

Y. Alex Tung

Department of Operations and Information Management
School of Business Administration
University of Connecticut
Storrs, CT 06269-2041
Tel: (860) 4866470
E-mail: alex.tung@business.uconn.edu

Work Experience

2009-2012	Executive Director Connecticut Information Technology Institute (CITI) University of Connecticut
2001-Present	Associate Professor Department of Operations and Information Management University of Connecticut
2000-2001	Assistant Professor Department of Operations and Information Management University of Connecticut
1998-2000	Assistant Professor Department of Management/MIS University of Nevada Las Vegas
1995-1998	Assistant Professor Department of Operations and Information Management University of Connecticut

Education

Ph.D. (Dec., 1994)	College of Business & Economics University of Kentucky, KY Major Area of Concentration: Management Information Systems
B.A. (1988)	National Sun Yat-Sen University, Taiwan Major Area of Concentration: Mechanical Engineering

Research Interests

- Risk management in online business
- Innovations in E-Markets
- MIS research across interdisciplinary functional areas

Journal Publications

- “Seller Heterogeneity in Electronic Marketplaces: An Empirical Study between New and Experienced Sellers in eBay,” (with P. Goes and Y. Tu) **Decision Support System**, Vol. 56, No. 1, 2013, pp. 247-258.
- “A Study of Software Product Sampling,” (with Y. Tu and M. Lu) **International Journal of Technology Marketing**, Vol. 7, No. 3, 2012, pp. 306 – 323.
- “Online Auctions Hidden Metrics: Understanding Unsuccessful Auctions Transactions,” (with P. Goes and Y. Tu) **Communications of the ACM**, Vol. 52, No. 4, April 2009, pp. 147-149.
- “Efficiency Considerations in Online Auction Markets,” (with R.D. Gopal and A.B. Whinston), **Journal of Organizational Computing and Electronic Commerce**, Vol. 17, No. 4, 2007, pp. 311-328.
- “Managing Risks in Multiple Online Auctions: An *Options* Approach,” (with R.D. Gopal, S. Thompson, and A.B. Whinston) **Decision Sciences**, Vol. 36, Iss. 3, 2005, pp. 397-426.
- “Author Experience with the IS Journal Review Process,” (with S. Bhattacharjee and B. Pathak) **Communications of the AIS**, Vol. 13, 2004, pp. 629-653.
- “Digital Signature: Use and Modification to Achieve Success in Next Generational E-Business Processes,” (with A. Gupta and J.R. Marsden) **Information & Management**, Vol. 41, No. 5, 2004, pp. 561-575.
- “Multiple Online Auctions,” (with R. Gopal, and A.B. Whinston) **IEEE Computer**, Vol. 36, No. 2, 2003, pp. 100-102.
- “E-healthcare System Design: A Consumer Preference Approach,” (with Z. Walter) **International Journal of Healthcare Technology Management**, Vol. 4, Nos. 1/2, 2002, pp. 53-70.
- “Using Neural Network Analysis to Uncover the Trace Effects of National Culture,” (with J. Veiga, M. Lubatkin, R. Calori, and P. Very) **Journal of International Business Studies**, Vol. 31, No. 2, 2000, pp. 223-238.
- “Measuring Organizational Culture Clashes: A Two-Nation Post-Hoc Analysis of a Cultural Compatibility Index,” (with J. Veiga, M. Lubatkin, R. Calori, and P. Very) **Human Relations**, Vol. 53, No. 4, 2000, pp. 539-558.

- “Trading Volumes with and without Private Information: A Study using Computerized Market Experiments,” (with J.R. Marsden) ***Journal of Management Information Systems***, Vol. 17, No. 1, 2000, pp. 31-57.
- “The Use of Information System Technology to Develop Tests on Insider Trading and Asymmetric Information,” (with J.R. Marsden) ***Management Science***, Vol. 45, No. 8, 1999, pp. 1025-1040.
- “HypEs: An Architecture for Hypermedia-Enabled Expert Systems,” (with R.D. Gopal, and J.R. Marsden) ***Decision Support Systems***, Vol. 26, No. 4, 1999, pp. 307-318.
- “A Framework for Selecting Business Process Modeling Methods,” (with W. Luo) ***Industrial Management & Data Systems***, Vol. 99, No. 7, 1999, pp. 312-319.
- “An Examination of the Role of Internet Technologies in Developing Next Generational Executive Information Systems,” (with R.D. Gopal) ***Journal of Computer Information Systems***, Vol. 39, No. 3, 1999, pp. 81-91.
- “Test of Market Efficiencies Using Experimental Electronic Markets,” (with J.R. Marsden) ***Journal of Business Research***, Vol. 41, No. 2, 1998, pp. 145-151. (Received a Citation of Excellence from UK based ANBAR Electronic Intelligence)
- “Time Complexity and Consistency Issues in Using the AHP for Making Group Decisions,” ***Journal of Multi-Criteria Decision Analysis***, Vol. 7, 1998, pp. 144-154.
- “Asymmetric Information: A Laboratory Experimental Analysis,” (with J.R. Marsden) ***European Journal of Operational Research***, Vol. 99, No. 2, 1997, pp. 256-266.
- “Diffusion of Ladder-Type Innovations: A Study of Computer and Communications Convergence,” (with C.H. Wang and R.D. Gopal) ***Journal of Computers & Industrial Engineering***, Vol. 32, No. 3, 1997, pp. 497-507.
- “A Revised Weighted Sum Decision Model for Robot Selection,” (with C.H. Goh, and C.H. Cheng) ***Journal of Computers & Industrial Engineering***, Vol. 30, No. 2, 1996, pp. 193-199.

Refereed Book Chapter

- “Architectural Foundations of Hypermedia-Enabled Expert Systems,” (with R.D. Gopal and J.R. Marsden) in ***Multimedia Technology and Applications*** edited by V.W.S. Chow, 1997, pp. 34-44, Springer-Verlag, Singapore.

Conference Proceedings/Presentations

- "Improving the Efficiency of AHP through Pairwise Comparison Reductions," **Global Information and Management Symposium**, Taipei, Taiwan, Dec. 6-7, 2013.
- "An Option Based Risk Management Approach for Online Auction Sellers," (with R. Bapna, R., Gopal, and R. Kumar), **Winter Conference on Business Intelligence**, Salt Lake City, Dec., 2012.
- "An Online College Course Delivery System with Embedded Social Networking Features," **World Universities Forum**, Hong Kong, Jan. 14-16, 2011.
- "A social networking enabled online college class platform," **Workshop on Information Technologies and Systems**, St. Louis, Dec. 11-12, 2010.
- "Risk Management for Online Auction Sellers: Options Approach to Manage Price and Quantity Related Risks," (with R. Bapna, R. Gopal and R. Kumar) **Workshop on Information Technologies and Systems (WITS)**, Montreal, Canada, 2007.
- "Repeated Trials Before Buy: A Study of Computer Software Sampling," (with M. Lu and Y. Tu) **Proceedings of the Administrative Sciences Association of Canada**, Toronto, 2005.
- "The Impact of Internet Information Technology on Very Short Term Gains from Stock Market: A Comparison of U.S. Companies vs. Foreign ADR," **Proceedings of the IACIS Conference**, Taipei, Taiwan, 2005.
- "Transaction Risk Management in Online Auctions," (with R.D. Gopal, S. Thompson, and A.B. Whinston) **ICIS Proceedings**, Seattle, 2003.
- "Empirical Analysis of Herd Behavior in Online Auctions," **ACME Conference Proceedings**, Los Angeles, 2002.
- "An Empirical Investigation of the Impact of Incentive Mechanism in Team Design", (with W. Luo) **Proceedings of the 4th Asia Pacific Decision Sciences Institute Conference**, Shanghai, China, June 1999.
- "Business Process Modeling Methods: Three Perspectives," (with W. Luo) **Proceedings of the 28th Annual Meetings of the Decision Sciences Institute**, San Diego, November 1997.
- "Group Decision Making Using AHP," **Proceedings of the 24th Annual Meeting of the Decision Sciences Institute**, Washington D.C., November 1993.
- "A Decision Support System for Robot Selection," (with C.H. Goh) **Proceedings of the 23rd Annual Meeting of the Decision Sciences Institute**, San Francisco, November 1992.

Current Editorial Positions

Associate Editor of ***International Journal of Information Systems and Change Management***

Editorial Board of ***International Journal of Electronic Healthcare***

Editorial Review Board of ***Journal of Computer Information Systems***

Teaching Interests

- Programming languages (Objective-C, C/C++, Visual Basic, Java)
- Web Development
- Electronic Commerce
- MIS/DSS/ES