

## 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

Phone: (612)626-4480  
 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. *Computers & Education*, 142(December):1–19, 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. *Forthcoming in 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. *Production and Operations Management*, 28(10):2413–2430, 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, 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 A B 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. *Under 5th 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. *Revising for Resubmission 3 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. *Revising for Resubmission 2 at Information Systems Research*

4. He Huang, Zhipeng Li, De Liu, and Hongyan Xu. Auctioning IT Service Contracts with Renegotiable Scope. *Under 2nd Review at 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. *Revising for Resubmission at Journal of Association of Information Systems*
6. 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 2 at European Journal of Information Systems*
7. Yiting Guo, Yilin Li, De Liu, and Xin (Sean) Xu. Infer Service Quality Problems from Sequential Patterns of Customer Emotions. *Working Paper*
8. Xu Pei, Yiting Guo, and De Liu. Mobile Augmented Reality and Product Sales: Evidence from a Natural Experiment. *To be submitted to Information Systems Research*
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 and 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*
12. Juan Ling, Raina Brands, Dan Brass, De Liu, Steve Borgatti, and Ajay Mehra. Gender, Structural Holes and the Production of Useful Knowledge: The Role of Legitimacy. *To be submitted to Organization Science*

## BOOK CHAPTERS

1. De Liu, Jianqing Chen, and Andrew B. Whinston. Current Issues in Keyword Auctions. In Gediminas Adomavicius 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 knowledge management. In Clyde W. Holsapple, editor, *Handbook on Knowledge Management*, volume 2, pages 129–139. Springer, Berlin, 2003

## CONFERENCE PAPERS & PRESENTATIONS

1. 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 *Theory of Economics in Information Systems (TEIS) Workshop*, Newport Beach, California, 2020
2. He Huang, De Liu, Sammi Tang, and Hongyan Xu. Competing in the Era of Supply Chain Transparency: Information Disclosure and Supplier Switching. In *POMS Annual Conference*, Minneapolis, MN, 2020

3. Xinxue Qu, Xuying Zhao, Hong Guo, and De Liu. Economic Analysis of Advertising Mechanisms in Mobile Apps Design. In *POMS Annual Conference*, Minneapolis, MN, 2020
4. Tao Li, De Liu, and Xin (Sean) Xu. The Role of Optimal Challenge in Adaptive E-learning: Evidence from Field Experiments with Middle School Students. In *Conference on Design and Analysis of Experiment*, Knoxville, TN, 2019
5. Tao Li, De Liu, and Xin (Sean) Xu. Re-engaging underachievers: toward a participation internalization approach to gamified online learning design. In *Winter Conference on Business Analytics*, Snowbird, Utah, 2020
6. Yiting Guo, Yilin Li, De Liu, and Xin (Sean) Xu. Infer Service Quality Problems from Sequential Patterns of Customer Emotions. In *Winter Conference on Business Analytics*, Snowbird, Utah, 2020
7. Tao Li, De Liu, and Sean Xu. Does it Pay to Manage Challenge Levels in E-Learning? Insights from Designing and Analyzing a Large-Scale Field Experiment. In *Winter Conference on Business Analytics*, Snowbird, Utah, 2020
8. 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
9. 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
10. 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
11. 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
12. 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
13. 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
14. 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
15. Hong Guo, Xuying Zhao, Lin Hao, and De Liu. Economic Analysis of Reward Advertising. In *Smart Data Pricing Workshop*, Minneapolis, MN, 2018
16. 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
17. Pei Xu, De Liu, and Joonghee Lee. Mobile Augmented Reality, Product Sales, and Consumer Evaluations: Evidence from a Natural Experiment. In *ICIS 2018 Proceedings*, San Francisco, CA, 2018
18. 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

19. 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
20. 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
21. 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
22. Yumei He, Xunhua Guo, and De Liu. Is Beauty Helpful? Reviewer Attractiveness And Review Helpfulness. In *Americas Conference on Information Systems*, Boston, MA, 2017
23. 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
24. 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
25. 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**)
26. Pei Xu and De Liu. Product Popularity and Identity Signaling on Social Shopping Platforms. In *INFORMS Annual Meetings*, Philadelphia, PA, 2015
27. Zhihong Ke and De Liu. Peer Effects and the Production of Online Reviews: A Message Level Analysis. In *ICIS 2015 Proceeding*, Dallas, TX, 2015
28. 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, Austrilia, 2014
29. 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**)
30. 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
31. 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
32. Pei Xu and De Liu. Social Shopping: The Value of Social Endorsement. In *Statistical Challenges in Ecommerce Research (SCECR)*, Tel Aviv, Israel, 2014
33. 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
34. De Liu and Sun Yang. A Truthful Mechanism for Multi-slot Ad Scheduling with Budget Constraints. In *INFORMS Annual Meetings*, Minneapolis, MN, 2013
35. De Liu and Adib Bagh. A Simple Ascending Auction for Assignment Problems. In *INFORMS Annual Meetings*, Minneapolis, MN, 2013

36. 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
37. 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
38. De Liu and Adib Bagh. A Simple Ascending Auction for Assignment Problems. In *Fall 2012 Midwest Economics Theory Meeting*, St. Louis, MO, 2012
39. De Liu and Siva Viswanathan. Information Asymmetry and Hybrid Advertising. In *INFORMS Annual Meetings*, Phoenix, AZ, 2012
40. Huaxia Rui, De Liu, and Andrew B. Whinston. Optimal Allocation for Display Advertising. In *InformS Annual Meetings*, Phoenix, AZ, 2012
41. 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
42. De Liu and Siva Viswanathan. Information Asymmetry and Hybrid Advertising. In *Theory in Economics of Information Systems (TEIS) Workshop*, Laguna Beach, CA, 2012
43. 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
44. 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
45. Huaxia Rui, De Liu, and Andrew B. Whinston. Optimal Allocation for Display Advertising. In *Workshop on Information System Economics*, Shanghai, China, 2011
46. 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
47. Skaggs Bruce, Alfred Boccia, De Liu, and Peter Mills. Comparing Internal Markets and Hierarchy in the Coordination of Knowledge: A Simulation Analysis. *Working paper*
48. Jun Li, De Liu, and Shulin Liu. Optimal Keyword Auctions with Costly Positions. In *Midwest Economic Theory Meeting*, Notre Dame, IN, 2011
49. 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
50. De Liu and Siva Viswanathan. Information Asymmetry and Hybrid Advertising. In *UCLA Algorithmic Game Theory Workshop*, Los Angeles, CA, 2011
51. 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**)
52. 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

53. 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
54. De Liu, Jianqing Chen, and Andrew B. Whinston. Competing Keyword Auctions. In *Workshop on Advertising Auctions*, Chicago, IL, 2008
55. De Liu, Jianqing Chen, and Andrew B. Whinston. Competing Keyword Auctions. In *China Summer Workshop on Information Management*, Shanghai, China, 2007
56. 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
57. De Liu and Jianqing Chen. Competing Keyword Auctions. In *Workshop on Information Systems and Economics*, Montreal, Canada, 2007
58. 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**)
59. 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
60. De Liu, Jianqing Chen, and Andrew B Whinston. Weighted Unit-Price Auctions. In *Workshop on Sponsored Search Auctions*, Ann Arbor, MI, 2006
61. 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
62. 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
63. 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
64. 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
65. 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
66. 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
67. De Liu and Guoqing Chen. Association Rule Mining Based on a Simple Rule Set. In *IFIP World Computer Congress*, Beijing, China, 2000

## 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
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## 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 and Postdoctoral Students

2019 - 2021	Yumei He (Postdoctoral, Tsinghua Univ)
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      *Information Systems Research*, 2012 - present  
 Associate Editor      *Journal of Organizational Computing and Electronic Commerce*, 2010  
    - present  
 Guest Associate Editor      *MIS Quarterly* (2011,2019)  
 Special Issue Guest Editor      *Decision Support Systems* (2012)

## 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 Ap-  
    plications", **\$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	<b>AHRQ Step Up App Challenge Grand Prize</b> , \$40,000 (PRISM: PROMIS Reporting Insight System from Minnesota)
2017 - present	<b>3M Fellow in Business Analytics</b>
2015	<b>Best Paper Nomination</b> , Workshop on Information Technologies and Systems
2015-2016	<b>Teacher of the Year</b> , Master of Science in Business Analytics
2014-2015	<b>Teacher of the Year</b> , Master of Science in Business Analytics
2014	<b>Associate Editor of the Year Award</b> by Information Systems Society and Information Systems Research
2014	<b>Best paper award</b> , Southen 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	<b>Best reviewer award</b> , <i>Information Systems Research</i> .
2010	<b>Best paper nomination</b> , China Summer Workshop on Information Management
2007	<b>Best paper award</b> , 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