

June 2023

**Yu Jeffrey Hu**

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**Education**

- Ph.D. MIT, Sloan School of Management, February 2005  
Major: Management Science, Information Technology  
Thesis Title: *Essays on Internet Markets and Information Goods*  
Thesis Committee: Erik Brynjolfsson (Chair), Jerry Hausman, Duncan Simester  
GPA: 4.8/5.0
- M.S. University of Wisconsin-Madison, May 1999  
Major: Economics  
GPA: 3.8/4.0, with distinction
- B.S. Tsinghua University, July 1997  
Major: Finance (Two Years of Coursework for Electrical Engineering)  
Outstanding Graduating Student (top 2 students among Finance majors)

**Work Experience**

- 6/2023-present Purdue University, Daniels School of Business  
Professor
- 4/2016-present MIT, Initiative on Digital Economy  
*Digital Fellow*
- 6/2012-6/2023 Georgia Institute of Technology, Scheller College of Business  
Sharon A. and David B. Pearce Professor (1/2017-6/2023)  
*Professor* (3/2016-6/2023)  
*Director of China Program* (4/2014-6/2023)  
*Co-Director, Business Analytics Center* (12/2014-6/2023)  
*Associate Director, M.S. Program in Analytics* (12/2014-8/2019)  
*Associate Professor (with tenure)* (6/2012-2/2016)
- 8/2017-12/2017 University of California, San Diego, Rady School of Management  
*Visiting Professor*
- 8/2005-6/2012 Purdue University, Krannert School of Management  
*Associate Professor (with tenure)* (4/2012-6/2012)  
*Assistant Professor* (8/2005-3/2012)
- 7/1999-6/2005 MIT, Sloan School of Management  
*Research Associate, MIT Center for Digital Business* (10/2004-6/2005)  
*Research Assistant, Teaching Assistant* (7/1999-10/2004)
- 9/1998-5/1999 University of Wisconsin-Madison  
*Web Developer, Teaching Assistant*
- 7/1996-9/1996 Bank of China, Beijing Headquarters

*Summer Intern*

7/1995-9/1995 People's Bank of China (the Central Bank of China), Foshan City Branch

*Summer Intern***Media Mentions**

*Wall Street Journal, New York Times, CNN, Reuters, Bloomberg, TIME Magazine, Forbes Magazine, InformationWeek, Wired Magazine, INC. Magazine, National Public Radio, INFORMS, SeekingAlpha.com, Atlanta Journal-Constitution, Atlanta Channel 2 (WSBTV), Atlanta Business Chronicle, Bankrate.com, Wallethub.com*

**Journal Publications**

1. Jin, Fujie, Xitong Li, Yuan Cheng, Yu Jeffrey Hu. 2023. Connecting the Last Mile: The Impact of Dockless Bike-sharing on Public Transportation. *Production and Operations Management*. Forthcoming.
2. Hur, Yunyoung, Fujie Jin, Xitong Li, Yuan Cheng, Yu Jeffrey Hu. 2022. Does Social Influence Change with Other Information Sources? A Large-Scale Randomized Experiment in Medical Crowdfunding. *Information Systems Research*. Forthcoming.
3. Wang, Tong, Cheng He, Fujie Jin, Yu Jeffrey Hu. 2022. Evaluating the Effectiveness of Marketing Campaigns for Malls Using a Novel Interpretable Machine Learning Model. *Information Systems Research*. 33(2) 659-677.
4. Chen, Tao, Yu Jeffrey Hu, Mohammad Rahman, Jiong Sun. 2021. The Effects of Sister-Store Presence and Market Competition on Product Assortment: Evidence from Book Retailing. *Service Science*. 13(3) 155-171.
5. Clarke, Jonathan, Hailiang Chen, Ding Du, Yu Jeffrey Hu. 2021. Fake News, Investor Attention, and Market Reaction. *Information Systems Research*. 32(1) 35-52.
6. Xie, Peng, Hailiang Chen, Yu Jeffrey Hu. 2020. Signal or Noise in Social Media Discussions: The Role of Network Cohesion in Predicting the Bitcoin Market. *Journal of Management Information Systems*. 37(4) 933-956.
7. Huang, Shan, Sinan Aral, Yu Jeffrey Hu, Erik Brynjolfsson. 2020. Social Advertising Effectiveness across Products: A Large-Scale Field Experiment. *Marketing Science*. 39(6) 1142-1165.
8. Xu, Lizhen, Jason Duan, Yu Jeffrey Hu, Yuan Cheng, Yan Zhu. 2019. Forward-Looking Behavior in Mobile Data Consumption and Targeted Promotion Design: A Dynamic Structural Model. *Information Systems Research*. 30(2) 616-635.
9. Xu, Jiao, Chris Forman, Yu Jeffrey Hu. 2019. Battle of the Internet Channels: How Do Mobile and Fixed-Line Quality Drive Internet Use? *Information Systems Research*. 30(1) 65-80.

10. Chen, Hailiang, Yu Jeffrey Hu, Shan Huang. 2019. Monetary Incentive and Stock Opinions on Social Media. *Journal of Management Information Systems*. 36(2), 391417.
11. Chen, Hailiang, Yu Jeffrey Hu, Michael D. Smith. 2019. The Impact of eBook Distribution on Print Sales: Analysis of a Natural Experiment. *Management Science*. 65(1) 19-31. **(Lead article of the January 2019 issue, INFORMS press release on June 20, 2018, INFORMS Management Science blog on February 26, 2019).**
12. Dou, Yifan, Yu Jeffrey Hu, D.J. Wu. 2017. Selling or Leasing? Pricing Information Goods with Depreciation of Consumer Valuation. *Information Systems Research* 28(3) 585-602.
13. Hu, Yu Jeffrey, Jiwoong Shin, Zhulei Tang. 2016. Incentive Problems in Performance-based Online Advertising: Cost-per-Click vs. Cost-per-Action. *Management Science*, 62(7) 2022-2038.
14. Shen, Wenqi, Yu Jeffrey Hu, Jackie Rees Ulmer. 2015. Competing for Attention: An Empirical Study of Online Reviewers' Strategic Behaviors. *MIS Quarterly*, 39(3) 683-696.
15. Chen, Hailiang, Prabuddha De, Yu Jeffrey Hu. 2015. IT-Enabled Broadcasting in Social Media: An Empirical Study of Artists' Activities and Music Sales. *Information Systems Research*, 26(3) 513-531.
16. Chen, Hailiang, Prabuddha De, Yu Jeffrey Hu, Byoung-Hyoun Hwang. 2014. Wisdom of Crowds: The Value of Stock Opinions Transmitted through Social Media. *Review of Financial Studies*, 27(5) 1367-1403. (Earlier version titled "Customers as Advisors: The Role of Social Media on Financial Markets")
17. Hu, Yu Jeffrey, Zhulei Tang. 2014. The Impact of Sales Tax on Remote Sales: Evidence from a Natural Experiment. *International Journal of Industrial Organization*, 32, 84-90.
18. De, Prabuddha, Yu Jeffrey Hu, Mohammad Rahman. 2013. Product-Oriented Web Technologies and Product Returns: An Exploratory Study. *Information Systems Research*, 24(4) 998-1010.
19. Brynjolfsson, Erik, Yu Jeffrey Hu, Duncan Simester. 2011. Goodbye Pareto Principle, Hello Long Tail: The Effect of Search Costs on the Concentration of Product Sales. *Management Science*, 57(8) 1373-1386. **(Winner of the inaugural Management Science Best Paper Award in Information Systems in 2013)**
20. Ren, Charlotte, Ye Hu, Yu Jeffrey Hu, Jerry Hausman. 2011. Managing Product Variety and Collocation in a Competitive Environment: An Empirical Investigation of Consumer Electronics Retailing. *Management Science*, 57(6) 1009-1024.
21. Brynjolfsson, Erik, Yu Jeffrey Hu, Michael D. Smith. 2010. Long Tails vs. Superstars: The Effect of Information Technology on Product Variety and Sales Concentration Patterns. *Information Systems Research*, 21(4) 736-747.
22. De, Prabuddha, Yu Jeffrey Hu, Mohammad Rahman. 2010. Technology Usage and Online Sales: An Empirical Study. *Management Science*, 56(11) 1930-1945.

23. Brynjolfsson, Erik, Yu Jeffrey Hu, Mohammad Rahman. 2009. Battle of the Retail Channels: How Product Selection and Geography Drive Cross-channel Competition. *Management Science*, 55(11) 1755-1765. (Lead article of the November 2009 issue, INFORMS press release on November 18, 2009)
24. Simester, Duncan, Yu Jeffrey Hu, Erik Brynjolfsson, Eric Anderson. 2009. Dynamics of Retail Advertising: Evidence from a Field Experiment. *Economic Inquiry*, 47(3) 482-499. (Earlier version titled "Understanding the Impact of Marketing Actions in Traditional Channels on the Internet: Evidence from A Large-Scale Field Experiment")
25. Tang, Zhulei, Yu Jeffrey Hu, Michael D. Smith. 2007. Gaining Trust through Online Privacy Protection: Self-Regulation, Mandatory Standards, or Caveat Emptor. *Journal of Management Information Systems*, 24(4) 153-173.
26. Brynjolfsson, Erik, Yu Jeffrey Hu, Michael D. Smith. 2003. Consumer Surplus in the Digital Economy: Estimating the Value of Increased Product Variety at Online Booksellers. *Management Science*, 49(11) 1580-1596.

### Professional Journal Publications

1. De, Prabuddha, Yu Jeffrey Hu, Mohammad Rahman. 2018. Avoid These Five Digital Retailing Mistakes. *MIT Sloan Management Review*, 59(3) 1-4.
2. Chen, Hailiang, Prabuddha De, Yu Jeffrey Hu, Byoung-Hyoun Hwang. 2016. Memo: Wisdom of Crowds: The Value of Stock Opinions Transmitted through Social Media. *Finance and Accounting Memos*, 3, 15-18.
3. Brynjolfsson, Erik, Yu Jeffrey Hu, Mohammad Rahman. 2013. Competing in the Age of Omnichannel Retailing. *MIT Sloan Management Review*, 54(4) 23-29. **(Featured cover article of the Summer 2013 issue)**
4. De, Prabuddha, Yu Jeffrey Hu, Mohammad Rahman. 2012. Do All Product-oriented Web Technologies Reduce Product Returns? *Indian School of Business Insight*, 10(1) 37-40.
5. Brynjolfsson, Erik, Yu Jeffrey Hu, Michael D. Smith. 2006. From Niches to Riches: The Anatomy of the Long Tail. *MIT Sloan Management Review*, 47(4) 67-71.

### Papers in Refereed Conference Proceedings

1. Hur, Yunyoung, Fujie Jin, Xitong Li, Yuan Cheng, Yu Jeffrey Hu. 2020. Social Influence and Bias Alleviation: A Large-Scale Field Experiment in Medical Crowdfunding. *Proceedings of International Conference on Information Systems (ICIS)*, Hyderabad, India, Dec 13-16.
2. Huang, Shan, Sinan Aral, Yu Jeffrey Hu, Erik Brynjolfsson. 2017. Social Advertising Effectiveness across Products: A Large-Scale Field Experiment. *Proceedings of International Conference on Information Systems (ICIS)*. Seoul, Korea, Dec 10-13.

3. Chen, Hailiang, Yu Jeffrey Hu, Shan Huang. 2017. Does Monetary Incentive Lead to Better Stock Recommendations on Social Media? *Proceedings of International Conference on Information Systems (ICIS)*. Seoul, Korea, Dec 10-13.
4. Chen, Hailiang, Prabuddha De, Yu Jeffrey Hu, Byoung-Hyoun Hwang. 2011. Sentiment Revealed in Social Media and Its Effect on the Stock Market. *IEEE Statistical Signal Processing Workshop (SSP)*, Nice, France, Jun 28-30.
5. Brynjolfsson, Erik, Yu Jeffrey Hu, Mohammad Rahman. 2007. Battle of The Retail Channels: How Internet Selection and Local Retailer Proximity Drive Cross-channel Competition. *Proceedings of International Conference on Information Systems (ICIS)*. Montreal, Canada, Dec 9-12.

### Working Papers

1. Yu, Miao, Hailiang Chen, Yuan Cheng, Yu Jeffrey Hu. 2022. The Slower The Better? The Impact of Estimated Time of Arrival on Rider Behaviors.
2. Rombouts, Jeroen, Ines Wilms, Yu Jeffrey Hu. 2022. Fast Forecasting of Unstable Data Streams for Digital Platforms.
3. Zhu, Ruiqi Rich, Cheng He, Yu Jeffrey Hu. 2022. The Dark Side of Algorithms? The Effect of Recommender Systems on Online Investor Behaviors.
4. Wang, Shenghao, Tong Wang, Cheng He, Yu Jeffrey Hu. 2022. Can Your Toothpaste Shopping Predict Mutual Funds Purchasing? Transferring Knowledge from Consumer Goods to Financial Products via Machine Learning.
5. Wang, Tong, Fujie Jin, Yu Jeffrey Hu, Yuan Cheng. 2022. Making Early and Accurate Deep Learning Predictions to Help Disadvantaged Individuals in Medical Crowdfunding.
6. Gao, Fei, Xitong Li, Yuan Cheng, Yu Jeffrey Hu. 2019. Ladies First, Gentlemen Third! The Effect of Fundraising Perspectives on Donations.
7. Gao, Fei, Liu Cathy Yang, Xitong Li, Yuan Cheng, Yu Jeffrey Hu. 2021. Can Smiles Lead to Persuasion? Evidence from a Large-Scale Field Experiment in Medical Crowdfunding.

### Teaching and Teaching Honors

MGT4050	Business Analytics
MGT6213	Business Analytics for Managers
MGT6203	Data Analytics for Business
MGT8803	PhD Seminar
MGMT590S	Digital Business Strategies
MGMT488	Electronic Commerce
MGMT690M	PhD Seminar

1. Course Instructor Opinion Survey Teaching Award, Georgia Institute of Technology, 2022.

2. Course Instructor Opinion Survey Honor Roll, Georgia Institute of Technology, 2022.
3. Full-time MBA Elective Professor of the Year, Scheller College of Business, Georgia Institute of Technology, 2022.
4. Advisor to one MS in Analytics student team that won the Inaugural KrannertWalmart Data Dive, 2016.
5. Hesburgh Award Teaching Fellow, Georgia Institute of Technology, 2013.
6. Advisor to two MBA teams that were named “Top 5 Semifinalists in Americas Region” and “Top 15 Semifinalists in Americas Region” respectively (both teams are in the top 100 among 3,082 teams from around the world) in Google Online Marketing Challenge, 2011.
7. Krannert Master’s Program Distinguished Teacher (based on student evaluations), 2008, 2010, 2011.
8. Nominated for Purdue University’s “Teaching for Tomorrow” Award (the only nominee from Krannert School of Management), 2009.

### **Professional Membership and Activities**

Associate Editor:        *Management Science* (1/2011-present),  
                                   *Information Systems Research* (1/2012-12/2016).

Program Co-chair:  
 2014 China Summer Workshop on Information Management (CSWIM).

Track Co-chair:  
 2017 International Conference on Information Systems.

Associate Editor:  
 2012 International Conference on Information Systems.  
 2011 International Conference on Information Systems.

Program Committee:  
 2010 INFORMS Conference on Information Systems and Technology (CIST),  
 2010 Workshop of E-Business (WEB),  
 2010 China Summer Workshop on Information Management (CSWIM), 2007  
 International Conference on Electronic Commerce (ICEC), 2007 China Summer  
 Workshop on Information Management (CSWIM).

Session Chair:  
 2010 INFORMS Conference on Information Systems and Technology (CIST), 2009 Workshop  
 on Information Systems and Research (WISE).

### **Honors and Awards**

1. Linda and Lloyd L. Byars Award for Faculty Research Excellence, Scheller College of Business, Georgia Institute of Technology, 2021.
2. Nominated for Georgia Institute of Technology’s Outstanding Faculty Research Award (the only nominee from Scheller College of Business), 2017.
3. *Information Systems Research* Service Award, 2016.
4. *Management Science* Service Award, 2014.

5. Winner, Inaugural *Management Science* Best Paper Award in Information Systems, 2013.
6. Jay Ross Young Faculty Scholar Award, Krannert School of Management, Purdue University, 2011.
7. Finalist, Best Paper Award, Workshop on E-business (WEB), St. Louis, MO, 2010.
8. John and Mary Willis Young Faculty Scholar Award, Krannert School of Management, Purdue University, 2008.
9. Mel Blake Visiting Fellow, Yale University, School of Management, Center for Customer Insight Summer Fellow, 2007.
10. Finalist, Pennsylvania State University, eBusiness Research Center Doctoral Support Award Competition, 2003.
11. DuWayne Peterson Fellowship, MIT, 1999, 2000.
12. CS Holdings Fellowship, MIT, 2000.
13. Gerrity Fellowship, MIT, 2000.
14. William F. Vilas Fellowship, University of Wisconsin-Madison, 1998.
15. Graduate School Fellowship, University of Wisconsin-Madison, 1997.
16. HSBC Scholarship, Tsinghua University, 1997.
17. Dr. Chen Daisun Memorial Scholarship, Tsinghua University, 1996.
18. Japan Sanwa Bank Scholarship, Tsinghua University, 1995, 1996.
19. Huang Yujia Memorial Scholarship, Tsinghua University, 1995.
20. Tsinghua University Outstanding Student Scholarship, Tsinghua University, 1994.

### **Papers in Conference Programs**

1. “The Effect of Recommender Systems on Online Investor Behaviors.” Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO, May 21-23, 2023.
2. “Fast Forecasting of Unstable Data Streams for Digital Platforms.” Workshop on Information Technology and Systems (WITS), Copenhagen, Denmark, Dec 14-16, 2022.
3. “The Effect of Recommender Systems on Online Investor Behaviors.” Workshop on Information Systems and Economics (WISE), Copenhagen, Denmark, Dec 14-16, 2022.
4. “How Customer Traffic Respond to Market Entry.” Marketing Dynamics Conference (MDC), Atlanta, GA, Nov 11-12, 2022.
5. “The Effect of Recommender Systems on Online Investor Behaviors.” Conference on Digital Experimentation (CODE), Cambridge, MA, Oct 20-21, 2022.
6. “The Effect of Recommender Systems on Online Investor Behaviors.” INFORMS Annual Meeting, Indianapolis, IN, Oct 16-19, 2022.
7. “Do Recommender Systems Influence Online Investor Behaviors?” Conference on Information Systems and Technology (CIST), Indianapolis, IN, Oct 15-16, 2022.
8. “Can Your Toothpaste Shopping Predict Mutual Funds Purchasing? Transferring Knowledge from Consumer Goods to Financial Products via Machine Learning.” Statistical Challenges in Electronic Commerce Research (SCECR), Madrid, Spain, Jun 21-22, 2022.

9. "Do Recommender Systems Influence Online Investor Behaviors?" Statistical Challenges in Electronic Commerce Research (SCECR), Madrid, Spain, Jun 21-22, 2022.
10. "The Slower The Better: The Impact of Subsidizing ETA on Customer Satisfaction and Rider Welfare in Online Food Delivery." Statistical Challenges in Electronic Commerce Research (SCECR), Madrid, Spain, Jun 21-22, 2022.
11. "Do Recommender Systems Influence Online Investor Behaviors?" ISMS Marketing Science Conference, Virtual, Jun 16-18, 2022.
12. "The Causal Impact of Mall Entry on Incumbents: Substitution, Agglomeration and the Key Role of Mall Positioning." ISMS Marketing Science Conference, Virtual, Jun 16-18, 2022.
13. "Transfer Knowledge from Consumer Goods to Financial Products." ISMS Marketing Science Conference, Virtual, Jun 16-18, 2022.
14. "Can Smiles Lead to Persuasion? Evidence from A Large-Scale Field Experiment in Medical Crowdfunding." Workshop on Information Systems and Economics (WISE), Austin, TX, Dec 15-17, 2021.
15. "Can Your Toothpaste Shopping Predict Mutual Fund Purchasing? Transferring Knowledge from Consumer Goods to Financial Products via Machine Learning." Conference on Information Systems and Technology (CIST), Newport Beach, CA, Oct 23-24, 2021.
16. "Beauty is Truth? The Impact of Physical Attractiveness on Medical Crowdfunding Performance from a Large-Scale Randomized Field Experiment." Conference on Information Systems and Technology (CIST), Newport Beach, CA, Oct 23-24, 2021.
17. "Can Smiles Lead to Persuasion? Evidence from A Large-Scale Field Experiment in Medical Crowdfunding." Statistical Challenges in Electronic Commerce Research (SCECR), Virtual, Jun 17-18, 2021.
18. "The Causal Impact of Mall Entry on Incumbents: The Role of Substitution, Agglomeration, and Life Cycle." ISMS Marketing Science Conference, Raleigh, NC, Jun 11-13, 2020.
19. "Battle of Genders: A Large-Scale Empirical Analysis on Emotions, Gender, and Donations in Medical Crowdfunding." Workshop on Information Systems and Economics (WISE), Munich, Germany, Dec 19-20, 2019.
20. "Sympathy to the Seemingly Needy: Does Social Influence Alleviate Biases in Medical Crowdfunding?" INFORMS Annual Meeting, San Francisco, CA, Oct 2023, 2019.
21. "A Novel Deep Learning Approach to Predicting Medical Crowdfunding Donations." INFORMS Conference on Information Systems and Technology (CIST), Seattle, WA, Oct 19-20, 2019.
22. "Ladies First, Gentlemen Third! The Effect of Fundraising Perspectives on Donations." INFORMS Conference on Information Systems and Technology (CIST), Seattle, WA, Oct 19-20, 2019.



23. "Sympathy to the Seemingly Needy: Does Social Influence Alleviate Biases in Medical Crowdfunding?" INFORMS Conference on Information Systems and Technology (CIST), Seattle, WA, Oct 19-20, 2019.
24. "Effects of Search Cost on Consumer Decision Making in Mobile Shopping." ISMS Marketing Science Conference, Rome, Italy, Jun 20-22, 2019.
25. "Does Having More Friends Reduce Cancer Risks? Evidence from New MobileBased Health Data." Statistical Challenges in Electronic Commerce Research (SCECR), Hong Kong, Jun 11-12, 2019.
26. "Sympathy to the Seemingly Needy: Does Social Influence Alleviate Biases in Medical Crowdfunding?" Workshop on Information Systems and Economics (WISE), San Francisco, CA, Dec 17-18, 2018.
27. "The Effect of Dockless Bike-sharing on Public Transportation: An Empirical Study." INFORMS Conference on Information Systems and Technology (CIST), Phoenix, AZ, Nov 3-4, 2018.
28. "Sympathy to the Seemingly Needy: Does Social Influence Alleviate Biases in Medical Crowdfunding?" Conference on Digital Experimentation (CODE), Cambridge, MA, Oct 26-27, 2018.
29. "The Effect of Dockless Bike-sharing on Public Transportation: An Empirical Study." Statistical Challenges in Electronic Commerce Research (SCECR), Rotterdam, Netherlands, Jun 18-19, 2018.
30. "Social Advertising Effectiveness across Products: A Large-Scale Field Experiment." Workshop on Information Systems and Economics (WISE), Seoul, Korea, Dec 13-14, 2017.
31. "Social Advertising Effectiveness across Products: A Large-Scale Field Experiment." INFORMS Conference on Information Systems and Technology (CIST), Houston, TX, Oct 22-25, 2017.
32. "Network Structure and Predictive Power of Social Media for the Bitcoin Market." INFORMS Conference on Information Systems and Technology (CIST), Houston, TX, Oct 22-25, 2017.
33. "Social Advertising Effectiveness across Products: A Large-Scale Field Experiment." NBER Economics of Information Technology and Digitization Workshop, Jul 20-21, 2017.
34. "Search Cost for Price Information and Hotel Booking: A Large-Scale Randomized Field Experiment in a Mobile App." INFORMS Marketing Science Conference, Los Angeles, CA, Jun 7-10, 2017.
35. "Wi-Fi vs. Mobile Internet – Consumer Preference for Last Mile Delivery of Internet: Evidence from a Large-Scale Field Experiment." Workshop on Information Systems and Economics (WISE), Dublin, Ireland, Dec 14-16, 2016.

36. "Social Media, Flash Sales, and the Maker Movement: An Empirical Analysis." INOFRMS Annual Meeting, Nashville, TN, Nov 13-16, 2016.
37. "Competition or Contagion? The Origin in Social Media Information Spillover." INOFRMS Annual Meeting, Nashville, TN, Nov 13-16, 2016.
38. "Wi-Fi vs. Mobile Internet – Consumer Preference for Last Mile Delivery of Internet: Evidence from a Large-Scale Field Experiment." INOFRMS Annual Meeting, Nashville, TN, Nov 13-16, 2016.
39. "Social Advertising Effectiveness across Products: A Large-Scale Field Experiment." Conference on Digital Experimentation (CODE), Cambridge, MA, Oct 14-15, 2016.
40. "Wi-Fi vs. Mobile Internet – Consumer Preference for Last Mile Delivery of Internet: Evidence from a Large-Scale Field Experiment." Winter Conference on Business Intelligence, Snowbird, UT, Mar 3-5, 2016.
41. "Predicting Digital Currency Price from Social and Traditional Media." INOFRMS Annual Meeting, Philadelphia, PA, Nov 1-4, 2015.
42. "A Dynamic Structural Model for Heterogeneous Mobile Data Consumption and Promotion Design." INFORMS Conference on Information Systems and Technology (CIST), Philadelphia, PA, Oct 31-Nov 1, 2015.
43. "A Dynamic Structural Model for Heterogeneous Mobile Data Consumption and Promotion Design." China Summer Workshop on Information Management (CSWIM), Hefei, China, Jun 27-28, 2015.
44. "Impact of Technology Upgrade on Customer Satisfaction. A Natural Experiment." INFORMS Marketing Science Conference, Baltimore, MD, Jun 18-20, 2015.
45. "Fixed-Line and Mobile Internet: Complements or Substitutes?" Workshop on Information Systems and Economics (WISE), Auckland, New Zealand, Dec 17-19, 2014.
46. "A Dynamic Structural Model for Heterogeneous Mobile Data Consumption and Targeted Promotion." Workshop on Information Systems and Economics (WISE), Auckland, New Zealand, Dec 17-19, 2014.
47. "Influence of Social Media in Flash Sales: An Exploratory Study." INOFRMS Annual Meeting, San Francisco, CA, Nov 9-12, 2014.
48. "The Value of Using Customers' Historical Online Review Behaviors in Making Customer Churn Prediction." INFORMS Marketing Science Conference, Atlanta, GA, Jun 11-14, 2014.
49. "The Effects of Sister-Store Presence and Market Competition on Product Assortment: Evidence from Book-Retailing." Production and Operations Management Society (POMS) Annual Conference, Atlanta, GA, May 9-12, 2014.

50. "The Value of Local Service Coverage: Uneven Diffusion of the Mobile Internet." Production and Operations Management Society (POMS) Annual Conference, Atlanta, GA, May 9-12, 2014.
51. "Influence of Social Media in Flash Sales: An Exploratory Study." Winter Conference on Business Intelligence, Snowbird, UT, Feb 27-Mar 1, 2012.
52. "License or Subscription? Pricing Information Goods with Value Depreciation and Network Effects." Workshop on Information Systems and Economics (WISE), Milan, Italy, Dec 19-20, 2013.
53. "Customers as Advisors: The Role of Social Media on Financial Markets." INFORMS Conference on Information Systems and Technology (CIST), Minneapolis, MN, Oct 5-6, 2013.
54. "Is Information Technology Leading to Larger Firms?" Workshop on Information Systems and Economics (WISE), Orlando, FL, Dec 15-16, 2012.
55. "The Impact of eBook Distribution on Print Sales: Analysis of a Natural Experiment." NBER Summer Institute, Cambridge, MA, July 17-18, 2012.
56. "The Effect of Store Coordination and Market Competition on Product Assortment: Evidence from Book Retailing." INFORMS Manufacturing and Service Operations Management Conference (MSOM), New York City, NY, June 17-19, 2012.
57. "The Impact of eBook Distribution on Print Sales: Analysis of a Natural Experiment." Winter Conference on Business Intelligence, Snowbird, UT, March 1-3, 2012.
58. "IT-Enabled Broadcasting in Social Media: An Empirical Study of Artists' Activities and Music Sales." Workshop on Information Systems and Economics (WISE), Shanghai, China, Dec 7-9, 2011.
59. "The Impact of eBook Distribution on Print Sales: Analysis of a Natural Experiment." INFORMS Annual Meeting, Charlotte, NC, Nov 13-16, 2011.
60. "Sentiment Revealed through Social Media and Its Effect on the Stock Market", IEEE Workshop on Statistical Signal Processing, Nice, France, Jun 28-30, 2011.
61. "Is Negative Feedback Better than No Feedback? The Impact of Social Incentives on Reviewers' Review Decisions." Workshop on E-business (WEB), St. Louis, MO, Dec 11-12, 2010.
62. "An Empirical Investigation of the Effects of Advanced Web Technologies on Product Returns." Workshop on Information Systems and Economics (WISE), St. Louis, MO, Dec 11-12, 2010.
63. "Broadcasting in Online Social Networks: An Empirical Study of Artists' Activities and Music Sales." INFORMS Conference on Information Systems and Technology (CIST), Austin, TX, Nov 6-7, 2010.

64. "An Empirical Investigation of the Effects of Advanced Web Technologies on Product Returns." INFORMS Conference on Information Systems and Technology (CIST), Austin, TX, Nov 6-7, 2010.
65. "Managing Product Variety in a Competitive Environment: An Empirical Investigation of Consumer Electronics Retailing". Academy of Management Annual Meeting, Montreal, Quebec, Canada, Aug 6-10, 2010.
66. "Broadcasting in Online Social Networks: An Empirical Study of Artists' Activities and Music Sales." Symposium on Statistical Challenges in Electronic Commerce Research (SCECR), Austin, TX, Jun 5-6, 2010.
67. "Managing Product Variety in a Competitive Environment: An Empirical Investigation of Consumer Electronics Retailing". Atlanta Competitive Advantage Conference, Atlanta, GA, May 18-20, 2010.
68. "Broadcasting in Online Social Networks: An Empirical Study of Artists' Activities and Music Sales." Big Ten Information Systems Symposium, Ann Arbor, MI, May 68, 2010.
69. "Performance-based Pricing Models in Online Advertising." Hawaiian International Conference on System Sciences (HICSS), Kauai, HI, Jan 5-8, 2010.
70. "The Longer Tail." Workshop on Information Systems and Economics (WISE), Phoenix, AZ, Dec 15-16, 2009.
71. "Competing for Attention: An Empirical Study of Online Reviewers' Strategic Behaviors." INFORMS Annual Meeting, San Diego, CA, Oct 11-14, 2009.
72. "Competing for Attention: An Empirical Study of Online Reviewers' Strategic Behaviors." INFORMS Conference on Information Systems and Technology (CIST), San Diego, CA, Oct 10-11, 2009.
73. "Website Features and Online Shopping: How Technology Usage Impacts Consumer Demand." DCMME/GSCMI Fall Operations Conference, Krannert School of Management, Purdue University, West Lafayette, IN, Oct 23, 2008.
74. "Website Features and Online Shopping: How Technology Usage Impacts Consumer Demand." INFORMS Annual Meeting, Washington, DC, Oct 12-15, 2008.
75. "Profit in the Long Tail." INFORMS Annual Meeting, Washington, DC, Oct 12-15, 2008.
76. "Optimal Performance-based Pricing Models in Online Advertising." INFORMS Marketing Science Conference, Vancouver, Canada, Jun 12-14, 2008.
77. "When IT Meets Online Shopping: How Information and Technology Usage Drive Consumer Demand." Big Ten Information Systems Symposium, South Bend, Indiana, May 1-2, 2008.
78. "The Impact of Technology Usage on Consumer Demand." Workshop on Information Systems and Economics (WISE), Montreal, Canada, Dec 8-9, 2007.

79. "An Empirical Investigation of Product Variety Competition among Retailers." INFORMS Marketing Science Conference, Singapore, June 25-28, 2007.
80. "Battle of The Retail Channels: How Internet Selection and Local Retailer Proximity Drive Cross-channel Competition." Big Ten Information Systems Symposium, West Lafayette, Indiana, May 4-6, 2007.
81. "Goodbye Pareto Principle, Hello Long Tail: The Effect of Search Cost on the Concentration of Product Sales." American Economic Association Annual Meetings (AEA), Chicago, Illinois, Jan 5-7, 2007.
82. "Does Current Advertising Cause Future Sales? Evidence from the Direct Mail Industry." Economic Science Association (ESA) North American Meeting, Tucson, Arizona, Sep 28-Oct 1, 2006.
83. "Goodbye Pareto Principle, Hello Long Tail: The Effect of Search Cost on the Concentration of Product Sales." Big Ten Information Systems Symposium, Champaign, Illinois, Apr 28-30, 2006.
84. "Does Current Advertising Cause Future Sales? Evidence from the Direct Mail Industry." NBER Industrial Organization Winter Meeting, Stanford, CA, Feb 25-26, 2006.
85. "Goodbye Pareto Principle, Hello Long Tail: Modeling and Measuring the Effect of Search Cost on Product Sales Distribution." Workshop on Information Systems and Economics (WISE), Irvine, California, Dec 10-11, 2005.
86. "Understanding the Impact of Marketing Actions in Traditional Channels on the Internet: Evidence from a Large Scale Field Experiment." INFORMS Revenue Management and Pricing Conference, Cambridge, Massachusetts, Jun 16-17, 2005.
87. "Does the Internet Complement Other Marketing Channels? Evidence from a Large Scale Field Experiment." Workshop on Information Systems and Economics (WISE), College Park, Maryland, Dec 11-12, 2004.
88. "Protecting Online Privacy: Self-Regulation, Mandatory Standards, or Caveat Emptor." Workshop on Information Systems and Economics (WISE), Seattle, Washington, Dec 13-14, 2003.
89. "Consumer Surplus in the Digital Economy: Estimating the Value of Increased Product Variety." International Industrial Organization Conference, Boston, Massachusetts, Apr 4-5, 2003.
90. "Consumer Surplus in the Digital Economy: Estimating the Value of Increased Product Variety." American Economic Association Annual Meeting (AEA), Washington, D.C., Jan 3-5, 2003.
91. "Factors That Influence the Choice of Pricing Models in Online Advertising." Workshop on Information Systems and Economics (WISE), Barcelona, Spain, Dec 12-14, 2002.
92. "Site Licensing Information Goods." Stanford Institute for Theoretical Economics Summer Workshop, Stanford, California, Jun 27, 2002.

93. “Consumer Surplus in the Digital Economy: Estimating the Value of Increased Product Variety.” Workshop on Information Systems and Economics (WISE), New Orleans, Louisiana, Dec 14-15, 2001.

### **Invited Oral Presentations**

1. Purdue University, “Academic Opportunities
2. Chapman University, “Can Your Toothpaste Shopping Predict Mutual Funds Purchasing? Transferring Knowledge from Consumer Goods to Financial Products via Machine Learning.” Sep 23, 2022.
3. Arizona State University, “The Dark Side of Algorithms? The Effect of Recommender Systems on Online Investor Behaviors.” Sep 16, 2022.
4. University of Georgia, “Can Your Toothpaste Shopping Predict Mutual Funds Purchasing? Transferring Knowledge from Consumer Goods to Financial Products via Machine Learning.” Apr 22, 2022.
5. Arizona State University, “Can Your Toothpaste Shopping Predict Mutual Funds Purchasing? Transferring Knowledge from Consumer Goods to Financial Products via Machine Learning.” Apr 12, 2022.
6. University of Florida, “Can Your Toothpaste Shopping Predict Mutual Funds Purchasing? Transferring Knowledge from Consumer Goods to Financial Products via Machine Learning.” Feb 27, 2022.
7. Georgia Institute of Technology, “Evaluating the Effectiveness of Marketing Campaigns for Malls Using a Novel Interpretable Machine Learning Model.” Nov 11, 2021.
8. University of Miami, “Evaluating the Effectiveness of Marketing Campaigns for Malls Using a Novel Interpretable Machine Learning Model.” Jan 29, 2021.
9. Purdue University, “Social Media and Financial Markets.” Sep 21, 2019.
10. HEC Paris, “Fake News, Investor Attention, and Market Reaction.” Jun 6, 2019.
11. University of Utah, “Ladies First, Gentlemen Third! The Effect of Fundraising Perspectives on Donations.” Apr 20, 2019.
12. University of Miami, “Social Advertising Effectiveness across Products: A LargeScale Field Experiment.” Oct 18, 2018.
13. University of Iowa, “Network Structure and Predictive Power of Social Media for the Bitcoin Market.” May 4, 2018.

14. Emory University, "Social Advertising Effectiveness across Products: A Large-Scale Field Experiment." Apr 20, 2018.
15. University of California, San Diego, "Social Advertising Effectiveness across Products: A Large-Scale Field Experiment." Dec 1, 2017.
16. University of British Columbia, "Network Structure and Predictive Power of Social Media for the Bitcoin Market." Nov 17, 2017.
17. Carnegie Mellon University, "Social Advertising Effectiveness across Products: A Large-Scale Field Experiment." April 24, 2017.
18. University of California, San Diego, "A Dynamic Structural Model for Heterogeneous Mobile Data Consumption and Targeted Promotion." Feb 27, 2017.
19. Arizona State University, "Network Structure and Predictive Power of Social Media for the Bitcoin Market." Feb 25, 2017.
20. Indiana University, "A Dynamic Structural Model for Heterogeneous Mobile Data Consumption and Targeted Promotion." Nov 4, 2016.
21. University of Texas, Austin, "A Dynamic Structural Model for Heterogeneous Mobile Data Consumption and Targeted Promotion." Sep 9, 2016.
22. University of Minnesota, "A Dynamic Structural Model for Heterogeneous Mobile Data Consumption and Targeted Promotion." May 6, 2016.
23. George Washington University, "A Dynamic Structural Model for Heterogeneous Mobile Data Consumption and Targeted Promotion." Mar 26, 2015.
24. Johns Hopkins University, "A Dynamic Structural Model for Heterogeneous Mobile Data Consumption and Targeted Promotion." Mar 27, 2015.
25. University of Texas, Dallas, "A Dynamic Structural Model for Heterogeneous Mobile Data Consumption and Targeted Promotion." Oct 17, 2014.
26. University of Florida, "A Dynamic Structural Model for Heterogeneous Mobile Data Consumption and Targeted Promotion." Oct 3, 2014.
27. Georgia Institute of Technology, College of Computing, "Understanding the Effects of Social Media." October 11, 2013.
28. MIT, Sloan School of Management, "Understanding the Effects of Social Media." October 9, 2013.
29. MIT, Center for Digital Business, "Wisdom of Crowds." October 9, 2013.

30. China Retail Forum and The Consortium for Operational Excellence in Retailing— Greater China, Tsinghua University, School of Economics and Management, “Multichannel Retailing: Long Tail, Web Analytics, and Social Media.” December 11, 2012.
31. University of Washington, Foster School of Business, “Understanding the Effects of Social Media.” November 30, 2012.
32. Georgia Institute of Technology, College of Management, Denning T&M Program, “Long Tail, Web Analytics, and Social Media.” October 26, 2012.
33. University of Pennsylvania, Wharton School, “Understanding the Effects of Social Media.” October 9, 2012.
34. MIT, Sloan School of Management, “The Long Tail.” March 14, 2012.
35. University of Florida, Warrington College of Business Administration, “IT Enable Broadcasting in Social Media: An Empirical Study of Artists' Activities and Music Sales.” February 10, 2012.
36. University of California, Irvine, Merage School of Business, “Understanding the Effects of Social Media.” January 23, 2012.
37. Carnegie Mellon University, “Understanding the Effects of Social Media.” January 20, 2012.
38. Georgia Institute of Technology, College of Management, “Understanding the Effects of Social Media.” January 17, 2012.
39. University of California, San Diego, Rady School of Management, “Understanding the Effects of Social Media.” January 13, 2012.
40. Purdue University, Krannert School of Management, “In Search of the Holy Grail of Online Advertising: Cost per Click versus Cost per Action.” April 23, 2010.
41. University of Maryland, Smith School of Business, “Technology Usage and Online Sales: An Empirical Study.” February 27, 2009.
42. Purdue University, Department of Economics, “Battle of The Retail Channels: How Product Selection and Geography Drive Cross-channel Competition.” August 2, 2007.
43. Hong Kong University of Science and Technology, Business School, “Battle of The Retail Channels: How Product Selection and Geography Drive Cross-channel Competition.” June 25, 2007.
44. Carnegie Mellon University, Tepper School of Business/Heinz School of Public Policy and Management, “Goodbye Pareto Principle, Hello Long Tail: The Effect of Search Cost on the Concentration of Product Sales.” March 30, 2007.
45. Yale University, School of Management, “Goodbye Pareto Principle, Hello Long Tail: The Effect of Search Cost on the Concentration of Product Sales.” March 12, 2007.



46. University of Minnesota, Carlson School of Management, “Goodbye Pareto Principle, Hello Long Tail: The Effect of Search Cost on the Concentration of Product Sales.” January 19, 2007.
47. Purdue University, Department of Economics, “Goodbye Pareto Principle, Hello Long Tail: The Effect of Search Cost on the Concentration of Product Sales.” January 12, 2007.
48. Purdue University, Krannert School of Management, “Goodbye Pareto Principle, Hello Long Tail: Modeling and Measuring the Effect of Search Cost on Product Sales Distribution.” December 2, 2005.
49. MIT, Sloan School of Management, 2005 MIT Sloan Retailing Summit, “Understanding the Impact of Marketing Actions in Traditional Channels on the Internet: Evidence from a Large-Scale Field Experiment.” March 26-27, 2005.
50. University of Maryland, Smith School of Business, “Understanding the Impact of Marketing Actions in Traditional Channels on the Internet: Evidence from a LargeScale Field Experiment.” February 16, 2005.
51. University of Southern California, “Understanding the Impact of Marketing Actions in Traditional Channels on the Internet: Evidence from a Large-Scale Field Experiment.” February 11, 2005.
52. University of Pennsylvania, Wharton School, “Understanding the Impact of Marketing Actions in Traditional Channels on the Internet: Evidence from a LargeScale Field Experiment.” February 8, 2005.
53. Purdue University, “Understanding the Impact of Marketing Actions in Traditional Channels on the Internet: Evidence from a Large-Scale Field Experiment.” January 31, 2005.
54. Georgia Institute of Technology, “Understanding the Impact of Marketing Actions in Traditional Channels on the Internet: Evidence from a Large-Scale Field Experiment.” January 27, 2005.
55. University of Connecticut, “Understanding the Impact of Marketing Actions in Traditional Channels on the Internet: Evidence from a Large-Scale Field Experiment.” January 21, 2005.
56. MIT, Sloan School of Management, “Understanding the Impact of Marketing Actions in Traditional Channels on the Internet: Evidence from a Large-Scale Field Experiment.” Cambridge, Massachusetts, December 1, 2004.

### **PhD Student Committee**

#### **Purdue University:**

1. Mohammad Rahman, defended in 2008. (co-chair). Currently: Associate Professor at Purdue University.
2. Wenqi Shen, defended in 2010. (co-chair). Currently: Assistant Professor at Virginia Polytechnic Institute and State University.

3. Hailiang Chen, defended in 2012. (co-chair). Currently: Associate Professor at University of Hong Kong.

Georgia Institute of Technology:

1. Tina Xu, defended in 2015. (committee).
2. Nan Du, College of Computing, defended in 2016. (committee).
3. Peng Xie, defended in 2017. (chair). Currently: Assistant Professor at California State University, East Bay.
4. Karthik Kannan, defended in 2018. (co-chair). Currently: Assistant Professor at Southern Methodist University.
5. Cheng He, defended in 2020. (co-chair). Currently: Assistant Professor at University of Wisconsin-Madison.
6. Yunyoung Hur, defended in 2021. (chair). Currently: Assistant Professor at George Mason University.

MIT:

1. Shan Huang, defended in 2018. (committee).