

# Curriculum Vitae

Shin-yi Wu  
Associate Professor  
Information Systems  
W. P. Carey School of Business  
Arizona State University  
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## EDUCATION

**University of Pennsylvania, Wharton School, Philadelphia, PA**

**Ph.D.**, Operations and Information Management, 2004.  
Dissertation Title: “*Market Design in eMarketplaces: Pricing of Information Goods and Services*”

**M.S. in Operations Research**, 2002.

**National Taiwan University, Taipei, Taiwan.**

**M.B.A.**, 1998.

**B.B.A. in Information Management**, 1996.  
*Graduated with first class honors.*

## POSITIONS HELD

2013 - Associate Professor, Arizona State University

2011 - 2013 Assistant Professor, Temple University

2004 - 2011 Assistant Professor, Nanyang Technological University  
(on parental leave from 2007-2008)

Spring 2008 Visiting Assistant Professor, University of California, Irvine

## REFERRED JOURNAL PAPERS

Chen, Pei-yu, Lorin Hitt, Yili Hong and Shin-yi Wu. 2021. “Measuring Product Type and Purchase Uncertainty with Online Product Ratings: A Theoretical Model and Empirical Application”, *Information Systems Research*, Vol. 32, No. 4, pp. 1470-1489.

- Chen, Pei-yu, Paul Pavlou, Shin-yi Wu and Yang Yang. 2021. “Attracting High-Quality Contestants to Contest in the Context of Crowdsourcing Contest Platform”, *Production and Operations Management*, Vol. 30, Iss. 6, pp. 1751-1771.
- Liu, Zhengchi, Jennifer Shang, Shin-yi Wu and Pei-yu Chen. 2020. “Social Collateral, Soft Information and Online Peer-to-Peer Lending: A Theoretical Model”, *European Journal of Operational Research*, Vol. 281, Iss. 2, pp. 428-438.
- Wu, Shin-yi and Paul Pavlou. 2019. “On the Optimal Fixed-up-to (FUT) Pricing for Information Services”, *Journal of the Association for Information Systems*, Vol. 20, Iss. 10, Article 4.
- Xie, Karen L., Chihchien Chen and Shin-yi Wu. 2016. “Online Consumer Review Factors Affecting Offline Hotel Popularity: Evidence from Tripadvisor”, *Journal of Travel & Tourism Marketing*, Vol. 33, No. 2, pp. 211-223.
- Lu, Xin, Jennifer Shang, Shin-yi Wu, Gajanan G. Hegde, Luis Vargas and Daozhi Zhao. 2015. “Impacts of Supplier Hubris on Inventory Decisions and Green Manufacturing Endeavors”, *European Journal of Operational Research*, Vol. 245, No. 1, pp. 121-132.
- Chen, Pei-yu and Shin-yi Wu. 2013. “The Impacts and Implications of On-Demand Services on Market Structure”, *Information Systems Research*, Vol. 24, No. 3, pp. 750-767.
- Wu, Shin-yi and Rajiv Banker. 2010. “Best Pricing Strategy for Information Services”, *Journal of the Association for Information Systems*, Vol. 11, No. 6, pp. 339-366.
- Wu, Shin-yi, Lorin Hitt, Pei-yu Chen and G. Anandalingam. 2008. “Customized Bundle Pricing for Information Goods: A Nonlinear Mixed Integer Programming Approach”, *Management Science*, Vol. 54, No. 3, pp. 608-622.
- Wu, Shin-yi and Pei-yu Chen. 2008. “Versioning and Piracy Control for Digital Information Goods”, *Operations Research*, Vol. 56, No. 1, pp. 157-172.
- Wu, Shin-yi. 2007. “Optimal Infrastructure Design and Expansion of Broadband Wireless Access Networks”, *European Journal of Operational Research*, Vol. 178, No. 1, pp. 322-329.

## CONFERENCE PAPERS

- Huang, Ni, Pei-yu Chen, Yili Hong and Shin-yi Wu, 2018, Digital Nudging for Online Social Sharing: Evidence from A Randomized Field Experiment, *INFORMS Conference on Information Systems and Technology (CIST)*, United States.
- Huang, Ni, Pei-yu Chen, Yili Hong and Shin-yi Wu, 2018, Digital Nudging for Online Social Sharing: Evidence from A Randomized Field Experiment, *2018 Hawaii International Conference on System Sciences*, United States.
- Xie, Karen, Chih-chien Chen and Shin-yi Wu, 2013, Leveraging the Ranking Power of Hotels by Consumer Reviews, *The 18<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, United States.
- Xie, Karen, Chih-chien Chen and Shin-yi Wu, 2012, Do We Need a Consumer-centric Ranking Systems? Evidence from TripAdvisor.com, *INFORMS Marketing Science Annual Conference*, United States.
- Xie, Karen, Chih-chien Chen and Shin-yi Wu, 2012, The Impact of Consumer Reviews on Hotel Ranking Systems, *TOSOK International Tourism Conference*, Korea.
- Chen, Pei-yu and Shin-yi Wu, 2005, New IT Architecture: Implications and Market Structure, *IEEE International Conference on Service Operations and Logistics, and Informatics*, China.
- Chen, Pei-yu and Shin-yi Wu, 2005, New IT Architecture: Implications and Market Structure, *APDSI Annual Meeting*, Taiwan.
- Chen, Pei-yu, Shin-yi Wu and Jungsun Yoon, 2004, The Impacts of Online Recommendations and Consumer Ratings on Sales, *International Conference on Information Systems (ICIS)*, United States. Acceptance rate: ~15%
- Chen, Pei-yu and Shin-yi Wu, 2004, New IT Architecture: Implications and Market Structure, *Workshop on Information Systems and Economics (WISE)*, United States.
- Wu, Shin-yi, Pei-yu Chen and G. Anandalingam, 2003, Fighting Information Goods Piracy with Versioning, *International Conference on Information Systems (ICIS)*, United States. Acceptance rate: ~15%
- Wu, Shin-yi and Pei-yu Chen, 2003, Pricing and Versioning of Digital Information Goods under the Threat of Piracy, *INFORMS Annual Meeting*, United States.
- Wu, Shin-yi, Pei-yu Chen and G. Anandalingam, 2002, Optimal Pricing Scheme for Information Services, *Workshop on Information Systems and Economics (WISE)*, United States.

- Wu, Shin-yi and G. Anandalingam, 2002, Optimal Customized Bundle Pricing for Information Goods, *12th Workshop on Information Technology and Systems (WITS)*, United States.
- Wu, Shin-yi and G. Anandalingam, 2002, Optimal Infrastructure Expansion of Wireless Networks, *Sixth INFORMS Telecommunications Conference*, United States.
- Wu, Shin-yi and G. Anandalingam, 2002, Optimal Design of Wireless Ad-Hoc Networks, *Sixth INFORMS Telecommunications Conference*, United States.
- Wu, Shin-yi and G. Anandalingam, 2002, Pricing Telecommunications Services: The Fixed vs. Variable Price Debate, *INFORMS Annual Meeting*, United States.
- Wu, Shin-yi and Yeong-sung Lin, 1999, Design and Management of Wireless Communications Networks, *INFORMS 4th Conference on Information Systems and Technology (CIST)*, United States.

### BOOK CHAPTERS

- Wu, Shin-yi and G. Anandalingam, 2002, Optimal Design of Wireless Ad-Hoc Networks, *Telecommunications Network Design and Management*, Kluwer Academic Publishers.
- Wu, Shin-yi and Yeong-sung Lin, 1999, Design and Management of Wireless Communications Networks, *Managing Information Technology Resources in Organizations in the Next Millennium*, Idea Group Publishing.

### HONORS, AWARDS AND GRANTS

- |                                                                                                                                                                                           |           |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| 2013 Hospitality Technology Research Award<br>Journal of Hospitality and Tourism Technology                                                                                               | 2013      |
| Young Research Scholars Seed Fund<br>Temple University, Fox School of Business                                                                                                            | 2012      |
| Business Plan Competition Final Winner, Advisor                                                                                                                                           | 2009      |
| Researcher of the Division Award<br>Nanyang Technological University, Nanyang Business School                                                                                             | 2008      |
| Co-Principal Investigator<br>Carnegie Bosch Institute (CBI) Research Grant, Carnegie Mellon University. "Pricing and Versioning of Digital Information Goods under the Threat of Piracy". | 2002-2003 |
| Wharton Doctoral Fellowship<br>University of Pennsylvania, Wharton School.                                                                                                                | 1999-2003 |

- Ministry of Education: Graduate Scholarships 1996-1998  
Given by Taiwan Ministry of Education to top 5% students in each graduate school.
- The President Awards 1992-1996  
Given by National Taiwan University to top 5% student in each department.
- Awarded as a Gifted Student in mathematics and natural science, Taiwan 1989-1992

## INVITED TALKS

- Temple University, December 2009. “Customized Bundle Pricing for Information Goods.”
- National University of Singapore, November 2009. “Customized Bundle Pricing for Information Goods.”
- National University of Singapore, April 2007. “Versioning and Piracy Control for Digital Information Goods.”
- Nanyang Technological University, February 2004. “Fighting Information Goods Piracy with Versioning.”
- University of Notre Dame, December 2003. “Fighting Information Goods Piracy with Versioning.”
- University of Maryland, October 2003. “Fighting Information Goods Piracy with Versioning.”
- University of Washington, January 2003. “Optimal Customized Bundle Pricing for Information Goods.”

## TEACHING

### Courses Taught at **Arizona State University, W. P. Carey School of Business**

- “*Problem Solving and Actionable Analytics*” (Fall 2020, Spring 2021, Fall 2021, Spring 2022)
- “*Business Analytics Strategy*” (Spring 2019, Spring 2020)
- “*Introduction to Business Data Analytics*” (Fall 2015, Spring 2016, Fall 2016, Spring 2017, Fall 2017)
- “*Business Process Management*” (Fall 2015, Spring 2016, Spring 2018, Fall 2018)
- “*Big Data in Business*” (Spring 2015)
- “*Data Mining I*” (Fall 2014)
- “*Data Mining II*” (Spring 2014)
- “*Introduction to Information Systems*” (Spring 2014)

Courses Taught at **Temple University, The Fox School of Business**

- “*Information Management for Marketing Strategy*” (Fall 2011, Fall 2012)
- “*Operations Management*” (Spring 2012, Spring 2013)

Advisor of Nanyang Business School AB113 Business Plan Competition Final Winner, 2009.

Courses Taught at **Nanyang Technological University, Nanyang Business School, Singapore**

- “*Decision Tools for Managers*” (Fall 2010)
- “*Information Technology*” (Fall 2004, Spring 2005, Fall 2005, Spring 2007, Summer 2007, Fall 2008, Fall 2009, Spring 2010, Fall 2010)
- “*Statistical and Quantitative Methods*” (Fall 2006)
- “*Seminar in IS Research*” (Guest Lecturer, Fall 2004)

Courses Taught at **University of California, Irvine, The Paul Merage School of Business**

- “*Business Data Communications*” (Spring 2008)
- “*Introduction to Information Management*” (Spring 2008)

**PROFESSIONAL ACTIVITIES**

Program Committee, INFORMS Conference on Information Systems and Technology (CIST), United States. (2018).

Associate Director of the Information Management Research Centre (IMARC), Nanyang Business School, Nanyang Technological University (2004-2011).

Program Committee, International Conference on Electronic Commerce, Taipei, Taiwan (Aug. 2009).

Reviewer for

*Management Science*

*Operations Research*

*Information Systems Research*

*MIS Quarterly*

*Production and Operations Management*

*European Journal of Operational Research*

*Telecommunications Systems*

*Networks*

*International Conference on Information Systems (ICIS)*

*INFORMS Conference on Information Systems and Technology (CIST)*

*INFORMS Telecommunications Conference*

*IEEE Global Communications Conference (GLOBECOM)*

*IEEE International Conference on Communications (ICC)*