

Xianjun Geng

Freeman School Distinguished Chair in Business
Senior Associate Dean, Academic Programs

A. B. Freeman School of Business
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Educational History

Doctor of Philosophy (Management Information Systems), July 2003
McCombs School of Business, the University of Texas at Austin
Dissertation Title: "Essays on the Economics of Electronic Commerce"
Minors: Economics, Finance

Master of Engineering (Pattern Recognition & Intelligent System), July 1999
School of Information Science and Technology, Tsinghua University (China)

Bachelor of Engineering (Automatic Control), July 1997
School of Information Science and Technology, Tsinghua University (China)

Bachelor of Economics (Enterprises Management), July 1997
School of Economics and Management, Tsinghua University (China)

Employment History

A.B. Freeman School of Business, Tulane University
Senior Associate Dean for Academic Programs, 2022 – present
Freeman School Distinguished Chair in Business, 2020 – present
Norman Mayer Professor of Business, 2018 – present
Full Professor with tenure, 2018 – present
Area Coordinator, Management Science, 2018 – present
Founding Executive Director, Master of Business Analytics, 2018 – present

Jindal School of Management, the University of Texas at Dallas
Associate Professor with tenure, 2013 – 2018
Assistant Professor, 2009 – 2013

Michael G. Foster School of Business, University of Washington
Assistant Professor, 2003 – 2009

Research Interests

- Pricing
- Supply chain management
- Business analytics
- Information security
- Behavioral economics

Professional Recognitions and Honors

1. Erich Sternberg Award for Faculty Research, A. B. Freeman School of Business, Tulane University, May 2019
2. Best Problem-Driven Analytical Research Paper, Annual Meeting of the Decision Sciences Institute, Washington D.C., November 2017
3. Best Publication Award in Natural Resources, INFORMS Section on Energy, Natural Resources, and the Environment, Houston, October 2017
4. Best Reviewer Award, the 11th China Summer Workshop on Information Management (CSWIM 2017), Nanjing, China, June 2017
5. Best Paper Award, the 8th China Summer Workshop on Information Management (CSWIM 2014), Chengdu, China, June 2014
6. Best Paper Award, the 5th China Summer Workshop on Information Management (CSWIM 2011), Harbin, China, June 2011
7. Nominated for Best Paper Award, HICSS-42 (Organizational Systems and Technology Track), 2009
8. Nominated for Undergraduate Instructor of the Quarter, Michael G. Foster School of Business, Autumn 2008
9. Undergraduate Instructor of the Quarter, Michael G. Foster School of Business, Winter 2008
10. Nominated for Undergraduate Instructor of the Quarter, Michael G. Foster School of Business, Autumn 2007
11. Undergraduate Instructor of the Quarter, Michael G. Foster School of Business, Autumn 2005
12. Nominated for Best Paper Award, WITS, 2005
13. Lex N. Gamble Family Award for Excellence in the Field of E-Commerce, University of Washington, May 2005
14. University Continuing Fellowship, University of Texas at Austin, 2002-2003
15. MSIS Fellowship, University of Texas at Austin, 2001-2002
16. David Bruton, Jr. Fellowship, University of Texas at Austin, 2000-2001
17. Preemptive Fellowship, University of Texas at Austin, 1999-2000

Professional Memberships

INFORMS, INFORMS ISS, AIS

Achievements in Original Investigation

Refereed Journal Articles

1. Cao, Q., X. Geng, J. Zhang, “Impact of Channel Structure on a Manufacturer's Bundling Decision with an Application to Digital Goods,” *Production and Operations Management*, forthcoming
2. Cavusoglu, H., H. Cavusoglu, X. Geng, “Bloatware and Jailbreaking: Strategic Impact of Consumer-Initiated Modification of Technology Products,” *Information Systems Research*, 31(1), 240-257, March 2020.
3. Shulman, J. D., X. Geng, “Does It Pay to Shroud In-App Purchase Prices?” *Information Systems Research*, 30(3), 856-871, September 2019.

4. Cao, Q., X. Geng, K. Stecke, J. Zhang, "Operational Role of Retail Bundling and Its Implications in a Supply Chain," *Production and Operations Management*, 28(8), 1903-1920, August 2019.
5. Geng, X., Y. Tan, L. Wei, "How Add-on Pricing Interacts with Distribution Contracts," *Production and Operations Management*, 27(4), 605-623, April 2018.
 - **Winner**, Best Problem-Driven Analytical Research Paper, Decision Sciences Institute, 2017
6. Mu, L., M. Dawande, X. Geng, V. Mookerjee, "Milking the Quality Test: Improving the Milk Supply Chain under Competing Collection Intermediaries," *Management Science*, 62(5), 1259-1277, May 2016.
 - **Winner**, Best Publication Award in Natural Resources, INFORMS ENRE Section, 2017
7. Lee, C. H., X. Geng, S. Raghunathan, "Mandatory Standards and Organizational Information Security," *Information Systems Research*, 27(1), 70-86, March 2016.
8. Geng, X., J. D. Shulman, "How Costs and Heterogeneous Consumer Price Sensitivity Interact with Add-On Pricing," *Production and Operations Management*, 24(12), 1870-1882, December 2015.
 - **Media coverage** at MarketPlace by American Public Media, MSN, MyInforms.com, Maclean's
9. Cao, Q., X. Geng, J. Zhang, "Strategic Role of Retailer Bundling in a Distribution Channel," *Journal of Retailing*, 91(1), 50-67, March 2015.
10. Geng, X., Y.-J. Lee, "Competing with Piracy: A Multi-Channel Sequential Search Approach," *Journal of Management Information Systems*, 30(2), 159-184, 2013.
11. Lee, C. H., X. Geng, S. Raghunathan, "Contracting Information Security in the Presence of Double Moral Hazard," *Information Systems Research*, 24(2), 295-311, June 2013.
12. Shulman, J. D., X. Geng, "Add-On Pricing by Asymmetric Firms," *Management Science*, 59(4), 899-917, April 2013.
13. Wu, R., X. Geng, A. B. Whinston, "A Generalized Model of Partial Resale," *Decision Support Systems*, 53(1), 108-117, April 2012.
14. Geng, X., L. Lin, A. B. Whinston, "Effects of Organizational Learning and Knowledge Transfer on Investment Decisions under Uncertainty," *Journal of Management Information Systems*, 26(2), 123-145, Fall 2009.
15. Du, A. Y., X. Geng, R. Gopal, R. Ramesh, A. B. Whinston, "Topographically Discounted Internet Infrastructure Resources: A Panel Study and Econometric Analysis," *Information Technology and Management*, 9(2), 135-146, June 2008.
16. Du, A. Y., X. Geng, R. Gopal, R. Ramesh, A. B. Whinston, "Capacity Provision Networks: Foundations of Markets for Sharable Resources in Distributed Computational Economies," *Information Systems Research*, 19(2), 144-160, June 2008.
17. Liu, D., X. Geng, A. B. Whinston, "Optimal Design of Consumer Contests," *Journal of Marketing*, 71(4), 140-155, October 2007.
18. Geng, X., R. Wu, A. B. Whinston, "Profiting from Partial Allowance of Ticket Resale," *Journal of Marketing*, 71(2), 184-195, April 2007.
19. Huang, Y., X. Geng, A. B. Whinston, "Defeating DDoS Attacks By Fixing The Incentive Chain," *ACM Transactions on Internet Technology*, 7(1), February 2007.
20. Lin, L., X. Geng, A. B. Whinston, "A Sender-Receiver Framework for Knowledge Transfer," *MIS Quarterly*, 29(2), 197-219, June 2005.
21. Huang, Y., X. Geng, A. B. Whinston, "Network Mapping Services for Dynamic Selection of Web Services: Promises and Challenges," *Information Systems and E-Business Management*, 3(3), 281-297, October 2005.
22. Geng, X., M. B. Stinchcombe, A. B. Whinston, "Bundling Information Goods of Decreasing Value," *Management Science*, 51(4), 662-667, April 2005.

23. Geng, X., A. B. Whinston, H. Zhang, “Health of Electronic Communities: An Evolutionary Game Approach,” *Journal of Management Information Systems*, 21(3), 83-111, Winter 2004-5.
24. Whinston, A. B., X. Geng, “Operationalizing the Essential Role of the IT Artifact in IS Research: Gray Area, Pitfalls, and the Importance of Strategic Ambiguity,” *MIS Quarterly*, 28(2), 149-159, June 2004.
25. Wu, D., G. Ray, X. Geng, A. B. Whinston, “Implications of Reduced Search Cost and Free Riding in E-Commerce,” *Marketing Science*, 23(2), 255-262, Spring 2004.
26. Geng, X., R. Gopal, R. Ramesh, A. B. Whinston, “Scaling Web Services with Capacity Provision Networks,” *IEEE Computer*, November 2003.
27. Geng, X., R. Gopal, R. Ramesh, A. B. Whinston, “Trading Caches: Capacity Provision Networks,” in *IEEE IT Professional*, July|August 2003.
28. Geng, X., Y. Huang, A. B. Whinston, “Smart Marketplaces: A Step Beyond Web Services,” *Information Systems and e-Business Management*, 1(1), 15-34, February 2003.
29. Geng, X., Y. Huang, A. B. Whinston, “Defending Wireless Infrastructure Against the Challenge of DDoS Attacks,” *ACM Journal on Mobile Networking and Applications*, 7(3), 213-223, June 2002.
30. Geng, X., A. B. Whinston, “Profiting from Value-Added Wireless Services,” *IEEE Computer*, 34(8), 87-89, August 2001.
31. Geng, X., M. B. Stinchcombe, A. B. Whinston, “Radically New Product Introduction Using On-line Auctions,” *International Journal of Electronic Commerce*, 5(3), 169-189, Spring 2001.
32. Geng, X., A. B. Whinston, “Defeating Distributed Denial of Service Attacks,” *IEEE IT Professional*, 2(4), 36-41, July|August 2000.

Book Chapters

33. Geng, X., M. B. Stinchcombe, A. B. Whinston, “Product Bundling,” in Terrence Hendershott ed., *Handbook of Economics and Information Systems*, Elsevier, 2006.
34. Geng, X., R. Gopal, R. Ramesh, A. B. Whinston, “Topographical Leveraging of Sharable Services: The Concept of Capacity Provision Networks,” in Michael J. Shaw ed., *Electronic Commerce and the Digital Economy*, M.E. Sharpe, 2005.
35. Liu, D., X. Geng, A. B. Whinston, “Status Seeking and the Design of Online Entertainment Communities,” in Karmarkar, Uday S. and Uday M. Apte, ed., *Managing in the Information Economy: Current Research Issues*. Kluwer Academic Publishers, New York, NY, 2004.
36. Geng, X., R. Gopal, R. Ramesh, A. B. Whinston, “Capacity Provision Networks: A Technology Framework and Economic Analysis of Web Cache Trading Hubs,” in Anna Nagurney ed., *Innovations in Financial and Economic Networks*, Edward Elgar Publishers Ltd, 2003.

Conference and Workshop Publications

1. Cao, H., J. Jiang, X. Geng, “How Online Reviews Interact with A Firm’s Free Version Strategy,” *Workshop on Information Technologies and Systems (WITS) 2018*, Santa Clara, California, December 2018.
2. Geng, X., J. D. Shulman, “Add-On Pricing: Implications for Firm Costs and Revenues,” *8th China Summer Workshop on Information Management (CSWIM 2014)*, Chengdu, China, June 2014. (**Winner of Best Paper Award**)
3. Geng, X., L. Lin, A. B. Whinston, “Incentive Issues and Solution Mechanisms for Knowledge Transfer with Enterprise 2.0 Technologies,” *HICSS-47*, Hawaii, January 2014.

4. Geng, X., Y. J. Lee, "Competing with Piracy: A Multi-Channel Sequential Search Approach," *HICSS-46*, Hawaii, January 2013.
5. Lee C. H., X. Geng, S. Raghunathan, "Mandatory Standards and Organizational Information Security," *Workshop on Information Systems and Economics (WISE) 2012*, Orlando, Florida, December 2012.
6. Gang, P., X. Geng, L. Lin, "Modularity and Free-riding in Open Source: Theoretical and Empirical Analysis," *HICSS-45*, Hawaii, January 2012.
7. Gang, P., X. Geng, L. Lin, "Code Architecture and Open Source Software Development," *International Conference on Information Systems 2011*, Shanghai, China, December 2011.
8. Mo, J., Z. Zheng, X. Geng, "Winning Crowdsourcing Contests: A Micro-Structural Analysis of Multi-Relational Networks," *5th China Summer Workshop on Information Management (CSWIM 2011)*, Harbin, China, June 2011. (**Winner of Best Paper Award**)
9. Mo, J., Z. Zheng, X. Geng, "Winning Crowdsourcing Contests: an Analysis of the Micro-Structure of Multi-Relational Networks," *WISE*, St. Louis, Missouri, December 2010.
10. Mo, J., Z. Zheng, X. Geng, "Winning Crowdsourcing Contests: A Multi-Relational Social Network Perspective," *INFORMS CIST*, Austin, Texas, November 2010.
11. Geng, X., Y. J. Lee, "Multi-Channel Sequential Search with Application to Piracy," *International Conference on Information Systems 2009*, Phoenix, Arizona, December 2009.
12. Geng, X., L. Lin, A. B. Whinston, "Impacts of Organizational Learning and Knowledge Transfer on Investment Decisions under Uncertainty," *HICSS-42*, Hawaii, January 2009. (**Nominated for Best Paper Award in the Organizational Systems and Technology Track**)
13. Geng, X., R. Wu, A. B. Whinston, "Practicing Partial Resale on the Internet: Scalping, Resale Structure, and Firm Profit," *Workshop on Information Technologies and Systems (WITS) 2008*, Paris, France.
14. Geng, X., L. Lin, A. B. Whinston, "Incentive Issues in Knowledge Management: A Sender-Receiver Model," *Workshop on Information Systems and Economics (WISE) 2007*, Montreal, Canada.
15. Liu, D., X. Geng, A. B. Whinston, "When Do Gamers (Not) Stop Playing? – An Empirical Exploration on the Impact of Performance Feedbacks in Interactive Digital Entertainment," *China Summer Workshop on Information Management (CSWIM) 2007*, Shanghai, China, July 22-23, 2007.
16. Panelist, "Interactive Digital Entertainment: A New Direction for Information Systems Research," *International Conference on Information Systems 2005*, Las Vegas, Nevada, December 2005.
17. "Revealing Information in Distributed Computing," with Yun Huang and Andrew Whinston, *Fourth Workshop on e-Business (WeB)*, Las Vegas, Nevada, December 2005.
18. "Share Auctions, Pre-Communications, and Simulation with Petri-Nets," with Anna Ye Du, Ram D. Gopal, R. Ramesh, and Andrew Whinston, *Workshop on Information Systems and Economics (WISE) 2005*, UC Irvine.
19. "Analysis of Topographical Leverage-driven Capacity Trading in Internet Storage Infrastructures," with Anna Ye Du, Ram Gopal, R. Ramesh, and Andrew Whinston, *15th Workshop on Information Technologies and Systems (WITS)*, Las Vegas, Nevada, December 2005. (**Nominated for Best Paper Award**)
20. "Capacity Provision Networks: Foundations of Markets for Internet Storage Infrastructures," with Ram Gopal, R. Ramesh, and Andrew Whinston, *Tenth INFORMS Conference on Information Systems and Technology (CIST)*, San Francisco, California, November 2005.
21. "Network Mapping For Peer-to-Peer File Sharing," with Yun Huang and Andrew B. Whinston, *13th Workshop on Information Technologies and Systems (WITS)*, Seattle, Washington, December 2003.

22. “Network Mapping as Web Services,” with Yun Huang and Andrew B. Whinston, *Second Workshop on e-Business (WeB)*, Seattle, Washington, December 2003.
23. “Intelligence and Security Informatics: An Information Economics Perspective,” with Lihui Lin and Andrew B. Whinston, *First NSF/NIJ Symposium on Intelligence and Security Informatics (ISI)*, Tucson, Arizona, 2003.
24. “A Sender-Receiver Framework for Knowledge Transfer,” *Minnesota Symposium on Knowledge Management*, Minneapolis, March 14-15, 2003.
25. “Unbundling under Asymmetric Quality Information,” with Andrew B. Whinston, *Fourteenth Annual Workshop on Information Systems and Economics (WISE)*, Barcelona, Spain, December 2002.
26. “A New Perspective to Finance and Competition and Challenges for Financial Institutions in the Internet Era,” with Lihui Lin and Andrew B. Whinston, in Setsuya Sato and John Hawkins (eds.) *Electronic finance: a new perspective and challenges*, Bank for International Settlements, Basel, November 2001.
27. “Search, Free Riding, and Social Welfare in E-Commerce,” with Dazhong Wu, Gautam Ray, and Andrew B. Whinston, *Thirteenth Annual Workshop on Information Systems and Economics (WISE)*, New Orleans, Louisiana, 2001.

Invited Talks

1. Keynote speech, “Loot Box Pricing in the Online Gaming Industry,” 2019 Workshop on Information Systems in Asia Pacific, Munich, Germany, December 2019
2. “Bloatware and Jailbreaking: How Consumer-Initiated Modification Interacts with Product Pricing,” Arizona State University, October 2019
3. “Bloatware and Jailbreaking: How Consumer-Initiated Modification Interacts with Product Pricing,” the University of Texas at Austin, October 2016
4. “Bloatware and Jailbreaking: How Consumer-Initiated Modification Interacts with Product Pricing,” KAIST College of Business, July 2016
5. Keynote speech, “Bloatware and Jailbreaking: How Consumer-Initiated Modification Interacts with Product Pricing,” 2016 International Workshop on Supply Chain Management, Shanghai Maritime University, June 2016
6. “How Costs and Heterogeneous Consumer Price Sensitivity Interact with Add-On Pricing,” Peking University HSBC Business School, April 2015
7. “Mandatory Standards and Organizational Information Security,” Fudan University, October 2014
8. “Mandatory Standards and Organizational Information Security,” University of British Columbia, May 2014
9. “Mandatory Standards and Organizational Information Security,” University of Alberta, April 2014
10. “Sequential Search with a Piracy Option,” University of Minnesota, February 2009
11. “Sequential Search with a Piracy Option,” the University of Texas at Dallas, January 2009
12. “Sequential Search with a Piracy Option,” the University of Texas at Austin, November 2008
13. “Partial Allowance of Ticket Resale,” Tsinghua University, China, August 2007
14. “Partial Allowance of Ticket Resale,” University of Connecticut, February 2007
15. “Partial Allowance of Ticket Resale,” University of Maryland, March 2006
16. “Partial Allowance of Ticket Resale,” Georgia Institute of Technology, February 2006
17. “Partial Allowance of Ticket Resale,” international workshop on Game Theory in Marketing, organized by Sihem Taboubi and Georges Zaccour, HEC Montreal, June 3-4, 2005. <http://www.gerad.ca/colloques/gtm/>

18. “The Economics of Information Systems,” with Andrew B. Whinston, presented at the Gordon B. Davis Symposium, University of Minnesota Minneapolis, Minnesota, May 13-14, 2005
19. “Corporate Governance Issues in New Technology Companies,” research seminar for faculty and doctoral students at Finance department in the University of Texas at Austin, July 9, 2002
20. “Defeating Distributed Denial of Service Attacks,” Multi-channel Conference on Productivity and the Internet Economy, Austin, Texas, November 2-3, 2000

Teaching

Classroom Teaching at Tulane University (since Summer 2018)

Note: evaluation is based on question

- “How would you rate the instructor?” and on scale 1-7 before Fall 2020
 - “Overall, I would recommend this instructor” and on scale 1-5 since Fall 2020
- Advanced Modeling and Analytics (Masters-level course, # MGSC 7520)
 - 2021 Fall, Section 30, evaluation 4.7 out of 5, enrollment 30
 - 2021 Spring, Section 02, evaluation 4.7 out of 5, enrollment 28
 - 2021 Spring, Section 01, evaluation 4.8 out of 5, enrollment 34 (*Tulane changed evaluation scale from 1-7 to 1-5 since Fall 2020*)
 - 2020 Spring, Section 01, evaluation 6.2 out of 7, enrollment 17
 - 2019 Spring, Section 01, evaluation 6.8 out of 7, enrollment 17
 - Business Analytics Projects (Masters-level course, # MGSC 7870)
 - 2021 Spring, Section 01, evaluation 4.6 out of 5, enrollment 15
 - 2021 Spring, Section 02, evaluation 4.6 out of 5, enrollment 18 (*Tulane changed evaluation scale from 1-7 to 1-5 since Fall 2020*)
 - Business Analytics Project II (Masters-level course, # MGSC 7600)
 - 2020 Spring, Section 01, evaluation 6.7 out of 7, enrollment 17
 - 2019 Spring, Section 01, evaluation 6.6 out of 7, enrollment 17
 - Business Analytics Practicum (Masters-level course, # MGSC 7000)
 - 2018 Summer, Section 01, evaluation 6.8 out of 7, enrollment 19

Classroom Teaching at UT Dallas (since Fall 2009)

Note: evaluation is based on question “Overall, this instructor was excellent.”

- Advanced Business Analytics (Masters-level course, # MIS 6334)
 - 2017 Spring, Section 002, evaluation 4.9 out of 5, enrollment 55
 - 2016 Fall, Section 001, evaluation 4.8 out of 5, enrollment 60
 - 2016 Fall, Section 002, evaluation 4.8 out of 5, enrollment 56
 - 2015 Fall, Section 001, evaluation 4.9 out of 5, enrollment 33 (the course name was “Advanced Business Intelligence” in this semester and earlier)
 - 2015 Fall, Section 003, evaluation 4.7 out of 5, enrollment 24
 - 2015 Fall, Section 501, evaluation 4.8 out of 5, enrollment 46
 - 2013 Spring, Section 001, evaluation 4.7 out of 5, enrollment 29
 - 2013 Spring, Section 002, evaluation 4.4 out of 5, enrollment 26
 - 2013 Spring, Section 501, evaluation 4.7 out of 5, enrollment 74
 - 2012 Spring, Section 001, evaluation 4.8 out of 5, enrollment 16
 - 2012 Spring, Section 501, evaluation 4.7 out of 5, enrollment 60

- Business Intelligence Software and Techniques (Masters-level course, # MIS 6324, this course is renamed to “Business Analytics” in Fall 2015)
 - Note: From 2015 on I serve as the coordinator of this course.
 - 2013 Fall, Section 001, evaluation 4.9 out of 5, enrollment 79
 - 2013 Fall, Section 002, evaluation 4.7 out of 5, enrollment 87
 - 2013 Fall, Section 501, evaluation 4.7 out of 5, enrollment 86
 - 2012 Spring, Section 001, evaluation 4.8 out of 5, enrollment 76
- Seminar in MIS (Doctoral-level course, # MIS 7420)
 - 2016 Spring, Section 001, (no evaluation conducted)
 - 2013 Fall, Section 001, evaluation 4.9 out of 5
- Systems Analysis and Design (Undergraduate-level course, # BA 4322)
 - 2010 Fall, Section 501, evaluation 5.0 out of 5, enrollment 14
- Introduction to MIS (Undergraduate-level course, # BA 3351)
 - 2010 Fall, Section 003, evaluation 4.9 out of 5, enrollment 60
 - 2010 Fall, Section 004, evaluation 4.7 out of 5, enrollment 74
 - 2009 Fall, Section 005, evaluation 4.4 out of 5, enrollment 61
 - 2009 Fall, Section 502, evaluation 4.6 out of 5, enrollment 69

Classroom Teaching at National University of Singapore (on sabbatical 2014-15)

- 2015 Spring, IS5118, Management and Economics of E-Business (4.3/5)
- 2014 Fall, BT1101, Introduction to Business Analytics (4.4/5)

Teaching Experience Prior to Joining UT Dallas (before Fall 2009)

At University of Washington:

- Business Data Communications (Upper-division undergraduate course)
- Systems Analysis and Design (Upper-division undergraduate course)
- Foundations of E-Business (MBA course)
- Introduction to Economics-IS Interface (doctoral seminar)
- Advanced Topics in Economics-IS Interface (doctoral seminar)

I received multiple student-voted awards for my teaching at UW.

Services

Associate Editorship

- Associate Editor, *Management Science*, 2021 -
- Senior Editor, *Production and Operations Management*, 2021 -
- Associate Editor, *MIS Quarterly*, 2018 – 2019
- special issue Senior Editor, *Production and Operations Management*, 2015
- Associate Editor, *Information and Management*, 2014 -
- ad-hoc Associate Editor, *MIS Quarterly*, 2012
- ad-hoc Associate Editor, *Information Systems Research*, 2012 - 2015
- Associate Editor, *Information Systems Research*, 2009 – 2011
- Associate Editor, ICIS, 2009 – 2018, 2020
- Associate Editor, *Decision Support Systems*, 2006 - 2014

Ad-hoc Reviewer

- Ad-hoc reviewer for: *Management Science*, *Information Systems Research*, *MIS Quarterly*, *Journal of Management Information Systems*, *Journal of Marketing*, *Marketing Science*, *INFORMS Journal on Computing*, *Production and Operations Management*, *Decision Science*, *Information Technology and Management*, ICIS (2006-2008)

Conference PC Members, Session Chairs, Discussant

- Co-chair, China Workshop on Economics of Information Systems Theory (CWEIST), 2019, 2020, 2021
- PC member, Workshop on Information Technologies and Systems (WITS), 2009 -
- PC member, INFORMS CIST, 2009 - 2018
- Session Chair, INFORMS 2009
- PC member, China Summer Workshop on Information Management (CSWIM), 2007 -
- Session Chair, INFORMS CIST, 2005, 2010
- Discussant, Workshop on Information Systems and Economics (WISE), 2005, 2015

Campus Services

A.B. Freeman School of Business, Tulane University

- Senior Associate Dean, Academic Programs, 2022 – present
- Member, University-level Quality Enhancement Plan (QEP) Committee, 2021
- Member, Freeman School of Business Dean Search Committee, 2021
- Member, Executive Committee, 2018 – present
- Area Coordinator, Management Science, 2018 – present
- Founding Executive Director, Master of Business Analytics, 2018 – present
- Member, P&T Committee, 2018 – present
 - Chair, 2019 – present
- Chair, Committee on Graduate (Masters) Studies, 2018 – 2021
- Chair, Master of Management Energy and MANA Major Curriculum Committee, 2018 – present
- Member, Goldring Institute Faculty Advisory Committee, 2018 – present
- Chair, ad-hoc committee on search for Director of Online Learning, 2020

Jindal School of Management, the University of Texas at Dallas

- Chair, ad-hoc committee for tenure-track Assistant Professor search, 2017
- School Teaching Committee, 2017 – present
- (University-level) Information Technology Planning and Policy Committee, 2017-present
- Ad-hoc committee for faculty mid-probationary review, 2016, 2017
- Chair, ad-hoc committee for Senior Lecturer search, 2016
- Panelist, research panel on business analytics, Industry Advisory Board (IAB) meeting for IS area, 2016
- School IT Committee, 2009 – present (Chair, 2013 – 2014)

Foster School of Business, University of Washington

- Doctoral Program Committee, UW Business School, 2005 - 2009

- Also on department level:
- Ph.D. Coordinator, 2005 - 2009
 - Department Doctoral Program Admissions Committee (acting chair, Winter 2006), 2005 - 2009
 - Department Doctoral Program Review Subcommittee, 2005-2008
 - Course Management Software Committee, UW Business School, 2004-5
 - Judge, Real World Project Final Presentations (UW E-Business Program), May 13, 2004