

# TRUONG (JACK) P. LUU

Department of Operations, Business Analytics, and Information Systems (OBAIS)

Carl H. Lindner College of Business

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## SUMMARY

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**Truong (Jack) Luu** is a Ph.D. candidate in Information Systems at the Carl H. Lindner College of Business, University of Cincinnati. His research focuses on information privacy, cybersecurity, and trust associated with disruptive/emerging technologies such as the sharing economy, blockchain-enabled applications. Jack has extensive training in various research methodologies, including econometrics, experimental design, meta-analysis, structural equation modeling, qualitative analysis, and natural language processing.

He has published or has forthcoming research in the *Journal of Management Information Systems (JMIS)*, *Computers in Human Behavior (CHB)*, the *Journal of Information Science (JIS)*, *Hawaii International Conference on System Sciences (HICSS)*, and the *Americas Conference on Information Systems (AMCIS)*. He has been awarded the University of Cincinnati's Digital Futures Fellowship (only 05 students were awarded university-wide) for his work in decentralized finance and security research.

In terms of teaching, Jack enjoys teaching computer programming, applied machine learning/AI, and cybersecurity courses at both undergraduate and graduate levels.

## ACADEMIC QUALIFICATIONS

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Ph.D. in Information Systems, University of Cincinnati	expected May 2026
M.S. in Information Technology, Illinois State University	2021
A.A.S. in Computer Science, Heartland Community College	2019
B.S. in International Business, Can Tho University	2015

## RESEARCH INTERESTS

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- **Main area:** Information privacy, cybersecurity, and trust in emerging/disruptive technologies
- **Developing area:** Blockchain-enabled technologies

## SCHOLARLY CONTRIBUTION

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### Peer-reviewed journal publications:

- [17] Harrison A., Mirsadikov, A., and Luu, TJ. (2023). The influence of media capabilities on trust in the sharing economy. *Journal of Management Information Systems (JMIS)* (JMIS is included in the Financial Times FT50 list<sup>1</sup> and the AIS senior scholars' list of premier journals<sup>2</sup>).
- [16] Philip S.J., Luu, TJ., and Carte T. (2023). There's no place like home: Understanding Users' Intentions toward Securing Internet-of-things (IoT) Smart home networks. *Computers in Human Behavior (CHB)* (CHB is included in the AIS SIG recommended journals<sup>2</sup>).
- [15] Luu, TJ. & Follmann, R. (2022). The relationship between sentiment score and COVID-19 cases in the USA. *Journal of Information Science (JIS)*.

### Papers under review (manuscripts available upon request):

- [14] Luu, TJ. and Harrison, A. Understanding Information Privacy Concerns: A Meta-Analysis of Three Decades of Research. Status: Status: Revise and resubmit at *Information Systems Research*.
- [13] Luu, TJ. and Samuel, BM. The Impact of Generative AI on Cybercrime: An Investigation into the Dark Side. Status: Under review at the *European Journal of Information Systems*.
- [12] Jones, M., Luu, TJ. and Samuel, BM. Measuring Crypto Literacy. Available at SSRN: <https://dx.doi.org/10.2139/ssrn.4541401>. Status: Revise and resubmit at the *Journal of Economic Psychology*.
- [11] Jones, M., Luu, TJ., and Samuel, BM. Does Crypto Literacy Lead to Financial Literacy? Status: Under review at *Finance Research Letters*.

### Peer-reviewed conference publications:

- [10] Luu, TJ., Jones, M., and Samuel, BM. (2024). The Effects of Dark Triad Traits and Perceived Law Enforcement Competence in Responding to Ransomware Attacks. *57th Hawaii International Conference on System Sciences (HICSS)* (**\*\*\*BEST PAPER AWARD AT HICSS 2024**).
- [9] Daniel S., Maruping L., Zhao R., and Luu TJ. (2023). To assert or defend my role as an OSS developer: How IT infrastructure access changes the effect of digital platform behavior on firm mobility. *In Americas Conference on Information Systems (AMCIS) 2023 Proceedings* (Top 25% paper).

**Working papers (manuscripts available upon request):**

- [8] Luu, TJ., Jones, M., and Samuel, BM. The Effects of Dark Triad Traits and Trust in Responding to Ransomware Attacks. Status: published proceeding at HICSS 2024 (winner of the best paper award); extra data collection; getting ready for submission by June 2024.

**Selected work in progress:**

- [7] Luu TJ. and Harrison A. The Elephant in the Room of Privacy: Towards a unified conceptualization and measurement of multi-level information privacy. Status: Writing.
- [6] With Daniel S., Maruping L., and Zhao R. To assert or defend my role as an OSS developer: How IT infrastructure access changes the effect of digital platform behavior on firm mobility. Status: analyzing data/published initial results at *AMCIS 2023*.
- [5] With Samuel, BM, Jones, M. and Nadler A. The Impact of Technological Trade Journals for Financial Education. Status: IRB approved; pilot testing of the experiment.

**Conference presentations:**

- [4] Luu, TJ. (presenter) and Samuel, BM. The Impact of Gen AI on Cybercrime: An Investigation into the Dark Side. 20<sup>th</sup> Annual Big XII+ MIS Research Symposium. College Station (Texas A&M), Texas, 04/2024.
- [3] Luu, TJ. (presenter), Jones, M., and Samuel, BM. The Effects of Dark Triad Traits and Trust in Responding to Ransomware Attacks. *2023 International Graduate Research Symposium*, Cincinnati, Ohio, 11/2023.
- [2] Luu, TJ. (presenter), Harrison A., and Mirsadikov A. Would you take a ride from a stranger? How Information Communication Technologies Influence Trust-based Decisions. *18th Annual Big XII+ MIS Research Symposium*. Houston (U of Houston), Texas, 04/2022.
- [1] Luu, TJ. (presenter) & Follmann, R. (2020). A study of sentiment of COVID-19 related tweets in the USA. *13th International Symposium on Biomathematics and Ecology Education and Research (BEER)*, Normal, Illinois, 11/2020.

**Invited talks and scholarly presentations:**

- [K] Luu, TJ. (co-presenter) and Samuel, BM (co-presenter). The Impact of Generative on Cybercrimes. *OBAIS Brown Bag Research Series*. UC (02/2024).
- [J] Luu, TJ. Crash Course on Blockchain, Cryptocurrency, and Crypto-Related Cybercrimes. *UC MoneyCon* (10/2023).
- [h] Luu, TJ. The Psychology of Cryptocurrency Ransomware Attacks. *University of Cincinnati Hackathon* (10/2023).

- [g] Jones, M., Luu, TJ., and Samuel, BM. Education and financial integration are the real solutions to crypto's setbacks. *In response to a Notice of Request for Information from The White House Office of Science and Technology Policy* (02/2023).
- [f] Luu, TJ., How to prepare your future for the next disruptive innovation? *Invited talk at the Ohio Blockchain Council*. Columbus, Ohio (08/2022).
- [e] Luu, TJ., How does blockchain help solve future business problems? *Digital Futures Fellow Research Session*. University of Cincinnati, Ohio (08/2022).
- [d] Luu, TJ., Using machine learning to measure sentiment during the COVID-19 pandemic. *Illinois State University Research Symposium*. <https://ir.library.illinoisstate.edu/urs2021it/2> (04/2021).
- [c] Luu, TJ., How did you feel during the pandemic? Twitter sentiment analysis. *Partial fulfillment of requirements for the degree of Master of Information Systems*. School of Information Technology, Illinois State University. Co-chairs: Dr. James R. Wolf and Dr. Rosangela Follmann (03/2021).
- [b] Luu, TJ., A Market analysis on the impact of US anti-dumping tax: Before and after the "catfish war." *Partial fulfillment of requirements for the degree of bachelor's in international business thesis*. College of Economics, Can Tho University. Chair: Dr. Kim Uyen Huynh Thi (06/2015).
- [a] Luu, TJ., Anti-dumping and exported Vietnamese catfish. *Special topic in International Business*. School of Economics, Can Tho University. Chair: Dr. Nhut Quan (08/2014).

## SCHOLARLY SERVICES

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- **Journal services:**

Reviewer:

- Journal of Management Information Systems (JMIS)
- European Journal of Information Systems (EJIS)
- Finance Research Letter (FRL)
- Information & Management (I&M)
- International Journal of Electronic Commerce (IJEC)
- AIS Transactions on Replication Research (AIS-TRR)

- **Conference services:**

Reviewer:

- International Conference on Information Systems (ICIS)

- Americas Conference on Information Systems (AMCIS)
- Pacific Asia Conference on Information Systems (PACIS)
- Hawaii International Conference on System Sciences (HICSS)
- European Conference on Information Systems (ECIS)

- **Conference committee services:**

Review coordinator: Americas Conference on Information Systems (AMCIS) 2023

## RESEARCH METHODOLOGY

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### Methodologies have been used in my research:

- Experimental design: randomized block design
- Time series analysis/interrupted time series analysis
- Meta-analysis (psychometric and conventional approaches)
- Structural equation modeling (SEM)
- Item response theory (IRT)
- Natural language processing: text mining and sentiment analysis
- Grounded theory/qualitative analysis

### Methodologies training received:

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|--|-------------|
| • Time series econometrics (Prof. Olivier Parent)                    | Spring 2024 |
| • Experimental and quasi-experimental design (Prof. Benjamin Kelcey) | Fall 2023   |
| • Causal inference I (Prof. Scott Cunningham)                        | Fall 2023   |
| • Meta-analysis (Prof. Michael Borenstein)                           | Spring 2023 |
| • Structural equation modeling (Prof. Benjamin Kelcey)               | Spring 2023 |
| • Qualitative research methods (Prof. Elaine Hollensbe)              | Spring 2022 |
| • Judgment and decision making (Prof. Ryan Rahinel)                  | Spring 2022 |
| • Structural equation modeling (Prof. James Gaskin)                  | Fall 2021   |
| • Quantitative research methods (Prof. Eli Awtrey)                   | Fall 2021   |

## FELLOWSHIP, AWARDS, AND HONORS

Total awards amount (since year 01 of PhD program at U of Cincinnati): **\$76,000+**

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• Won Carl H. Lindner Outstanding PhD Doctoral Research Award (\$687.76)	04/2024
• Awarded Graduate Student Stipend Enhancement award (\$500)	03/2024
• Won University Research Council Graduate Student Stipend program, 2024 (\$7,500)	02/2024
• Won Best paper award at HICSS 57 <sup>th</sup>	01/2024
• Won Digital Futures Research Fellow 2024 (\$30,000 + \$3,300 fringe benefit)	10/2023
• Awarded New Lindner Doctoral Student Award (\$1,000)	09/2023
• Awarded GSG Conference award (\$200) (for meta-analysis workshop)	04/2023
• Won Lindner Research Excellence Research grant, w/Dr. Binny Samuel (\$3,000)	12/2022
• Won Lindner Research Excellence Research grant, w/Dr. Michael Jones (\$3,000)	12/2022
• Awarded New Lindner Doctoral Student Award (\$500)	08/2022
• Won GSG Research Fellowship Award for interdisciplinary projects Spring 2023 (\$2,000)	02/2023
• Awarded Digital Futures Research Fellow, 2022-2023, UC's Office of Research (\$17,500)	08/2022
• Won Lindner Research Excellence Research Grant, w/Dr. Andrew Harrison (\$2,500)	04/2022
• Awarded GSG Conference award (\$600)	04/2022
• Won GSG Research Fellowship Award for interdisciplinary projects Spring 2022 (\$2,000)	02/2022
• Awarded New Lindner Doctoral Student Award (\$500)	08/2021
• Awarded Lindner PhD Student's Sidall Fund (\$2,000)	08/2021
• Won Outstanding Graduate Assistant Award, School of IT, Illinois State University (\$500)	04/2021
• Won 8 <sup>th</sup> place at the National Leadership Conference in Community Service Project, Maryland	06/2018
• Won Gary Riepe Memorial Scholarship (\$500)	05/2018
• Won 1 <sup>st</sup> place at the State Leadership Conference for Community Service Project, Illinois	04/2018
• Won 8 <sup>th</sup> place at the PBL National Leadership Conference in Small Business Management Plan, Anaheim, California	06/2017
• Won 1 <sup>st</sup> place at the National Leadership Conference for Small Business Management, Illinois	04/2017

## TEACHING INTERESTS

- Cybersecurity/Information systems security.
- Full stack web development (.NET, Java, JavaScript, C#, Python, etc.).
- Applied machine learning/AI for business.
- Decision modeling and business analytics (R, Python, SPSS, and Stata).
- Database management systems and data mining (structured and unstructured data).
- IT management and strategy.
- Systems analysis and design.
- Blockchain technology/cryptocurrencies.

## TEACHING EXPERIENCE

Course Title	Role	Semester	Instructor Excellence Rating
<b>University of Cincinnati</b>			
• IS8044 Information System Security (Graduate)	Course Instructor	Spring 2024	Coming
• IS3050 Web Development with .NET (Undergrad)	Course Instructor	Summer 2022	7.88/8.0
• IS8044 Information Systems Security (Graduate)	TA	Spring 2022	-
• BANA7012 Decision Modeling (Graduate)	TA	Spring 2022	-
• IS6030 Data Management (Graduate)	TA	Fall 2021	-
• BANA7012 Decision Modeling (Graduate)	TA	Fall 2021	-
<b>Illinois State University</b>			
• IT150 Using Microcomputer Productivity Tools	Lab Instructor	Fall 2020	-
• IT150 Using Microcomputer Productivity Tools	Lab Instructor	Spring 2020	-
• IT150 Using Microcomputer Productivity Tools	Lab Instructor	Fall 2019	-
<b>Heartland Community College</b>			
• Programming (Java and mathematics)	Master Tutor	2017 – 2019	-

## CERTIFICATIONS & RELATED DEGREES

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### Cybersecurity:

- (ISC)<sup>2</sup> Certified in Cybersecurity, International Information System Security Certification Consortium

### Computer science/Machine learning/AI:

- A.A.S degree in Computer Science, Heartland College
- Supervised Machine Learning: Regression and Classification (Stanford Online x DeepLearning.AI)

### Data science:

- Experimental design basics, Arizona State University
- Tools for Data Science, IBM
- Python for data science, AI, and development, IBM
- Data science methodology, IBM
- Databased and SQL for data science with Python, IBM
- Data Visualization with Python, IBM

### Management, business, and teaching:

- Small Business Management Certificate, one-year program, Heartland Community College
- CRLA's International Tutor Certificate, College Reading and Learning Association - CRLA
- TESOL and TEFL teaching certificates, Tflen Training College

## LEADERSHIP AND VOLUNTEER EXPERIENCE

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| • Served as research tutor/advisor for the Crypto Club (4 projects) at U of Cincinnati | 02/2024 – present |
| • Elected as Campus Rep. for Lindner Graduate Students Association                     | 09/2021 – present |
| • Served at Cincinnati Parks need: Alms Park Service Projects                          | 10/2023 – 11/2023 |
| • Founded/coordinated Blockchain/Crypto Research Brown Bag Series                      | 08/2022 – 05/2023 |
| • Elected as Board Member of Illinois Board of Higher Education (IBHE)                 | 05/2018 – 06/2019 |
| • Founded and administrated English Language Intensive Program (ELIP)                  | 01/2019 – 12/2019 |
| • Elected as Executive Rep. of the Student Advisory Committee (IBHE)                   | 05/2018 – 06/2019 |
| • Elected as Student Body President at Heartland Community College (HCC)               | 05/2018 – 05/2019 |
| • Elected as President of the International Student Association (HCC)                  | 10/2016 – 05/2018 |
| • Elected as Board Member for Youth Union, School of Economics, CTU                    | 08/2014 – 07/2015 |
| • Founded School of Economics' English Club; now rebranded as SEBA English Club (SEC)  | 02/2014           |



## PROFESSIONAL EXPERIENCE

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|---|-------------------|
| • Advisory Board Member   Advicebuild LLC                                   | 02/2024 – present |
| • Lab Manager   Kautz-Uible Cryptoeconomics Lab                             | 08/2022 – present |
| • Course Instructor   Department of OBAIS, Lindner College of Business, UC  | 05/2022 – present |
| • Teaching Assistant   Department of OBAIS, Lindner College of Business, UC | 08/2021 – 05/2022 |
| • Research Assistant   School of Information Technology, ISU                | 07/2020 – 7/2021  |
| • Lab Instructor   School of Information Technology, ISU                    | 08/2019 – 12/2020 |
| • Founder and CTO   Lac Cang LLC, Vietnam                                   | 04/2019 – 10/2022 |
| • STEM Master Tutor   Heartland Tutoring Services, HCC                      | 12/2017 – 05/2019 |
| • Office Assistant   Student Engagement Department, HCC                     | 08/2017 – 05/2019 |
| • Contributing Editor   Vietnam Education and Times                         | 09/2017 – 07/2018 |
| • General Manager   Nguyen Anh Grocery                                      | 05/2012 – 07/2015 |

## TECHNICAL SKILLS

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**Programming skills:** Java, JavaScript, PHP, C, C#, Swift, CSS, HTML, LaTeX, mobile and cloud computing

**Data analysis tools:** SPSS, Stata, R, Python, SQL, graph database (Neo4j), data visualization, and text analysis

**System development skills:** System analysis and design, agile software development, and project management

## MEDIA COVERAGE

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[8] Shaner, K. (2023). Cincinnati Edition: A new tool to protect cryptocurrency investors. UC researchers have created a free resource to measure cryptoeconomics literacy. University of Cincinnati News, October 3, 2023. <https://www.uc.edu/news/articles/2023/10/a-new-tool-to-protect-cryptocurrency-investors.html>

[7] NPR Network – Cincinnati Edition (2023). How much do you know about crypto? A new tool could show you. 91.7 WVXU NPR Network, October 3, 2023. <https://www.wvxu.org/show/cincinnati-edition/2023-10-03/tool-measure-cryptocurrency-literacy>

[6] Shaner, K. (2023). UC researchers develop scale to measure individuals' cryptoeconomics literacy. University of Cincinnati News, September 19, 2023. <https://www.uc.edu/news/articles/2023/09/do-you-understand-cryptoeconomics.html>

- [5] Greene, T. (2023). "Researchers develop crypto literacy scale to measure consumer financial awareness". Cointelegraph, August 29, 2023. <https://cointelegraph.com/news/researchers-develop-crypto-literacy-scale-to-measure-consumer-financial-awareness>
- [4] Binance News (2023). "Researchers Develop Crypto Literacy Scale to Measure Knowledge and Understanding". Binance, August 30, 2023. <https://www.binance.com/en/feed/post/2023-08-29-researchers-develop-crypto-literacy-scale-to-measure-knowledge-and-understanding-1052500>
- [3] Kautz-Uible Cryptoeconomics Lab (2023). "Innovation Interview". February 3, 2023. [https://www.youtube.com/watch?v=N0jiCSCS\\_zA&t=1235s](https://www.youtube.com/watch?v=N0jiCSCS_zA&t=1235s)
- [2] Robinson, L. (2022). "Crypto conversation – Jack Luu." Amalgamation of Minds, October 26, 2022. <https://spotify.link/dCB6I3w0fDb>
- [1] Lenore Sobota (2018). "Heartland student leaders have influence beyond campus" The Pantagraph. December, 15, 2018. [https://pantagraph.com/news/article\\_0905167b-ffd3-547d-a86b-0a8c34d3e7b2.html](https://pantagraph.com/news/article_0905167b-ffd3-547d-a86b-0a8c34d3e7b2.html)

## MISCELLANEOUS

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- Books published:

Buoc ra the gioi: Cam nang du hoc va san hoc bong (co-author). The Gioi Publishers	08/2022
ISBN-13: 9786043654875 (Over 2000 copies sold in the first three months)	
Dam ba cai tuoi tre (co-author). Hong Duc Publishing House	11/2018
ISBN-13: 9786048959203 (Goodreads.com's rating: 4.0)	

- Software/applications:

ChatGPT IELTS: Achieving Higher IELTS Writing Scores with AI: <https://ielts-gpt.com/>

Since 08/2023, this software has been helping thousands of students improve their English test scores monthly (based on website traffic)