PEI-YU (SHARON) CHEN
Chair, Department of Information Systems
Red Avenue Foundation Professor
Co-Director, Center for AI and Data Analytics (AIDA) for Business and Society
W. P. Carey School of Business
Arizona State University
Tempe, AZ
peiyu.chen@asu.edu

CURRICULUM VITAE

POSITIONS HELD

2021 – present	Chair, Department of Information Systems
	Red Avenue Foundation Professor (since 2023)
	Founding Director and Co-director, Center for AI and Data Analytics (AIDA) for Business and Society (since 2023)
	Director, AI and Data Analytics (AIDA) Initiative (2022-2023)
	Earl and Gladys Davis Distinguished Research Professor in Business (2021-2023)
	W. P. Carey School of Business, Arizona State University
2018 - present	Professor, W. P. Carey School of Business, Arizona State University
	Co-Director, Actionable Analytics Lab, Arizona State University
2013 - 2018	Associate Professor (with tenure), W. P. Carey School of Business, Arizona State University
2008 - 2013	Associate Professor (with tenure), Fox School of Business, Temple University (maternity leave: 2011)
2002 - 2008	Assistant Professor, Tepper School of Business, Carnegie Mellon University (maternity leave: 2007)

EDUCATION

2002   Ph.D., Operations and Information Management, The Wharton School, University of Pennsylvania. Philadelphia, PA.
2000   M.A., Applied Economics, The Wharton School, University of Pennsylvania. Philadelphia, PA.
1998   MBA, National Taiwan University, Taipei, Taiwan.
1996   B.S., Information Management, National Taiwan University, Taipei, Taiwan.

RESEARCH AND PUBLICATIONS

Refereed Journal Articles (UTD25: UTD Top 24 Business Journals; FT50: Financial Times Top 50 journals)

Huang, Nina; Burtch, Gordon; Chen, Pei-yu; Huang, Ao. (Forthcoming) Evaluating the Efficacy of Platform-imposed Application Costs for Managing Congestion in Online Matching Markets. *Management Science*. (UTD24; FT50).

Pei-yu Chen, W. P. Carey School of Business

Anandasivam Gopal, Pei-yu Chen, Wonseok Oh, Sean Xin Xu, Suprateek Sarker (2024) On Crafting Effective Theoretical Contributions for Empirical Papers in Economics of Information Systems: Some Editorial Reflections. *Information Systems Research* 35(3):917-935. (UTD24; FT50). https://doi.org/10.1287/isre.2024.editorial.v35.n3

Hou Jingbo, Liang Chen and Pei-yu Chen (2024) How Socially Perceived Threat Shapes Preventive Behavior in the Context of COVID-19. *Production and Operations Management*, forthcoming. (UTD24; FT50).https://doi.org/10.1177/10591478241231864

Jingbo Hou; , Chen Liang; , Pei-Yu Chen; , Bin Gu (2023) Can Telework Adjustment Help Reduce Disaster-Induced Gender Inequality in Job Market Outcomes?. *Information Systems Research* 35(4):1701-1720. (UTD24; FT50). https://doi.org/10.1287/isre.2023.0241

Chen Liang, Yili Hong, Pei-Yu Chen, Benjamin B. M. Shao (2022). The Screening Role of Design Parameters for Service Procurement Auctions in Online Service Outsourcing Platforms. *Information Systems Research* 33(4). (UTD24; FT50). https://doi.org/10.1287/isre.2022.1168

Pei-yu Chen, Lorin Hitt, Yili Hong, and Shinyi Wu. (2021) Measuring Product Type and Purchase Uncertainty with Online Product Ratings: A Theoretical Model and Empirical Application. *Information Systems Research* 32(4)*.* (UTD24; FT50). https://doi.org/10.1287/isre.2021.1041

Nina Huang, Jiayin Zhang, Gord Burtch, Xitong Li, and Pei-yu Chen. Combating Procrastination on MOOCs via Optimal Calls-to-Action. *Information Systems Research 32(2),* June 2021(UTD24; FT50). (Lead article). https://doi.org/10.1287/isre.2020.0974

Pei-yu Chen, Paul Pavlou, Shinyi Wu and Yang Yang. Attracting High-Quality Contestants to Contests in the Context of Crowdsourcing Contest Platform. *Production and Operations Management.* 30(6) 2021. (UTD24; FT50) https://doi.org/10.1111/poms.13340

Hilal Atsoy, Emre Demirezen and Pei-yu Chen. Impacts of Patient Characteristics and Care Fragmentation on the Value of HIEs. *Production and Operations Management,* 30(2), Feb. 2021. (UTD24; FT50) https://doi.org/10.1111/poms.13281

Ziqiond Zhang, Zili Zhang, and Pei-yu Chen. Eary Bird vs. Late Owl: An Empirical Investigation of Individual Shopping Time Habit and Its Effects. *MIS Quarterly*. 45(1), 2021. (UTD24; FT50)

Zhengchi Liu, Jennifer Shang, Shinyi Wu, and Pei-yu Chen. Social Collateral, Soft Information and Online Peer-to-Peer Lending: A Theoretical Model. *European Journal of Operational Research*, 281(2), Mar. 2020.

Ni Huang, Tianshu Sun, Pei-yu Chen and Joe Golden. Word-of-Mouth System Implementation and Customer Conversion: A Randomized Field Experiment, *Information Systems Research*, 30 (3), Sep., 2019. (UTD24; FT50)

Pei-yu Chen, Kevin Hong and Ying Liu. The Value of Multi-Dimensional Rating Systems: Evidence from a Natural Experiment and Randomized Experiments. *Management Science*, 64 (10), Oct. 2018. (UTD24; FT50)

Hilal Atsoy, Pei-yu Chen and Kartik Ganju. "The Spillover Effects of Health IT Investments on Regional Health Care Costs" *Management Science*, 64(6), June 2018. (Featured on Management Science online) (UTD24; FT50)

Pei-yu Chen and Shin-yi Wu. "The Impact and Implications of On-Demand Services on Market Structure". *Information Systems Research*, Sep. 2013. (UTD24; FT50)

Pei-yu Chen, Gaurav Kataria and Ramayya Krishnan. "Correlated Failures, Diversification and Information Security Risk Management". *MIS Quarterly*. 35, 2011. (UTD24; FT50)

Mei Xue, Lorin Hitt and Pei-yu Chen. "Determinants and Outcomes of Internet Banking Adoption". *Management Science*. 57. 2011. (UTD24; FT50)

Byung Cho Kim, Pei-yu Chen and Tridas Mukhopadhyay. "Monopoly, Software Quality and Liability". *Production and Operations Management*. 20, 2011. (UTD24; FT50)

Byung Cho Kim, Pei-yu Chen and Tridas Mukhopadhyay. "An Economic Analysis of Security Software Market with Risk-Sharing Contract". *International Journal of Electronic Commerce* 14, 2009.

Shinyi Wu, Lorin Hitt, Pei-yu Chen, and G. Anandalingam. "Optimal Customized Bundle Pricing for Information Goods—A Mixed Integer Programming Approach". *Management Science* 54, 2008. (UTD24; FT50)

Shin-yi Wu and Pei-yu Chen. "Versioning and Piracy Control for Digital Information Goods". *Operations Research* 56, 2008. (UTD24; FT50)

Pei-yu Chen and Chris Forman. "Can vendors influence switching costs and compatibility in an environment with open standards?" *MIS Quarterly*, 30, 2006. (UTD24; FT50)

Lorin Hitt and Pei-yu Chen. "Bundling with Customer Self-Selection: A Simple Approach to Bundling Low Marginal Cost Goods". *Management Science,* 51, 2005. (UTD24; FT50)

Pei-yu Chen and Lorin Hitt. "Measuring Switching Costs and the Determinants of Customer Retention in Internet-Enabled Businesses: A Study of the Online Brokerage Industry," *Information Systems Research*, 13, 2002. (UTD24; FT50)

Referred Conference Proceedings

Shuang Gao, Xueyan Yin, Lin Hu, Pei-yu Chen and Xue Yang. Augmented Reality and Online Ratings: The Usage and Effects of Alternative Information Sources. ICIS 2024.

Zhenhua Wu, Lin Hu, Pei-yu Chen. AI and Human Creativity on Content Creation: Analyzing Watermark and Detection Policies. ICIS 2024.

Ying Zhang, Meilin Gu, Pei-yu Chen, Dengpan Liu. Robbing Peter to Pay Paul? Economics of Platform-led Access to Original Source Content. ICIS 2024.

Jingbo Hou and Pei-yu Chen. Can Bot Improve Equity? Machine-generated Content Mitigates Cold-Start Issue. ICIS. 2021.

Jingbo Hou and Pei-yu Chen. Can Online Social Connection to Hard-hit Areas Help Slow Down the Pandemic? ICIS. 2021.

Jingbo Hou, Chen Liang, Pei-yu Chen and Bin Gu. Gendered Heterogeneity in the Effect of Teleworkability on Labor Market Outcomes during the COVID-19 Pandemic. ICIS. 2021. (*Best Paper in Track Award*)

Jingbo Hou, Pei-Yu Chen and Bin Gu. Does Solution Sharing and Remixing Lead to Better Outcomes? An Empirical Investigation in Online Crowdsourcing Contests. HICSS, 2021.

N. Huang, P. Chen, S. Wu (2018), Digital Nudging for Online Social Sharing: Evidence from A Randomized Field Experiment, INFORMS Conference on Information Systems and Technology (CIST), 2018.

Kevin Hong, Ben Shao, Pei-yu Chen and Chen Liang (2018). Effect of Auction Design on Bidder Entry: Evidence from an Online Labor Market. HICSS-51, 2018.

N. Huang, T. Sun, P. Chen, & J. Golden (2017), Social Media Integration and E-commerce Platform Performance: A Randomized Field Experiment. 2017 International Conference on Information Systems (ICIS), December 10–13, Seoul, South Korea. **Best Paper in Track Award (E-Business and E-Government).**

Ying Liu, Pei-yu Chen and Kevin Hong. The impact of rating system design on opinion sharing. 2017 International Conference on Information Systems (ICIS), December 10–13, Seoul, South Korea.

Ying Liu, Pei-yu Chen and Kevin Hong. The impact of rating system design on opinion sharing. INFORMS Conference on Information Systems and Technology (CIST), 2017.

Nina Huang, Tianshu Sun, Pei-yu Chen and Joe Golden. Social Media Integration and E-commerce Platform Performance: A Randomized Field Experiment. INFORMS Conference on Information Systems and Technology (CIST), 2017.

Ying Liu, Pei-yu Chen and Kevin Hong. "Value of Multi-dimensional Rating Systems: An Information Transfer View". International Conference on Information Systems (ICIS2014), Dec. 2014.

Kartik Ganju, Hilal Atsoy, Paul Pavlou and Pei-yu Chen. ""Antecedents of Health IT Roll Back". International Conference on Information Systems (ICIS2014), Dec. 2014.

Hilal Atsoy, Pei-yu Chen and Kartik Ganju. "The Spillover Effects of Health IT Investments on Regional Health Care Costs". The 5th Annual Workshop on Health IT and Economics (WHITE), Washington, DC, Oct. 2014. (**Best Paper Award**)

Yili Hong, Paul Pavlou and Pei-yu Chen. "Quality-Adjusted Consumer Surplus for IT Outsourcing E-Markets with Asymmetric Information". International Conference on Information Systems (ICIS2013), Dec. 2013.

Yili Hong, Pei-yu Chen and Lorin Hitt. "Measuring Product Type with Dynamics of Online Review Variance: Implications for Research and Practice". International Conference on Information Systems (ICIS2012), Dec. 2012. **Best paper award, first runner up**.

Yang Yang, Pei-yu Chen and Rajiv Banker. "Impact of Past Performance and Strategic Bidding on Winner Determination of Open Innovation Contest". International Conference on Information Systems (ICIS2011), Dec. 2011.

Rajiv Banker, Pei-yu Chen, Fang-Chun Liu, Chin-Shyh Ou. "Complementarity of the Impact of Alternative Service Channels on Bank Performance". Proceedings of the 31st Annual International Conference on Information Systems (ICIS2010), Dec. 2010.

Yang Yang, Pei-yu Chen, Paul Pavlou. "Open Innovation: An Empirical Study of Online Contests". Proceedings of the 30th Annual International Conference on Information Systems (ICIS2009), Dec. 2009.

Rajiv Banker, Pei-yu Chen, Fang-Chun Liu, Chin-Shyh Ou. "Business Value of IT in Commercial Banks". Proceedings of the 30th Annual International Conference on Information Systems (ICIS2009), Dec. 2009.

Pei-yu Chen, Yenchun Chou, Robert Kauffman. Community-Based Recommender Systems: Analyzing Business Models from a System Operator Perspective. Hawaii International Conference on System Sciences, Jan. 2009.

Liye Ma, Pei-yu Chen and Tridas Mukhopadhyay. "Voluntary Open-Source – The Effect of Appropriability, Externality, and Uncertainty". Proceedings of the 29th Annual International Conference on Information Systems (ICIS2008), 2008.

Pei-yu Chen, Samita Dhanasobhon and Michael Smith. "All Reviews are Not Created Equal: The Disaggregate Impact of Reviews and Reviewers at Amazon.com". Proceedings of the 28th Annual International Conference on Information Systems (ICIS2007), 2007.

Pei-yu Chen, Gaurav Kataria and Ramayya Krishnan. "Optimal Allocation of Software Resources: A Risk Management Approach". Proceedings of the 17th Annual Workshop on Information Technologies and Systems (WITS'07), Dec. 2007.

Byung Cho Kim, Pei-yu Chen and Tridas Mukhopadhyay. "Pricing Open Source Software". Proceedings of the 27th Annual International Conference on Information Systems (ICIS2006), 2006.

Byung Cho Kim, Pei-yu Chen and Tridas Mukhopadhyay. "An Economic Analysis of Software Market with Risk-Sharing Contract". Proceedings of the 26th Annual International Conference on Information Systems (ICIS2005), Dec. 2005. Acceptance rate: ~12.5%.

Pei-yu Chen, Gaurav Kataria and Ramayya Krishnan. "Software Diversity for Information Security". Proceedings of the 2005 Workshop on the Economics of Information Security (WEIS 2005). Boston, MA. June, 2005.

Pei-yu Chen, Shinyi Wu and Jungsun Yoon. "The Impacts of Online Recommendations and Consumer Ratings on Sales". Proceedings of the 25th Annual International Conference on Information Systems (ICIS2004), Completed Research Track, Washington DC. 2004. Acceptance rate: 15~19%.

Shinyi Wu, Pei-yu Chen and G. Anandalingam. "Fighting Information Goods Piracy with Versioning". Proceedings of the 24th Annual International Conference on Information Systems (ICIS2003), Completed Research Track, Seattle, Washington, 2003. Acceptance rate: 15~19%.

Pei-yu Chen and Lorin Hitt. "Brand Awareness and Price Dispersion in Electronic Markets". Proceedings of the 22st Annual International Conference on Information Systems (ICIS2001), Completed Research Track, New Orleans, Louisiana, 2001. Acceptance rate: 15~19%.

Pei-yu Chen and Lorin Hitt. "Switching Cost and Brand Loyalty in Electronic Markets: Evidence from On-Line Retail Brokers" Proceedings of the 21st Annual International Conference on Information Systems (ICIS2000), Completed Research Track , Brisbane, Australia, 2000. Acceptance rate: 15~19%.

Article in edited books/volumes

Pei-yu Chen and Lorin Hitt. "Information Technology and Switching Costs". Handbook of Economics and Information Systems, eds. Terry Hendershott, Elsevier, Dec. 2006.

Other Referred Conference Papers/Presentations:

Yi Gao, Pei-Yu Chen and Dengpan Liu, Can Hiding (Dis)like Help? Examine the Impact of Performance Metrics Disclosure on Social Media Platforms. Workshop on Information Technology and Systems (WITS), 2023. (***Best Paper Award Nominee***)

Ying Zhang, Meilin Gu, Pei-yu Chen, Dengpan Liu. Robbing Peter to Pay Paul: An Economic Analysis of Platforms' Acquisition of Original Content. Workshop on Information Technology and Systems (WITS), 2023. (***Best Paper Award Nominee***)

Shasha Cao, Pei-Yu Chen, Tian Lu and Raghu Santanam, The Impact of Home Delivery Services on Users' Consumption Behaviors and Environment: A Comprehensive Empirical Investigation. Workshop on Information Technology and Systems (WITS), 2023.

Yi Gao, Pei-Yu Chen and Dengpan Liu, Can Hiding (Dis)like Help? Examine the Impact of Performance Metrics Disclosure on Social Media Platforms. Conference on Information Systems and Technology (CIST), 2023.

Shasha Cao, Pei-Yu Chen, Tian Lu and Raghu Santanam, The Impact of Home Delivery Services on Users' Consumption Behaviors and Environment: A Comprehensive Empirical Investigation. Conference on Information Systems and Technology (CIST), 2023.

Wen Ya Shen, Tongxin Zhou, Victor Benjamin and Pei-Yu Chen. How Online Reviews Create Distortion: Uncovering the Real Demand. Conference on Information Systems and Technology (CIST), 2023.

Jenny Rhee, Xiao Liu, Tan Lekwijit, Pei-Yu Chen. Toward Equitable Care Access: The Impact of Telehealth Adoption in Safety-Net Health Centers. Workshop on Information Systems and Economics (WISE), 2022.

Jingbo Hou, Pei-Yu Chen and Bin Gu. Does Solution Sharing and Remixing Lead to Better Outcomes? An Empirical Investigation in Online Crowdsourcing Contests. CIST, 2020.

Ziru Li, Raghu Santanam, Peiyu Chen, Zhan Shi and Preethika Sainam. A Data-Analytical Approach for Inferring App Relationship Network and its Application in Predicting Future Performance of Apps. CIST, 2020.

Xueyan Yin, Xiao Liu, Victor Benjamin, Pei-yu Chen (2019), How to Create a Successful Campaign: Analytics of KickStarter Projects. The 29th Workshop on Information Technologies and Systems, Dec. 18-20. Munich, Germany.

Jingbo Hou, Ni Huang, Yili Hong, & Pei-yu Chen (2019), Participation Costs Reduce the Overbidding and Increase Matching Rates in Two-sided Procurement Platforms. The 29th Workshop on Information Technologies and Systems, Dec. 18-20. Munich, Germany.

Xueyan Yin, Ying Liu, Pei-Yu Chen and Zhan Shi (2019), The Impact of Internet Water Armies on Online and Offline media: An Analysis of Movie Industry. The 2019 Workshop on Information Systems and Economics, Dec. 18-20. Munich, Germany.

Jingbo Hou, Ni Huang, Yili Hong, & Pei-yu Chen (2019), Participation Costs Reduce the Overbidding and Increase Matching Rates in Two-sided Procurement Platforms. 2019 INFORMS Conference on Information Systems and Technology (CIST), Seattle, WA.

N. Huang, J. Zhang, G. Burtch, X. Li, & P. Chen (2018), Combating Procrastination on MOOCs via Optimal Calls-to-Action: Evidence from a Field Experiment, the 2018 Academy of Management Meeting (AOM), August 10–14, Chicago, IL.

N. Huang, P. Chen, Y. Hong, & S. Wu (2018), Digital Nudging for Online Social Sharing: Evidence from A Randomized Field Experiment, the 51th Hawaii International Conference on System Sciences (HICSS), January 3–6, Big Island, HI.

Kevin Hong, Ben Shao, Pei-yu Chen and Chen Liang. Effect of Auction Design on Bidder Entry: Evidence from an Online Labor Market. HICSS-51, Jan. 2018.

Hilal Atasoy, Emre Demirezen and Pei-Yu Chen. "The Impact of Health Information Exchange Use on Chronic Disease Management: An Empirical Investigation". Workshop on Information Systems Economics (WISE), Dec. 2017.

Xueyan Yin, Pei-yu Chen and Michael Shi. "The Impact of Second-Channel Product Availability Preannouncement: A Study of Movie Industry". Workshop on Information Systems Economics (WISE), Dec. 2017.

N. Huang, J. Zhang, G. Burtch, X. Li, & P. Chen (2017), Combating Procrastination on MOOCs via Targeted Calls to Action: Evidence from a Randomized Field Experiment, 2017 Conference on Digital Experimentation (CODE@MIT), October 27–28, Cambridge, MA.

N. Huang, T. Sun, P. Chen, & J. Golden (2017), Social Media Integration and E-commerce Platform Performance: A Randomized Field Experiment, 2017 Conference on Digital Experimentation (CODE@MIT), October 27–28, Cambridge, MA.

N. Huang, T. Sun, P. Chen, & J. Golden (2017), Social Media Integration and E-commerce Plat- form Performance: A Randomized Field Experiment, 2017 INFORMS Conference on Information Systems and Technology (CIST), October 21–22, Houston, TX.

N. Huang, T. Sun, P. Chen, & J. Golden (2017), To Integrate or Not? Social Media Integration and E-Commerce Platform Performance: A Large Field Experiment, the 39th Annual ISMS Marketing Science Conference, June 7–10, Los Angeles, CA.

Kartik Ganju, Hilal Atsoy, Paul Pavlou and Pei-yu Chen. "Antecedents and Consequences of Electronic Medical Record System Abandonment". INFORMS Conference on Information Systems and Technology, Nov. 2016.

Hilal Atsoy, Pei-yu Chen and Kartik Ganju. "The Spillover Effects of Health IT Investments on Regional Health Care Costs". 2015 INFORMS Conference on Information Systems and Technology, Philadelphia, PA. 2015.

Ying Liu, Pei-yu Chen and Kevin Hong. "The Value of Multi-dimensional Rating Systems". Workshop on Information Systems and Economics, Auckland, New Zealand, Dec. 2014.

Hilal Atsoy, Pei-yu Chen and Kartik Ganju. "The Spillover Effects of Health IT Investments on Regional Health Care Costs". The 5th Annual Workshop on Health IT and Economics (WHITE), Washington, DC, Oct. 2014. (Best Paper Award)

Yili Hong, Pei-yu Chen and Lorin Hitt. "Measuring Product Type with Sequential Dynamics of Online Product Reviews: Theory and Applications". Workshop on Information Systems and Economics, Milan, Italy, Dec. 2013.

Yili Hong, Pei-yu Chen and Lorin Hitt. "Implications of Online Product Review Variance for Product Categorization". STATISTICAL CHALLENGES IN eCOMMERCE RESEARCH (SCECR), Montreal, Canada. June, 2012.

Yili Hong, Paul Pavlou and Pei-yu Chen. "Quality-adjusted Consumer Surplus for Markets with Asymmetric Information: A Study of an Online Marketplace for Outsourcing of IT Services". STATISTICAL CHALLENGES IN eCOMMERCE RESEARCH (SCECR), Montreal, Canada. June, 2012.

Yang Yang, Pei-Yu Chen and Yuexiao Dong. "Open Evaluation for Open Innovation: Collective Intelligence Aggregated by Prediction Market Mechanism". Workshop on Information Systems Economics (WISE), Shanghai, China. Dec. 2011

Yili Hong, Paul A. Pavlou, and Pei-yu Chen, "Buyer Surplus in Global Online Markets for Services Outsourcing", Workshop on Information Systems Economics (WISE), Shanghai, China. Dec. 2011.

Snehal Awate, Pei-yu Chen and Ram Mudambi. "Comparing MNE and EMNE Knowledge Networks: Evidence from Wind Turbine Industry". Strategic Management Society (SMS) Annual International Conference, Nov. 2011.

Rajiv Banker, Pei-yu Chen, Fang-Chun Liu, Chin-Shyh Ou. "Strategic Contributions of Alternative Service Channels on Bank Performance". 2010 American Accounting Association Annual Meeting and Conference, Aug. 2010.

Ashish Agarwal, Pei-yu Chen and Tridas Mukhopadhyay. 2008. "Beyond Simple Plug and Play: Theory of Alliances in the Software Industry". Workshop on Information Systems Economics (WISE). Paris, France.

Bao-Jun Jiang, Pei-yu Chen and Tridas Mukhopadhyay. 2007. "On-demand Enterprise Software: the Software as a Service Model". Workshop on Information Systems Economics (WISE). Montreal, Canada. Dec. 2007.

Ashish Agarwal, Pei-yu Chen and Tridas Mukhopadhyay. "Software Customization: How Much and When?" 18th Annual Conference of the Production and Operations Management Society (POM), Dallas, TX. May 2007.

Pei-yu Chen, Gaurav Kataria, Ramayya Krishnan. "An Economic Analysis of the Strategic Interaction among Computer Security Attackers". Workshop on Information Systems and Economics (WISE), Northwest Univeristy, IL. Dec., 2006.

Ashish Agarwal, Pei-yu Chen and Tridas Mukhopadhyay. "Enterprise Software Market: Compatibility and Pricing". Workshop on Information Systems Economics (WISE), Las Vegas, NV. Dec. 2005.

Pei-yu Chen and Shinyi Wu. "New IT Architecture—Implications and Market Structure". Presented at the Workshop on Information Systems Economics (WISE), Washington D.C. Dec. 2004.

Byung Cho Kim, Pei-yu Chen and Tridas Mukhopadhyay. "Monopoly, Software Quality and Liability". Presented at the Workshop on Information Systems Economics (WISE), Washington D.C. Dec. 2004.

Byung Cho Kim, Pei-yu Chen and Tridas Mukhopadhyay. "A Solution to the Failure of Security Software Market: A Risk-Sharing Contract". Presented at the Workshop on Information Systems Economics (WISE), Seattle, Washington. Dec. 2003.

Sunil Wattal, Pei-yu Chen and Rahul Telang. "On Personalization Technology Adoption and Information Sharing in Digital Markets". Presented at the Workshop on Information Systems Economics (WISE), Seattle, Washington. Dec. 2003.

Shin-yi Wu and Pei-yu Chen. "Optimal Pricing Scheme for Information Services". Presented at the Workshop on Information Systems Economics (WISE), Barcelona, Spain. December 2002.

Pei-yu Chen and Lorin Hitt. "Optimal Investment in Retention". Presented at the Workshop on Information Systems Economics (WISE), New Orleans, Louisiana. December 2001.

Pei-yu Chen and Lorin Hitt. "Competition and Switching Costs in Online Brokerage". Presented at the Workshop on Information Systems Economics (WISE), Brisbane, Australia.. December 2000.

Lorin Hitt and Pei-yu Chen. "Customized Bundling: A New Strategy for Selling Information Goods". Presented at the Workshop on Information Systems Economics (WISE), Charlotte, NC., December 1999.

TEACHING AND EDUCATION

Courses Taught at ASU
CIS505: Introduction to Enterprise Analytics (MSBA), 2016 ~ present
CIS505: Introduction to Enterprise Analytics (MBA), Spring 2017, Spring 2018
CIS791: Doctoral Seminar in IS, 2014, 2016, 2018, 2020, 2022.
CIS506: Information Management (MSIM), Fall, 2015, Spring 2016, Spring 2017
CIS591: Strategic Value of IT, Fall 2014, Spring 2015
CIS591: Emerging Technologies in IT, Spring 2014, Spring 2015

Courses Taught at Temple

Spring, 2013, MIS2502: Data Analytics
Fall, 2012, MIS2502: Data Analytics
Fall, 2012, BA9090: Applied Business Statistics (doctoral course)
Spring, 2012, MIS2502: Data Analytics
Fall, 2011, MIS9004: Doctoral Seminar
Fall, 2011, BA9090: Applied Business Statistics (doctoral course)
Fall, 2010, MIS2502: Database Management Systems
Fall, 2010, MIS9004: Doctoral Seminar
Fall, 2009. MIS5108: IT Strategy/Management/Policy
Fall, 2009. MIS2502: Database Management Systems
Fall, 2008. MIS2101: Management Information System
Fall, 2008. MIS9004: Doctoral Seminar

Courses Taught at CMU

Fall, 2006: 47-952: Doctoral Seminar in Information Systems II.
Fall, 2006, 70-451: Management of Information Systems (BA program).
Spring, 2006, 45-871: Fundamentals of IT and Digital Business Strategy (MBA program).
Fall, 2005, 70-451: Management of Information Systems (BA program).
Spring, 2004, 47-954: Doctoral Seminar in Information Systems IV.
Fall, 2004, 70-456: Telecommunication and Network Management (BA program).
Fall, 2003, 45-871: Fundamentals of IT and Digital Business Strategy (MBA program).
Fall, 2003, 70-456: Telecommunication and Network Management (BA program).
Fall, 2002, 47-952: Doctoral Seminar in Information Systems II.
Fall, 2002, 70-456: Telecommunication and Network Management (BA program).

Courses Taught at Wharton:

Wharton, UPENN. OPIM210: Management Information Systems. (Fall 2001)

STUDENT SUPERVISION

Doctoral Student Supervision (at ASU)

Jingbo Hou, Dissertation Committee (Chair). Graduated May. 2023. Placement: Santa Clara University.
Xueyan Yin, Dissertation Committee (Chair). Graduated Aug. 2020. Placement: City University of Hong Kong.
Jingbo Hou, 2nd year paper (2019-2020), Supervisor
Kumar Sirugudi, 2nd year paper (2019-2020), Supervisor
Jingbo Hou, 1st year paper (2018-2019), Supervisor
Kumar Sirugudi, 1st year paper (2018-2019), Supervisor
Chen Liang, Dissertation Committee (Member). Graduated May 2019. Placement: University of Connecticut.
Chunxiao Li. Dissertation Committee (Member). Graduated May 2019. Placement: Shanghai Jiao Tong University
Ying Liu. Dissertation Committee (Chair). Graduated May, 2018. Placement: Isenberg School of Management, University of Massachusetts at Amherst.
Hung-Yi Li (First year paper advisor) (IS Department) (2016-2017)
Xueyan Yin (Second year paper advisor) (IS Department) (2016-2017)
Xueyan Yin (First year paper advisor) (IS Department) (2015-2016)

Doctoral Student Supervision (at Temple)

Kevin Hong (Dissertation Committee)(MIS Department, Fox School of Business)(2014)
(Placement: Arizona State University)
Gordon Burtch (Dissertation Committee)(MIS Department, Fox School of Business)(2013)
(Placement: University of Minnesota)
Yang Yang (Dissertation Chair) (MIS Department, Fox School of Business)(2012)
(Placement: Founder of iPin.com and Harbin Institute of Technology, China)
Fang-Chun Liu (Dissertation Committee)(Interdisciplinary Program, Fox School of Business)(2012)
(Placement: Stevens Institute of Technology)

Doctoral Student Supervision (at Carnegie Mellon)

Ashish Agarwal (Thesis Committee) (Tepper School of Business) (2009).
(placement: University of Texas-Austin)
Byung Cho Kim (Thesis Committee) (Tepper School of Business)
(Placement: Virginia Technological Institute)
Gaurav Kataria (Thesis Co-advisor) (Heinz School of Public Policy) (2007)
(Placement: Booz Allen Hamilton Consulting Firm; Currently at Google)
Sunil Wattal (Thesis Committee) (Tepper School of Business) (2006)
(Placement: Temple University)
Bao-Jun Jiang (Summer Paper Committee) (Tepper School of Business) (2006, 2007).
Liye Ma (Summer Paper Committee) (Tepper School of Business) (2007).
Ashish Agarwal (Summer Paper Committee) (Tepper School of Business) (2005, 2006).
Samita Dhanasobhon (Summer Paper Committee) (Heinz School of Public Policy) (2006).

Nishita Langer (Summer Paper Committee) (Tepper School of Business) (2005).
Gaurav Kataria (Summer Paper Committee) (Heinz School of Public Policy) (2005).
Byung Cho Kim (Summer Paper Committee) (Tepper School of Business) (2003, 2004).
Zhulei Tang (Summer Paper Committee) (Tepper School of Business) (2003).
Sunil Wattal (Summer Paper Committee) (Tepper School of Business) (2003).

HONORS AND GRANTS

Honors:

Distinguished Fellow
      INFORMS-Information Systems Society   2023
Best Paper in Track Award (E-Business and E-Government)
      International conference on Information Systems   2021
Dean's Distinguished Career Research Award   2021
      W. P. Carey School of Business, ASU
Dean's Excellence in Research summer grant   2020
      W. P. Carey School of Business, ASU
Dean's Excellence in Research summer grant   2019
      W. P. Carey School of Business, ASU
Outstanding Teaching Award   2018
      Department of Information Systems Graduate Program.
Dean's Excellence in Research summer grant   2018
      W. P. Carey School of Business, ASU
Best Paper in Track Award (E-Business and E-Government)
      International conference on Information Systems   2017
Dean's Excellence in Research summer grant   2017
      W. P. Carey School of Business, ASU
Service Award   2016
      Department of Information Systems, W.P. Carey School of Business
Best Paper Award
      The 5th Annual Workshop on Health IT and Economics (WHITE)   2014
Management Science Meritorious Service Award   2014
      For outstanding Associate Editor service at *Management Science*
Management Science Meritorious Service Award   2013
      For outstanding Associate Editor service at *Management Science*
Best paper award, first runner up
      International conference on Information Systems   2012
2012 Dean's Research Honor Roll   2012
      Fox School of Business and Management, Temple University
Service Award   2009
      For service as Associate Editor at *Information Systems Research*
Wharton Doctoral Fellowship   1998-2002
      University of Pennsylvania, Wharton School.
Winner of WISE 1999 Best Doctoral Student Presentation   1999
      Workshop on Information Systems Economics, Charlotte, NC
Shannon Memorial Scholarship   1999-2000
      University of Pennsylvania, awarded for outstanding academic performance.
Ministry of Education Graduate Scholarships   1996-1998
      Given by Taiwan Ministry of Education to top 5% students at each graduate school.
The President Awards   1992-1996

Given by National Taiwan University to Top 5% student at each department.

United World Chinese Commercial Bank Scholarship   1994

Given by United World Chinese Commercial Bank at Taiwan to distinguished students in the country.

Awarded as a Gifted Student in Natural Science, Taiwan   1991

Awarded as Nation Outstanding Youth, Taiwan   1991

Grants:

Mayo-ASU Alliance for Health Care Collaborative Research Seed Grant Program, 2025, $100,000

Strategic Initiative Fund, Adidas, 2024, $100,000

Strategic Initiative Fund, Adidas, 2019, $100,000

Strategic Initiative Fund, Adidas, 2018, $200,000

Measuring Product Type with Dynamics of Online Review Variances: A Theoretical Model and Empirical Applications. NET Institute Summer Grant, Summer, 2014.

The impact of name-your-own-price distribution channels on the sales performance in the travel and tourism industry. Travel and Tourism Research Association. Summer, 2011.

Switching Costs and Network Effects in the Market for Routers and Switches.

Network, Electronic Commerce and Telecommunications (NET) Institute

Summer 2003

Pricing and Versioning of Digital Information Goods Under the Threat of Piracy Carnegie Bosch Institute, October 2002-October 2003

Drivers of Price Dispersion in Electronic Markets

Wharton e-Business Initiative (WeBI) Grant, May 2001-May 2002

Economic Analysis of Customer Behavior in On-line Markets

Wharton e-Business Initiative (WeBI) Grant, May 2000-May 2001

SERVICES

Arizona State University

University-level services/affliates:

AI Advisory Committee, Arizona State University. 2023 ~present.

Reviewer, Limited Submissions, Arizona State University. 2019 ~present.

Leadership Academy, Arizona State University. 2016~ present

Member, Center for Cybersecurity and Digital Forensics, Arizona State University. 2015 ~ present.

School level service:

Co-Director, Center for AI and Data Analytics for Business and Society, 2023-present.

Supply Chain Department Chair search committee (appointed, W. P. Carey School of Business. Fall 2023.

DEI Director Search Committee (appointed), W. P. Carey School of Business. Spring 2023.

Marketing Department Chair search committee (appointed, W. P. Carey School of Business. Fall 2022.

Director, AI and Data Analytics Initiative, 2022-2023

Dean's Search Committee (appointed), W. P. Carey School of Business. 2021.

Faculty Council Committee (elected), W. P. Carey School of Business. 2014 ~2018. 2020~ 2021

Personnel Committee (elected), W. P. Carey School of Business. 2020~ 2021.

Post-Tenure Review Committee (appointed), W. P. Carey School of Business. Fall, 2020.

Faculty Director, MSBA Program. 2017-2019.

Department level services:

Chair Advisory Committee (elected), IS Department. 2014 ~2021. .
Faculty Recruiting Committee (Chair), IS Department. 2013-2014 (Chair), 2014-2015, 2015-2016 (Chair), 2016-2017 (Chair), 2017-2018, 2018-2019, 2020-2021.
Personnel Committee (elected), IS Department. 2014-2017, 2018-2019.
PhD Program Committee, IS Department. 2013-2016, 2017-2018, 2018-2019.
Masters Program Committee, IS Department. 2014-2015 (Co-Chair), 2017-2018 (Co-Chair), 2018-2019 (Chair).

Temple University

School level service:
Chair, Task Force for reviewing and revising method courses in the PhD program, Fox School (2012)

Department level services:
PhD Director, MIS department (2011~2013)
PhD program committee, Fox School of Business (2009~)
Co-chair, Committee for new masters program in IT Auditing, Cyber Security and Risk

Carnegie Mellon University

PhD coordinator, Information Systems area, Tepper School of Business (2007-2008).
Undergraduate Track Advisor, Computer & Information Technology track (2006-2007).
Strategy Economics faculty recruiting committee, Tepper School of Business. 2007.
Coordinator, Information Systems Seminar Series (2003-2004; 2004-2005; 2005-2006; 2007-2008).

PROFESSIONAL ACTIVITIES

Editorial Roles for Scientific/Professional Journals

Senior Editor, *Information Systems Research* (2022~)
Associate Editor, *Management Science* (2009~)
Associate Editor, *Information Systems Research* (2006—2009; 2016~2021).
Guest Associate Editor, *MIS Quarterly*, Special Issue on Managing AI. (2019-2020)
Guest Associate Editor, *Information Systems Research*, special issue on social media (2012)
Guest Associate Editor, *MIS Quarterly* (2008, 2009, 2012, 2014)
Guest Senior Editor, *Production and Operations Management (2010)*
Editorial Review Board, *Production and Operations Management* (2003--present).

Editorial/Service Roles for Professional Meetings (Conference/Symposium)

Faculty Mentor, Doctoral Consortium, INFORMS-Information Systems Society, 2025.
Faculty Mentor, Doctoral Consortium, INFORMS-Information Systems Society, 2024.
Conference Co-Chair, Conference on Information Systems and Technology (CIST), 2023.
Faculty Mentor, Doctoral Consortium, AMCIS, 2023.
Conference Track Co-Chair, Data Analytics for Business and Societal Challenges track, International Conference on Information Systems (2021)
Conference Co-Chair, Conference on Information Systems and Technology (CIST), 2018.
Cluster Co-Chair, Information Systems Society Cluster, INFORMS Annual Conference, 2018.
Associate Editor, International Conference on Information Systems (2007, 2010, 2013, 2014, 2015, 2016, 2017, 2018).

Program Committee, INFORMS- Conference on Information Systems and Technology (CIST) (2004, 2005, 2006, 2015, 2016, 2017, 2018).
Conference Track Co-Chair, Economics and Value IS track, International Conference on Information Systems (2011)
Workshop co-chair, 2011 Workshop on Information Systems and Economics (Dec. 2011).
Track Co-Chair, Pacific Asia Conference on Information Systems (PACIS), Kuala Lumpur, Malaysia, Economics and IS track (July, 2006).
Program Committee, IEEE International Conference on Service Operations and Logistics, and Informatics, Beijing, China (Aug. 2005).
Organization Committee and Program Committee, First Asia Pacific Conference on Knowledge Management Knowledge Management in the Global Environment: The Roles of Culture, Industry and Government in Fostering a Knowledge Society, Taipei, Taiwan (Dec. 2004).
Program Committee, International Conference on Electronic Commerce, Pittsburgh, PA (Oct. 2003).

Conference Session Chair and Discussant

Panelist, MS Growth Strategy, MIS Leadership Conference, 2024
Panelist, Generative AI Governance: Opportunities, Risks, and Maximizing IS Impact. Conference on Information Systems and Technology (CIST), 2023.
Panelist, Empirical Research in Light of Developments with Big Data, Machine Learning and Computational Social Science, HICSS, Jan. 8, 2021.
Session Chair and Discussant, Workshop on Information Systems and Economics (WISE), Auckland, New Zealand. (Dec. 2014).
Session Chair, Hawaiian International Conference of Systems Science (HICCS), Big Island, Hawaii (Jan. 2007)
Discussant, Information Goods. Workshop on Information Systems and Economics (WISE), Las Vegas, NV. (Dec. 2005)
Session Chair, IEEE International Conference on Service Operations and Logistics, and Informatics, Beijing, China (Aug. 2005).
Session Chair, Electronic Markets. Workshop on Information Systems and Economics (WISE), Washington D.C. (Dec. 2004)
Discussant, Electronic Markets. Workshop on Information Systems and Economics (WISE), Washington D.C. (Dec. 2004)
Session Chair, Business Models and Strategy in the Digital Economy, International Conference on Information Systems (ICIS), Barcelona, Spain (Dec. 2002).
Discussant, Modeling Information and Software Services, International Conference on Information Systems (ICIS), Barcelona, Spain (Dec. 2002).
Discussant, Selling Information, Workshop on Information Systems and Economics (WISE), Barcelona, Spain (Dec. 2002).

Other Professional services
Award Committee, ISS Dissertation Award Committee, 2025
Award Committee, ISS Sandra A. Slaughter Early Career Award, 2024
Award Committee, ISS Sandra A. Slaughter Early Career Award, 2023
Award Committee, ISS Bapna-Ghose Social Justice Best Paper Award, 2023
Award Committee, CIST Best Student Paper Award, 2022

Invited Talk at Conference/Symposium

"An Economic Analysis of Online Product Reviews and Ratings". The 20th Symposium Anniversary on Competitive Strategy, Economics and Information Systems, Hawaiian International Conference of Systems Science (HICCS), Big Island, Hawaii (Jan. 2007).

<u>Selected Invited Talks at Other Academic Institutions</u>

Rotterdam School of Management, June 10, 2025.
Keynote speech, EuroIS Conference, Tilburg University, June 12-13, 2025
University of Tennessee, Finley Chair Webinar, Apr. 24, 2024
University of Miami, Mar. 8, 2024
University of California, San Diego, Feb. 2, 2024
University of Delaware, Nov. 17, 2023
University of Minnesota, Nov. 10, 2023
McGill-KPMG Retail Summit, Sep. 22, 2023.
University of Florida, April 28, 2023
George Washington University, Mar. 24, 2023
University of UT-Austin, Mar. 10, 2023
University of Houston, Mar. 9, 2023
UIUC, Feb. 10, 2023
University of Wisconsin- Milwaukee, April 29, 2022
University of Washington, Feb. 18, 2022
McGill University, Nov. 5, 2021
University of Texas at Dallas, April 16, 2021.
Temple University, Dec. 4, 2020.
University of Pennsylvania, April 30, 2019.
University of Pittsburgh, Feb. 2019.
Boston College, May, 2018.
Emory University, HighTower Speaker, Mar. 2, 2018.
University of Utah, Jan. 2018.
University of Maryland, Nov. 2017.
Biomedical Informatics Institute, ASU. Aug. 2017.
UC-Irvine. Feb. 2016.
UT-Austin. Nov. 2015.
Georgia Technology of Institute. Nov. 2014.
Carnegie Mellon University. Oct. 2014.
University of Arizona. April. 2014.
University of Washington. Mar. 2014.
Arizona State University. Feb. 2013.
Hong Kong University of Science and Technology. July, 2012.
UT-Austin. Oct. 2010.
The Wharton School, University of Pennsylvania. Apr. 2010.
National University of Singapore (Singapore). Feb 2010.
National Taiwan University (Taiwan). May 2009.
Academia Sinica (Taiwan). May 2009.
Temple University, Nov. 2007.
Singapore Management University, May 2007.
University of California –San Diego, Jan. 2007.
Boston College, May. 2005.
National University of Singapore, Industrial Organization Workshop, Aug. 2004.
Nanyang Technological University (Singapore), Aug. 2004.
National Taiwan University (Taiwan), Aug. 2004.

The University of California at Berkeley, Feb. 2002.
The University of Rochester, Feb. 2002.
The University of Maryland, Feb. 2002.
The University of British Columbia, Feb. 2002.
New York University, Feb. 2002.
Carnegie-Mellon University, Feb. 2002.
The University of Texas at Austin, Jan. 2002.
The University of California at Irvine, Jan. 2002.
Georgia Institute of Technology, Jan. 2002.