TRUONG (JACK) P. LUU

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SUMMARY

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, cyber-security, and trust associated with disruptive/emerging technologies such as the sharing economy, blockchain-enabled applications, and AI. 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.

ACADEMIC QUALIFICATIONS

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

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

- **Developing area:** Blockchain-enabled technologies.

SCHOLARLY CONTRIBUTION

Peer-reviewed journal publications:

- [15] 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[*] and the AIS senior scholars' list of premier journals[†])

- [14] 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[‡])

- [13] Luu, TJ. & Follmann, R. (2022). The relationship between sentiment score and COVID-19 cases in the USA. *Journal of Information Science (JIS)*

Peer-reviewed conference publications:

- [12] Luu, TJ., Jones, M., and Samuel, BM. (forthcoming 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)*

- [11] 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 and papers under review (manuscripts available upon request):

- [10] Jones, M., Luu, TJ., and Samuel, BM. Measuring Crypto Literacy. Available at SSRN: https://dx.doi.org/10.2139/ssrn.4541401. Status: Under review at Journal of Economic Psychology.

- [9] Luu, TJ., Jones, M., and Samuel, BM. The Effects of Dark Triad Traits and Trust in Responding to Ransomware Attacks. Status: Accepted at HICSS 2024.

- [8] With Harrison, A. Deciphering the digital enigma: A meta-analytic of information privacy concerns. Status: preparing for submission at Information Systems Research (ISR).

- [7] With Samuel, BM. Generative AI's impact on cryptocurrency scams: A deep dive into cybercrime. Status: working paper.

Selected work in progress:

- [6] With Harrison, A. The Elephant of Information Privacy: An attempt to conceptualize and develop a complete measurement of individuals' information privacy concerns. Status: analyzing data

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[*] *https://www.ft.com/content/3405a512-5cbb-11e1-8f1f-00144feabdc0*
[†] *https://aisnet.org/page/SeniorScholarListofPremierJournals*
[‡] *https://aisnet.org/page/SeniorScholarListofPremierJournals*

- [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 Jones, M., Samuel, BM, and Nadler, A. The relationship between financial literacy, crypto literacy, and financial advice seeking behaviors. Status: data analyses.

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:
- [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-chair: Dr. James R. Wolf; co-chair: 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., Antidumping and exported Vietnamese catfish. *Special topic in International Business*. School of Economics, Can Tho University. Chair: Dr. Nhut Quan (08/2014)

RESEARCH METHODOLOGY

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:

- 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): **$64,800**

- 2024 Digital Futures Research Fellow ($30,000)	10/2023

- New Lindner Doctoral Student Award ($1,000) — 09/2023
- GSG Conference award ($200) — 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
- 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 22-23, UC's Office of Research ($17,500) — 08/2022
- Won Lindner Research Excellence Research Grant, w/Dr. Andrew Harrison ($2,500) — 04/2022
- GSG Conference award ($600) — 04/2022
- Won GSG Research Fellowship Award for interdisciplinary projects Spring 2022 ($2,000) — 02/2022
- 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 8th place at the FBLA–PBL National Leadership Conference in Community Service Project, Baltimore, Maryland — 06/2018
- Won Gary Riepe Memorial Scholarship ($500) — 05/2018
- Won 1st place at the State Leadership Conference for Community Service Project, Illinois — 04/2018
- Won 8th place at the PBL National Leadership Conference in Small Business Management Plan, Anaheim, California — 06/2017
- Won 1st place at the PBL National Leadership Conference for Small Business Management, Illinois 04/2017

SCHOLARLY SERVICES

- Journal services:
  - Reviewer: Information & Management (I&M)
  - Reviewer: AIS Transactions on Replication Research (AIS-TRR)
  - Reviewer: International Journal of Electronic Commerce (IJEC)
- Conference services:
  - Reviewer: Americas Conference on Information Systems (AMCIS)

- Reviewer: International Conference on Information Systems (ICIS)

- Reviewer: Pacific Asia Conference on Information Systems (PACIS)

- Reviewer: Hawaii International Conference on System Sciences (HICSS)

- Conference committee services:

- Review Coordinator: Americas Conference on Information Systems (AMCIS) 2023

TEACHING INTERESTS

- Cybersecurity/ Information Systems Security

- Web development (.NET, JavaScript, C#, Python, etc.)

- Decision modeling and business analytics

- Database management systems, data mining

- IT management and strategy

- Systems analysis and design

- Blockchain technology

TEACHING EXPERIENCE

Course Title	Role	Semester	Instructor Rating
University of Cincinnati			
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	-
Illinois State University			
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	-

Heartland Community College

• Programming (Java)	Master Tutor	2017 – 2019	-

CERTIFICATIONS & RELATED DEGREES

- A.A.S degree (two-year program) in Computer Science (Heartland College)

- 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)

- CRLA's International Tutor Certificate (College Reading and Learning Association)

- TESOL and TEFL teaching certificates (Tflen Training College)

- Small Business Management Certificate (one-year program), (Heartland College)

LEADERSHIP AND VOLUNTEER EXPERIENCE

- Cincinnati Parks's need Alms Park Service Projects — 10/2023 – 11/2023
- Founded/Coordinating Blockchain/Crypto Research Brown Bag Series — 08/2022 – 05/2023
- Elected as Campus Rep. for Lindner Graduate Students Association (LGSA) — 09/2021 – present
- 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 (ISA), 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

- Lab Manager | Kautz-Uible Cryptoeconomics Lab   08/2022 – present
- 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

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

[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

[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

MISCELLANEOUS

- Books published:

    [2] 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 3 months)

    [1] Dam ba cai tuoi tre (co–author). Hong Duc publishing house   11/2018

        ISBN-13: 9786048959203 (Goodreads.com's rating: 4.0)

- Software/applications I developed:

    [1] ChatGPT IELTS: Achieving Higher IELTS Writing Scores with AI: https://ielts-gpt.com/

        Since 08/2023 this software has been helping thousands of students monthly improve their English test scores (based on website traffic). I plan to keep the program free permanently.