

# TRUONG (JACK) P. LUU

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

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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:

- [16] 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>).
- [15] 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>).
- [14] 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):

- [13] 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*.
- [12] 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*.
- [11] 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*.
- [10] 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:

- [9] 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**).
- [8] 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):**

- [7] 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:**

- [6] 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.
- [5] 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*.
- [4] 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:**

- [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, 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. and Samuel, BM. 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)
- 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): **\$76,100**

|   |         |
|---|---------|
| • Awarded Graduate Student Stipend Enhancement award (\$500)  | 03/2024 |
| • Won Carl H. Lindner College of Business Outstanding PhD Student Research Award  | 02/2024 |
| • Won University Research Council Graduate Student Stipend program, 2024 (\$7,500)  | 02/2024 |
| • Won Best paper award: Internet and the Digital Economy Track 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   | 04/2021 |
| • Won 8 <sup>th</sup> place at the FBLA–PBL National Leadership Conference in<br>Community Service Project, Baltimore, 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<br>Small Business Management Plan, Anaheim, California | 06/2017 |

- Won 1<sup>st</sup> place at the PBL 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 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 | 7.3/8.0           |
| • 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:

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|--|---------|
| 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)