

## Jingchuan Pu

Information Systems and Operations Management  
Warrington College of Business  
University of Florida  
Gainesville, FL 32611

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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. Liangfei Qiu, Hsing Kenneth Cheng, and Jingchuan Pu "Hidden Profiles in Corporate Prediction Markets: The Impact of Public Information Precision and Social Interactions," *MIS Quarterly* (2017), 41(4), 1249-1273.

#### WORKING PAPERS

1. Tingting Nian, Liangfei Qiu, Jingchuan Pu, and Hsing Kenneth Cheng (**equal contribution**) "Manipulation for Competition: Agency Pricing in the Presence of Promotional Reviews."
2. Jingchuan Pu, Yuan Chen, Liangfei Qiu, and Hsing Kenneth Cheng "Does Identity Disclosure Help or Hurt User Content Generation? Social Presence, Inhibition, and Displacement Effects."
3. Young Kwark, Jingchuan Pu, Kyung Sung Jung, and Hsing Kenneth Cheng "Optimal Pricing Models of Independent Merchant and Online Marketplace in the Presence of Own Brand Product Competition."
4. Jingchuan Pu, Young Kwark, Sang Pil Han, Bin Gu, and Qiang Ye "The Effects of a Platform-Initiated Reviewer Incentive Program on Regular Review Generation."

#### 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 Social Networks, Online Retailing.

## RESEARCH METHODOLOGY

Econometrics, Machine Learning, Text Mining, Game Theory, Simulation.

## 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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Python, R, SQL Server, Java, MATLAB, 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, Data Mining for Business Intelligence, Supply Chain Management, and Applied Econometrics and Statistics.

### 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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- Conference on Information Systems and Technology, Phoenix, Arizona November 2018
- 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 *Production and Operations Management*, *Journal of Management Information Systems*, *Journal of the Association for 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

**Liangfei Qiu** [liangfei.qiu@warrington.ufl.edu](mailto:liangfei.qiu@warrington.ufl.edu)

Assistant Professor of Information Systems and Operations Management

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Assistant Professor of Information Systems and Operations Management

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