Performance,” *International Conference of Information Systems 2006*, *INFORMS Conference on Information Systems and Technology 2006*

65. Wenjing Duan, Bin Gu, Andrew Whinston, “Delivering Liquidity: An Analysis of the Impact of Dealers in Electronic Markets,” *International Conference of Information Systems 2006*, *Workshop on Information Systems Economics 2006*

66. Anindya Ghose, Bin Gu, 2006, "Estimating Menu Costs in Electronic Markets," *INFORMS Conference on Information Systems and Technology 2006; International Symposium of Information Systems 2006*.
67. Bin Gu, Prabhudev Konana, Alex Liu, Balaji Rajagopalan, Joydeep Ghosh, 2006, "Identifying Information in Stock Message Boards and Its Implications for Stock Market Efficiency," *Workshop on Information Systems Economics 2006*
68. Gordon Gao, Bin Gu, Mingfeng Lin, 2006, "The Dynamics of Online Consumer Reviews," *Workshop on Information Systems Economics 2006*
69. Anindya Ghose, Bin Gu, 2006, "Search Costs, Demand Structure and Long Tail in Electronic Markets: Theory and Evidence," *Workshop on Information Systems Economics 2006*
70. Wenjing Duan, Bin Gu, Andrew Whinston, 2005, "An Empirical Investigation of Herding on the Internet: The Case of Software Downloading," *International Conference of Information Systems 2005*
71. Bin Gu, Vijay Mahajan, 2005, "The Benefit of Piracy – A Competitive Perspective," *INFORMS Annual Meeting 2005* (invited by INFORMS Information Systems Society); *Workshop on Information Systems Economics 2004*
72. Bin Gu, 2004, "When Does Product Information Reduce Market Competition," *25th INFORMS Marketing Science Conference 2004*.
73. Bin Gu, Sirkka Jarvenpaa, 2003, "Online Discussion Boards for Technical Support: The Effect of Token Recognition on Customer Contributions," *International Conference of Information Systems 2003*
74. Eric K. Clemons, Rick Spitler, Bin Gu, 2003, "Hyper-Differentiation Strategies: Delivering Value, Retaining Profits," *Hawaii International Conference on System Sciences 36*
75. Wenjing Duan, Bin Gu, Andrew Whinston, 2003, "An Empirical Investigation of Herding on the Internet: The Case of Software Downloading," *Workshop on Information Systems Economics 2005*.
76. Bin Gu, Eric K. Clemons, 2003, "Does Product Information Increases Product Differentiation," *25th INFORMS Marketing Science Conference 2003; Workshop on Information Systems and Economics 2002*
77. Bin Gu, Sirkka Jarvenpaa, 2003, "Are Contributions to P2P Technical Forums Private or Public Goods? – An Empirical Investigation," *Berkeley Workshop on Economic of Peer-to-Peer Systems 2003; Workshop on Information Systems Economics 2003*.
78. Bin Gu, Lorin M. Hitt, Eric K. Clemons, 2001, "Information Access, Search Cost and Market Demand," *Workshop on Information Systems and Economics 2001*
79. Bin Gu, Lorin M. Hitt, 2001, "Transaction Costs and Market Efficiency," *International Conference of Information Systems 2001*
80. Eric K. Clemons, Bin Gu, 2000, "The Changing Balance among Participants in the Distribution Channel," *Workshop on Information Systems and Economics 2000*

Research Grants/Projects

- | | |
|------|---|
| 2018 | NSF Doctoral Dissertation Research Improvement Awards (with Kevin Hong and Chen Liang), PI, \$15,914 |
| 2018 | Center for the Study of Economic Liberty, Arizona State University (with Kevin Hong and Chen Liang), \$10,000 |
| 2018 | NET Institute Summer Research Grant (with Kevin Hong and Chen Liang) |

2017	Robert Wood Johnson Foundation (with Kevin Hong and Chen Liang), co-PI, \$120,000
2017	NET Institute Summer Research Grant (with Kevin Hong and Chen Liang)
2016	Dean's Excellence in Research Summer Grant, \$25,000
2016	NET Institute Summer Research Grant (with Kevin Hong and Chen Liang)
2015	Dean's Excellence in Research Summer Grant, \$25,000.
2013-2015	National Science Foundation of China (NSFC). 2013-2015. NSFC International Cooperation and Exchange Joint Research Project (with Qiang Ye at Harbin Institute of Technology, Harbin, China) RMB 200,000.
2009-2010	McCombs Research Excellent Grant, \$30,000
2008-2009	National Science Foundation of China (NSFC). NSFC International Cooperation and Exchange Joint Research Project (with Qiang Ye at Harbin Institute of Technology, Harbin, China) RMB 20,000.
2007-2008	McCombs Research Excellent Grant, \$15,000
2007	NET Institute Summer Research Grant (with Andy Whinston and Wenjing Duan)
2006-2007	CIBER Research and Travel Grant, University of Texas at Austin, \$15,000
2006	NET Institute Summer Research Grant (with Andy WHinston and Wenjing Duan)
2004-2005	UT Faculty Research Grant, University of Texas at Austin, \$15,000

PhD Student Committees

Ph.D. Committees Chaired

1. Alice Jang, completed in 2022, currently assistant professor at Virginia Tech University
2. Chen Liang (co-chair with Kevin Hong), completed in 2019, currently assistant professor at University of Connecticut
3. Chunxiao Li, completed in 2019, currently associate professor at University of Science and Technology of China
4. Eunae Yoo (co-chair with Elliot Rabinovich), completed in 2018, currently assistant professor at Indiana University
5. Seyedreza Mousavi, completed in 2016, currently assistant professor at University of Virginia
6. Qian Tang (co-chair with Andrew Whinston), completed in 2012, currently associate professor Singapore Management University
7. Jaehong Park (co-chair with Prabhudev Konana), completed in 2010, currently full professor at Kyung Hee University
8. Michelle Chen (co-chair with Prabhudev Konana), completed in 2008, currently associate professor at San Jose State University
9. Wenjing Duan (co-chair with Andrew Whinston), completed in 2006, currently full professor at George Washington University

Ph.D. Committee Member

Boston University

Onur Altintas, ongoing

Richard Yang, completed posthumously in 2022

Zhou Zhou, completed in 2021, currently assistant professor at Chinese University of Hong Kong (Shen Zhen)

Arizona State University

Ying Liu, completed in 2018, currently assistant professor at University of Massachusetts at Amherst

Irfan Kanat, completed in 2016, currently assistant professor at Copenhagen Business School

Gunwoong Lee, completed in 2014, currently assistant professor at Sungkyunkwan University

University of Texas at Austin

Xia Hua, completed in 2012, currently chair professor at University of Rochester

Rao Fu (economics), completed in 2011

Xuqing Ke (economics), completed in 2011

Hong Xu, completed in 2010, currently associate professor at Hong Kong University of Science and Technology

Mei Lin, completed in 2009, currently assistant professor at Singapore Management University

Geng Yang, completed in 2008, currently VP at Bank of America

Jing Ai (risk management and insurance), completed in 2008, currently professor at University of Hawaii at Manoa

Dazhong Wu, completed in 2006

Services

BU Full-time and Part-time MBA Curriculum Redesign Strikeforce, 2023-2024

BU Master of Science in Digital Technology (MSDT) Program Review Committee, 2021-2022

BU Operations and Technology Management Faculty Recruiting Committee, 2020-2021, 2021-2022

BU Questrom Careers 2025 Committee, 2020-2021

SAIF Curriculum Committee, 2018-2019

SAIF EED Program Committee, 2018-2019

ASU-SAIF DBA Program Faculty Supervisory Committee, 2013-2018

ASU Intellectual Property and Institutional Review Committee, 2013-2018

ASU W P Carey Dean's Personnel Advisory Committee, 2017-2018

ASU Department of Information Systems Recruiting Committee, 2012-2013 (Chair), 2014-2015 (Chair), 2015-2018

ASU Department of Information Systems Chair Advisory Committee, 2012-2018

ASU Department of Information Systems Personnel Committee, 2012-2014, 2014-2015 (Chair),

Bin Gu, Questrom School of Business

2015-2017

ASU W P Carey School of Business Masters Programs Committee, 2015-2016

ASU Department of Information Systems Research Committee, 2012-2013, 2013-2014 (Chair)

ASU Department of Information Systems Masters Committee, 2015-2016 (co-Chair)

Teaching Experience

Executive Education

Platform Economy

Fintech and Big Data Analytics

Business Models of Fintech

Information Technology Management

MBA and Specialized Masters' Programs

Emerging Technologies

Business Analytics Strategy

Managerial Economics

Information-Enabled Business Modeling

Undergraduate Programs

Managing Data Resources

Introduction to Information Technology Management

Statistics