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Department of Information and Operations Management
Mays Business School
Texas A&M University

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Chronology of Education

- Ph.D. Heinz College, School of Information Systems Management
Carnegie Mellon University, 2012
Major: Information Systems Management
- M.S. E. J. Ourso College of Business
Louisiana State University, 2005
Major: Information Systems and Decision Sciences
- M.S. College of Science
Louisiana State University, 2003
Major: System Sciences
- B.S. Zhejiang University, China, 1998
Major: Computer Science
Graduated with highest distinction

Chronology of Employment

Texas A&M University, Mays Business School, College Station, Texas. 2021 – Present
Assistant Professor, Department of Information and Operations Management

University of Arizona, Eller College of Management, Tucson, AZ. 2014 – 2021
Assistant Professor, Department of Management Information Systems

Temple University, Fox School of Business, Philadelphia, PA. 2013 – 2014
Visiting Scholar, Management Information Systems

Carnegie Mellon University, Heinz College, Pittsburgh, PA. 2005 – 2012
Teaching Assistant, Research Assistant, School of Information Systems Management

Peoplenetz LLC, Pittsburgh, PA. 2008 – 2009
Software Engineering Manager

Publications and Creative Activity

Refereed Journal Articles (published or accepted in final form)

- Xie, J., **Zhang, B.**, Ma, J., Zeng, D., and Jo-Cigniac, J. (2022) Readmission Prediction for Patients with Heterogeneous Medical History: A Trajectory-Based Deep Learning Approach. *ACM Transactions on Management Information Systems*. 13(2), 1–27.
- Xie, J., **Zhang, B.**, Brown, S., and Zeng, D. (2021) Write Like a Pro or an Amateur? Effect of Medical Language Formality. *ACM Transactions on MIS*. 12(3), 1–25.
- Liu, X., **Zhang, B.**, Susarla, A., and Padman, R. (2020) Go to YouTube and See Me Tomorrow: Social Media and Self-Care of Chronic Conditions. *MIS Quarterly*, 44(1b), 257–283.
- Zhao, K., **Zhang, B.**, and Bai, X. (2018). Estimating Contextual Motivating Factors in Virtual Inter-organizational Communities of Practice: Peer effects and Organizational Influences. *Information Systems Research*, 29(4), 910–927.
- **Zhang, B.**, Pavlou, P., and Krishnan, R. (2018). On Direct vs. Indirect Peer Influences in Large Social Networks. *Information Systems Research*, 29(2), 292–314.
- Benjamin, V., **Zhang, B.**, Chen, H., and Nunamaker, J. F. (2016). Examining Hacker Participation Length within Cybercriminal IRC Communities. *Journal of Management Information Systems*, 33(2), 482-510.
- **Zhang, B.**, Thomas, A. C., Krackhardt, D., Doreian, P., and Krishnan, R. (2013). Contrasting Multiple Social Network Autocorrelations for Binary Outcomes, with Applications to Technology Adoption. *ACM Transactions on Management Information Systems*. (3)4, 18.
- Chen, Y., Chong, P., and **Zhang, B.** (2004). Cyber security management and e-government. *Electronic Government*. (1:3), 316-327.

Grants and Financial Support

- **National Science Foundation**, Co-Principal Investigator
The structure and dynamics of generative innovations: An organizational genetics approach (Award #: 1261977), \$285,876, February 2013 – January 2017.
- **National Science Foundation**, Co-Investigator
VOSS-Collaborative Research: Evolution in Virtualized Design Processes in Project-Based Design Organizations (Award #: 1120966), \$214,590, September 2013 – September 2014.

Conferences and Scholarly Presentations

Conference and Workshop Proceedings (Selected)

- **Zhang, B.**, He, M., and Zan Y. (2019) Finding Wisdom in the House: An Empirical Study on the Impact of Enterprise Social Media on Knowledge Exchange. In the 30th Workshop on Information Systems and Economics (WISE), Munich, Germany.
- Cai, X., **Zhang, B.**, and Zhao, X. (2019) Identify Multiple Types of Social Influences on Smart Contract Adoption in Blockchain User Network: An Empirical Examination of CryptoKitties in Ethereum. In Proceedings of 2019 International Conference on Information Systems (ICIS), Munich, Germany.

- Moraes, H., Brown, S., **Zhang, B.**, and Sanchez, O. P. (2019) Trust and Distrust in Big Data Recommendation Agents. In Proceedings of ICIS 2019, Munich, Germany.
- **Zhang, B.**, Zhan, Y., and He, M. (2019) Finding Wisdom in the House: Impact of Enterprise Social Media on Knowledge Exchange. In Proceedings of 2019 China Summer Workshop on Information Management (CSWIM), Shenzhen, China.
- Xie, J., **Zhang, B.**, and Zeng, D. (2018) Readmission Risk Prediction for Patients with Heterogeneous Hazard: A Trajectory-Aware Deep Learning Approach. In Proceedings of ICIS 2018, San Francisco, California.
- Xie, J., **Zhang, B.**, and Zeng, D. (2018) Write Like a Pro or an Amateur? The Effect of Online Caregiver Forum Writing Professionalism. In Conference on Information Systems and Technology (CIST) 2018, Phoenix, AZ.
- Liu, X., **Zhang, B.**, Susarla, A. and Padman, R. (2018). YouTube for Patient Education: A Deep Learning Approach for Understanding Medical Knowledge from User-Generated Videos. In 2018 KDD Workshop on Machine Learning for Medicine and Healthcare (MLMH), London, United Kingdom.
- Guo, C., **Zhang, B.**, Chen, X., and Goes, P. (2017) Pay Easy, Buy More: An Empirical Study of the Purchase Feature in Social Media Apps. In Proceedings of ICIS 2017, Seoul, South Korea.
- Zhao, K., **Zhang, B.**, and Bai, X. (2016) Who Motivates My Participation in Virtual Interorganizational Communities of Practice: Self, Peers, or the Firm? In Proceedings of ICIS 2016, Dublin, Ireland.
- Guo, C., **Zhang, B.**, Chen, X., and Goes, P. (2016) Reviving Order Online? The Effect of Purchase Features in Social Media Mobile Apps. In CIST 2016, Nashville, TN. Media: An Empirical Analysis of Content Monetization. In WISE 2015, Dallas, TX.
- Guo, C., **Zhang, B.**, Chen, X., Goes, P. (2015) Reviving Order Online? The Effect of Purchase Features in Social Media Mobile Apps. In WISE 2015, Dallas, TX.
- Geng, R., **Zhang, B.**, Chen, X. (2015) Modeling Multiple Peer Influences on Repeat Purchase by Online Game Players. In CIST 2015, Philadelphia, PA.
- Zhang, Z., **Zhang, B.**, Yoo, Y., and Wattal, S. (2014) Generative Diffusion of Innovations and Knowledge Networks in Open Source Projects. In Proceedings of ICIS 2014, Auckland, New Zealand.
- **Zhang, B.**, Pavlou, P., Krishnan, R., and Krackhardt, D. (2013) Comparing Peer Influences in Large Social Networks – An Empirical Study on CRBT. In Proceedings of ICIS 2013, Milan, Italy.
- Um, S., **Zhang, B.**, Yoo, Y., and Wattal, S. (2013) The Architecture of Generativity in a Digital Ecosystem: A Network Biology Perspective. In Proceedings of ICIS 2013, Milan, Italy.
- **Zhang, B.**, Pavlou, P., Krishnan, R., and Krackhardt, D. (2013) An Empirical Investigation of Contagion on CRBT Adoption. In CIST 2013, Minneapolis, MN. (Nominate for best paper award)
- **Zhang, B.**, Krackhardt, D., Krishnan, R., and Doreian, P. An effective and efficient subpopulation extraction algorithm for large social networks. In Proceedings of ICIS 2011, Shanghai, China.
- **Zhang, B.**, Ma, L., and Krishnan, R. Analysis and Anomaly Detection of SMS Social Networks. In Proceedings of ICIS 2011, Shanghai, China.

Honors and Awards

- Best paper nominee, ICIS SIGBPS 2018 Workshop on Blockchain and Smart Contract, San Francisco, CA, 2018.
- Best paper award runner up, International Conference for Smart Health (ICSH), Wuhan, China, 2018.
- Eller College Small Research Grants Competition, University of Arizona, 2016.
- Center for Management Innovations in Health Care, Eller College, Summer Research Grant (\$5000), 2015.
- Faculty of the Year nominee, Small Class, Eller College of Management, Spring 2015.
- Outstanding Commitment and Contribution Award, Ellen College Student Council, Spring 2015.
- Best paper award nominee, China Summer Workshop on Information Management (CSWIM), Chengdu, China, 2014.
- Best paper award nominee, Conference on Information Systems and Technology (CIST), Minneapolis, MN, 2013.
- Nominee for AIS Best Dissertation Competition, Carnegie Mellon University, 2012.
- Fellow, ICIS 2011 Doctoral Consortium, Shanghai, China, December 2011.
- Fellow, INFORMS Future Academician Colloquium, Charlotte, NC, November 2011.
- Fellow, Doctoral Internationalization Consortium in Information Systems, Seattle, WA, June 2011,

Service and Outreach (Selected)

- NSF Graduate Research Fellowship Program Panelist, Computer Science, 2021.
- Chair, Master's Committee, Department of MIS, University of Arizona, Fall 2019 – Fall 2020
- Member, Graduate and Professional Student Council, Eller College of Management, University of Arizona, Fall 2019 – Fall 2020
- Member, College Advisory Committee, Eller College of Management, University of Arizona, Fall 2019 – Fall 2020.
- Member, Master's Committee, Department of MIS, University of Arizona, Fall 2017 – Fall 2019
- Member, Undergraduate Committee, Department of MIS, University of Arizona, Fall 2017 – Fall 2018
- Organizer, MIS Speaker's Series, Department of MIS, University of Arizona, Fall 2015 – Fall 2017
- Vice chair, INFORMS College of Artificial Intelligence, 2018 – Present
- NSF Security and Trustworthy Cyberspace Panelist, 2018
- Chair, Artificial Intelligence Cluster, INFORMS Annual Meeting, 2016 – Present
- Visiting Research Fellow, iLab, Carnegie Mellon University, 2015 – Present
- Associate Editor, *Electronic Commerce Research*, 2014 – Present
- Program Committee, CIST, 2015 – Present
- Associate Editor, European Conference on Information Systems (ECIS), 2016
- *ation Systems (AMCIS).*