Yixin Lu

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Research Interests

My research examines the impact of technological innovation on individuals, organizations, and society. I integrate theories and methods from Economics, Management, and Computer Science to generate insights for both business leaders and policymakers. My current research focuses on

- **AI Applications and Regulations:** How can AI and human decision makers collaborate effectively in high-stakes, information-rich environments? When and how should we regulate AI deployment to balance the tradeoff between efficiency and equity?
- **Market Intelligence:** How do technological advances reshape strategic interactions in both traditional and digital marketplaces? How should allocation, pricing, and information policies be adapted in response to evolving participant behaviors?
- **Platform Economy:** How do platform features shape user behavior? Do platforms democratize access or exacerbate existing disparities?
- **Sustainability:** How can we design sociotechnical systems that balance environmental sustainability, economic efficiency, and social welfare?

Academic Appointments

2022–present	**Associate Professor**, George Washington University School of Business	
2016–2022	**Assistant Professor**, George Washington University School of Business	
2014–2016	**Assistant Professor**, Vrije Universiteit (VU) Amsterdam	

Selected Awards and Honors

2024	Information Systems Research Outstanding Associate Editor Award
2021	INFORMS Information Systems Society Design Science Award
2021	Association for Information Systems Early Career Award
2021	Information Systems Research Best Reviewer Award
2020	Association for Information Systems Impact Award
2020	International Conference on Information Systems Best Associate Editor Award
2020	Best Paper Award (runner-up), Conference on Health IT and Analytics
2020	Dean's Emerging Scholar Award, George Washington University School of Business
2019	Workshop of Information Technology and Systems Outstanding Service Award
2018	Best Paper Award (runner-up), The Hawaii International Conference on System Sciences
2017	European Research Paper of the Year Award (Finalist)
2016	Workshop of Information Technology and Systems Outstanding Service Award
2013	Best Paper Award (runner-up), Conference on Information Systems and Technology
2012	Best Paper Award (runner-up), Conference on Information Systems and Technology

Education

2009–2014	**Ph.D. in Information Systems**, Erasmus University Rotterdam Thesis: "Data-Driven Decision Making in Auction Markets"
2006–2008	**M.Sc. in Industrial Mathematics**, Eindhoven University of Technology **M.Sc. in Scientific Computing**, University of Kaiserslautern Thesis: "Optimization of Process Corrections", *Cum Laude.*
2002–2006	**B.Sc. in Applied Mathematics**, Zhejiang University Thesis: "Online Algorithms for Bin Packing Problems", with Distinction.

Publications

[J]=*Journal Publication*, [B]=*Book Chapter*, [C]=*Conference Proceeding*

[J]   Balocco, F., **Lu, Y.**, Li, T., and Gupta, A. 2025. "Lemon Ads: Adverse Selection in Multi-Channel Display Advertising Market," Forthcoming in **Management Science**.

[J]   Zhang, X., Pu, J., **Lu, Y.**, and Guo, F. 2025. "Team Makes You Better: Evidence From Online Medical Consultation Platforms," **Information Systems Research**, 36(3), 1738-1759.

[J]   Lin, X., Gui, L., and **Lu, Y.** 2024. "Managing Sales via Livestream Commerce: Implications of Price Negotiation and Consumer Price Search," Forthcoming in **Production and Operations Management**.

[J]   **Lu, Y.**, Gupta, A., Ketter, W., and van Heck, E. 2022. "Designing Hybrid Mechanisms to Overcome Congestion in Sequential Dutch Auctions," **MIS Quarterly**, 46(1), 457-490.

[J]   Chen, W., **Lu, Y.**, Qiu, L., and Kumar, S. 2021. "Designing Personalized Treatment Plans for Breast Cancer," **Information Systems Research**, 32(3), 932-949.

[J]   **Lu, Y.**, Gupta, A., Ketter, W., and van Heck, E. 2019. "Information Transparency in B2B Auction Markets: Theory and Evidence from a Field Experiment," **Management Science**, 65(9), 4261-4279.

[J]   **Lu, Y.**, Gupta, A., Ketter, W., and van Heck, E. 2019. "Dynamic Decision-Making in B2B Sequential Auctions: A Structural Econometric Approach," **Management Science**, 65(8), 3853-3876.

[C]   **Lu, Y.**, Ou, C., and Angelopoulos, S. 2018. "Exploring the effect of monetary incentives on user behavior in Online Sharing Platforms," *The 51st Hawaii International Conference on System Sciences Proceedings.*

[B]   Skog, A., Severin, A., Jereczek, K., Lewan, M., Gromek, M., Teigland, R., Morgulis-Yakushev, S., Siri, S., and **Lu, Y.** Plug in Your Network — A Review of the Role of Informal Network for Knowledge Sharing and Innovation, October 2017, ISBN: 978-91-7731-060-0.

[B]   Skog, A., Lewan, M., Karlstrom, M., Morgulis-Yakushev, S., **Lu, Y.**, and Teigland, R. Chasing the Tale of the Unicorn — A study of Sweden's Misty Meadows, May 2016, ISBN: 978-91-86797-24-9.

[J]   **Lu, Y.**, Gupta, A., Ketter, W., and van Heck, E. 2016. "Exploring Bidder Heterogeneity in B2B Auctions: Evidence from the Dutch Flower Auctions," **MIS Quarterly**, 40(3), 645-662.

Selected Working Papers

[R]=*Revision*, [W]=*Working*, [I]=*Work-In-Progress*

[R]   "Spatial Competition of Fast-Charging Networks," with Kienscherf, P., He, L., and Ketter, W. Preparing for 3rd Round Review in **Information Systems Research**

[R]   "Empowering or Exploiting? The Implications of Direct Market Access for Improving Smallholder Farmers' Welfare," with Gui, L. and Lin, X. Under 2nd Round Review in **Manufacturing & Service Operations Management**

[R]   "Deal Now or Later? Transaction Mechanisms for Home Sales," with Zhang, C. and Gui, L. Preparing for 2nd Round Review in **Management Science**

[R]   "Competing Wheels: How E-Scooter Sharing Reshapes Bike-Sharing Usage in European Cities," with Schroer, K. and Ketter, W. Preparing for 2nd Round Review in **Information Systems Research**

[R]   "When Physicians Go Live: The Effects of Medical Live Streaming on Online Medical Consultation," with Liu, Y., Zhang, X., Qiu, L., and Lai, M. Reject & Resubmit in **Production and Operations Management**

[W]   "Advertisers' Self-Competition," with Balocco, F., Kraft, L., and Skiera, B. To be submitted to **Management Science**

[W]   "Racing Against Algorithms: Give up or Level up?" with Zhang, X, Li, Z, Li, K., and Valacich, J. To be submitted to **MIS Quarterly**

[W]   "Why are Second-Price Auctions Common," with Balocco, F., Li, T., and Gupta, A. To be submitted to **Management Science**

[I]   "Going Live, Widening Gaps? Gender Disparities in Online Medical Consultations," with Liu, Y and Zhang, X. Target: **Management Science**

[I]   "Who Pays Ad Tech Tax and Why?" with Balocco, F., Li, T., and Gupta, A. Target: **Management Science**

[I]   "Better Together? How AI Chatbots Enhances Mental Health Counseling" with Nie, J. and Zhang, X. Target: **Information Systems Research**

Teaching

George Washington University School of Business

2021–present	Python Program Database Applications (IS Core and MBA Elective)
	Average Rating: 4.7/5
2020–present	Foundations of Artificial Intelligence (AI Certificate Core)
	Average Rating: 4.7/5
2016–present	Introduction to Programming (Undergraduate)
	Average Rating: 4.7/5
2016–2019	Management Information Systems and Technology (Undergraduate)
	Average Rating: 4.6/5

VU Amsterdam

Fall 2015	E-business and Information Management (Graduate Core)
	Instructor Rating: 4.8/5

Student Mentoring

PhD Students

2024–present	Yixuan Liu, Hong Kong Polytechnic University
2023–present	Lennard Sund, University of Cologne
2022–2025	Xi Lin, UC Irvine, Placement: Huazhong University of Science & Technology
2021–present	Philipp Kienscherf, University of Cologne
2019-2023	Francesco Balocco, Erasmus University Rotterdam, Placement: VU Amsterdam

Undergraduate Students (George Washington University)

2020–2021	Cameron Abeel, "Pay to Play, Play to Pay: The Early Access Paradox on Steam"
2018–2019	Daniel Kim, "Media Bias: Evidence from Twitter"

Professional Services

Journal Editorial Board

2022–present	Associate Editor of Information Systems Research
2023–present	Associate Editor of Decision Sciences
2022–present	Senior Editor (Ad hoc) of Production and Operations Management

Conference Organization

2026	Co-Chair of Conference on Information Systems and Technology
2025	Cluster Co-Chair of Information Systems at INFORMS Annual Meeting
2025	Co-Chair of Washington Area IT Symposium
2024	Cluster Co-Chair of Information Systems at INFORMS Annual Meeting
2020	Cluster Co-Chair of Information Systems at INFORMS Annual Meeting
2019	Review Coordinator of Workshop on Information Technologies and Systems
2016	Review Coordinator of Workshop on Information Technologies and Systems

Program Committee

2017–2022	International Conference on Information Systems
2013–2023	Conference on Information Systems and Technology

Journal Reviewer

2012–present	Information Systems Research, INFORMS Journal on Computing, IISE Transactions, Journal of Management Information Systems, Management Science, MIS Quarterly, Naval Research Logistics, Production and Operations Management

Selected Professional Memberships

2010–present	INFORMS (Senior Member since 2024)
2012–present	Association for Information Systems (Distinguished Member since 2025)

Selected Invited Talks

Nov	2025	IS Seminar, Schulich School of Business, York University
Oct	2025	IS Seminar, Carlson School of Management, University of Minnesota
Mar	2025	IS Seminar, College of Business Administration, University of Illinois at Chicago
Feb	2025	IS Seminar, Naveen Jindal School of Management, UT Dallas
Sep	2023	BIM Seminar, Rotterdam School of Management, Erasmus University Rotterdam
Oct	2021	IS Seminar, Bauer College of Business, University of Houston
Jun	2021	BIM Seminar, Rotterdam School of Management, Erasmus University Rotterdam
Mar	2021	IS Seminar, Carlson School of Management, University of Minnesota
Jun	2020	SEED Masterclass, School of Business, George Washington University
Apr	2019	SLAM Seminar, Bloomberg School of Public Health, Johns Hopkins University

Media Coverage

May	2024	How to unlock the sales potential of livestream commerce, GWSB News
Nov	2023	How AI can help win the war against piracy despite social media, Fortune
Aug	2023	Artificial intelligence is revolutionizing society, whether you like it or not, Fortune
Mar	2020	Optimise floriculture and make it more sustainable with AI algorithms, RSM Discovery
Oct	2017	Selling flowers with analytics, RSM Discovery

Language Skills

Computer:	C/C++, Mathematica, MATLAB, Python, R
Human:	Chinese (Native), English (Proficient), Dutch (Conversational), German (Basic)