

KEVIN YILI HONG

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EMPLOYMENT

Associate Professor of Information Systems (with tenure) <i>W. P. Carey School of Business, Arizona State University</i>	2018–
Assistant Professor of Information Systems <i>W. P. Carey School of Business, Arizona State University</i>	2014–2018
Director of the IS PhD Program <i>W. P. Carey School of Business, Arizona State University</i>	2017–
Co-Director of the Digital Society Initiative <i>W. P. Carey School of Business, Arizona State University</i>	2016–
Instructor and Research Assistant <i>Fox School of Business, Temple University</i>	2009–2014
Analyst <i>China International Capital Corporation (CICC), Beijing Office</i>	2008–2009
Language Specialist <i>The 29th International Olympic Games</i>	2008

EDUCATION

PhD Business Administration <i>Fox School of Business, Temple University</i> <ul style="list-style-type: none">▶ Thesis: “Three Essays on Global Online Labor Markets for IT Services” (Advisor: Paul A. Pavlou)• ACM SIGMIS Doctoral Dissertation Award• INFORMS ISS Nunamaker-Chen Dissertation Award• Best Dissertation Award, Temple University	2009–2014
BS Management <i>School of Business, Beijing Foreign Studies University</i> <ul style="list-style-type: none">▶ Thesis: “Modeling the Success of Small and Medium Sized Online Vendors in China” (Advisor: Shan Wang)• Outstanding Graduate	2005–2009
BA English <i>School of Business, Beijing Foreign Studies University</i>	2005–2009

RESEARCH INTERESTS

Design and Evaluation of IT-based Markets and Business Models

- Digital Platforms, Online Markets, Auctions, FinTech, Open Innovation, Service-based New Economy (Online Streaming, Internet Celebrities)

Societal Impact of Information Technology

- Sharing Economy, Gig Economy, IT Labor, Labor Market

Business Analytics

- Human-AI Interaction, Social Media Analytics, Recommender Systems, Machine Learning

EDITORIAL BOARD

- Associate Editor, *Information Systems Research* (2018–)
- Associate Editor, *Information Systems Research, Special Issue on “Humans, Algorithms, and Augmented Intelligence: The Future of Work, Organizations and Society”*
- Associate Editor, *Information Systems Research, Special Issue on “Market Design and Analytics”*
- Associate Editor, *Electronic Commerce Research and Applications* (2017–)
- Associate Editor, *Electronic Commerce Research* (2018–)
- Editorial Board, *Journal of the Association for Information Systems* (2017–)
- Editorial Board, *Journal of the Association for Information Systems* Special Issue on “Addressing Societal Challenges through Analytics”

PROFESSIONAL AWARDS

- 2019 Finalist, Huizing Undergraduate Teaching Award
- 2018 Best Paper Award, Workshop on Information Systems and Economics
- 2018 Best Conference Theme Paper (runner up), International Conference on Information Systems
- 2018 Best Paper Nomination (×2), International Conference on Information Systems
- 2018 AIS Early Career Award, Association for Information Systems (AIS)
- 2018 Best Paper Award, The 12th China Summer Workshop on Information Management
- 2018 Best Paper Nomination, Pacific Asia Conference on Information Systems
- 2018 National Science Foundation Grant
- 2017 Management Science Meritorious Service Award
- 2017 W. P. Carey Faculty Research Award
- 2017 Robert Wood Johnson Foundation Pioneering Ideas “Future of Work” Grant Award
- 2017 Best Paper Award, Hawaii International Conference on System Sciences
- 2016 Outstanding Teaching Award, Department of Information Systems (ASU)
- 2014 Best Paper Nomination, International Conference on Information Systems

- 2014 ACM SIGMIS Doctoral Dissertation Award, AIS and Association for Computing Machinery
- 2014 Nunamaker-Chen Dissertation Award (runner up), INFORMS Information Systems Society
- 2014 Best Dissertation Award, Fox School of Business, Temple University
- 2014 Dean's Outstanding Publication Award, Fox School of Business, Temple University
- 2014 Doctoral Consortium Fellow, International Conference on Information Systems
- 2013 Distinguished Award for Excellence in Teaching, Temple University
- 2013 Harry A. Cochran Award for Research Excellence
- 2013 Best Dissertation Proposal Award, Fox School of Business, Temple University
- 2013 Lynne A. Cronfield Foundation Research Award
- 2012 Best Conference Paper (runner up), International Conference on Information Systems
- 2012 Best Conference Paper (runner up), America's Conference on Information Systems
- 2009 Outstanding Graduate, Beijing Foreign Studies University
- 2008 Outstanding Language Specialist, International Olympics Committee

PREMIER JOURNAL PUBLICATIONS

1. Hu Y, Xu A, Hong Y, Gal D, Sinha V, Akkiraju R (2019) "Generating Business Intelligence Through Social Media Analytics: Measuring Brand Personality with Consumer-, Employee-, and Firm-Generated Content," *Journal of Management Information Systems*, Forthcoming.
2. Huang N, Burtch G, Gu B, Hong Y, Liang C, Wang K, Fu D, Yang B (2019) "Motivating User-Generated Content with Performance Feedback: Evidence from Randomized Field Experiments," *Management Science*, 65(1):327–345.
3. Kuang L, Huang N, Hong Y, Yan Z (2019) "Spillover Effects of Financial Incentives on User Engagement: Evidence From an Online Knowledge Exchange Platform," *Journal of Management Information Systems*, 36(1):289–320.
4. Kanat I, Hong Y, Raghu TS (2018) "Surviving in Global Online Labor Markets for IT Services: A Geo-economic Analysis," *Information Systems Research*, 29(4):893–909.
5. Chen PY, Hong Y, Liu Y (2018) "The Value of Multi-dimensional Rating Systems: Evidence from a Natural Experiment and Randomized Experiments," *Management Science*, 64(10):4629–4647.
6. Gong J, Hong Y, Zentner A (2018) "Role of Monetary Incentives in the Digital and Physical Inter-Border Labor Flows," *Journal of Management Information Systems*, 35(3):866–899.
7. Hong Y, Hu Y, Burtch G (2018) "Embeddedness, Pro-Sociality, and Social Influence: Evidence from Online Crowdfunding," *MIS Quarterly*, 42(4):1211–1224.
8. Burtch G, Hong Y, Bapna R, Griskevicius V (2018) "Stimulating Online Reviews by Combining Financial Incentives and Social Norms," *Management Science*, 64(5):2065–2082.
9. Burtch G, Hong Y, Liu D (2018) "The Role of Provision Points in Online Crowdfunding," *Journal of Management Information Systems*, 35(1):117–144.
10. Huang N, Hong Y, Burtch G (2017) "Social Network Integration and User Content Generation: Evidence from Natural Experiments," *MIS Quarterly*, 41(4):1035–1058 (Lead Article).

11. Hong Y, Pavlou PA (2017) “On Buyer Selection of Service Providers in Online Outsourcing Platforms for IT Services,” *Information Systems Research*, 28(3):547–562.
12. Hong Y, Pavlou PA, Shi N, Wang K (2016) “On the Role of Fairness and Social Distance in Designing Effective Social Referral Systems,” *MIS Quarterly*, 41(3):787–809.
13. Hong Y, Huang N, Burtch G, Li C (2016) “Culture, Conformity and Emotional Suppression in Online Reviews,” *Journal of the Association for Information Systems*, 17(11):308–329.
14. Huang N, Burtch G, Hong Y, Polman E (2016) “Effects of Multiple Psychological Distances on Construal and Consumer Evaluation: A Field Study of Online Reviews,” *Journal of Consumer Psychology*, 26(4):474–482.
15. Hong Y, Wang CA, Pavlou PA (2016) “Comparing Open and Sealed Bid Auctions: Evidence from Online Labor Markets,” *Information Systems Research*, 27(1):49–69.
16. Hong Y, Pavlou PA (2014) “Product Fit Uncertainty in Online Markets: Nature, Effects, and Antecedents,” *Information Systems Research*, 25(2):328–344.
17. Dimoka A, Hong Y, Pavlou PA (2012) “On Product Uncertainty in Online Markets: Theory and Evidence,” *MIS Quarterly*, 36(2):395–426.

OTHER PUBLICATIONS

1. Fu D, Hong Y, Wang K, Fan W (2017) “Effects of Membership Tier on User Content Generation Behavior in an Online Marketplace,” *Electronic Commerce Research*, forthcoming.
2. Hong Y, Pavlou PA (2011) “Online Labor Markets: An Informal Freelancer Economy,” *IBIT Report*, Fall 2011.
3. Wang S, Hong Y, Archer N, Wang Y (2011) “Modeling the Success of Small and Medium Sized Online Vendors in Business to Business Electronic Marketplaces in China: A Motivation–Capability Framework,” *Journal of Global Information Management*, 19(4):45–75.

PAPERS UNDER REVIEW

1. Hong Y, Chen PY, Hitt LM (2018) “Measuring Product Type Using Online Review Variance,” *Information Systems Research*, R&R, Prepare for 4th round review.
2. Huang N, Burtch G, Hong Y, Pavlou PA (2018) “Unemployment and Worker Participation in the Gig Economy: Evidence from An Online Labor Market,” *Information Systems Research*, R&R, Prepare for 3rd round review.
3. Liang C, Hong Y, Gu B (2018) “IT-enabled Monitoring and Labor Contracting in Online Platforms: Evidence from a Natural Experiment,” *Information Systems Research*, R&R, under 2nd round review.
4. Zheng X, Ren XY, Hong Y, Cao JS, Yang S (2018) “Understanding the Impact of Multi-Dimensional Ratings on Product Sales: An Information-Inconsistency Perspective,” *MIS Quarterly*, R&R, Under 2nd round review.
5. Li Z, Hong Y, Zhang Z (2018) “How Do On-demand Ride-sharing Services Affect Traffic Congestion?,” *MIS Quarterly*, R&R, Under 2nd round review.
6. Liu Q, Du Q, Hong Y, Fan W (2018) “User Idea Implementation in Open Innovation Communities: An Elaboration Likelihood Model Perspective,” *Information Systems Journal*, R&R, Under 2nd round review.

7. Hong Y, Shao BBM (2018) "Effectiveness of Experience in E-Procurement: Roles of Temporal Distance and Task Routinization,"
Production and Operations Management, R&R, Prepare for 2nd round review.
8. Hong Y, Peng J, Burtch G, Huang N (2018) "Do You Have Time for a Quick Chat? Direct Messaging System Usage and Hiring Outcomes in Online Labor Markets,"
Information Systems Research, R&R, prepare for 2nd round review.
9. Zheng Z, Hong Y, Pavlou PA (2018) "Bid Price Dispersion in the Contracting of Online Service Procurement Auctions,"
Production and Operations Management, R&R, Prepare for 2nd round review.
10. Hu Y, Hong Y (2018) "Event Detection and Recommendation using Social Media for Promoting Civic Awareness and Engagement for Local Communities,"
INFORMS Journal on Computing, Under 1st round review.
11. Zhao K, Hu Y, Hong Y, Westland C (2019) "Understanding Factors that Influence User Popularity in Live Streaming Platforms,"
Journal of Management Information Systems, Under 1st round review.
12. He Q, Benjamin V, Hong Y, Raghu TS (2018) "Multi-channel Complementarity in Goal-directed Platforms,"
MIS Quarterly, Reject and resubmit.
13. Hong Y, Chen PY, Shao BBM, Liang C (2018) "The Role of Auction Parameters in Online Outsourcing Platforms for Service Procurement,"
Production and Operations Management, Reject and resubmit.
14. Li J, Ge Y, Hong Y, Cheema A, Gu B (2018) "Textual Review Dimensionality And Helpfulness: A Multi-Method Study,"
Information Systems Research, Reject and resubmit, prepare for resubmission.

WORKING PAPERS (COMPLETED DRAFTS AVAILABLE)

1. Huang N, Chen PY, Hong Y, Wu SY (2019) "Conspicuous Social Sharing: Evidence from A Randomized Field Experiment,"
Target: Management Science.
2. Burtch G, He Q, Hong Y, Lee D (2019) "The Role of Peer Symbolic Awards on User Creativity: Evidence from a Randomized Field Experiment,"
Target: Science.
3. Burtch G, Hong Y, Kumar S (2019) "Reputation or Litigation? The Collateral Consequences of Platform Provided Dispute Resolution,"
Target: Production and Operations Management.
4. Sabzehzar A, Butch G, Hong Y, Raghu TS (2019) "The Role of Religion in Prosocial Lending,"
Target: MIS Quarterly.
5. Cheng C, Hu Y, Hong Y, Lu Y (2019) "Everyone Can Be A Star: Quantifying Grassroots' Live Streaming Effect on Their Online Product Sales,"
Target: MIS Quarterly.
6. Zhao K, Hu Y, Lu Y, Hong Y (2019) "Change, We Can Believe in: Examining Spillover Effect of Content Switch on Live Streaming Platform,"
Target: Information Systems Research.

7. Liang C, Hong Y, Gu B, Peng J (2019) “Why Gender Wage Gap does not Necessarily Mean Gender Bias? Evidence from Online Gig Economy,”
Target: Management Science.
8. Liu Q, Du Q, Hong Y, Fan W (2018) “The Impact of Idea Content Characteristics on the Likelihood of Idea Implementation: Empirical Evidence from the MIUI Community,”
Target: Production and Operations Management, .
9. He Q, Benjamin V, Hong Y, Raghu TS (2018) “Role of Reference Points in the Goal-directed Platform: A Randomized Field Experiment,”
Target: Journal of Marketing Research.
10. Liu Y, Chen PY, Hong Y, Ge Y (2018) “The Impact of Rating System Design on Opinion Sharing,”
Target: Information Systems Research.
11. Hou J, Huang N, Hong Y, Chen P (2018) “Free or Costly Bidding? A Quasi-Natural Experiment in Large-scale Online Procurement Auctions,”
Target: Production and Operations Management.
12. Li Z, Hong Y, Zhang Z (2018) “Impacts of the Platform-based Sharing Economy on the U.S. Labor Market: Evidence from Uber Entry,”
Target: Management Science.
13. Kanat I, Hong Y, Gu B, Raghu TS (2018) “An Empirical Study of Add-on Content and User Engagement,”
Target: MIS Quarterly.
14. Hu Y, Hong Y (2018) “Analyzing Location Disclosure Behaviors on Instagram,”
Target: MIS Quarterly.

FUNDING AND GRANTS

- Dean’s Excellence in Research Grant, “Peer Symbolic Awards and User Creativity,” \$20,000 (PI, 2019).
- Center for the Study of Economic Liberty, “The Role of Religion in Online Platforms,” \$5,000 (co-PI, 2019).
- NET Institute, “Gender Wage Gap in the Gig Economy,” \$3,000 (co-PI, 2018).
- Dean’s Excellence in Research Grant, “Private Communication in Online Platforms,” \$20,000 (PI, 2018).
- National Science Foundation, Decision, Risk and Management Sciences (DRMS), “Gender Wage Gap,” \$15,914 (co-PI, 2018).
- Center for the Study of Economic Liberty, “Gender Wage Gap does not Equal Gender Bias,” \$10,000 (co-PI, 2018).
- Amazon Cloud Credits for Research, “Online Labor Markets,” \$12,200 (co-PI, 2018).
- National Science Foundation of China (NSFC), “Social Referral Design,” \$10,000 (co-PI, 05/2017–06/2019).
- NET Institute, “Home Bias in Online Employment,” \$4,500 (co-PI, 2017).
- Robert Wood Johnson Foundation, “Future of Work Pioneering Grant,” \$120,024 (PI, 04/2017–10/2019).
- Center for the Study of Economic Liberty, “Sharing Economy and Gig Economy Projects,” \$6,000 (PI, 2017).

- Google, “Cloud Platform Education Grants,” \$11,100 (PI, 2016).
- NET Institute, “IT-enabled Monitoring and Labor Contracting,” \$4,500 (co-PI, 2016).
- Amazon Cloud Credits for Research, “IT-enabled Monitoring,” \$5,000 (PI, 2016).
- Department of Education, “CIBER Grant Award,” \$2,500 (co-PI, 2015).
- NET Institute, “Social Media Integration and User Content Contribution,” \$3,000 (co-PI, 2015).
- NET Institute, “Measuring Product Type with Dynamics of Online Review Variance,” \$3,000 (co-PI, 2014).
- Department of Education, “CIBER Grant Award,” \$5,000 (PI, 2013).
- NET Institute, “Comparing Open and Sealed Bid Auctions in Online Labor Markets,” \$3,000 (PI, 2013).
- Department of Education, “CIBER Grant Award,” \$5,000 (co-PI, 2010).

CONFERENCE PAPERS

1. Burtch G, He Q, Hong Y, Lee D (2019) “Peer Symbolic Awards Increase Content Generation but Reduce Content Novelty,” *Statistical Challenges in eCommerce Research (SCECR)*, Hong Kong, China.
2. Liang C, Hong Y, Gu B, Peng J (2019) “Gender Differences in Job Preferences,” *Statistical Challenges in eCommerce Research (SCECR)*, Hong Kong, China.
3. Burtch G, He Q, Hong Y, Lee D (2019) “Peer Symbolic Awards Increase Content Generation but Reduce Content Novelty,” *WEBEIS*, Minneapolis, MN.
4. Zhao K, Hu Y, Lu Y, Hong Y (2019) “Understanding the Dynamic Competition in Live Streaming Platform,” *Winter Conference on Business Analytics (WCBA)*, Snowbird, Utah.
5. Sabzehzar A, Butch G, Hong Y, Raghu TS (2019) “The Role of Religion in Prosocial Lending,” *Winter Conference on Business Analytics (WCBA)*, Snowbird, Utah.
6. Hong Y, Peng J, Burtch G, Huang N (2018) “Pipes versus Prisms: Direct Messaging System and Hiring Outcomes in Online Labor Markets,” *Workshop on Information Systems and Economics (WISE)*, San Francisco, California.
7. Liang C, Hong Y, Gu B, Peng J (2018) “Gender Differences in Job Preferences,” *Workshop on Information Systems and Economics (WISE)*, San Francisco, California.
[Winner of the Best Paper Award](#)
8. Hong Y, Chen PY, Shao BBM, Liang C (2018) “Auction Parameters and Bidder Entry: Evidence from Online Outsourcing Platforms,” *Workshop on Information Technology and Systems (WITS)*, San Jose, California.
9. He Q, Benjamin V, Hong Y, Raghu TS (2017) “Role of Reference Points in the Goal-directed Website: A Randomized Field Experiment,” *Workshop on Information Technology and Systems (WITS)*, San Jose, California.
10. Chen C, Hu Y, Hong Y, Lu Y (2018) “Everyone Can Be a Star: Quantifying Grassroots Online Sellers’ Live Streaming Effects on Product Sales,” *Decision Sciences Institute Annual Conference (DSI)*, Chicago, IL.
11. Chen C, Hu Y, Hong Y, Lu Y (2018) “Online Streaming and Data Visualization,” *Decision Sciences Institute Annual Conference (DSI)*, Chicago, IL.

12. Hong Y, Peng J, Burtch G, Huang N (2018) "Direct Messaging System and Hiring Outcomes in Online Labor Markets," *Decision Sciences Institute Annual Conference (DSI)*, Chicago, IL.
13. Liang C, Hong Y, Gu B, Peng J (2018) "Gender Wage Gap in Gig Economy and Gender Differences in Job Preferences," *CODE@MIT Conference*, Cambridge, MA.
14. Hong Y, Peng J, Burtch G, Huang N (2018) "Do You Have Time for a Quick Chat? Direct Messaging System Usage and Hiring Outcomes in Online Labor Markets," *INFORMS Conference on Information Systems and Technology (CIST)*, Phoenix, AZ.
15. Liang C, Hong Y, Gu B, Peng J (2018) "Gender Wage Gap in Gig Economy and Gender Differences in Job Preferences," *INFORMS Conference on Information Systems and Technology (CIST)*, Phoenix, AZ.
16. Huang N, Burtch G, Hong Y, Pavlou P (2018) "Local Economic Conditions and Worker Participation in the Online Gig Economy," *INFORMS Conference on Information Systems and Technology (CIST)*, Phoenix, AZ.
17. Chen C, Hu Y, Hong Y, Lu Y (2018) "Everyone Can Be a Star: Quantifying Grassroots Online Sellers' Live Streaming Effects on Product Sales," *INFORMS Conference on Information Systems and Technology (CIST)*, Phoenix, AZ.
18. Chen C, Hu Y, Hong Y, Lu Y (2018) "Everyone Can Be a Star: Quantifying Grassroots Online Sellers' Live Streaming Effects on Product Sales," *INFORMS Data Science Conference*, Phoenix, AZ.
19. Zhao K, Hu Y, Lu Y, Hong Y (2018) "Change, We Can Believe in: Examining Spillover Effect of Content Switch on Live Streaming Platform," *INFORMS Data Science Conference*, Phoenix, AZ.
20. Hu Y, Hong Y, Gal D, Xu A, Sinha V, Akkiraju R (2018) "Modeling Brand Personality with Business Value of Social Media Analytics: Predicting Brand Personality with User-generated Content and Firm-generated Content," *INFORMS Data Science Conference*, Phoenix, AZ.
21. Chen C, Hu Y, Hong Y, Lu Y (2018) "Everyone Can Be a Star: Quantifying Grassroots Online Sellers' Live Streaming Effects on Product Sales," *Proceedings of the International Conference on Information Systems (ICIS)*, San Francisco, CA.
22. Zhao K, Hu Y, Lu Y, Hong Y (2018) "Change, We Can Believe in: Examining Spillover Effect of Content Switch on Live Streaming Platform," *Proceedings of the International Conference on Information Systems (ICIS)*, San Francisco, CA.
23. Hu Y, Hong Y, Gal D, Xu A, Sinha V, Akkiraju R (2018) "Modeling Brand Personality with Business Value of Social Media Analytics: Predicting Brand Personality with User-generated Content and Firm-generated Content," *Proceedings of the International Conference on Information Systems (ICIS)*, San Francisco, CA.
24. Li Z, Hong Y, Zhang Z (2018) "Empowerment or Substitution? Entry of Platform-based Sharing Economy on the Local Labor Markets," *Proceedings of the International Conference on Information Systems (ICIS)*, San Francisco, CA.
25. Liu Q, Du Q, Hong Y, Fan W (2018) "What Kind of User-Generated Ideas Are More Likely to be Implemented? Evidence from an Open Innovation Community," *Proceedings of the International Conference on Information Systems (ICIS)*, San Francisco, CA.
26. Huang N, Burtch G, Hong Y, Pavlou P (2018) "Local Economic Conditions and Worker Participation in the Online Gig Economy," *Proceedings of the International Conference on Information Systems (ICIS)*, San Francisco, CA.

[Nominated for the Best Paper Award](#)

27. Liang C, Hong Y, Gu B (2018) "Gender Wage Gap in Online Gig Economy and Gender Differences in Job Preferences," *Proceedings of the International Conference on Information Systems (ICIS)*, San Francisco, CA.
28. Zheng X, Ren XY, Hong Y, Cao JS, Yang S (2018) "Information Inconsistencies in Multi-Dimensional Rating Systems," *Proceedings of the International Conference on Information Systems (ICIS)*, San Francisco, CA.
[Best Conference Theme Paper Award \(runner-up\)](#)
29. Liang C, Hong Y, Gu B (2018) "Effects of IT-enabled Monitoring Systems: Evidence from An Online Labor Market," *The Platform Research Symposium*, Boston, MA.
30. Liang C, Hong Y, Gu B (2018) "Home Bias in Online Employment: Evidence from an Online Labor Market," *The 12th China Summer Workshop on Information Management (CSWIM)*, Qingdao, China.
[Winner of the Best Paper Award](#)
31. Hong Y, Peng J, Burtch G, Huang N (2018) "Role of Private Communication in Online Labor Markets," *Statistical Challenges in eCommerce Research (SCECR)*, Rotterdam, Netherlands.
32. Liang C, Hong Y, Gu B (2018) "Home Bias in Hiring: Evidence from an Online Labor Market," *Pacific Asia Conference on Information Systems (PACIS)*, Yokohama, Japan.
[Nominated for the Best Paper Award](#)
33. Liang C, Hong Y, Gu B (2018) "Home Bias in Online Employment: A Quasi-Natural Experiment," *WEBEIS*, Arlington, VA.
34. Hong Y, Peng J, Burtch G, Huang N (2018) "Role of Communication in Online Platforms," *Americas Conference on Information Systems*, New Orleans, LA.
35. Hong Y, Peng J, Burtch G, Huang N (2018) "Communication in Online Employment," *POMS 2018 Annual Conference*, Houston, TX.
36. Hu Y, Zhao K, Hong Y (2018) "Identify and Modeling Players in Live Streaming Community," *POMS 2018 Annual Conference*, Houston, TX.
37. Huang N, Chen PY, Hong Y, Wu SY (2018) "Digital Nudging for Online Social Sharing: Evidence from A Randomized Field Experiment," *51st Hawaii International Conference on System Sciences (HICSS)*, Hawaii, US.
38. Liang C, Hong Y, Gu B (2018) "Home Bias in Online Employment," *51st Hawaii International Conference on System Sciences (HICSS)*, Hawaii, US.
39. Li Z, Hong Y, Zhang Z (2018) "An Empirical Analysis of the Impacts of the Sharing Economy Platforms on the U.S. Labor Market," *51st Hawaii International Conference on System Sciences (HICSS)*, Hawaii, US.
40. Gong J, Hong Y, Zentner A (2018) "Vanishing Borders in the Internet Age: The Income Elasticity of Virtual versus Physical Migration," *51st Hawaii International Conference on System Sciences (HICSS)*, Hawaii, US.
41. Hong Y, Chen PY, Shao BBM, Liang C (2018) "Effect of Auction Design on Bidder Entry: Evidence from An Online Labor Market," *51st Hawaii International Conference on System Sciences (HICSS)*, Hawaii, US.
42. He Q, Benjamin V, Hong Y, Raghu TS (2017) "Multi-Channel Complementarity in the Online Learning Context," *Workshop on Information Technology and Systems (WITS)*, Seoul, South Korea.
43. Li J, Ge Y, Hong Y, Cheema A, Gu B (2017) "Review Dimensionality and Helpfulness: A Multi-method Study," *Workshop on Information Technology and Systems (WITS)*, Seoul, South Korea.

44. Liang C, Hong Y, Gu B (2017) "Home Bias in Online Employment," *Workshop on Information Systems and Economics (WISE)*, Seoul, South Korea.
45. Liang C, Hong Y, Gu B (2017) "Home Bias in Online Employment," *Conference on Information Systems and Technology (CIST)*, Houston, TX.
46. Liu Y, Chen PY, Hong Y, Ge Y (2017) "The Impact of Rating System Design on Opinion Sharing," *Conference on Information Systems and Technology (CIST)*, Houston, TX.
47. Li J, Ge Y, Hong Y, Cheema A, Gu B (2017) "Review Dimensionality and Helpfulness: Evidence from a Supervised Topic Modeling, an Empirical Analysis, and a Randomized Experiment," *Conference on Information Systems and Technology (CIST)*, Houston, TX.
48. Liu Y, Chen PY, Hong Y, Ge Y (2017) "The Impact of Rating System Design on Opinion Sharing," *POMS 2017 Annual Conference*, Seattle, WA.
49. Liang C, Hong Y, Gu B (2017) "Home Bias in Online Employment," *Proceedings of the International Conference on Information Systems (ICIS)*, Seoul, South Korea.
50. Liu Y, Chen PY, Hong Y, Ge Y (2017) "The Impact of Rating System Design on Opinion Sharing," *Proceedings of the International Conference on Information Systems (ICIS)*, Seoul, South Korea.
51. Li J, Ge Y, Hong Y, Cheema A, Gu B (2017) "Review Dimensionality and Helpfulness: Evidence from a Supervised Topic Modeling, an Empirical Analysis, and a Randomized Experiment," *Winter Conference on Business Analytics (WCBA)*, Snowbird, Utah.
52. Huang N, Gu B, Burtch B, Hong Y, Liang C, Wang K, Fu D, Yang B (2017) "Designing Effective Performance Feedback Notification Systems to Stimulate Content Contribution: Evidence from a Crowdsourcing Recipe Platform," *50th Hawaii International Conference on System Sciences (HICSS)*, Hawaii, US.
[Winner of the Best Paper Award](#)
53. Kanat I, Hong Y, Gu B, Raghu TS (2017) "If You Let Them Build It, They Will Stay! An Empirical Study of Add-on Content and User Engagement," *50th Hawaii International Conference on System Sciences (HICSS)*, Hawaii, US.
[Nominated for the Best Paper Award](#)
54. Li Z, Hong Y, Zhang Z (2017) "Do Ride Sharing Services Affect Traffic Congestion? An Empirical Study of Uber Entry," *50th Hawaii International Conference on System Sciences (HICSS)*, Hawaii, US.
55. Hu Y, Hong Y (2017) "Modeling and Predicting Social Media Engagement in Real-World Events," *50th Hawaii International Conference on System Sciences (HICSS)*, Hawaii, US.
[Nominated for the Best Paper Award](#)
56. Zheng ZA, Hong Y, Pavlou PA (2016) "Matching in Online Labor Markets for IT Services: Bid Price Dispersion, Buyer Indecision, and Freelancer Regret," *Workshop on Information Systems and Economics (WISE)*, Hawaii, US.
57. Liang C, Hong Y, Gu B (2016) "Effects of IT-enabled Monitoring Systems: Evidence from Fixed and Time-based Contracts in An Online Labor Market," *Workshop on Information Systems and Economics (WISE)*, Dublin, Ireland.
58. Huang N, Gu B, Burtch B, Hong Y, Liang C, Wang K, Fu D, Yang B (2016) "Stimulating User-Generated Content via Performance Feedback: A Randomized Mobile Field Experiment," *CODE@MIT Conference*, Cambridge, MA.
59. Li Z, Hong Y, Zhang Z (2016) "Do Ride Sharing Services Affect Traffic Congestion? An Empirical Study of Uber Entry," *INFORMS Annual Meeting*, Nashville, TN.

60. Liang C, Hong Y, Gu B (2016) "Effects of IT-enabled Monitoring Systems in Online Labor Markets," *Conference on Information Systems and Technology (CIST)*, Nashville, TN.
61. Huang N, Gu B, Burtch B, Hong Y, Liang C, Wang K, Fu D, Yang B (2016) "Stimulating User-Generated Content via Performance Feedback: A Randomized Mobile Field Experiment," *Conference on Information Systems and Technology (CIST)*, Nashville, TN.
62. Huang N, Gu B, Burtch B, Hong Y, Liang C, Wang K, Fu D, Yang B (2016) "Stimulating User-Generated Content via Performance Feedback: A Randomized Mobile Field Experiment," *Proceedings of the International Conference on Information Systems (ICIS)*, Dublin, Ireland.
63. Liang C, Hong Y, Gu B (2016) "Effects of IT-enabled Monitoring Systems in Online Labor Markets," *Proceedings of the International Conference on Information Systems (ICIS)*, Dublin, Ireland.
64. Li Z, Hong Y, Zhang Z (2016) "Do Ride Sharing Services Affect Traffic Congestion? An Empirical Study of Uber Entry," *Proceedings of the International Conference on Information Systems (ICIS)*, Dublin, Ireland.
65. Hu Y, Hong Y (2016) "Analyzing Location Disclosure Behavior on Instagram," *Annual International Conference on Computational Social Science*, Evanston, IL.
66. Huang N, Gu B, Burtch B, Hong Y, Liang C (2016) "Stimulating UGC Contribution via Performance Feedback: A Randomized Mobile Field Experiment," *Statistical Challenges in eCommerce Research (SCECR)*, Naxos, Greece.
67. Kanat I, Hong Y, Raghu TS (2015) "Surviving and Thriving in Online Labor Markets: A Geoeconomic Analysis," *Workshop on Information Systems and Economics (WISE)*, Dallas, TX.
68. Burtch G, Hong Y, Bapna R, Griskevicius V (2015) "What Are Social Incentives Worth?," *Proceedings of the International Conference on Information Systems (ICIS)*, Dallas, TX.
69. Hong Y, Hu Y, Burtch G (2015) "Social Broadcasting or Social Sharing? Understanding the Crowd's Contribution to Public vs. Private Goods in Crowdfunding Campaigns," *Proceedings of the International Conference on Information Systems (ICIS)*, Dallas, TX.
70. Huang N, Hong Y, Burtch G (2015) "Anonymity and Language Usage: A Natural Experiment of Social Network Integration," *Proceedings of the International Conference on Information Systems (ICIS)*, Dallas, TX.
71. Zheng ZA, Hong Y, Pavlou PA (2015) "Value Uncertainty and Buyer Contracting: Evidence from Online Labor Markets," *Proceedings of the International Conference on Information Systems (ICIS)*, Dallas, TX.
72. Huang N, Hong Y, Burtch G (2015) "Anonymity and Language Usage: A Natural Experiment of Social Network Integration," *NET Institute Conference*, New York, NY.
73. Burtch G, Hong Y, Bapna R, Griskevicius V (2015) "What Are Social Incentives Worth?," *Conference on Information Systems and Technology (CIST)*, Philadelphia, PA.
74. Burtch G, Hong Y, Bapna R, Griskevicius V (2015) "What Are Social Incentives Worth?," *Conference on Information Systems and Technology (CIST)*, Philadelphia, PA.
75. Hong Y, Hu Y, Burtch G (2015) "Crowd's Contribution to Public versus Private Goods in Crowdfunding Campaigns," *Conference on Information Systems and Technology (CIST)*, Philadelphia, PA.
76. Zheng Z, Hong Y, Pavlou PA (2015) "Effect of Valuation Uncertainty on Buyer Indecision and Bidder Regret in Online Labor Markets," *INFORMS Annual Meeting*, Philadelphia, PA.
77. Liu Y, Chen PY, Hong Y (2015) "The Effect of Rating System Design on Negativity Bias," *INFORMS Annual Meeting*, Philadelphia, PA.

78. Burtch G, Hong Y, Bapna R, Griskevicius V (2015) "What Are Social Incentives Worth?," *CODE@MIT Conference*, Cambridge, MA.
79. Zheng Z, Hong Y, Pavlou PA (2015) "On Service Employers' Hiring Decisions in Online Labor Markets: A Perspective of Price and Quality Discovery," *The 11th Symposium on Statistical Challenges in eCommerce Research (SCECR)*, Addis Ababa, Ethiopia.
80. Liu Y, Chen PY, Hong Y (2014) "The Value of Multi-dimensional Online Rating Systems: An Information Transfer Perspective," *Workshop on Information Systems Economics (WISE)*, Auckland, New Zealand.
81. Burtch G, Hong Y (2014) "What Happens When Word of Mouth Goes Mobile?," *Proceedings of the International Conference on Information Systems (ICIS)*, Auckland, New Zealand.
[Nominated for the Best Conference Paper](#)
82. Liu Y, Chen PY, Hong Y (2014) "The Value of Multi-dimensional Online Rating Systems: An Information Transfer Perspective," *Proceedings of the International Conference on Information Systems (ICIS)*, Auckland, New Zealand.
83. Zheng Z, Hong Y, Pavlou PA (2014) "Sequential or Simultaneous? Antecedents and Consequences of Search Strategies in Online Labor Markets," *The 10th Symposium on Statistical Challenges in eCommerce Research (SCECR)*, Tel Aviv, Israel.
84. Liu Y, Chen PY, Hong Y (2014) "The Value of Multi-dimensional Online Rating Systems: An Information Transfer Perspective," *INFORMS Annual Meeting*, San Francisco, CA.
85. Burtch G, Hong Y (2014) "What Happens When Word of Mouth Goes Mobile?," *Conference on Information Systems and Technology (CIST)*, San Francisco, CA.
86. Hong Y, Chen PY, Hitt LM (2013) "Measuring Product Type with Sequential Dynamics of Online Product Reviews: Theory and Applications," *Workshop on Information Systems Economics (WISE)*, Milan, Italy.
87. Hong Y, Pavlou PA, Chen PY (2013) "Quality-Adjusted Consumer Surplus for IT Outsourcing E-Markets with Asymmetric Information," *Proceedings of the 34th International Conference on Information Systems (ICIS)*, Milan, Italy.
88. Shi N, Hong Y, Wang K, Shi N (2013) "Social Commerce Beyond Word of Mouth: Role of Social Distance and Social Norms in Online Referral Incentive Systems," *Proceedings of the 34th International Conference on Information Systems (ICIS)*, Milan, Italy.
89. Hong Y, Wang C, Pavlou PA (2013) "Open or Sealed Bid in Buyer-Determined Auctions? Evidence from Online Labor Markets," *Conference on Information Systems and Technology (CIST)*, Minneapolis, MN.
90. Hong Y, Wang C, Pavlou PA (2013) "Does Auction Mechanism Affect Bidder Behavior and Market Performance? Evidence from Sealed and Open Bids Auctions in An Online Labor Market," *The 9th Symposium on Statistical Challenges in eCommerce Research (SCECR)*, Lisbon, Portugal.
91. Hong Y, Wang C, Pavlou PA (2013) "Are Global Labor Markets Truly "Flat"? Global Frictions, Labor Arbitrage and Reputation in Online Labor Markets," *The 9th Symposium on Statistical Challenges in eCommerce Research (SCECR)*, Lisbon, Portugal.
92. Hong Y, Wang C, Pavlou PA (2013) "Does Auction Design Affect Bidder Behavior and Market Performance? Evidence from Crowdsourcing Platforms," *INFORMS Marketing Science Society Conference*, Istanbul, Turkey.
93. Hong Y, Chen PY, Hitt LM (2012) "Measuring Product Type with Dynamics of Online Review Variance: Implications for Research and Practice," *Proceedings of the 33th International Conference on Information Systems (ICIS)*, Orlando, Florida.
[Awarded ICIS 2012 Runner-up Best Conference Paper](#)

94. Hong Y, Pavlou PA (2012) "An Empirical Investigation on Provider Pricing in Online Crowdsourcing Markets for IT Services," *Proceedings of the 33th International Conference on Information Systems (ICIS)*, Orlando, Florida.
95. Hong Y, Chen PY, Hitt LM (2012) "Implications of Online Product Review Variance for Product Categorization," *The 8th Symposium on Statistical Challenges in eCommerce Research (SCECR)*, Montreal, Canada.
96. Hong Y, Pavlou PA, Chen PY (2012) "Quality-adjusted Consumer Surplus in Markets with Asymmetric Information," *The 8th Symposium on Statistical Challenges in eCommerce Research (SCECR)*, Montreal, Canada.
97. Shi N, Hong Y, Wang K, Pavlou PA (2012) "Social Commerce in a Networked Society: Considering Social Distance and Norms in Referral Incentive Mechanisms for Online Business," *Proceedings of the 18th Americas Conference in Information Systems (AMCIS)*, Seattle, Washington.
[Awarded AMCIS 2012 Runner-up Best Conference Paper](#)
98. Yuan W, Hong Y, Pavlou PA (2012) "Do Consumers Trust Online Product Reviews? An Experimental Study of Biases in Online Product Reviews," *Proceedings of the 18th Americas Conference in Information Systems (AMCIS)*, Seattle, Washington.
99. Shi N, Hong Y, Wang K, Pavlou PA (2012) "The Effects of Social Distance on Proposer's Offer and Responder's Intention to Accept in Online Referral Bonuses Programs under Chinese Setting," *Proceedings of the 14th Annual International Conference on Electronic Commerce (ICEC)*, Singapore.
100. Hong Y, Pavlou PA (2011) "Strategic Bidding and Personalized Pricing in Global Electronic Markets for Services Outsourcing," *Workshop on Information Systems Economics (WISE)*, Shanghai, China.
101. Hong Y, Pavlou PA, Chen PY (2011) "Quality-adjusted Consumer Surplus in Markets with Asymmetric Information," *Workshop on Information Systems Economics (WISE)*, Shanghai, China.
102. Hong Y, Pavlou PA (2010) "Fit Does Matter! An Empirical Study on Product Fit Uncertainty in Online Marketplaces," *Proceedings of the 31th International Conference on Information Systems (ICIS)*, St. Louis, Missouri.
103. Wattal S, Hong Y, Mandviwalla M (2010) "Is IT the Great Equalizer? A Social Class Based Longitudinal Analysis of Technology Diffusion," *Proceedings of the 31th International Conference on Information Systems (ICIS)*, St. Louis, Missouri.
104. Hong Y, Pavlou PA (2010) "Product Uncertainty in the Online Marketplaces in China: An Econometric Model," *Proceedings of the 16th Americas Conference in Information Systems (AMCIS)*, Lima, Peru.

INVITED SEMINARS AND TALKS

- Wuhan International Conference on E-Business, Keynote Speech, 6/2020 Scheduled
- University of Utah, Eccles School of Business, 9/2019 Scheduled
- Haibin Institute of Technology, Big Data and Analytics Summer School, 7/2019 Scheduled
- The Hong Kong Polytechnic University, PolyU-AIS Research Workshop, 6/2019 Scheduled
- Boston College, Carroll School of Management, 5/2019
- George Washington University, College of Business, 4/2019
- University of Illinois at Chicago, College of Business, 11/2018
- MentorStudents.org, 03/2018

- University of Minnesota, Carlson School of Management, 03/2018
- Special Libraries Association, 07/2017
- Arizona State University, Ira A Fulton School of Engineering, 03/2017
- Temple University, Fox School of Business, 02/2017
- Uber PHX HQ, 10/2016
- Arizona State University, Information Systems Research Workshop, 02/2016
- Temple University, CIBER, 04/2014
- Arizona State University, W. P. Carey School of Business, 11/2013
- University of Virginia, McIntire School of Commerce, 10/2013
- Nanyang Technological University, Nanyang Business School, 10/2013
- HKUST, School of Business, 07/2013
- City University of Hong Kong, School of Business, 07/2013
- Remin University of China, School of Business, 07/2011
- University of Electronic Science and Technology of China, School of Business, 07/2011

PHD STUDENTS SUPERVISED

- Chen Liang (2019) – Dissertation Co-chair, Assistant Professor, *School of Business, University of Connecticut*
- Alvin Zheng (2019) – Dissertation Committee member, Assistant Professor, *City University of Hong Kong*
- Ying Liu (2018) – Dissertation Co-chair, Assistant Professor, *Isenberg School of Management, UMass Amherst*
- Chen Cheng – 5th year, UIC, *Dissertation Committee Member*
- Qinglai He – 3rd year, ASU, *Dissertation Co-chair*
- Ziru Li – 4rd year, ASU, *First and second year paper co-advisor*
- Amin Sabzehzar – 2nd year, ASU, *First year paper co-advisor*
- Jingbo Hou – 1st year, ASU, *First year paper co-advisor*

SELECTED WORK AND CONSULTING EXPERIENCE

External Researcher <i>Lyft</i> , San Francisco, CA	2018–
External Researcher <i>Meishijie</i> , Beijing, China	2016–
External Researcher <i>Picmonic</i> , Tempe, AZ	2016–

External Researcher <i>Ports America</i> , Chandler, AZ	2016–2017
External Researcher <i>Yamibuy</i> , City of Industry, CA	2014–
External Researcher <i>fits.me</i> , Estonia	2014–2016
External Researcher <i>08Piao</i> , Xi'an, China	2012–2013
External Researcher <i>Freelancer Ltd.</i> , New South Wales, Australia	2010–2015

PROFESSIONAL SERVICES

@ Conference Organizations

- 2019 Associate Editor, ICIS (Economics of IS)
- 2019 Mini-track chair, Crowd-based Platforms Track, HICSS
- 2019 Cluster Co-chair, INFORMS Information Systems Society
- 2019 Conference Organizer, ASU Digital Society Conference
- 2018 Mini-track chair, Crowd-based Platforms Track, HICSS
- 2018 Conference Co-chair, INFORMS Conference on Information Systems and Technology
- 2018 Conference Organizer, “Future of Work in the Digital Society” Conference
- 2018 Mini-track chair, Crowd-based Platforms Track, HICSS
- 2018 Session Organizer, Online Platforms, POMS
- 2017 Program Committee, CSWIM
- 2017 Program Committee, INFORMS CIST
- 2017 Associate Editor, ICIS (Sharing Economy)
- 2017 Associate Editor, PACIS
- 2016 Program Committee, INFORMS CIST
- 2015 Mini-track chair, Crowdsourcing Track, AMCIS
- 2015 Associate Editor, ICIS (eBusiness)
- 2015 Program Committee, INFORMS CIST
- 2014 Associate Editor, ICIS (eBusiness)
- 2014 Program Committee, INFORMS CIST
- 2013 Program Committee, ICEB
- 2012 Arrangements Co-chair, MIS Academic Leadership Conference

@ Referee Services

- Journal Reviewer: *Management Science, Marketing Science, Information Systems Research, MIS Quarterly, Journal of Marketing Research, Production and Operations Management, Journal of Operations Management, POLS One, Journal of the Association for Information Systems, Journal of Management Information Systems, Decision Support Systems, Decision Sciences Journal, European Journal of Information Systems, Information Systems Journal, Information & Management, IJITDM*
- Proposal Reviewer: *National Science Foundation, Hong Kong Research Grant Council, National Science Centre of Poland*

@ University Services

- 2018 Department PhD Program Committee, Chair
- 2018 WPC 300 Course Development Committee, Chair
- 2018 Department Chair's Advisory Committee, Member
- 2018 Recruiting Committee, Member
- 2018 EAB and Executive Education Committee, Member
- 2018 Research Workshop Committee, Member
- 2018 School PhD Program Committee, Member
- 2018 School Faculty Council, Member
- 2017 Department PhD Program Committee, Chair
- 2017 Research Workshop Committee, Chair
- 2017 EAB and Executive Education Committee, Member
- 2017 School PhD Program Committee, Member
- 2017 School Faculty Council, Member
- 2017 Department Undergraduate Program Committee, Member
- 2016 Research Workshop Committee, Chair
- 2016 PhD Program Committee, Member
- 2016 Department Undergraduate Program Committee, Member
- 2015 Research Workshop Committee, Member
- 2015 Faculty Recruiting Committee, Member
- 2015 Department Personnel Committee, Member
- 2015 Department Undergraduate Program Committee, Member
- 2014 Department Undergraduate Program Committee, Member
- 2014 Research Workshop Committee, Member
- 2014 PhD Program Committee, Member

TEACHING


@ Arizona State University, Dept. of Information Systems:


- Spring 2019: CIS 792 PhD Seminar – Research Methods in Information Systems 6.9/7.0
- Spring 2019: WPC 300 Problem Solving and Actionable Analytics (online) 4.2/5
- Spring 2019: WPC 300 Problem Solving and Actionable Analytics (Course Coordinator)
- Fall 2018: WPC 300 Problem Solving and Actionable Analytics (Course Coordinator)
- Spring 2018: WPC 300 Problem Solving and Actionable Analytics (5.9/7)
- Fall 2017: WPC 300 Problem Solving and Actionable Analytics (6.3/7, 6.4/7)
- Spring 2017: CIS 360 Business Database Concepts (6.7/7, 6.6/7, 6.0/7)
- Spring 2016: CIS 360 Business Database Concepts (6.6/7, 6.5/7, 5.8/7)
- Spring 2015: CIS 315 Introduction to Business Data Analytics (6.3/7)
- Spring 2015: CIS 360 Business Database Concepts (6.5/7, 5.9/7)

@ Temple University, Dept. of Management Information Systems:

- Spring 2013: MRKT3502 Information Management and Marketing Strategy (4.5/5)
- Spring 2013: MIS2502 Data Analytics (4.7/5)
- Fall 2012: MIS2502 Data Analytics (4.8/5)

TECHNICAL SKILLS

 **Operating Systems:** Linux, Mac OS, Windows

 **Programming Languages:** C++, Python, Perl, HTML, CSS, PHP, Javascript, bash, L^AT_EX, lisp, Stata, R, SAS

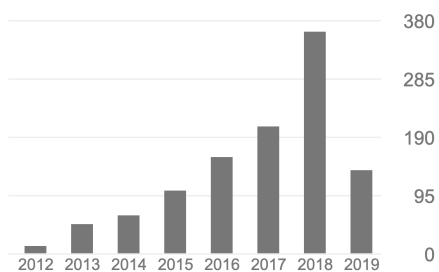
 **Database Management Systems:** MySQL, PostgreSQL, SQLite, Microsoft SQL Server, Microsoft Access, Google BigQuery, MongoDB

 **Cloud Computing:** Amazon Web Services, Google Cloud Platform

GOOGLE SCHOLAR CITATIONS

Cited by

	All	Since 2014
Citations	1100	1034
h-index	15	14
i10-index	21	19



📅 July 1, 2019