Curriculum Vitae

Shaolin Pu

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EDUCATION

- Ph.D. in *Analytics, Information and Operations*, University of Kansas, Expected May 2026

  Committee: Ben Sherwood (Co-Chair), Karthik Srinivasan (Co-Chair), Arvind Tripathi, Suman Mallik, and Yexin Jessica Li

  Dissertation: "Essays on Project Creator Strategies in Reward-Based Crowdfunding"

- M.S. in *Business Analytics and Information Systems*, University of South Florida, 2021
- M.S. in *Management*, University of South Florida, 2019

TEACHING

Teaching Interests

Business Analytics; Statistics; Data Analysis and Forecasting; Digital Innovation and Entrepreneurship; Digital Platforms Strategy and Operations; Machine Learning; Deep Learning; Text Analytics; Database Management; Data Visualization; Programming (Python, R,C++,); Cloud Computing and Data Center Efficiency; AI (focusing on technical and strategic aspects, applications and risks in business, Generative AI with LLM for business, and the strategic impact of AI in digital marketplaces)

Teaching Experience

Instructor - University of Kansas, School of Business

- BSAN/SCM 415 - Data Analysis and Forecasting, (Evaluation Scores: 4.63/5, Fall 2025)
- BSAN/SCM 415 - Data Analysis and Forecasting, (Evaluation Scores: 4.15/5, Fall 2024)

Graduate Teaching Assistant - University of Kansas, School of Business

- BSAN 440 - Foundations in Business Analytics, (Spring 2025, Fall 2022)
- BSAN/SCM 415 - Data Analysis and Forecasting, (Spring 2024, Fall 2023, Spring 2022)
- SCM 403 - Logistics, Transportation, and Warehouse Management, (Spring 2023)
- BSAN 326 - Database Management Systems, (Fall 2021)

Notes: The BSAN and SCM courses listed above are undergraduate offerings within the Business Analytics and Supply Chain Management programs, respectively.

RESEARCH

Research Interests

Innovation and Entrepreneurship; Digital Economy; Crowdfunding and Sharing Economy; Digital Platforms Strategy and Operations; Applications, Risks, and Strategic Impacts of AI in Business

Research Training

Econometrics, Experimental Design, Machine Learning and Deep Learning, Analytical Modeling

Research in Progress and Working Papers

1. State Facts or Get Emotional? Evaluating the Role of Informational and Emotional Messaging Strategies in Reward-Based Crowdfunding. Working paper; Targe Journal: Information Systems Research. (With Ben Sherwood, Karthik Srinivasan, and Arvind Tripathi).

2. The Blockbuster Paradox: How High-Profile Projects Shape Creator Influx on Reward-Based Crowdfunding Platforms. Working paper; Targe Journal: Journal of the Association for Information Systems. (With Ben Sherwood, Karthik Srinivasan, and Arvind Tripathi).

3. Strategic Timing in Crowdfunding: Effect of Competition on Project Launch Decisions. Working paper; Targe Journal: Information Systems Research. (With Ben Sherwood, Karthik Srinivasan, and Arvind Tripathi).

4. Where Should Creators Launch? A Newsvendor Approach to Crowdfunding and E-Commerce Platform Selection. (With Suman Mallik).

5. Authenticity at Risk: Strategic Use of GenAI in Reward-Based Crowdfunding. (With Arvind Tripathi).

Refereed Conference Publications

1. Pu, S., Srinivasan, K., Sherwood, B., & Tripathi, A. "How High-Profile Projects Shape Creator Influx on Reward-Based Crowdfunding Platforms." *Proceedings of 2025 Pre-ICIS SIGDSA Symposium*, Nashville, Tennessee (December 2025).

2. Pu, S., Srinivasan, K., Sherwood, B., & Tripathi, A. "Should Creators Delay Their Project Launches? Analyzing the Blockbuster Effect on Reward-Based Crowdfunding." *2024 AMA Summer Academic Conference*, Boston, Massachusetts (August 2024).

3. Pu, S., Srinivasan, K., Sherwood, B., & Tripathi, A. "Does Narrative Impact Funding? Analyzing the Relationship Between Project Description and Pledged Amounts for Reward-Based Crowdfunding Projects." *Proceedings of 44th International Conference on Information Systems (ICIS)*, Hyderabad, India (December 2023).

4. Pu, S., & Srinivasan, K. "Are Project Narrative Attributes Indicative of Pre-Order Campaign Success on Crowdfunding Platforms? A Text-Mining Approach." *17th Midwest Association for Information Systems Conference*, Omaha, Nebraska (May 2022).

Workshop and Research Presentations

1. Pu, S., Srinivasan, K., Sherwood, B., & Tripathi, A. "Strategic Timing in Crowdfunding: Effect of Competition on Project Launch Decisions (revised)." *2026 POMS Annual Conference,* Reno, Nevada (Scheduled May 2026).
2. Pu, S., Mallik S., "Where Should Creators Launch? A Newsvendor Approach to Crowdfunding and E-Commerce Platform Selection." *2026 POMS Annual Conference*, Reno, Nevada (Scheduled May 2026).
3. The Eighth Doctoral Fellows Program and Doctoral Consortium, *59th Hawaii International Conference on System Sciences (HICSS)*, Maui, Hawaii (Scheduled January 2026).
4. Pu, S., Srinivasan, K., Sherwood, B., & Tripathi, A. "Strategic Timing in Crowdfunding: Effect of Competition on Project Launch Decisions." *2025 INFORMS Annual Meeting (Job Market Showcase Section)*, Atlanta, Georgia (October 2025).

Research Awards

*   Max E. Fessler Dissertation Award, University of Kansas, 2025

ACADEMIC SERVICE AND PROFESSIONAL ASSOCIATIONS

Reviewer

*   International Conference on Information Systems (ICIS), 2025
*   International Conference on Information Systems (ICIS), 2024
*   Management Science Reproducibility Project (ManSciReP), 2023

Membership

*   Association for Information Systems (AIS)

REFERENCES

Available upon request.