

# SULIN BA

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School of Business  
University of Connecticut  
Storrs, CT 06269  
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## EDUCATION

- Ph.D. August 1996 Management Information Systems  
McCombs School of Business, University of Texas at Austin
- M.L.I.S. May 1992 Library and Information Sciences  
School of Information, University of Texas at Austin
- B.A. June 1990 Library and Information Sciences  
Sun Yat-sen University, Guangzhou, China

## PROFESSIONAL DEVELOPMENT

- Certificate June 2015 Management Development Program  
Harvard Graduate School of Education  
Harvard University

## PROFESSIONAL EXPERIENCE

- 9/2013 – 8/2019 **Associate Dean of Academic and Research Support**  
School of Business  
University of Connecticut
- 9/2014 – 8/2019 **Executive Director**  
Connecticut Information Technology Institute (CITI)  
University of Connecticut
- 1/2014 – 3/2019 **Faculty Director**  
Center for International Business Education and Research (CIBER)  
University of Connecticut
- 6/2017 – present **Treibick Family Endowed Chair**  
School of Business  
University of Connecticut
- 8/2002 – present **Associate Professor and Professor** (since 2011)  
Department of Operations and Information Management  
School of Business  
University of Connecticut

- 1/2013 – present    **Honorary Distinguished Professor**  
School of Management  
Fudan University, Shanghai, China
- 2/2009 – 7/2009    **Visiting Professor**  
School of Management  
Fudan University, Shanghai, China
- 5/2003 – 7/2003    **Dieter Schwarz Foundation Distinguished Visiting Professor in  
Electronic Commerce**  
School of Business Administration  
Universität Mannheim, Mannheim, Germany
- 8/1996 – 5/2002    **Assistant Professor**  
Department of Information and Operations Management  
Marshall School of Business  
University of Southern California
- 1/1995 – 7/1995    **Research Associate**  
Department of Information and Systems Management  
Hong Kong University of Science and Technology

## PUBLICATIONS

### Refereed Journal Papers

1. "Is user-generated content always helpful? the effects of online forum browsing on consumers' travel purchase decisions." (X. Lu, S. He, S. Lian, S. Ba, and J. Wu). Forthcoming in *Decision Support Systems*.
2. "One size fits all? The differential impact of online reviews and coupons." (J. Yuan, S. Ba, X. Li, and X. Lu). Forthcoming in *Production and Operations Management*.
3. "Managing the crowds: the effect of prize guarantees and in-process feedback on participation in crowdsourcing contests." (L. Jian, S. Yang, S. Ba, L. Lu and C. Jiang). *MIS Quarterly*. 43(1): 97-112. 2019.
4. "Trust and experience in online auctions." (T. Ow, B. Spaid, C. Wood and S. Ba). *Journal of Organizational Computing and Electronic Commerce*. 28(4): 294-314. 2018.
5. "Salience bias in crowdsourcing contests." (B. Lee, S. Ba, X. Li and J. Stallaert). *Information Systems Research*. 29(2): 401-418. 2018.
6. "Know who to give: enhancing the effectiveness of online product sampling." (X. Lu, C. Phang, S. Ba and X. Yao). *Decision Support Systems*. 105: 77-86. January 2018.

7. "Emergent themes in the interface between economics of information systems and management of technology." (S. Ba and B. Nault). *Production and Operations Management*. 26(4): 652-666. 2017.
8. "Dynamic sales impacts of online physical product sampling." (X. Yao, X. Lu, C. W. Phang, and S. Ba). *Information & Management*. 54(5): 599-612. 2017.
9. "An empirical study of the cross channel effects between web and mobile shopping channels." (L. Huang, X. Lu and S. Ba). *Information & Management*. 53(2): 265-278. 2016.
10. "Building online trust in a culture of Confucianism: the impact of process flexibility and perceived control." (L. Huang, S. Ba and X. Lu) *ACM Transactions on Management Information Systems*. 5(1): 1-23. 2014.
11. "Stock market reaction to green vehicle innovation." (S. Ba, L. Lisic, Q. Liu and J. Stallaert) *Production and Operations Management*. 22(4): 976-990. 2013.
12. "Digital health communities: the effect of their motivation mechanisms." (S. Ba and L. Wang) *Decision Support Systems*. 55(4): 953-959. 2013.
13. "Promotional marketing or word-of-mouth? Evidence from online restaurant reviews." (X. Lu, S. Ba, L. Huang and Y. Feng) *Information Systems Research*. 24(3): 596-612. 2013.
14. "An empirical analysis of virtual goods permission rights and pricing strategies." (D. Ke, S. Ba, J. Stallaert and J. Zhang) *Decision Sciences Journal*. 43(6): 1039-1061. 2012.
15. "The effectiveness of online shopping characteristics and well-designed websites on satisfaction." (J. Luo, S. Ba and H. Zhang) *MIS Quarterly*. 36(34): 1131-1144. 2012.
16. "Understanding online purchase decision making: the effects of unconscious thought, information quality, and information quantity." (J. Gao, C. Zhang and K. Wang and S. Ba) *Decision Support Systems*. 53(4): 772-781. 2012.
17. "Online price dispersion: a game theoretic perspective and empirical evidence." (S. Ba, Stallaert and J. Zhang) *Information Systems Research*. 23(2): 575-592. 2012.
18. "The value of online social network marketing." (X. Lu, C. Phang and S. Ba) *R&D Management*. 6: 64-69. 2011.
19. "Why give away something for nothing? Investigating virtual goods pricing and permission strategies." (S. Ba, D. Ke, J. Stallaert, and J. Zhang). *ACM Transactions on Management Information Systems*. 1(1). 2010. **Best IS Publications of the Year Award (2010)** and **ACM Transactions on MIS Best Paper Award (2010)**.
20. "Balancing IT with the human touch - optimal investment in IT-based customer service." (S. Ba, J. Stallaert and J. Zhang) *Information Systems Research*. 21(3): 423-442. 2010.
21. "Oligopolistic price competition and adverse price effect in online retailing markets." (S. Ba, J. Stallaert and J. Zhang) *Decision Support Systems*. 45: 858-869. 2008.

22. "Compositional enterprise modeling and decision support." (S. Ba, K. R. Lang and A. B. Whinston) *Information Systems and e-Business Management*. 6(2): 137-160. March 2008.
23. "An exploratory study of the impact of e-service process on online customer satisfaction." (S. Ba and W. Johansson) *Production and Operations Management*. 17(1): 107-119. 2008.
24. "Price competition in e-tailing under service and recognition differentiation." (S. Ba, J. Stallaert and J. Zhang) *Electronic Commerce Research and Applications*. 6(3). 2007.
25. "Choice of transaction channels: the effects of product characteristics on market evolution." (S. Ba, J. Stallaert, A. B. Whinston and H. Zhang) *Journal of Management Information Systems*. 21(4): 173-197. Spring 2005.
26. "Building trust in online auction markets through an economic incentive mechanism." (S. Ba, A.B. Whinston and H. Zhang) *Decision Support Systems*. 35(3): 273-286. June 2003.
27. "Evidence of the effect of trust building technology in electronic markets: price premiums and buyer behavior." (S. Ba and P. Pavlou) *MIS Quarterly*. 26(3): 243-268. September 2002.
28. "Optimal investment in knowledge within a firm using a market mechanism." (S. Ba, J. Stallaert and A.B. Whinston) *Management Science*. 47(9): 1203-1219. September 2001.
29. "Introducing a third dimension in information systems design: the case for incentive alignment." (S. Ba, J. Stallaert and A. B. Whinston) *Information Systems Research*. 12(3): 225-239. September 2001.
30. "Establishing online trust through a community responsibility system." (S. Ba) *Decision Support Systems*. 31(3): 323-336. July 2001.
31. "Small digital businesses in electronic markets: a blueprint for survival." (S. Ba, A. B. Whinston and H. Zhang) *Electronic Markets*. 11(1). January 2001.
32. "Technology adaptation: The case of a computer-supported inter-organizational virtual team." (A. Majchrzak, R. Rice, N. King, A. Malhotra and S. Ba) *MIS Quarterly*. 24(4): 569-600. 2000. **MIS Quarterly Best Paper of Year 2000 Award**.
33. "The dynamics of the electronic market: an evolutionary game approach." (S. Ba, A. B. Whinston and H. Zhang) *Information Systems Frontiers*. 2(1): 31-40. 2000.
34. "Computer-mediated interorganizational knowledge sharing: insights from a virtual team innovating using a collaborative tool." (A. Majchrzak, R. Rice, N. King, A. Malhotra and S. Ba) *Information Resources Management Journal*. 13(1): 44-53. 2000.
35. "Enterprise-wide decision support using Intranet technology." (S. Ba, K.R. Lang and A.B. Whinston) *Decision Support Systems*. 20(2): 99-134. 1997.
36. "A client-broker-server architecture for Intranet decision support." (S. Ba, R. Kalakota and A.B. Whinston) *Decision Support Systems*. 19(3): 171-192. 1997.

37. "Enterprise modeling and decision support." (S. Ba, K.R. Lang and A.B. Whinston) *Sun Yat-sen Management Review*. 2(1):1-37. 1994.
38. "Challenges to decision support systems." (S. Ba and A.B. Whinston) *The Transactions of the Institute of Electrical Engineers of Japan*. vol.114-C. no.3. p.295-309. 1994. A Publication of Electronics, Information and Systems Society.

### Refereed Book Chapters

1. "Comparing the quality of customer service in 3D virtual worlds to web-based service." (S. Ba, D. Ke, J. Stallaert and Z. Zhang) in **E-Life: Web-Enabled Convergence of Commerce, Work, and Social Life**, Editors: Michael J. Shaw, Dongsong Zhang, Wei T. Yue, Springer Berlin Heidelberg. 2012.
2. "Compositional enterprise modeling and decision support." (S. Ba, K. R. Lang and A. B. Whinston) in *Handbook on Decision Support Systems*, ed. F. Burstein and Clyde W. Holsapple, Springer-Verlag. 2008.
3. "The dynamics of the electronic market: an evolutionary game approach." (S. Ba, A. B. Whinston and H. Zhang) In *e-Business Management: Integration of Web Technologies with Business Models*, ed. M Shaw, Kluwer Academic Publishers. 2002.
4. "Designing IT-supported market mechanisms for organizational coordination." (S. Ba and J. Stallaert) In *Business Modeling: Multidisciplinary Approaches*, ed. C. Holsapple, V. Jacobs, and H. R. Rao., Kluwer Academic Publishers. December 2001.
5. "Small business in the digital economy: a conceptual framework." (S. Ba, A. B. Whinston and H. Zhang) In *Understanding the Digital Economy: Data, Tools and Research*, ed. B. Kahin and E. Brynjolfsson, Cambridge: MIT Press. October 2000. Re-printed in Business Briefing: Electronic Commerce, World Markets Research Center (WMRC), London, August 1999.
6. "Computer-mediated interorganizational knowledge sharing: insights from a virtual team innovating using a collaborative tool." (A. Majchrzak, R. Rice, N. King, A. Malhotra and S. Ba) In *Knowledge Management and Virtual Organizations*, ed. Y. Malhotra, Idea Group Publishing. 2000.

### Books

1. "Handbooks in Information Systems." (Ed. by A. B. Whinston) Advisory Editor. Amsterdam, the Netherlands: Elsevier. 2007.

### HONORS AND AWARDS

1. UConn School of Business **Best Research Paper Award**. 2018. "Salience bias in crowdsourcing contests." (B. Lee, S. Ba, X. Li and J. Stallaert). *Information Systems Research*. 29(2): 401-418.
2. UConn School of Business **Research Excellence Award**. 2013.

3. **Best IS Publications of the Year Award** (2010). "Why give away something for nothing? Investigating virtual goods pricing and permission strategies." (S. Ba, D. Ke, J. Stallaert and J. Zhang). *ACM Transactions on Management Information Systems*. 1(1). 2010. Awarded by the Senior Scholars Consortium of the Association for Information Systems (AIS).
4. **ACM Transactions on MIS Best Paper Award** (2010). "Why give away something for nothing? Investigating virtual goods pricing and permission strategies." (S. Ba, D. Ke, J. Stallaert and J. Zhang). 1(1). 2010.
5. UConn School of Business **Ackerman Scholar Award**. 2011-2013, 2013-2015.
6. UConn School of Business **Best Research Paper Award**. 2010. "Online price dispersion: a game theoretic perspective and empirical evidence." (S. Ba, Stallaert and J. Zhang) *Information Systems Research*. 23(2). 2012.
7. UConn School of Business **Undergraduate Teaching Award**. 2008.
8. UConn School of Business **Teaching Innovation Award**. 2007.
9. **AMCIS (Americas Conference on Information Systems) 2001 Best Paper Award**: "Virtual Customer Satisfaction: A Service Management Perspective." (S. Ba, W. Johansson and R. Chase).
10. **MIS Quarterly Best Paper of the Year (2000) Award**: "Technology Adaptation: the Case of a Computer-Supported Inter-Organizational Virtual Team." (A. Majchrzak, R. Rice, N. King, A. Malhotra and S. Ba). 24(4). 2000.
11. Congressional Expert Testimony: "Small business in electronic commerce." (S. Ba, A. B. Whinston and H. Zhang) House Small Business Committee Hearing: "Electronic Commerce: The Benefits and Pitfalls of Conducting Business over the Internet". Washington, D. C., May 26, 1999.

## GRANTS

- U.S. Department of Education grant, University of Connecticut Center for International Business Education, 2014-2018 (\$1.12 million).
- National Natural Science Foundation of China research grant (Co-PI: Lihua Huang), "Social media-enabled enterprise process innovation and its empirical validation." 2013-2016 (2 million RMB).
- Connecticut Information Technology Institute (CITI) research grant, 2009, 2010, 2011, 2013, 2014, 2015.
- National Natural Science Foundation of China research grant (Co-PI: Lihua Huang), "Online trust in the culture of Confucianism." 2009-2010 (200,000 RMB).
- UConn CIBER research grant, 2007, 2008, 2009
- Connecticut Center for Entrepreneurship and Innovation (CCEI) research grant (S. Ba and L. Gilson), 2008
- Chinese American Faculty Association Faculty Development Grant, 2002
- Summer Research Grant, Marshall School of Business, USC, 1999, 2000, 2001

- Marshall ebizlab (Electronic Economy Research Program) Research Grant (\$15,500, S. Ba and R. Chellappa), Marshall School of Business and Center for Telecommunications Management, USC, December 1999
- Center for Information Systems Management Summer Research Fellowship, University of Texas at Austin, 1994-1996
- DuPont travel award (twice), University of Texas at Austin, 1994
- Murphy scholarship from the University of Texas at Austin, 1991 & 1992
- Dean's scholarship from Sun Yat-sen University, 1987, 1988, 1989, & 1990

## **INVITED PRESENTATIONS**

Have given over 50 invited presentations at U.S. and overseas universities, including University of Minnesota, University of Maryland, Georgia Institute of Technology, University of Florida, Arizona State University, George Washington University, Indiana University, University of Texas at Austin, Bentley University, Boston University, Boston College, University of Southern California, University of Mannheim (Germany), University of Calgary (Canada), Tsinghua University (China), Peking University (China), Fudan University (China), Sun Yat-sun University (China), and Hong Kong University of Science and Technology.

## **REFEREED CONFERENCE PAPERS**

1. "The Impact of contest structure on crowdsourcing contestant performance," (S. Ba, Y. Jin, S. Lee and J. Stallaert) Workshop on Information Systems and Economics (WISE), December 2018. San Francisco, CA.
2. "Help or hindrance? An analysis of knowledge sharing in crowdsourcing contests," (S. Ba, B. Lee, J. Stallaert and Y. Jin), INFORMS Conference on Information Systems and Technology (CIST), October 2017. Houston, TX.
3. "Winning by learning? An exploratory study of knowledge sharing and usage on crowdsourcing platforms," (S. Ba, B. Lee, J. Stallaert and Y. Jin), Platform Strategy Research Symposium, July 2017. Boston, MA.
4. "Salience effect in crowdsourcing contests." (B. Lee, S. Ba, X. Li and J. Stallaert) 25<sup>th</sup> Workshop on Information Technology and Systems (WITS). December 15-16, 2016. Dublin, Ireland.
5. "Knowledge sharing and crowdsourcing outcomes." (Y. Jin, B. Lee, S. Ba and J. Stallaert) The Fifteenth Workshop on e-Business (WeB). December 10, 2016. Dublin, Ireland.
6. "Salience effect in crowdsourcing contests." (B. Lee, S. Ba, X. Li and J. Stallaert) INFORMS Conference on Information Systems and Technology (CIST). November 12-13, 2016. Nashville, TN.
7. "One side does not fit all: the differential impact of online reviews." (Y. Jin, S. Ba, X. Li and X. Lu) The 21st Americas Conference on Information Systems. August 13-15, 2015. Puerto Rico.

8. "An empirical study of the cross channel effects between web and mobile shopping channels." (X. Lu, S. Ba and H. Lei) 24<sup>th</sup> Workshop on Information Technology and Systems (WITS). December 17-19, 2014. Auckland, New Zealand.
9. "One size does not fit all: the differential impact of online reviews." (S. Ba, X. Li and X. Lu) Workshop on Information Systems and Economics (WISE). December 17-19, 2014. Auckland, New Zealand.
10. "The impact of product sampling on online reviews." (X. Lu, C. W. Phang, S. Ba and X. Yao). The 18th Pacific Asia Conference on Information Systems (PACIS 2014). June 24-28, 2014. Chengdu, China.
11. "Administering and capitalizing on product sampling in an online context." (X. Lu, C. W. Phang, S. Ba and X. Yao). The 8th China Summer Workshop on Information Systems. June 21-22, 2014. Chengdu, China.
12. "Comparing the Quality of Customer Service in 3D Virtual Worlds to Web-based Service." (S. Ba, D. Ke, J. Stallaert and J. Zhang) The Tenth Workshop on E-Business. December 4, 2011, Shanghai, China.
13. "Digital health communities: the effect of their motivation mechanisms." (S. Ba, J. Stallaert and L. Wang) 2011 Winter Conference on Business Intelligence. March 10-12, 2011. Salt Lake City, Utah.
14. "An empirical analysis of virtual goods pricing strategies in virtual worlds." (S. Ba, D. Ke, J. Stallaert and J. Zhang) 20th Workshop on Information Technology and Systems (WITS), December 10-12, 2010, St. Louis, MO.
15. "Solving the information overload problem: the role of unconscious thought in enhancing online purchasing decisions." (C. Zhang, S. Ba and K. Wang) The 14th Pacific Asia Conference on Information Systems (PACIS 2010). July 9-12, 2010. Taipei. (The paper was nominated for the Best Paper Award.)
16. "An empirical analysis of virtual goods pricing strategies in virtual worlds." (S. Ba, D. Ke, J. Stallaert and J. Zhang) The 14th Pacific Asia Conference on Information Systems (PACIS 2010). July 9-12, 2010. Taipei.
17. "A conceptual model of service quality in 3D virtual worlds." (S. Ba, D. Ke, J. Stallaert and J. Zhang) The Fourth China Summer Workshop on Information Systems. June 20-21, 2010. Wuhan, China.
18. "Strategic positioning of IT and human-based customer service." (S. Ba, J. Stallaert and J. Zhang) The Third China Summer Workshop on Information Systems. June 27-28, 2009. Guangzhou, China.
19. "Reputation system in price-dispersed electronic markets: can online reputation reverse market dominance?" (S. Ba, Z. Gu and C. Zhang) China Summer Workshop on Information Systems. June 27-28, 2009.



20. "Optimal pricing and permission strategy for a virtual good monopolist in Second Life." (S. Ba and D. Ke) 18th Workshop on Information Technology and Systems (WITS), Paris, France. December 2008.
21. "Balancing IT with the human touch: optimal investment in IT-based customer service." (S. Ba, J. Stallaert and J. Zhang) 18th Workshop on Information Technology and Systems (WITS), Paris, France. December 2008.
22. "An analysis of the effects of e-service and brand recognition on online competition." (S. Ba, J. Stallaert and J. Zhang) Workshop in Formal Modeling for Electronic Commerce. Palo Alto, CA. June 2007.
23. "Does online service matter? Evidence from third party ratings." (S. Ba, J. Luo and H. Zhang) Proceedings of the Fourth Workshop on e-Business (WeB). Las Vegas, NV. December 2005.
24. "Brand recognition, service quality, and price competition." (S. Ba, J. Stallaert and J. Zhang) Proceedings of the 7<sup>th</sup> International Conference on Electronic Commerce. Xi'an, China. August 2005 (nominated for the conference Best Paper Award).
25. "Virtual customer satisfaction: a service management perspective" (W. Johansson, S. Ba and R. Chase) Proceedings of the 2001 America's Conference on Information Systems (AMCIS-2001). Boston, MA. August 2001 (the paper received the conference Best Paper Award).
26. "Does online reputation matter? An empirical investigation of reputation and trust in online auction markets." (S. Ba and P. Pavlou) Proceedings of the 2000 Americas Conference in Information Systems. Long Beach, CA. August 2000.
27. "Electronic commerce: obsolescence or renaissance of service management?" (W. Johansson, S. Ba and R. Chase) Proceedings of the Eleventh Annual Meeting of the Production and Operations Management Society (POMS): Internet Service. San Antonio, TX. April 1-4, 2000.
28. "Building trust in the electronic market using an economic incentive mechanism." (S. Ba, A.B. Whinston and H. Zhang) Proceedings of the 1999 International Conference on Information Systems. Charlotte, NC. December 12-15, 1999.
29. "Trusted third parties in the electronic marketplace." (S. Ba, M. Stinchcombe, A. B. Whinston and H. Zhang) Proceedings of the 1999 Americas Conference on Information Systems. Milwaukee, WI. August 13-15, 1999.
30. "Development and adaptation of inter-organizational virtual team norms using collaborative technology." (A. Majchrzak, R. Rice, N. King, A. Malhotra and S. Ba) In K. Cox, B. Gorayska & J. Marsh (eds.) Network minds: Proceedings of the third international cognitive technology conference, CT'99. (pp. 279-290.) East Lansing, MICH: Media Interface & Network Design Lab, Michigan State University. San Francisco, CA, August. 1999.
31. "The transition from the conventional market to the electronic market: an evolutionary game approach." (S. Ba, M. Stinchcombe, A.B. Whinston and H. Zhang) Proceedings of the Fifth International Society for Decision Support Systems Conference. Melbourn, Australia. July 20-23, 1999.

32. "The design of a trusted third party for electronic commerce transactions." (S. Ba, A. B. Whinston and H. Zhang) Proceedings of the 4th Americas Conference on Information Systems. Baltimore, MD. August 14-16. 1998.
33. "A market-oriented MIS broker for enterprise wide computing." (S. Ba and A.B. Whinston) Proceedings of the 30th Hawaii International Conference on Systems Science. Hawaii. January. 1997.
34. "A corporative information system for distributed decision support." (S. Ba, K.R. Lang and A.B. Whinston) Proceedings of the International Workshop on CSCW in Design. Beijing, China. May. 1996.
35. "Executable documents as the basis for DSS." (S. Ba, R. Kalakota and A. B. Whinston) Proceedings of the Third International Society of Decision Support Systems Conference. Hong Kong. June. 1995.
36. "An enterprise modeling approach to organizational decision support." (S. Ba, K.R. Lang and A.B. Whinston) Proceedings of the 28th Hawaii International Conference on Systems Science. Hawaii. January. 1995.
37. "Digital library as a foundation for decision support systems." (S. Ba, A. Hinkkanen and A.B. Whinston) Proceedings of the First Annual Conference on the Theory and Practice of Digital Libraries. College Station, Texas. June 19-21. 1994.
38. "Data representation and qualitative optimization: issues in enterprise modeling." (S. Ba, A. Hinkkanen and A.B. Whinston) Proceedings of the Seventh International Conference on Industrial and Engineering Applications of Artificial Intelligence and Expert Systems. Austin, Texas. May 31-June 3. 1994.

#### **INVITED PUBLICATIONS**

1. "Revisiting consumer satisfaction in online retailing: what really matters?" *Electronic Commerce Research* (S. Ba, H. Zhang and J. Luo), Issue 4, 2006, 1-8.
2. "Thinking about Improving your e-Service? Think Again!" (S. Ba, J. Stallaert and Z. Zhang), *BusinessForum China*, 2006.
3. "Teaching e-business. " (S. Ba) Marshall Magazine, Spring 2000.
4. "Building trust on the Internet." (S. Ba) Marshall Magazine, Spring 2000.
5. "Small business in the electronic marketplace: a blueprint for survival." (S. Ba, A. B. Whinston and H. Zhang) Texas Business Review, December 1999.

#### **EDITORIAL ACTIVITIES**

Senior Editor:

MIS Quarterly (January 2013 – December 2017)

Production and Operations Management (POM), Management of Technology

Department (January 2008 – present)

Information Systems and e-Business Management (June 2012 – present)  
Associate Editor:  
MIS Quarterly (January 2008 – December 2011)  
Decision Support Systems (August 1999 – present)  
International Conference on Information Systems (ICIS), 2002, 2009  
International Conference on Electronic Commerce, 2003, 2009  
Guest Editor:  
Decision Support Systems Special Issue on the Theory and Applications of Social Networks. 55(4), November 2013.  
Guest Editor:  
Electronic Commerce Research and Applications Special Issue on Chinese E-Commerce. 12(5), October 2013.  
Area Editor:  
Electronic Commerce Research and Applications (January 2011 – June 2013)  
Editorial Board:  
International Journal of Electronic Commerce (February 2002 – April 2010)  
Ad Hoc Referee for major journals in Information Systems, Operations Management, and Marketing.

## **EXECUTIVE EDUCATION**

- Leadership Forum on Strategic Development of Healthcare Industries. Sponsored by the Asia Pacific Institute of USC. October 2000.
- Leadership Forum on Strategic Development of High-Tech Industries. Sponsored by the Asia Pacific Institute of USC. February 2000.
- The Executive Training of China Aerospace Industry. Sponsored by the Asia Pacific Institute of USC. August 1998.
- The Executive Training of China National Nonferrous Metals Industry Corp. Sponsored by the Asia Pacific Institute of USC. October 1997.
- The Manufacturing Leadership Training program. Sponsored by the Chiang Foundation and Asia Pacific Institute (API) at USC. November 1996.

## **PROFESSIONAL SERVICES**

- Program Committee, Conference on Information System and Technology (CIST), Phoenix, AZ, November 2018.
- E-Business Track Co-Chair, 2011 International Conference on Information Systems (ICIS), Shanghai, China, December 2011.
- 2011 ICIS Doctoral Consortium Faculty Mentor, Shanghai, China, November 30 - December 3, 2011.
- Program Co-Chair, First International Conference on Theory and Applications of Social Networks, Austin, TX. June 2-3, 2011.
- Session Chair, "Virtual worlds and their potential impact on business," INFORMS. Austin, TX. November 2010.
- E-Commerce and Mobile Commerce Track Co-Chair, the 14th Pacific Asia Conference on Information Systems (PACIS 2010). Taiwan, July 2010.
- Program Committee, Fourth China Summer Workshop on Information Management, Wuhan, China. June 2010.

- Program Committee, Third China Summer Workshop on Information Management, Guangzhou, China. June 2009.
- Program Committee, Symposium on Financial Business Intelligence and Risk Management (FIRM'09), Chengdu, China, June 2009.
- INFORMS eBusiness Section Programs and Publications Officer, January – December 2009.
- Promotion and Tenure reviewer for multiple institutions, 2008 - present.
- Cluster co-Chair, eBusiness cluster, INFORMS, Washington, D.C. October 2008
- Program Committee, Second China Summer Workshop on Information Management, Chengdu, China. June 2008.
- Program Committee, Sixth Workshop on e-Business, Montreal, Canada. December 2007.
- Session chair, “Social dimensions of the Web,” ICIS, Montreal, December 2007.
- Session chair, “Digital rights and marketing,” the Ninth International Conference on Electronic Commerce, Minneapolis, MN, August 19-22, 2007.
- Session chair, Symposium on E-Business and E-Commerce in China, Minneapolis, MN, August 19, 2007.
- Program Committee, First China Summer Workshop on Information Management, Shanghai, China. July 2007.
- Program Committee, Fifth Workshop on e-Business, Milwaukee, WI. December 2006.
- Program Committee, The Third Sino-US Electronic Commerce Advanced Forum. Tianjin, China, June 3-5, 2006.
- Program Committee, Fourth Workshop on e-Business, Las Vegas, NV. December 2005.
- National Science Foundation proposal review panel for the economics division, November 2003.
- Program Committee, International Conference on Electronic Commerce, Pittsburgh, PA. October 1-3, 2003.
- Session Co-Chair, “Trust and eCommerce,” International Conference on Electronic Commerce, Pittsburgh, PA. October 1-3, 2003.
- Program Committee, Minnesota Symposium on Knowledge Management, Minneapolis, MN. March 14-15, 2003
- Program Committee, the 8th INFORMS Computing Society Conference "Optimization and Computation in the Network Era," Phoenix, AZ. January 2003.
- Program Committee, 12th Workshop on Information Technologies and Systems (WITS-2002), Barcelona, Spain. December 2002.
- Session Chair, “Game theory applications in e-commerce,” INFORMS. Miami Beach, FL. November 2001.
- Program Committee, the 6th INFORMS Conference on Information Systems and Technology (CIST-2001). Miami Beach, FL. November 2001.
- National Science Foundation CAREER Proposal Review Panel, November 2000.
- Session Chair, “Intermediaries in electronic markets.” INFORMS. Dallas, TX. October 1997.

## **SCHOOL AND UNIVERSITY SERVICES**

### **University of Connecticut**

- Presidential Search Advisory Committee, 2018.
- Board of Trustees Financial Affairs Committee Senate Representative, 2017 - 2019

- Search Committee for Vice President of Research, 2018.
- Law School Dean Review Committee, 2017.
- University Senate, 2015, 2020-2023
- Research Dean's Council, 2013 - 2019
- Advisory Council, Office of Global Affairs, 2013 - 2019
- Institute of Systems Genomics Planning Committee, 2014
- Graduate Faculty Council representative, 2012-2014
- School of Business Dean's PTR Advisory Council (Chair), 2012-2013
- School of Business MBA Program Director Search Committee, 2012
- School of Business Dean Search Committee, 2011
- OPIM Ph.D. Recruiting Committee, 2011-2013, 2019-2020
- OPIM MS/BAPM Recruiting Committee, 2011-2013
- Dissertation Committee: Dan Ke (Chair), Qindong Liu, Brian Lee, Yuan Jin (Chair)
- School of Business Globalization Task Force (Chair), 2010-2011
- OPIM Department Promotion and Tenure Committee, 2003, 2006, 2007, 2008, 2009 (Chair)
- OPIM Department Publicity Committee (Chair), 2009
- OPIM Department Ph.D. Committee, 2007
- OPIM Ph.D. Recruiting Committee (Chair), 2007
- OPIM Ph.D. Program Acting Coordinator, 2007
- School-Wide Assessment and Accreditation Committee, 2007, 2008
- St. Paul Traveler's IT Case Competition Faculty Sponsor, 2005 and 2006.
- Global Initiatives Committee, School of Business, 2005-2007, 2009
- Faculty Recruiting Committee, 2002-2004, 2005-2007
- OPIM Department Research Seminar Coordinator, 2006-2007
- Technology Development and Utilization Committee, School of Business, 2002-2004

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Sanjay Gosain (USC)  
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- ebizlab (Electronic Economy Research Program) co-Director, 9/1997 – 5/02
- Information Systems Ph.D. Program Advisor, May 2001 – May 2002
- USC Marshall Libraries Task Force, Spring 2000
- Departmental Faculty Annual Performance Review Committee, spring 2000
- ebizlab Seminar Series Organizer, May 1999 - May 2001
- Research Publicity Co-Leader, Information Systems, 1998 - 1999
- Information Systems (IS) Advisor for MBA students, 1998 - May 2001
- Faculty Advisor, Multimedia Club, 1996 - 1997
- Directed Research course supervisor for MBA and MS/IOM students

### **PROFESSIONAL ACTIVITIES**

- Board of Directors, Innovation Places Hartford/East Hartford, January 2018 - present

- Member, UConn Tech Park Advisory Board, April 2019 - present
- Member, MetroHartford Alliance Global Business Council, July 2016 – present
- Member, Global Connecticut Initiative Steering Committee, June 2016 – May 2019
- Board of Directors, Connecticut China Council, September 2014 – December 2018
- Co-Chair of the International Peer Review team for Peking University, Fall 2018
- External accreditation reviewer for the College of International Education at Hong Kong Baptist University, 2017 – 2019
- Member of the Business & Economics Panel for the 2020 Research Assessment Exercise of the University Grants Committee (UGC) of Hong Kong
- Advisory Boards:
  - Ignite Venture Partners, July 2006 – July 2008
  - FineMed Research, Inc. May 1999 – April 2005
  - Fasturn.com, March 2000 – March 2002