

## Jingchuan Pu

Information Systems and Operations Management  
Warrington College of Business  
University of Florida  
Gainesville, FL 32611

Tel: 352-392-5620  
E-mail: [jingchuan@ufl.edu](mailto:jingchuan@ufl.edu)  
Webpage: <https://jingchuanpu.github.io>

### EDUCATION

---

|  |                     |
|--|---------------------|
| Ph.D. University of Florida, Gainesville, FL<br>Major: Information Systems                                 | Aug 2019 (expected) |
| M.A. Harbin Institute of Technology, Harbin, China<br>Major: Management Information Systems                | June 2014           |
| B.A. Tianjin University of Science and Technology, Tianjin, China<br>Major: Management Information Systems | June 2012           |

### RESEARCH

---

#### RESEARCH INTERESTS

My research interests focus on facilitating strategic interactions among different participants in IT-enabled platforms and markets. In the first stream of work, I have studied the relationship of system design and user's contribution or market performance in the context of user-generated content website and prediction market. In the second stream, I have investigated the supply contracting and pricing of new e-commerce practices, and the potential cooperation and conflict that may arise from such practices.

#### JOURNAL PUBLICATIONS

1. "Hidden Profiles in Corporate Prediction Markets: The Impact of Public Information Precision and Social Interactions," (with Liangfei Qiu and Hsing Kenneth Cheng), *MIS Quarterly* (2017), 41(4), 1249-1273.

#### WORKING PAPERS

1. "Manipulation for Competition: Pricing Models in the Presence of Promotional Reviews," (with Tingting Nian, Liangfei Qiu, and Hsing Kenneth Cheng), under 2<sup>nd</sup> round review at *Information Systems Research*.
2. "The Puzzle of Online Arbitrage and Increased Returns: A Game-Theoretic Analysis," (with Avinash Geda and Liangfei Qiu), under 1<sup>st</sup> round review at *Management Science*.
3. "Does Identity Disclosure Help or Hurt User Content Generation? Social Presence, Inhibition and Displacement Effects," (with Yuan Chen, Liangfei Qiu, and Hsing Kenneth Cheng), Working paper available.
4. "What Happens When Reviewers Start to Get Free Products? The Effects of Online Retailer's Reviewer Incentive Program on Reviews Generation for Purchased Products," (with Young Kwark, Sang Pil Han, Bin Gu, and Qiang Ye), Working paper available (Target: *Information Systems Research*).

5. "Competing with Own-Brand Retailer? Sell on Retailer's Online Marketplace for Informed Consumers," (with Young Kwark, Kyung Sung Jung, and Hsing Kenneth Cheng), Working paper available (Target: *Production and Operations Management*).

## REFEREED CONFERENCE PUBLICATIONS

1. "The Double-Edged Sword of Expert Reviewer Programs: The Effects of Offering Expert Reviewer Status on Review Generation," (with Young Kwark, Sang Pil Han, Bin Gu, and Qiang Ye) International Conference on Information Systems (*ICIS*), Seoul, South Korea, December 2017.
2. "Online Retailer with Its Own Brand Product and a Competing Supplier in the Presence of Uncertain Consumers," (with Young Kwark, Kyung Sung Jung, and Hsing Kenneth Cheng) Conference on Information Systems and Technology (*CIST*), Nashville, TN, November 2016.

## TEACHING

---

### INTERESTS

My teaching interests include Management Information Systems, Business Analytics, Database Systems and Management, Programming Languages, Systems Analysis and Design, Social Media Analytics, Electronic Commerce, Data Mining for Business Intelligence, Supply Chain Management, Applied Econometrics and Statistics, and Experimental Methods.

### EXPERIENCE

- **Instructor**, Warrington College of Business, University of Florida, Fall 2017  
Business Systems 1-Java (ISM 3254)  
Class Size: 45; Teaching Evaluation: **4.67/5.00**  
  
Business Systems 2- C# (ISM 3255)  
Class Size: 44; Teaching Evaluation: **4.75/5.00**
- **Teaching Assistant**, Warrington College of Business, University of Florida, Fall 2014- Spring 2015  
Business Objects I- Java (ISM 6236)  
E-Commerce and Logistics (ISM 6485)
- **Teaching Assistant**, Harbin Institute of Technology, Fall 2013  
Introduction to Management Information Systems

## HONORS AND AWARDS

---

- |  |      |
|--|------|
| • ISOM Department Ph.D. Outstanding Teaching Award                                       | 2017 |
| • Warrington College of Business Ph.D. Outstanding Teaching Award                        | 2017 |
| • Graduated with Honors, Harbin Institute of Technology (Top 1%)                         | 2014 |
| • Alpha Special Scholarship, Harbin Institute of Technology (Top 1%)                     | 2013 |
| • Graduated with Honors, Tianjin University of Science and Technology (Top 1%)           | 2012 |
| • Highest Rank for National Computer Rank Examination on Database, Ministry of Education | 2011 |
| • First Prize of Tianjin Computer Application Ability Competition, Ministry of Education | 2010 |

## PRESENTATIONS

---

- |   |               |
|---|---------------|
| • International Conference on Information Systems, Seoul, South Korea | December 2017 |
|---|---------------|

- |  |               |
|--|---------------|
| • INFORMS Annual Meeting, Houston, Texas                                 | October 2017  |
| • Conference on Information Systems and Technology, Nashville, Tennessee | November 2016 |
| • DSI Annual Meeting, Austin, Texas                                      | November 2016 |
| • INFORMS Annual Meeting, Nashville, Tennessee                           | November 2016 |

---

## SERVICE

**Reviewer** for *Journal of Management Information Systems, International Conference of Information Systems, Workshop on e-Business*.

---

## PROFESSIONAL AFFILIATIONS

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

---

## SKILLS

Java, C#, ASP.NET, Python, STATA, MATLAB, SQL Server, MySQL

---

## REFERENCES

**Hsing Kenneth Cheng** [kenny.cheng@warrington.ufl.edu](mailto:kenny.cheng@warrington.ufl.edu)  
 John B. Higdon Eminent Scholar Chair  
 Professor of Information Systems and Operations Management  
 Warrington College of Business, University of Florida

**Liangfei Qiu** [liangfei.qiu@warrington.ufl.edu](mailto:liangfei.qiu@warrington.ufl.edu)  
 Assistant Professor of Information Systems and Operations Management  
 Warrington College of Business, University of Florida

**Young Kwark** [young.kwark@warrington.ufl.edu](mailto:young.kwark@warrington.ufl.edu)  
 Assistant Professor of Information Systems and Operations Management  
 Warrington College of Business, University of Florida