

## Bin Zhang, Ph.D.

<http://bzhang.net>

[bzhang@mays.tamu.edu](mailto:bzhang@mays.tamu.edu)

(979) 458-1759

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

Wehner Building 330E  
210 Olsen Blvd  
College Station, TX 77843-4217

---

### Chronology of Education

- Ph.D. Heinz College, School of Information Systems Management  
Carnegie Mellon University, 2012  
Major: Information Systems Management  
Dissertation Title: *Tractable Analysis for Large Social Networks*  
Dissertation Advisors: David Krackhardt, Ramayya Krishnan  
Committee Members: Patrick Doreian, Andrew C. Thomas, Guy Blelloch
- M.S. School of Computer Science  
Carnegie Mellon University, 2011  
Major: Machine Learning  
Thesis: *Extracting subpopulations from large network*
- M.S. E. J. Ourso College of Business  
Louisiana State University, 2005  
Major: Information Systems and Decision Sciences  
Thesis: *Online data mining in franchising supply chain management: a demonstration in apparel industry*
- M.S. College of Science  
Louisiana State University, 2003  
Major: System Sciences  
Thesis: *Fuzzy linear clustering for fabric selection from online database*
- 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, TX. 2021 – Present  
*Assistant Professor*, Department of Information and Operations Management

- ISTM 450 Business Intelligence and Data Mining (undergraduate), Fall 2021, Spring 2022, Fall 2022
- ISTM 650 Data Mining for Business (graduate), Spring 2022, Spring 2023
- ISTM 689 Data Mining for Business (online graduate), Spring 2023

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

- MIS 331 Database Management Information Systems (undergraduate core), Spring 2015, Fall 2015, Spring 2016, Spring 2017, Spring 2018, Spring 2019, Spring 2020
- MIS 545 Data Mining for Business (graduate core), Fall 2017, Spring 2018, Fall 2018, Spring 2019, Fall 2019, Spring 2020, Fall 2020
- MIS 545O Data Mining for Business (online graduate core), Summer 2018, Spring 2019, Summer 2019, Spring 2020, Summer 2020

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

- MIS 2502 Data Analytics (undergraduate core), Spring 2013, Summer 2013, Fall 2013
- MIS 3501 Data-centric application development using PHP (undergraduate core), Fall 2012, Spring 2013, Fall 2013, Spring 2014

**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*

**Louisiana State University**, Baton Rouge, LA. 2000 – 2005  
*Teaching Assistant, Research Assistant*, Department of Information Systems and Decision Sciences, Department of Computer Science

**CITIC Bank, Hangzhou Branch**, Hangzhou, China. 1998 – 2000  
*Information Systems Engineer*

## Publications and Creative Activity

### Refereed Journal Articles (published or accepted in final form)

- Guo, C., **Zhang, B.**, Chen, X., and Goes, G. (Forthcoming) Using “Super Apps” in Online Retailing Operations: Evidence from a Large Hotel Chain. Accepted by *Production and Operations Management*.
- Um, S., **Zhang, B.**, Yoo, Y., and Wattal, S. (2023) Software Components and Product Variety in a Digital Platform Ecosystem: A Dynamic Network Analysis of WordPress. *Information Systems Research*. Advance online: <https://doi.org/10.1287/isre.2022.1172>
- Xie, J., **Zhang, B.**, Ma, J., Zeng, D., and Lo-Ciganic 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 Management Information Systems*. (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.

## Work in Progress

### Papers in the Review Process

- Cai, X., **Zhang, B.**, Zhao, X., and Feng, G. Peer Influence and the Adoption of Blockchain DApps – An Empirical Study on Ethereum Platform. Under major revision at *POM*.
- **Zhang, B.**, Zhan, Y., Wu, J., and Hao, H. Do Online Doctor Reviews Predict Doctors’ Service Quality? A Novel Deep Learning Assisted Study. Under review at *MIS Quarterly*.
- **Zhang, B.** and Zhan, Y. Unlocking the Secrets of Brand Satisfaction in Regulated Products: A Deep Learning Exploration of Electronic Cigarette Social Discussions. Under review at *MIS Quarterly*.
- **Zhang, B.**, Geng, R., Chen, X., and Pavlou, P. A Network Autocorrelation Model to Predict Repeat Purchases in Multi-Relational Social Networks: Evidence from Online Games. Revise and resubmit at *Management Science*.

### Working Papers

- **Zhang, B.**, Zhan, Y., and He, M. Finding Wisdom in the House: Impact of Enterprise Social Media on Knowledge Creation and Sharing. For submission to *Information Systems Research*.
- Zhan, Y., **Zhang, B.**, and Lo-Ciganic, J. Prescriber-Sharing Effect on Prescription Opioid Abuse: A Large-Scale Social Network Analysis. For submission to *Information Systems Research*.
- George, J., **Zhang, B.**, and Awasthi, P. (In progress) How Does Data Philanthropy Impact Global Health When Mediated through Digital Epidemiology? For submission to *MIS Quarterly*.
- Verghese, A., **Zhang, B.**, Mukherjee, R., and Koufteros, X. (In progress) Predicting Car Recall Using Driver’s Complaints – A Deep Learning Assisted Study. For submission to *Production and Operations Management*.

- **Zhang, B.**, Pavlou, P., and Krishnan, R. Peer Effects, Content Creation and Competition for Attention in Social Media Platforms. For submission to *Information Systems Research*.
- **Zhang, B.**, Krackhardt, D., Krishnan, R., and Doreian, P. Extracting subpopulations from large social networks. For submission to *Information Systems Research*.

## Conferences and Scholarly Presentations

### Conference and Workshop Proceedings

- Hao, H., **Zhang, B.**, Wu, J., and Zhan Y. (2023) What Can Online Doctor Reviews Tell Us? A Deep Learning Assisted Study of Telehealth Service. In Proceedings of Hawaii International Conference on System Sciences (HICSS), Maui, HI.
- **Zhang, B.**, Wu, J., and Zhan Y. (2021) Is Doctor Review Useful? A Deep Learning Assisted Analysis of Online Health Consultation Service. In the Workshop on Information Technologies and Systems (WITS), Austin, TX
- **Zhang, B.**, He, M., and Zhan 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, 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, M., Zhao, X., **Zhang, B.**, Feng, G. (2019) SmartDon: A Permissioned Blockchain System for NPO. Pre-ICIS SIGBPS 2019 Workshop on Blockchain and Smart Contract, 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.
- Cai, X., Zhao, X., **Zhang, B.**, Feng, G. (2019) Identify Network Effects on Smart Contract Adoption in Blockchain Network. Pre-ICIS SIGBPS 2018 Workshop on Blockchain and Smart Contract, 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.
- Zhan, Y., **Zhang, B.**, and Lo-Ciganic, J. (2018). Predicting Hospital Readmission Risk Using Trajectory-Based Deep Learning Approach. In INFORMS Workshop on Data Science (DS) 2018, Phoenix, AZ.
- 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 Health IT and Analytics (CHITA) 2018, Washington, DC.

- 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.
- Liu, X., **Zhang, B.**, Susarla, A. and Padman, R. (2018). Go to YouTube and Call me Tomorrow: Analytics for Patient Self-Care of Chronic Diseases. In The Statistical Challenges in eCommerce Research Symposium (SCECR) 2018, Rotterdam, Netherlands.
- Xie, J., **Zhang, B.**, and Zeng, D. (2018). Readmission Prediction Using Trajectory-Based Deep Learning Approach. In Proceedings of International Conference for Smart Health (ICSH), Wuhan, China.
- Xie, J., **Zhang, B.**, and Zeng, D. (2018). Readmission Prediction for Patients with Heterogeneous Hazard: A Trajectory-Based Deep Learning Approach. In Proceedings of CSWIM 2018, Qingdao, China.
- 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.
- **Zhang, B.**, Liu, X., Susarla, A., and Padman, R. (2017) Boosting Patient Knowledge: Diabetic Self-care Video Intelligent Search Using Deep Learning. In Proceedings of CSWIM 2017, Nanjing, China.
- 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.
- Zhao, K., **Zhang, B.**, and Bai, X. (2016) Estimating External Motivating Factors in Virtual Inter-organizational Communities of Practice: Peer Effects and Organizational Influences. In Proceedings of CSWIM 2016, Dalian, China.
- Wu, J., Zhou, L., and **Zhang, B.** (2016) Do Online Reviews Matter?: An Empirical Study of Online Doctor Consultation Service. In Proceedings of CSWIM 2016, Dalian, China.
- Geng, R., **Zhang, B.**, and Han, S. (2015) Economics of "Tipping" Button in Social 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.
- **Zhang, B.**, Liu, X., Susarla, A., Padman, R., Chen, H. (2015) Improving YouTube Self-care Video Search: A Deep Learning Approach for Medical Knowledge Extraction. In Proceedings of 25th Workshop on Information Technologies and Systems (WITS), Dallas, TX.
- Liu, X., **Zhang, B.**, Susarla, A., Padman, R., Chen, H. (2015) Visual Social Media Analytics for Patient Centric Care. In The Workshop on Health IT & Economics (WHITE) 2015, Washington, DC.
- **Zhang, B.**, Geng, R., and Chen, X. Social Networks in Online Games: The Impact of Peer Influences on Repeat Purchase. In Proceedings of WITS 2015, Dallas, TX.
- Benjamin, V., **Zhang, B.**, Chen, H. (2015) Predicting Hacker IRC Participation using Discrete-time Duration Modeling with Repeated Events. The Institute for Operations

Research and the Management Sciences (INFORMS) Annual Meeting 2015, Philadelphia, PA.

- Geng, R., **Zhang, B.**, Chen, X. (2015) Modeling Multiple Peer Influences on Repeat Purchase by Online Game Players. In CIST 2015, Philadelphia, PA.
- Geng, R., **Zhang, B.**, and Chen, X. (2015) Modeling Multiple Peer Influences on Repeat Purchase by Online Game Players. In Proceedings of CSWIM 2015, Hefei, China.
- 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.**, Um, S., Wattal, S., and Yoo, Y. (2014, November). The Evolution of Generative Architecture of an Open Ecosystem: A Case of WordPress. INFORMS Annual Meeting 2014. San Francisco.
- **Zhang, B.**, Susarla, A., and Krishnan, R. (2014) Two-sided Peer Influence on Content Creation in Social Media Platforms. In Proceedings of CSWIM 2014, best paper nominee, Chengdu, China.
- **Zhang, B.**, Pavlou, P., Krishnan, R., and Krackhardt, D. (2014). Comparing Peer Influences in Large Social Networks: An Empirical Study on Caller Ringback Tone. In SCECR 2014, Tel-Aviv, Israel.
- **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. (Nominated for best paper award)
- **Zhang, B.**, Krishnan, R., and Krackhardt, D. (2012) Network Effects Comparison in Large Social Network – An Empirical Investigation. In Proceedings of WITS 2012, Orlando, FL.
- **Zhang, B.**, Susarla, A., and Krishnan, R. (2012) Peer Influence, Competition and Content Creation in Social Media Platforms. In SCECR 2012, Montreal, Canada.
- **Zhang, B.**, Susarla, A., and Krishnan, R. (2012) A Dynamic Analysis of Competition between Content Creators in Social Media Platforms. In The Winter Conference on Business Intelligence 2012, Salt Lake City, UT.
- **Zhang, B.**, Thomas, A. C., Doreian, P., Krackhardt, D., and Krishnan, R. A Model for the Analysis of Adoption Behavior through Network Effects. In Proceedings of WITS 2011, Shanghai, China.
- **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.
- **Zhang, B.**, Thomas, A. C., Krackhardt, D., and Krishnan, R., and Doreian, P. (2011). Auto-probit Model for Multiple Regimes of Network Effects. In INFORMS 2011 Annual

Meeting, Charlotte, NC.

- **Zhang, B.**, Thomas, A. C., Doreian, P., Krackhardt, D., and Krishnan, R. Multiple-Regime Binary Autocorrelation Models for Social Networks. In CIST 2011, Charlotte, NC.
- **Zhang, B.**, Krackhardt, D., Krishnan, R., and Doreian, P. (2011). Extracting subpopulations from large networks. In The International Sunbelt Social Network Conference XXXI, Tampa, FL.
- **Zhang, B.**, Zhou, Y., and Faloutsos, C. (2008). Toward a comprehensive model in internet auction fraud detection. Published in Proceedings of Hawaii International Conference on Systems Sciences (HICSS) – 41, Big Island, HI.
- Acquisti, A. and **Zhang, B.** (2006). Financial privacy for free? US consumers response to FACTA. In The Fifth Workshop on the Economics of Information Security (WEIS), Cambridge, UK.
- **Zhang, B.** and Chen, Y. (2005). Enhancing UML conceptual modeling through the use of virtual reality. Published in Proceedings of HICSS – 38, Big Island, HI.
- **Zhang, B.**, Chen, Y. S., Pawlowski, S., Chen, J., and Chen, Y. (2003). Online data mining in franchising supply chain management: a demonstration in apparel industry. Published in Proceedings of 2003 Americas Conference on Information Systems (AMCIS), Tampa, FL.
- Chen, J., Chen, Y., **Zhang, B.**, Vuppala, S., Gider, A., and Gao, W. (2003). Online fabric database with intelligent search and fuzzy clustering. Published in Proceedings of International Conference on Information and Knowledge Sharing (IKS), Scottsdale, AZ.
- Chen, J., Chen, Y., **Zhang, B.**, and Gider, A. (2002). Fuzzy linear clustering for fabric selection from online database. Published in Proceedings of 2002 North American Fuzzy Information Processing Society – Fuzzy Logic and the Internet Conference (NAFIPS-FLINT), New Orleans, LA.

### Invited Scholarly Presentations

- “Readmission Prediction for Patients with Heterogeneous Hazard: A Trajectory-Based Deep Learning Approach”, Xi’an Jiaotong University, China, July 2018.
- “Readmission Prediction for Patients with Heterogeneous Hazard: A Trajectory-Based Deep Learning Approach”, Huazhong University of Science and Technology, China, July 2018.
- “Readmission Prediction for Patients with Heterogeneous Hazard: A Trajectory-Based Deep Learning Approach”, Peking University, China, June 2018.
- “Readmission Prediction for Patients with Heterogeneous Hazard: A Trajectory-Based Deep Learning Approach”, Fudan University, China, June 2018.
- “Direct Versus Indirect Peer Influence in Large Social Networks”, Information Systems & Operations Management Research Workshop, University of Florida, February 2018.
- “Direct Versus Indirect Peer Influence in Large Social Networks”, *College of Management Seminar*, Zhejiang University, China, December 2016.
- “Online Community Oriented Data Analytics,” *Speaker’s Series*, Research Institute of Information Technology, Tsinghua University, June 2016.
- “Social Networks in Online Games: The Impact of Peer Influence on Repeat Purchase”, *IS Research Workshop*, Arizona State University, Tempe, February 2016.

- Comparing Peer Influences in Large Social Network: Cohesion or Structural Equivalence in Caller Ringback Tone Networks? Research Institute of Information Technology, Tsinghua University, China, June 2015.
- A Bayesian Model to Predict Content Creation with Two-Sided Peer Influence in Content Platforms, Department of Marketing, University of Arizona, March 2015.
- “Overcoming Free-Riding in Information Goods: Sanctions or Rewards?” *Big Data Forum*, University of Rochester, Rochester, October 2013.
- A Hierarchical Bayesian Model with multiple network autocorrelation terms. Department of Statistics, Temple University, November 2012.
- Auto-probit Model for Multi-network Influences. Center for Data Analytics and Biomedical Informatics, Temple University, November 2012.
- Extracting Subpopulations from Large Social Networks. Center for Data Analytics and Biomedical Informatics, Temple University, October 2012.

### Grants and Financial Support

- **National Institutes of Health**, Principal Investigator  
Understanding E-Cigarette Adoption and Marketing: A Social Media Study (Project #: 5R01DA037378-05), \$452,223, June 2018 – May 2020. (Transferred from Daniel Zeng)
- **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.
- Center for Management Innovations in Healthcare, University of Arizona, PI. Readmission Prediction for Patients with Heterogeneous Hazard: A Trajectory-Based Deep Learning Approach, \$3,500, October 2018 – December 2018.
- Eller College Small Research Grant Award, University of Arizona, PI. \$1,000, October 2018 – December 2018.
- Center for Management Innovations in Healthcare, University of Arizona, PI. Identify Potentially Inappropriate Opioid Use in Arizona – A Big Data Study, \$4,500, May 22, 2017 - August 21, 2017.
- Center of Leadership Ethics small grant, Co-PI, Identifying Cues to Deception During Job Interviews Using Motion Analysis, \$4,000, May 2016 – May 2017.
- Center for Management Innovations in Healthcare, University of Arizona, PI. Boosting Patient Knowledge: The Impact of Healthcare Video Intelligent Search on Diabetic Patient Self-care, \$5,000, May 2015 – August 2015.
- Institute for Business and Information Technology, Temple University, PI. Analyzing Big Intraorganizational Network Data, \$10,000, April 2013 – April 2014.



## 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.
- Harbin Institute of Technology International Scholar Fellowship, 2017
- 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, Eller 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,
- Graduate Fellowship, Carnegie Mellon University, 2005 – 2006.
- Graduate Fellowship, Graduate School, Louisiana State University, 2002 – 2005.
- Louisiana State University Graduate School and Department of Information Systems and Decision Sciences Travel Award, 2003.
- Secretary and Web designer of Omega Rho, International Honor Society of Operational
- Research and Management Science, Louisiana State University Chapter, 2004 – 2005.
- Nominee of Louisiana State University Most Outstanding Web Page Design (6 out of 300+), 2003.
- Outstanding Contribution Award, Chinese Students and Scholars Association at Louisiana State University, 2003.
- 3rd Place, Louisiana EPSCoR State Conference Graduate Student Poster Contest, 2002.
- 1st Place, Louisiana State University Intellectual Gumbo Poster Contest, Social Science Category, Louisiana State University Graduate School and Association of Graduate Students, 2002.
- Excellent Graduate Award, Province-wide Top 1% student, Zhejiang Province Bureau of Education, China, 1998.
- Excellent Graduation Thesis, Department of Computer Science, Zhejiang University, China, 1998.
- Undergraduate Scholarship, Zhejiang University, China, 1994 – 1998.
- Practical Works Fellowship, Zhejiang University, China, 1995 – 1997.

## Service and Outreach

- Information Systems Search Committee, Junior and Senior Positions, Department of Information and Operations Management, Texas A&M University, Fall 2022 – Spring 2023.
- Associate Editor, *Decision Sciences*, 2022 – Present
- NSF Graduate Research Fellowship Program Panelist, Computer Science III, 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 – 2022
- 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
- PhD Committee Member for student Ruibin Geng, Zhejiang University, China, 2014 – Present
- Review Committee, The 7th Advanced Forum on Sino-American E-Commerce, 2015
- Mentor of Doctoral Consortium, China Association of Information Systems, 2015
- Program Committee, International Conference on Electronic Commerce (ICEC), 2014
- Chair, Methods and Models for Large Social Networks, INFORMS Annual Meeting, 2013 – Present
- Chair, Social Media and Business Marketing Section, INFORMS Annual Meeting, 2014
- Chair, Network Methods Section, Sunbelt Social Network Conference, 2011.
- Discussant, CSWIM, 2014 – Present
- ICIS 2012 Junior Faculty Consortium, December 2012, Orlando, FL.
- Ad hoc reviewer for the following journals: *Information Systems Research*, *Management Information Systems Quarterly*, *Management Science*, *INFORMS Journal on Computing*, *Social Network Analysis and Mining*, *ACM Transactions on Information Systems*, *ACM Transactions on Management Information Systems*, *Information Systems Frontier*, *Electronic Commerce Research and Applications*, *IEEE Transaction on Systems, Man, and Cybernetics, Part A: Systems and Humans*, *Electronic Markets*, *Electronic Government*.

- Ad hoc reviewer for the following conferences and workshops: *International Conference on Information Systems (ICIS)*, *CIST*, *Workshop on Information Technology and Systems (WITS)*, *Americas Conference on Information Systems (AMCIS)*.