TRUONG (JACK) P. LUU

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

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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, cybersecurity, and trust associated with disruptive/emerging technologies such as AI/ML and 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), Economics Letters (EL), 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 (4 grad students are awarded university-wide) for his decentralized finance and security research work. Jack enjoys teaching computer programming, applied machine learning/AI, and cybersecurity courses at both undergraduate and graduate levels.

ACADEMIC QUALIFICATIONS

Ph.D. in Information Systems, University of Cincinnati	expected May 2026
MS in Information Technology, Illinois State University	2021
AAS in Computer Science, Heartland Community College	2019
BS 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:

[14] Jones, M., Luu, TJ., and Samuel, BM (2024). The interdependence of financial literacy and crypto literacy. *Economics Letters*. ABCD rating: A

[13] 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). ABDC rating: A*

[12] 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).* ABDC rating: A

[11] Luu, TJ. & Follmann, R. (2022). The relationship between sentiment score and COVID-19 cases in the USA. *Journal of Information Science (JIS)*. SJR Q1.

Peer-reviewed conference publications:

[10] Luu, TJ., Harrison A., Jones, M., and Samuel, BM. (2025). Proposing A Unified Concept of Information Privacy: An Actor/Action-Oriented Approach. Forthcoming In *Proceedings of the 58th Hawaii International Conference on System Sciences (HICSS)*, 2025.

[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. In *Proceedings of the 57th Hawaii International Conference on System Sciences (HICSS), 2024* (**WON BEST PAPER AWARD)**

[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 *Proceedings of the Americas Conference on Information Systems (AMCIS) 2023*.

Papers under review (manuscripts available upon request):

[7] Luu, TJ. and Harrison, A. Understanding Information Privacy Concerns: A Meta-Analysis of Three Decades of Research.

[6] Luu, TJ. and Samuel, BM. The Impact of Generative AI on Cybercrime: An Investigation into the Dark Side.

[5] Jones, M., Luu, TJ. and Samuel, BM. Measuring Crypto Literacy.

Working papers (manuscripts available upon request):

[4] Luu, TJ., Jones, M., and Samuel, BM. The Effects of Dark Triad Traits and Trust in Responding to Cybercrime Attacks.

[3] Luu TJ. and Harrison A. The Elephant in the Room of Privacy: Measurement of Multilevel Information Privacy.

Selected work in progress:

[2] 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.

[1] With Samuel, BM, Jones, M. and Nadler A. The impact of technological trade journals on FinTech education.

Invited talks and scholarly presentations:

[m] Luu, TJ (presentter). Rethinking Information Privacy: A Multilevel Framework. *8th US- Japan Digital Innovation Hub and Advanced Technology Workshop*, Ohio State University, Columbus, Ohio (09/2024).

[l] Luu, TJ. (presenter) and Samuel, BM. The Impact of Gen AI on Cybercrime: An Investigation into the Dark Side. *20th Annual Big XII+ MIS Research Symposium*. Texas A&M, College Station, Texas (04/2024).

[k] Luu, TJ. (co-presenter) and Samuel, BM (co-presenter). The Impact of Generative on Cybercrimes. *OBAIS Brown Bag Research Series.* University of Cincinnati, Cincinnati, Ohio (02/2024).

[j] 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).

[i] Luu, TJ. Crash Course on Blockchain, Cryptocurrency, and Crypto-Related Cybercrimes. *UC MoneyCon*, Cincinnati, Ohio (10/2023).

[h] Luu, TJ. The Psychology of Cryptocurrency Ransomware Attacks. *University of Cincinnati Hackathon,* Cincinnati, Ohio (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, Cincinnati, Ohio (08/2022).

[d] 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).

[c] Luu, TJ., Using machine learning to measure sentiment during the COVID-19 pandemic. *Illinois State University Research Symposium,* Illinois State University, Normal, Illinois (04/2021).

[b] Luu, TJ., How did you feel during the pandemic? Twitter sentiment analysis. *Partial fulfillment of requirements for the Master of Information Systems degree*. Illinois State University, Normal, Illinois (03/2021).

[a] Luu, TJ. (presenter) & Follmann, R. (2020). A study of the sentiment of COVID-19-related tweets in the USA *13th International Symposium on Biomathematics and Ecology Education and Research (BEER),* Normal, Illinois (11/2020).

SCHOLARLY SERVICES

Journal review:

Journal of Management Information Systems (JMIS)	2023, 2024
European Journal of Information Systems (EJIS)	2024
Finance Research Letter (FRL)	2024
Information & Management (I&M)	2022
International Journal of Electronic Commerce (IJEC)	2023, 2024
AIS Transactions on Replication Research (AIS-TRR)	2021

Conference review:

International Conference on Information Systems (ICIS)	2022, 2023, 2024
Americas Conference on Information Systems (AMCIS)	2023
Pacific Asia Conference on Information Systems (PACIS)	2022, 2023
Hawaii International Conference on System Sciences (HICSS)	2023, 2024
European Conference on Information Systems (ECIS)	2023, 2024

Conference committee service:

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

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): **$76,000+**

Won Carl H. Lindner Outstanding Doctoral Student Research Award ($1,000)	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 Hawaii International Conference on System Sciences (HICSS)	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 8th place at the National Leadership Conference in Community Service Project (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 National Leadership Conference in Small Business Management Plan (California)	06/2017
Won 1st place at the National Leadership Conference for Small Business Management (Illinois)	04/2017

TEACHING AREAS OF EXPERTISE

Cybersecurity/Information Systems Security (both lab-based and management-focused)
Full stack web development (e.g., .NET, Java, JavaScript, C#, Python)
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
University of Cincinnati:			
IS8044 Information System Security (Graduate)	Course Instructor	Spring 2024	7.87/8.0
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	-
Illinois State University:			
IT150 Microcomputer Productivity Tools	Lab Instructor	Fall 2020	-
IT150 Microcomputer Productivity Tools	Lab Instructor	Spring 2020	-
IT150 Microcomputer Productivity Tools	Lab Instructor	Fall 2019	-
Heartland Community College:			
Programming (Java and mathematics)	Master Tutor	2017 – 2019	-

CERTIFICATIONS & RELATED DEGREES

Cybersecurity:

(I.S.C.)[2] Certified in Cybersecurity, International Information System Security Certification Consortium

Computer science/Machine learning/AI:

AAS degree in Computer Science (2 year degree), Heartland Community 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

Served as a blockchain mentor for the 2024 Future of Data Hackathon (700+ participants)	08/2024 – 09/2024
Served as research tutor/advisor for the Crypto Club (4 projects) at U of Cincinnati	02/2024 – 08/2024
Elected and served 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 and served 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 and served as Executive Rep. of the Student Advisory Committee (IBHE)	05/2018 – 06/2019
Elected and served as Student Body President at Heartland Community College (HCC)	05/2018 – 05/2019
Elected and served as President of the International Student Association (HCC)	10/2016 – 05/2018

PROFESSIONAL EXPERIENCE

Advisory Board Member (focus on Information Systems) | Advicebuild L.L.C.	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	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

MISCELLANEOUS

Media coverage:

[9] Fite H. (2024). Lindner faculty and staff awarded college, university recognitions 2023-24 awardees celebrated. University of Cincinnati News, April 30, 2024 https://www.uc.edu/news/articles/2024/04/lindner-faculty-and-staff-awarded-college-university-recognitions.html

[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

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 three 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:

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

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