

## Jingchuan Pu

Information Systems and Operations Management  
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### EDUCATION

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| Ph.D. University of Florida, Gainesville, Florida<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

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#### 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 revision for *Information Systems Research*.
2. "Does Identity Disclosure Help or Hurt User Content Generation? Social Presence, Inhibition, and Displacement Effects," (with Yuan Chen, Liangfei Qiu, and Hsing Kenneth Cheng), under 1<sup>st</sup> round review at *Information Systems Research*.
3. "To Sell-On or to Sell-To Online Marketplace with Own Brand Product and Informed Consumers," (with Young Kwark, Kyung Sung Jung, and Hsing Kenneth Cheng), under 1<sup>st</sup> round review at *Production and Operations Management*.
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*).

#### WORK IN PROGRESS

1. "The Financial Consequences of Corporate Communication on Social Media: Evidence from Reputational News Incidents," (with Hongyu Shan).
2. "The Puzzle of Online Arbitrage and Increased Returns: A Game-Theoretic Analysis," (with Avinash Geda and Liangfei Qiu).

## RESEARCH INTERESTS

User-Generated Content, Social Media and Networks, Online Channel Contracting and Pricing, Prediction Market.

## RESEARCH METHODOLOGY

Econometric, Machine Learning, Text Mining, Game Theory, Simulations.

## REFEREED CONFERENCE PUBLICATIONS

1. "Does Identity Disclosure Help or Hurt User Content Generation? Social Presence, Inhibition, and Displacement Effects," (with Yuan Chen, Liangfei Qiu, and Hsing Kenneth Cheng) Conference on Information Systems and Technology (*CIST*), Phoenix, Arizona, November 2018.
2. "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.
3. "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.

## SKILLS

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SQL Server, Java, MATLAB, Python, Stata, JavaScript, CSS

## TEACHING

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### INTERESTS

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

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| • Warrington College of Business Ph.D. Outstanding Teaching Award                        | 2017 |
| • ISOM Department 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

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| • 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

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

## PROFESSIONAL AFFILIATIONS

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

## REFERENCES

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**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

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Assistant Professor of Information Systems and Operations Management  
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