

## **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@uconn.edu

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### ***Work Experience***

- 2001-Present     Associate Professor  
Department of Operations and Information Management  
University of Connecticut
- 2009-2012     Executive Director  
Connecticut Information Technology Institute (CITI)  
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**

- Innovations in E-Markets
- MIS research across interdisciplinary functional areas

## **Journal Publications**

- “A Path Analysis of Online Group Buying: Insights From Taiwan,” (with C. Chen and Y. Tu) *International Journal of Applied Management Theory and Research*, Vol. 4, No. 1, 2022, pp. 1-22.
- “A Study of Opinion Leaders in Green Consumption in Taiwan Using the Theory of Reasoned Action (TRA),” (with C. Chen and Y. Tu) *International Journal of Sustainable Economies Management*, Vol. 9, No. 3, 2020, pp. 33-50.
- “Effective Selling Strategies for Online Auctions on eBay: A Comprehensive Approach with CART Model,” (with Y. Tu and P. Goes) *International Journal of Business Information Systems*, Vol. 30, No. 2, 2019, pp. 125-151.
- “Online Auction Segmentation and Effective Selling Strategy: Trust and Information Asymmetry Perspectives,” (with Y. Tu and P. Goes) *Journal of Electronic Commerce Research*, Vol. 18, No. 3, 2017, pp. 189-211.
- “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 4<sup>th</sup> Asia Pacific Decision Sciences Institute Conference**, Shanghai, China, June 1999.

“Business Process Modeling Methods: Three Perspectives,” (with W. Luo) **Proceedings of the 28<sup>th</sup> Annual Meetings of the Decision Sciences Institute**, San Diego, November 1997.

“Group Decision Making Using AHP,” **Proceedings of the 24<sup>th</sup> 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 23<sup>rd</sup> Annual Meeting of the Decision Sciences Institute**, San Francisco, November 1992.

### ***Current Editorial Positions***

Senior Editor of ***Decision Support Systems***

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++, C#, Visual Basic, Java, React Native)
- Web Development
- Electronic Commerce
- MIS/DSS/ES