Jing Peng

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EDUCATION

- **Ph.D., Operations, Information and Decisions (August 2016)**
  The Wharton School, University of Pennsylvania, Philadelphia, USA
  Advisors: Kartik Hosanagar and Christophe Van den Bulte
  Committee members: Lorin Hitt and Raghuram Iyengar

- **Master of Engineering, Computer Applied Technology (aka Computer Science) (July 2011)**
  Institute of Automation, Chinese Academy of Sciences, Beijing, China
  Advisors: Daniel Zeng and Huimin Zhao

- **Bachelor of Science, Applied Physics (minor in Computer Science) (July 2007)**
  Xi'an Jiaotong University, Xi'an, Shaanxi, China

ACADEMIC POSITIONS

- **Ph.D. Coordinator**, Operations and Information Management, School of Business, University of Connecticut (Aug 2023 – Present)

- **Associate Professor (with tenure)**, Operations and Information Management, School of Business, University of Connecticut (Aug 2023 – Present)

- **Dean's Ackerman Scholar**, School of Business, University of Connecticut (2022 – 2024)

- **Assistant Professor**, Operations and Information Management, School of Business, University of Connecticut (Aug 2016 – Aug 2023)

RESEARCH INTERESTS

My research leverages empirical data to study the societal and economic impact of emerging phenomena fueled by technology innovations in online platforms, including e-commerce, social media, gig economy, and digital health platforms. Beyond empirical research, I have a deep interest in developing methodologies to address common statistical challenges facing empirical researchers, such as sample selection in panel data and endogeneity of mediators in mediation analysis. Recently, my methodological work has focused on exploring the opportunities and challenges of integrating machine learning into causal inference.

REFEREED JOURNAL PUBLICATIONS

1. Hongfei Li, Jing Peng, Gang Wang, and Xue Bai. (2024). The Impact of Process- Versus Outcome-Oriented Reviews on the Sales of Healthcare Services. *Information Systems Research*, 35(4):1909-1927.

2. Jing Peng and Christophe Van den Bulte. (2024). Participation vs. Effectiveness in Sponsored Tweet Campaigns: A Quality-Quantity Conundrum. *Management Science*, 70(11):7345-8215.

3. Jing Peng and Chen Liang. (2023). On the Differences Between View-Based and Purchase-Based Recommender Systems. *MIS Quarterly*, 47(2):875-900.

4. Chen Liang, Jing Peng, Yili Hong, and Bin Gu. (2023). The Hidden Costs and Benefits of Monitoring in the Gig Economy. *Information Systems Research*, 34(1):297-318.

5. Hongfei Li, Jing Peng, Xinxin Li, and Jan Stallaert. (2023). When More Can Be Less: The Effect of Add-on Insurance on the Consumption of Professional Services. *Information Systems Research*, 34(1):363-382.

6. Jing Peng. (2023). Identification of Causal Mechanisms from Randomized Experiments: A Framework for Endogenous Mediation Analysis. *Information Systems Research*, 34(1):67-84.

7. Jing Peng, Julie Zhang, and Ram Gopal. (2022). The Good, the Bad, and the Social Media: Financial Implications of Social Media Reactions to Firm-Related News. *Journal of Management Information Systems*, 39(3):706-732.

8. Yili Hong, Jing Peng, Gordon Burtch, and Ni Huang. (2021). Just DM Me (Politely): Direct Messaging, Politeness, and Hiring Outcomes in Online Labor Markets. *Information Systems Research*, 32(3):675-1097.

9. Shu He, Jing Peng, Jianbin Li, and Liping Xu. (2020). Impact of Platform Owner's Entry on Third-Party Stores. *Information Systems Research*, 31(4):1467-1484.

10. Jing Peng, Ashish Agarwal, Kartik Hosanagar, and Raghuram Iyengar. (2018). Network Overlap and Content Sharing on Social Media Platforms. *Journal of Marketing Research*, 55(4):571-585.

11. Zhu Zhang, Daniel Zeng, Ahmed Abbasi, Jing Peng, and Xiaolong Zheng. (2013). A Random Walk Model for Item Recommendation in Social Tagging Systems. *ACM Transactions on Management Information Systems*, 4(2):1-24.

12. Jing Peng, Daniel Zeng, and Zan Huang. (2011). Latent Subject-centered Modeling of Collaborative Tagging: An Application in Social Search. *ACM Transactions on Management Information Systems*, 2(3):1-23.

SELECTED WORKING PAPERS

1. Jing Peng. Machine Learning for Instrumental Variable Regression: From Bias to Resilience. *Under Revision*.

2. Tong Shen, Chen Liang, Jing Peng, Mengcheng Guan, and Jianbin Li. Breaking the Stigma: The Role of AI in Drug Purchases for Sensitive Health Conditions. *Under Revision*.

3. Huiyan Chen, Hongfei Li, Jing Peng, and Ramesh Shankar. Impact of Refundability on Sales of Digital Knowledge Products: The Moderating Role of Product Characteristics. *Under Revision*.

4. Zishun Qian, Jing Peng, and Jianbin Li. The Impact of Generative AI Announcements on Suppliers: Evidence from the Stock Market. *Under Revision*.

5. Chen Liang, Jing Peng, Zhuoyan Li, and Ming Yin. The Valuation of Generative AI in Content Creation: Evidence from Gig Workers. *Under Revision*.

6. Xingwei Zhang, Hu Tian, Xiaolong Zheng, Jing Peng, and Daniel Zeng. Semantic Aggregated Adversarial Training Framework for Hate Speech Detection. *Under Revision*.

7. Huiyan Chen, Jing Peng, Mengcheng Guan, and Jianbin Li. Discounting to Win? The Impact of Team Purchase on Seller Performance. *In Preparation for Submission*.

SELECTED CONFERENCE PUBLICATIONS

1. Zhuoyan Li, Chen Liang, Jing Peng, and Ming Yin. How Does the Disclosure of AI Assistance Affect the Perceptions of Writing? *The 2024 Conference on Empirical Methods in Natural Language Processing* (EMNLP 2024). Miami, USA. (top CS conference in Natural Language Processing)

2. Zhuoyan Li, Chen Liang, Jing Peng, and Ming Yin. The Value, Benefits, and Concerns of Generative AI-Powered Assistance in Writing. *The 2024 ACM CHI Conference on Human Factors in Computing Systems* (CHI 2024). O'ahu, USA. **Best Paper Honorable Mention**. (top CS conference in Human-Computer Interaction)

3. Chen Liang, YiliHong, Bin Gu, and Jing Peng. Gender Wage Gap in Online Gig Economy and Gender Differences in Job Preferences. *2018 International Conference on Information Systems* (ICIS 2018), San Francisco, USA.

4. Jing Peng and Christophe Van den Bulte. How to Better Target and Incent Paid Endorsers in Social Advertising Campaigns: A Field Experiment. *2015 International Conference on Information Systems* (ICIS 2015), Fort Worth, USA.

5. Jing Peng, Ashish Agarwal, Kartik Hosanagar, and Raghuram Iyengar. Toward Effective Social Contagion: A Micro Level Analysis of the Impact of Dyadic Network Relationship. *2014 International Conference on Information Systems* (ICIS 2014), Auckland, New Zealand.

6. Jing Peng, Daniel Zeng, Huimin Zhao, and Fei-Yue Wang. Collaborative Filtering in Social Tagging Systems Based on Joint Item-Tag Recommendations. *The 19th ACM International Conference on Information and Knowledge Management* (CIKM 2010), Toronto, Canada. (top CS conference in Data Mining and Information Retrieval)

OTHER CONFERENCE PAPERS AND PRESENTATIONS

1. Jing Peng. Machine Learning for Causal Inference: Is a Nonlinear First Stage Really Forbidden in 2SLS? *2024 Conference on Information Systems and Technology* (CIST 2024), Seattle, USA.

2. Chen Liang, Jing Peng, Zhuoyan Li, and Ming Yin. To Disclose or Not: The Impact of AI Assistance Disclosure on Content Evaluation. *2024 Conference on Information Systems and Technology* (CIST 2024), Seattle, USA.

3. Ning Wang, Jing Peng, Mengcheng Guan, and Jianbin Li. Unboxing Privacy: How Discreet Packaging Shapes Consumer Purchases? *The 20th Statistical Conference in E-Commerce Research* (SCECR 2024), Lisbon, Portugal.

4. Jing Peng. Machine Learning for Causal Inference: Is a Nonlinear First Stage Really Forbidden in 2SLS? The 34th Annual POMS Conference (POMS 2024), Minneapolis, USA.

5. Huiyan Chen, Jing Peng, Mengcheng Guan, and Jianbin Li. Team Purchase as a Marketing Strategy. *2023 Conference on Information Systems and Technology* (CIST 2023), Phoenix, USA.

6. Huiyan Chen, Jing Peng, Mengcheng Guan, and Jianbin Li. Team Purchase as a Marketing Strategy. *2023 INFROMS Annual Meeting* (INFORMS 2023), Phoenix, USA.

7. Tong Shen, Chen Liang, Jing Peng, Mengcheng Guan, and Jianbin Li. Impact of Medical AI on Drug Purchases. *2023 China Summer Workshop on Information Management* (CSWIM 2023), Changsha, China.

8. Huiyan Chen, Jing Peng, Mengcheng Guan, and Jianbin Li. The Spillover Effect of Social Group Buying on Sales.

2023 China Summer Workshop on Information Management (CSWIM 2023), Changsha, China.

9. Tong Shen, Chen Liang, Jing Peng, Mengcheng Guan, and Jianbin Li. AI Assistant in Online Pharmacy. *2023 Hawaii International Conference on System Sciences* (HICSS 2023), Maui, USA.

10. Huiyan Chen, Jing Peng, Mengcheng Guan, and Jianbin Li. Social Group Buying as a Marketing Strategy. *2023 Hawaii International Conference on System Sciences* (HICSS 2023), Maui, USA.

11. Huiyan Chen, Jing Peng, Jan Stallaert, and Sulin Ba. The Value of Teamwork: Evidence from Crowdsourcing Competitions. *The 21st Workshop on e-Business* (Web 2022), Copenhagen, Denmark. (**Most Promising Ongoing Research Runner-Up**)

12. Huiyan Chen, Jing Peng, Mengcheng Guan, and Jianbin Li. Team Purchase as a Marketing Strategy. *The 21st Workshop on e-Business* (Web 2022), Copenhagen, Denmark.

13. Tong Shen, Chen Liang, Jing Peng, Mengcheng Guan, and Jianbin Li. AI Assistant in Online Pharmacy. *2022 Conference on Information Systems and Technology* (CIST 2022), Indianapolis, USA.

14. Tong Shen, Chen Liang, Jing Peng, Mengcheng Guan, and Jianbin Li. AI Assistant in Online Pharmacy. *2022 Data Science in a Digital World: Methodology, Organization, and Management Workshop* (MOM 2022), Boston, USA.

15. Huiyan Chen, Hongfei Li, Jing Peng, and Ramesh Shankar. How does Enabling Product Returns Affect the Sales of Paid Knowledge-sharing Services? *2021 Workshop on Information Systems and Economics* (WISE 2021), Austin, USA.

16. David Bergman, Sule Nur Kutlu, Raymond A. Patterson, and Jing Peng. Exploit or Explore? How Users React to Different Types of Recommendations. *The 31st Workshop on Information Technologies and Systems* (WITS 2021), Austin, USA.

17. Chen Liang, Jing Peng, YiliHong, and Bin Gu. Monitoring Policies and Gig Workers' Job Preferences. *2021 INFROMS Annual Meeting* (INFORMS 2021), Anaheim, USA. (**INFORMS eBusiness Best Paper Runner-Up**)

18. Jing Peng and Chen Liang. View-Also-View or Purchase-Also-Purchase: Which Is Better? *2021 Conference on Information Systems and Technology* (CIST 2021), Newport Beach, USA.

19. Huiyan Chen, Hongfei Li, Jing Peng, and Ramesh Shankar. How does Enabling Product Returns Affect the Sales of Paid Knowledge-sharing Services? *2021 Conference on Information Systems and Technology* (CIST 2021), Newport Beach, USA.

20. Huiyan Chen, Hongfei Li, Jing Peng, and Ramesh Shankar. How does Enabling Product Returns Affect the Sales of Paid Knowledge-sharing Services? *The 17th Symposium on Statistical Challenges in Electronic Commerce Research* (SCECR 2021), Online.

21. Jing Peng, Julie Zhang, and Ram Gopal. To Ride or to Hide: The Impact of Social Media Reactions to News on Firm Performance. *The 29th Workshop on Information Technologies and Systems* (WITS 2019), Munich, Germany.

22. Chen Liang, Jing Peng, YiliHong, and Bin Gu. Economic Cost of Monitoring. *2019 Conference on Digital Experimentation* (CODE 2019), Cambridge, USA.

23. Jing Peng. Identification of Causal Mechanisms from Randomized Experiments. *2019 Conference on Information Systems and Technology* (CIST 2019), Seattle, USA.

24. Chen Liang, Jing Peng, YiliHong, and Bin Gu. Economic Cost of Monitoring. *2019 Conference on Information Systems and Technology* (CIST 2019), Seattle, USA. (**Best Paper Nominee**)

25. Shu He, Jing Peng, Liping Xu, Jianbin Li, and James B. Dai. Impact of Platform Owner's Entry on Third-Party

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Stores. *2019 Conference on Information Systems and Technology* (CIST 2019), Seattle, USA.

26. Fangda Han, Hongfei Li, Shun-Yang Lee, and Jing Peng. What Can Images Tell Us: A Predication Study based on Facial Analysis. *2019 INFROMS Annual Meeting* (INFORMS 2019), Seattle, USA.

27. Hongfei Li, Jing Peng, Gang Wang, and Xue Bai. Disentangling the Effect of Longitudinal Consumer Reviews on Professional Service. *2019 INFROMS Annual Meeting* (INFORMS 2019), Seattle, USA.

28. Guneet Kaur, Xinxin Li, and Jing Peng. Does Illusionary Progress Make You Exercise More? *2019 INFROMS Annual Meeting* (INFORMS 2019), Seattle, USA.

29. Chen Liang, YiliHong, Bin Gu, and Jing Peng. Avoidance of Monitoring and Gender Wage Gap. *The 15th Symposium on Statistical Challenges in Electronic Commerce Research* (SCECR 2019), Hong Kong.

30. Hongfei Li, Jing Peng, Gang Wang, and Xue Bai. Online Diaries and Risk Products. *The 15th Symposium on Statistical Challenges in Electronic Commerce Research* (SCECR 2019), Hong Kong.

31. Hongfei Li, Jing Peng, Xinxin Li, and Jan Stallaert. The Impact of Ex post Risk-Reduction Mechanism on Online Sales: Evidence from Complications Insurance for Cosmetic Surgeries. *The 15th Symposium on Statistical Challenges in Electronic Commerce Research* (SCECR 2019), Hong Kong.

32. Chen Liang, YiliHong, Bin Gu, and Jing Peng. Gender Differences in Job Preferences. *2018 Workshop on Information Systems and Economics* (WISE 2018), San Francisco, USA. (**Best Paper Award**)

33. Yili Hong, Jing Peng, Gordon Burtch, and Ni Huang. Pipes versus Prisms: Direct Messaging System and Hiring Outcomes in Online Labor Markets. *2018 Workshop on Information Systems and Economics* (WISE 2018), San Francisco, USA.

34. Yili Hong, Jing Peng, Gordon Burtch, and Ni Huang. Do You Have Time for a Quick Chat? Direct Messaging System Usage and Hiring Outcomes in Online Labor Markets. *2018 Conference on Information Systems and Technology* (CIST 2018), Phoenix, USA.

35. Hongfei Li, Jing Peng, Gang Wang, and Xue Bai. Online Diaries and Risk Products. *2018 Conference on Information Systems and Technology* (CIST 2018), Phoenix, USA.

36. Yili Hong, Jing Peng, Gordon Burtch, and Ni Huang. Do You Have Time for a Quick Chat? Direct Messaging System Usage and Hiring Outcomes in Online Labor Markets. *The 49th Annual Meeting of the Decision Sciences Institute* (DSI 2018), Chicago, USA.

37. Yili Hong, Jing Peng, Gordon Burtch, and Ni Huang. Role of Communication in Online Platforms. *The 24th Americas Conference on Information Systems* (AMCIS 2018), New Orleans, USA.

38. Shu He, Jing Peng, Liping Xu, Jianbin Li, and James B. Dai. The Impact of Platform Owner's Entry on Third-Party Stores. *2018 China Summer Workshop on Information Management* (CSWIM 2018), Qingdao, China.

39. Jing Peng and Raghuram Iyengar. A Novel Approach to the Multi-Source Attribution Problem. *The 14th Symposium on Statistical Challenges in Electronic Commerce Research* (SCECR 2018), Rotterdam, Netherlands.

40. Yili Hong, Jing Peng, Gordon Burtch, and Ni Huang. Pre-Contract Communication and Hiring Outcomes in Online Labor Markets. *The 14th Symposium on Statistical Challenges in Electronic Commerce Research* (SCECR 2018), Rotterdam, Netherlands.

41. Shu He, Jing Peng, Liping Xu, Jianbin Li, and James B. Dai. The Impact of Platform Owner's Entry on Third-Party Stores. *The 14th Symposium on Statistical Challenges in Electronic Commerce Research* (SCECR 2018), Rotterdam, Netherlands.

42. Jing Peng and Raghuram Iyengar. A Novel Approach to the Multi-Source Attribution Problem. *The 40th Annual ISMS Marketing Science Conference* (ISMS 2018), Philadelphia, USA.

43. Jing Peng, Ashish Agarwal, Kartik Hosanagar, and Raghuram Iyengar. Towards Effective Information Diffusion on Social Media Platforms: A Dyadic Analysis of Network Embeddedness. *2015 Workshop on Information Systems and Economics* (WISE 2015), Fort Worth, USA. (**Best Student Paper Nominee**)

44. Jing Peng and Christophe Van den Bulte. Participation vs. Effectiveness of Paid Endorsers in Social Advertising Campaigns: A Field Experiment. *2015 INFROMS Social Media Analytics Student Best Paper Competition* (INFORMS 2015), Philadelphia, USA. (**Social Media Analytics Student Best Paper Competition Runner-up**)

45. Jing Peng and Christophe Van den Bulte. Participation vs. Effectiveness of Paid Endorsers in Social Advertising Campaigns: A Field Experiment. *Workshop on Information in Networks* (WIN 2015), New York City, USA.

46. Jing Peng, Raghuram Iyengar, and Kartik Hosanagar. A Novel Approach to Attribution in Decisions Influenced by Multiple Sources. *2015 China Summer Workshop on Information Management* (CSWIM 2015), Hefei, China.

47. Jing Peng and Christophe Van den Bulte. How to Better Target and Incent Paid Endorsers in Social Advertising Campaigns: A Field Experiment. *2015 Annual ISMS Marketing Science Conference* (ISMS 2015), Baltimore, USA.

48. Jing Peng, Raghuram Iyengar, and Kartik Hosanagar. A Novel Approach to Attribution in Decisions Influenced by Multiple Sources. *The 24th Workshop on Information Technologies and Systems* (WITS 2014), Auckland, New Zealand.

49. Jing Peng, Raghuram Iyengar, and Kartik Hosanagar. Identifying Social Contagion from Multiple Potential Causes with Unknown Final Cause. *The 10th Statistical Conference in E-Commerce Research* (SCECR 2014), Tel Aviv, Israel.

50. Jing Peng, Ashish Agarwal, Kartik Hosanagar, and Raghuram Iyengar. Toward Effective Social Advertising: A Micro Level Analysis of the Impact of Network Attributes on Social Influence. *The 9th Statistical Conference in E-Commerce Research* (SCECR 2013), Lisbon, Portugal.

51. Jing Peng, Daniel Zeng, Bing Liu, and Huimin Zhao. CFUI: Collaborative Filtering with Unlabeled Items. *The 20th Workshop on Information Technologies and Systems* (WITS 2010), St. Louis, USA.

52. Jing Peng and Daniel Zeng. Making Item Predictions through Tag Recommendations. *The 2010 International Conference on Electronic-Business Intelligence* (ICEBI 2010), Kunming, China.

53. Jing Peng and Daniel Zeng. Tag-based Smoothing for Item Recommendation. *The 2010 IEEE International Conference on Service Operations and Logistics, and Informatics* (SOLI 2010), Qingdao, China.

54. Jing Peng and Daniel Zeng. Exploring Information Hidden in Tags: A Subject-based Item Recommendation Approach. *The 19th Workshop on Information Technologies and Systems* (WITS 2009), Phoenix, USA.

55. Jing Peng and Daniel Zeng. Topic-based Web Page Recommendation Using Tags. *The 2009 IEEE international conference on Intelligence and Security Informatics* (ISI 2009), Dallas, USA.

INVITED TALKS

- Daniels School of Business, Purdue University (2025)
- HKU Business School, University of Hong Kong (2024)
- Robert H. Smith School of Business, University of Maryland (2024)
- School of Management, Huazhong University of Science and Technology (2023)

- ISOM Workshop, University of Florida (2023)

- Wisconsin School of Business, University of Wisconsin-Madison (2023)

- CUHK Business School, Chinese University of Hong Kong (2022)

- Simon Business School, University of Rochester (2018)

- Alibaba Group (2017)

- NetEase Inc. (2017)

- School of Management, Huazhong University of Science and Technology (2017)

- Carlson School of Management, University of Minnesota (2016)

- Robert H. Smith School of Business, University of Maryland (2016)

- Krannert School of Management, Purdue University (2016)

- School of Business, University of Connecticut (2016)

PACKAGES DEVELOPED FOR NEW METHODOLOGIES

- **CoxPlus**: A fast and highly scalable R package (core code written in C++) estimating Cox model (proportional hazards model) when an event has more than one cause. It also supports random and fixed effects, tied events, and time-varying variables.

  Statistical challenges addressed: the attribution problem when an event has more than one cause.

  Application: multi-channel advertising, social influence identification, etc.

  URL: https://cran.r-project.org/web/packages/CoxPlus/index.html

- **PanelCount**: A fast and scalable R package (speeded up by C++) implementing random effects and/or sample selection models for panel count data.

  Statistical challenges addressed: how to deal with self-selection and repeated observations simultaneously in panel count data (can be easily extended to deal with other types of panel data).

  Application: marketing campaigns with self-selection and repeated observations.

  URL: https://cran.r-project.org/web/packages/PanelCount/index.html

- **endogeneity**: A comprehensive package that implements various recursive two-stage models to address the endogeneity issue in the absence of instrumental variables.

  Statistical challenges addressed: how to address endogeneity in the absence of instrumental variables.

  Application: **endogeneity of mediators in experiments or treatment variables in observational studies.**

  URL: https://cran.r-project.org/web/packages/endogeneity/index.html

TEACHING

- **Instructor**

  Generative AI for Business (master level), 2025 – Present

  AI Literacy: Navigating the Future of Business (undergraduate level), 2025 – Present

Predictive Modeling (master level), 2022 – Present

Data Mining and Time Series Forecasting (master level), 2016 − Present

Research Methods for Operations and Information Management (PhD level), 2021 – Present

Data Science with Python (master level), 2017 − 2018

Wharton Tech Camp (PhD level), 2015

- **Teaching Assistant**

Data Mining for Business Intelligence (MBA/undergraduate level), 2013 − 2014

Enabling Technologies (MBA level), 2013

Introduction to Operation and Information Management (undergraduate level), 2012, 2014

AWARDS & HONORS

Best Paper Honorable Mention, ACM CHI conference on Human Factors in Computing Systems, 2024

Best Paper Honorable Mention, UConn School of Business, 2024

Best Paper Award, UConn School of Business, 2023

Workshop on e-Business Most Promising Ongoing Research Runner-Up Award, 2022

INFORMS Information Systems Society Gordon B. Davis Young Scholar Award, 2022

Dean's Ackerman Scholar, UConn School of Business, 2022-2024

INFORMS eBusiness Best Paper Award Runner-Up, 2021

Best Paper Award, UConn School of Business, 2021

Workshop on Information Systems and Economics Best Paper Award, 2018

INFORMS Social Media Analytics Student Best Paper Competition Runner-Up, 2015

Mack Institute Research Fellowship, 2015

Baker Center PhD Research Grant, 2015

President Gutmann's Leadership Award, 2014

Baker Center PhD Research Grant, 2014

Penn Lauder CIBER PhD Grant Awards, 2013

PROFESSIONAL ACTIVITIES

- **University Services**

PhD Coordinator of OPIM Department (Spring 2020, Fall 2023 – Present)

Member, OPIM Department PTR Committee (Fall 2023)

Member, OPIM Department Faculty Hiring Committee (Fall 2021 – Spring 2023)

Member, OPIM Department PhD Qualifying Exam Committee (Statistics, Fall 2021 – Present)

Member, OPIM Department PhD Qualifying Paper Committee (Fall 2018 – Spring 2022, Fall 2023 – Present)

Member, OPIM Department PhD Committee (Fall 2020 – Present)

Member, OPIM Department PhD Recruiting Committee (Fall 2016 – Spring 2018, Spring 2020, Fall 2022 – Present)

Member, School Research Computing Committee (Fall 2018 – Spring 2019)

Member, MSBAPM Curriculum Committee (Fall 2016 – Spring 2023)

- **Referee for Journals**

Information Systems Research, Management Science, MIS Quarterly, Journal of Management Information Systems, Journal of Marketing Research, Marketing Science, Production and Operations Management, INFORMS Journal on Computing, IEEE Intelligent Systems, Journal of Interactive Marketing, ACM Transactions on Management Information Systems, Data Mining and Knowledge Discovery

- **Program Committee Member/Associate Editor/Referee for Conferences**

International Conferences on Information Systems (2017 – 2021)

Conference on Information Systems and Technology (2017 – Present)

Workshop on Information Technologies and Systems (2017 – Present)

- **Doctoral Dissertation Committees**

Chair or Co-Chair:

Sule Nur Kutlu (2021, University of Calgary), Huiyan Chen (2024, Penn State Behrend), Tong Shen (2026, expected)

Committee Member:

Hongfei Li (2020, Chinese University of Hong Kong), Ning Wang (2027, expected), Mengwei Qu (2027, expected)

PROGRAMMING SKILLS

R, Python, C/C++, Java, Stata, SAS, Matlab, etc.