

YI-JEN (IAN) HO

Associate Professor • A.B. Freeman School of Business • Tulane University
402J • 7 McAlister Drive • New Orleans, LA • 70118
Email: ian.ho@tulane.edu • Tel: (504) 314-7716

Academic Appointment

Tulane University, Freeman School of Business
Associate Professor of Management Science

New Orleans, LA
July 2023 – Present

Pennsylvania State University, Smeal College of Business
Assistant Professor of Information Systems

University Park, PA
July 2016 – June 2023

Education

University of California – Irvine, Merage School of Business
Ph.D. in Information Systems

Irvine, CA
June 2016

University of Arizona, Eller College of Management
MS in Management Information Systems

Tucson, AZ
June 2008

National Central University, School of Management
BBA in Management Information Systems

Taoyuan, Taiwan
June 2003

Research Interest

Location-based services, the societal impact of artificial intelligence

Research

Publication

1. Mao S, Dewan S, Ho Y (2022) Personalized Ranking at a Mobile App Distribution Platform. *Information Systems Research* (forthcoming).
 - Best Paper Award, INFORMS *e-Business Cluster*, 2019
2. Ho Y, Liu S, Wang L (2022) Fun Shopping: A Randomized Field Experiment of Gamification. *Information Systems Research*, **34**(2), pp. 766–785.
3. Ho Y, Liu S, Pu J, Zhang D. (2022) Is it All about You or Your Driving? Designing IoT-enabled Risk Assessments. *Production and Operations Management*, **31**(11), pp. 4205–4222.
4. Ho Y, Dewan S, Ho Y (2020) Distance and Competition in Mobile Geofencing. *Information Systems Research*, **31**(4), pp. 1037–1492.
 - Best Paper Nominee, *Workshop on Information Systems Economics (WISE)*, 2016
5. Dewan S, Ho Y, Ramaprasad J (2017) Popularity or Proximity: Characterizing the Nature of Social Influence in an Online Music Community. *Information Systems Research*, **28**(1), pp. 117–136.
6. Ho Y, Ho Y, Tan Y (2017) Online Cashback Shopping: Implications for Consumers and e-Businesses. *Information Systems Research*, **28**(2), pp. 250–264.
7. Chen H, Li X, Chau M, Ho Y, Tseng C (2011) Using Open Web APIs in Teaching Web Mining. *IEEE Transactions on Education*, **52**(4), pp. 482–490.

Working Paper

1. Catch Me If You Can! The Economic Analysis of Geofencing (with Chen X & Mao S)
 - Revise and Resubmit at *Information Systems Research* (1st round)
 - Best Paper Runner-Up, INFORMS *e-Business Cluster*, 2022
2. The Fairy's Magic for Pinocchio's Nose: Designing Return Policies Against Review Manipulation (with Chen X & Mao S)
 - Revise and Resubmit at *Information Systems Research* (1st round)
 - Best Paper Shortlist, INFORMS *e-Business Cluster*, 2021
3. Game of Brainstorm: The Impact of a Badge System on Knowledge Sharing (with Wang L & Zhang Y)
 - Revise and Resubmit at *Information Systems Research* (1st round)
4. AI Enforcement: Examining the Impact of AI on Judicial Fairness and Public Safety (with Jabr W & Zhang Y)
 - Best Paper Award, INFORMS *Information Systems Cluster*, 2023
 - Preparation for the submission to *Management Science*
5. Preference or Bias? Characterizing Political Slants toward the Equity on Education Donations (with Lee B, Pu J & Shi S)
 - Best Paper Award, INFORMS *Information Systems Cluster*, 2022
 - Preparation for the submission to *Management Science*
6. Are We Close? Examining Home Preference in Healthcare Crowdsourcing (with Guo S, Kumar S, Wu T & Zhang M)
 - Preparation for the submission to *Management Science*
7. The Tale of Two Channels: Monetizing Free and Members-Only Content on a Video-Sharing Platform (with Chen X, Li D & Mao S)
 - Best Paper Shortlist, INFORMS *Information Systems Cluster*, 2023
8. A Revisit to Online Price Dispersion: The Interplay among Market Structure, Product Nature, and Ex-ante Heterogeneity (with Kim JS & Gurbaxani V)

Work-in-Progress

1. The Philosopher's Stone for Science – The Catalyst Change of AI for Scientific Creativity (with Chen Q, Lin D & Wang D)
2. From the Middle to Edges: The Role of Recommender Systems on Opinion Polarization (with Chen X, Li D & Mao S)
3. Follow me! Quantifying the Tradeoff between Notability and Hostility on Social Geotagging (with Chen Q)
4. Local or National? Brand Association in Mobile Local Search (with Dewan S)
5. Estimating the Demand for Autonomous Driving Technologies (with Kumar A & Shi S)

Honor and Award

1. Winner, *Gordon B. Davis Young Scholar Award*, INFORMS Information Systems Society, 2022
2. Winner, *Nunamaker-Chen Dissertation Award*, INFORMS Information Systems Society, 2017
3. Best Paper Award for "AI Enforcement: Examining the Impact of AI on Judicial Fairness and Public Safety," INFORMS *Information Systems Cluster*, 2023
4. Best Paper Award for "Preference or Bias? Characterizing Political Slants toward the Equity on Education Donations," INFORMS *Information Systems Cluster*, 2022
5. Best Paper Award for "Preference, Ranking, and Profitability on a Mobile App Platform," INFORMS *e-Business Cluster*, 2019

6. Best Paper Runner-up for “Catch Me if You Can! The Economic Analysis of Geofencing,” *INFORMS e-Business Cluster*, 2022
7. Best Paper Shortlist for “The Tale of Two Channels: Monetizing Free and Members-Only Content on a Video-Sharing Platform,” *INFORMS Information Systems Cluster*, 2023
8. Best Paper Shortlist for “The Real Deal: Return Policies against Review Manipulation,” *INFORMS e-Business Cluster*, 2021
9. Best Paper Nominee for “Distance and Completion in Location-based Advertising,” *Workshop on Information Systems Economics (WISE)*, 2016
10. Best Paper Nominee for “Online Cashback Platform: A New Affiliate Strategy for e-Business,” *Workshop on e-Business (WeB)*, 2012
11. Selected to attend Doctoral Consortium, *International Conference on Information Systems*, 2015
12. National Research Excellence Fellowship (\$32,000), Ministry of Education, Taiwan, 2013–2015
13. Winner for “Local Search Analytics: Tradeoff between Location and Brand Characteristics,” *Research Festival*, University of California, Irvine, 2015
14. Winner for “Search Engine of a Virtual World,” *Inaugural Salter Case Challenge on Search Engine*, University of Arizona, 2006
15. Graduate Scholarship, Eller School of Management, University of Arizona, 2005–2007
16. President’s Award, National Central University, 2002–2003
17. Winner for “Web-based ERP – SPro,” *National Information Systems Development Competition*, Taiwanese Society of Information Systems, 2003

Teaching

1. Business Intelligence (Master & Undergraduate), Pennsylvania State University
2. Introduction to Information Systems (Undergraduate), University of California – Irvine

Doctoral Student Advising

1. Pennsylvania State University: Siyu Shi
2. Arizona State University: Xiangjing Chen (placed at University of Nebraska–Lincoln)

External Service

1. Journal Editor: *Production and Operations Management* (Senior Editor of Special Issues)
2. Journal Reviewer: *Information Systems Research*, *Management Information Systems Quarterly*, *Management Science*, *Production and Operations Management*, *Journal of Management Information Systems*, *Information and Management*
3. Conference Co-Chair: WITS (2023), *INFORMS ISS Information Systems Cluster* (2023), *INFORMS e-Business Cluster* (2021)
4. Conference Associated Editor: ICIS (2017–2023)
5. Conference Program Committee: CIST (2016–2023), WITS (2016–2023), PACIS (2019)
6. Conference Reviewer: ICIS (2013–2017 & 2020), HICSS (2019)
7. Professional Membership: Association of Information Systems (AIS), Information Systems Society (ISS), Institute for Operations Research and the Management Sciences (INFORMS), Production and Operations Management Society (POMS)

Internal Service

1. Freeman Executive Director of Marketing Search Committee, Tulane University, 2023
2. Departmental Seminar Coordinator, Pennsylvania State University, 2019–2022
3. Departmental IS Marketing Committee, Pennsylvania State University, 2022
4. Departmental Faculty Recruiting Committee, Pennsylvania State University, 2017–2019 and 2022

Invited Talk and Panel

1. Panelist for *INFORMS New Faculty Colloquium*, Phoenix, AZ, October 2023
2. Fordham University, New York, NY, March 2023
3. Arizona State University, Tempe, AZ, December 2022
4. University of Connecticut, Storrs, CT, November 2022
5. Tulane University, New Orleans, LA, November 2022
6. Texas A&M University, College Station, TX, November 2022
7. Rochester University, Rochester, NY, October 2022
8. University of Tennessee, Chattanooga, TN, February 2022
9. University of Florida, Gainesville, FL, December 2021
10. University of Texas, Dallas, TX, November 2021
11. Rutgers University, New Brunswick, NJ, June 2021
12. National Dong Hua University, Hualien, Taiwan, June 2020
13. National Chung-Cheng University, Chiayi, Taiwan, February 2020
14. Hong Kong Polytechnic University, Hong Kong, China, June 2019
15. National Taiwan University, Taiwan, June 2019
16. Panelist for *Teaching Big Data in Business*, POMS Annual Meeting, Huston, TX, May 2018
17. National University of Singapore, Singapore, Singapore, February 2015
18. City University of Hong Kong, Hong Kong, China, February 2015
19. Chinese University of Hong Kong, Hong Kong, China, February 2015
20. Indiana University, Bloomington, IN, January 2015
21. Arizona State University, Tempe, AZ, January 2015
22. Pennsylvania State University, State College, PA, January 2015
23. Hong Kong University of Science and Technology, Hong Kong, China, January 2015
24. Hong Kong University, Hong Kong, China, January 2015
25. Santa Clara University, Santa Clara, CA, December 2015

Conference Presentation

1. *Workshop on Information Systems Economics (WISE)*, Hyderabad, India, December 2023
2. *INFORMS Annual Meeting*, Phoenix, AZ, October 2023
3. *Conference on Information Systems and Technology (CIST)*, Phoenix, AZ, October 2023
4. *Data Science Workshop (DS)*, Phoenix, AZ, October 2023
5. *Statistical Challenges in eCommerce Research (SCECR)*, Bogotá, Colombia, June 2023
6. *POMS Annual Meeting*, Orlando, FL, May 2023
7. *Theory in Economics of Information Systems (TEIS)*, San Francisco, CA, March 2023

8. *INFORMS Annual Meeting*, Indianapolis, IN, October 2022
9. *Conference on Information Systems and Technology (CIST)*, Indianapolis, IN, October 2022
10. *Statistical Challenges in eCommerce Research (SCECR)*, Madrid, Spain, June 2022
11. *Workshop on Information Systems Economics (WISE)*, San Francisco, CA, December 2021
12. *INFORMS Annual Meeting*, Anaheim, CA, October 2021
13. *Conference on Information Systems and Technology (CIST)*, Newport Beach, CA, October 2021
14. *Statistical Challenges in E-Commerce Research (SCECR)*, Madrid, Spain, June 2020
15. *Conference on Information Systems and Technology (CIST)*, Seattle, WA, October 2019
16. *China Summer Workshop on Information Management (CSWIM)*, Shenzhen, China, June 2019
17. *Workshop on Information Systems Economics (WISE)*, San Francisco, CA, December 2018
18. *Conference on Information Systems and Technology (CIST)*, Phoenix, AZ, November 2018
19. *INFORMS Annual Meeting*, Phoenix, AZ, November 2018
20. *Workshop on Information Systems Economics (WISE)*, Seoul, South Korea, December 2017
21. *POMS Annual Meeting*, Seattle, WA, May 2017
22. *China Summer Workshop on Information Management (CSWIM)*, Nanjing, China, June 2017
23. *Statistical Challenges in E-Commerce Research (SCECR)*, Ho Chi Minh, Vietnam, June 2017
24. *Workshop on Information Systems Economics (WISE)*, Dublin, Ireland, December 2016
25. *INFORMS Annual Meeting*, Nashville, TN, October 2016
26. *Statistical Challenges in E-Commerce Research (SCECR)*, Naxos, Greek, June 2016
27. *INFORMS Annual Meeting*, Philadelphia, PA, November 2015
28. *Conference on Information Systems and Technology (CIST)*, Philadelphia, PA, November 2015
29. *Statistical Challenges in E-Commerce Research (SCECR)*, Addis Ababa, Ethiopia, June 2015
30. *International Conference on Information Systems (ICIS)*, Milan, Italy, December 2013
31. *Workshop on Information Technologies and Systems (WITS)*, Milan, Italy, December 2013
32. *Workshop on e-Business, Orlando (WeB)*, Orlando, FL, December 2012
33. *Conference on Information Systems and Technology (CIST)*, Phoenix, AZ, October 2012
34. *INFORMS Annual Meeting*, Phoenix, AZ, October 2012
35. *Workshop on Information Technologies and Systems (WITS)*, Orlando, FL, December 2012

Grant

1. Smeal Small Research Grant, Pennsylvania State University, Spring 2023 (\$2,000)