

Tongxin Zhou

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EXPERIENCE

Arizona State University, W. P. Carey School of Business Tempe, AZ
Assistant Professor in Information Systems 2021 –

EDUCATION

University of Washington, Michael G. Foster School of Business Seattle, WA
Ph.D. in Business Administration, Information Systems 2016 – 2021
Minors: Economics, Operations Management, Research Methodology
Advisor: Professor Yong Tan

Shanghai University of Finance and Economics, School of Statistics Shanghai, China
B.S. in Mathematical Statistics 2012 – 2016

RESEARCH INTERESTS

Topics: Health Analytics, Online Healthcare Communities, Social Media, Data-Driven Analytics and Business Intelligence

Methodologies: Econometrics, Economics, Structural Modeling, Statistics, Machine Learning, Mathematical Optimization

RESEARCH PAPERS

1. “Understanding Physicians’ Online-Offline Behavior Dynamics: An Empirical Study”
Liu Wang, Lucy Yan, Tongxin Zhou, Xitong Guo, Gregory R. Heim
Information Systems Research 31(2) 537-555
2. “Turn Your Online Weight Management from Zero to Hero: A Multi-Dimensional Continuous-Time Evaluation”
Tongxin Zhou, Lucy Yan, Yingfei Wang, Yong Tan
Forthcoming at *Management Science*
3. “Spoiled for Choice? Personalized Recommendation for Healthcare Decisions: A Multi-Armed Bandit Approach”
Tongxin Zhou, Yingfei Wang, Lucy Yan, Yong Tan
Under revision for 3rd round of review at *Information Systems Research*

4. “A Structural Model of User Dynamic Engagement in Health-Intervention Programs: A Bayesian Learning Perspective”
Tongxin Zhou, Yingfei Wang, Lucy Yan, Yong Tan
Working in progress
5. “Reward Scheme Design for Online Crowdfunding Projects”
Shengsheng Xiao, Tongxin Zhou, Yong Tan
Working in progress

CONFERENCE PAPERS & PRESENTATIONS

1. “Online Weight Management: A Multi-Dimensional Continuous-Time Evaluation”
 - INFORMS Annual Meeting 2020
2. “Making Smart Healthcare Decisions: A Deep-Learning and Diversity-Enhanced Bandit Recommendation Design”
 - Workshop on Information Technology and Systems 2020
3. “A Novel Recommendation Design for Personalizing Healthcare Interventions in Online Healthcare Platforms”
 - Conference on Information Systems and Technology 2020
 - Conference on Health IT and Analytics 2020
4. “Spoiled for Choice? Personalized Recommendation for Healthcare Decisions: A Multi-Armed Bandit Approach with Dynamic Discrete-Choice Scheme”
 - Conference on Information Systems and Technology 2019
 - INFORMS Annual Meeting 2019
 - The 2019 INFORMS Workshop on Data Mining & Decision Analytics
 - Conference on Health IT and Analytics 2019
 - INFORMS Healthcare Conference 2019
5. “Towards Users’ Continuous Participation: Evidence from Online Weight-Loss Communities”
 - Conference on Information Systems and Technology 2018
 - INFORMS Annual Meeting 2018
 - Conference on Health IT and Analytics 2018
6. “Personalize Weight-loss Goals on Online Healthcare Platforms: A Multi-Armed Bandit Approach”
 - INFORMS Annual Meeting 2018
7. “Users’ Engagement Dynamics in Online Healthcare Communities”
 - INFORMS Annual Meeting 2017
 - POMS 2018
 - China Summer Workshop on Information Management 2018
8. “Reward Scheme Design for Online Crowdfunding Projects”
 - INFORMS Annual Meeting 2017

INVITED TALK

1. “Spoiled for Choice? Personalized Recommendation for Healthcare Decisions: A Multi-Armed Bandit Approach,” SC Johnson College of Business, Cornell University, Ithaca, NY, Jan, 2021.
2. “Spoiled for Choice? Personalized Recommendation for Healthcare Decisions: A Multi-Armed Bandit Approach,” Rady School of Management, University of California San Diego, San Diego, CA, Jan, 2021.
3. “Spoiled for Choice? Personalized Recommendation for Healthcare Decisions: A Multi-Armed Bandit Approach,” Department of Information and Decision Sciences, Carlson School of Management, University of Minnesota Twin Cities, Minneapolis, MN, Jan, 2021.
4. “Spoiled for Choice? Personalized Recommendation for Healthcare Decisions: A Multi-Armed Bandit Approach,” Krannert School of Management, Purdue University, West Lafayette, IN, Jan, 2021.
5. “Spoiled for Choice? Personalized Recommendation for Healthcare Decisions: A Multi-Armed Bandit Approach,” W. P. Carey School of Business, Arizona State University, Tempe, AZ, Jan, 2021.
6. “Spoiled for Choice? Personalized Recommendation for Healthcare Decisions: A Multi-Armed Bandit Approach,” A. B. Freeman School of Business, Tulane University, New Orleans, LA, Jan, 2021.
7. “Spoiled for Choice? Personalized Recommendation for Healthcare Decisions: A Multi-Armed Bandit Approach,” Wisconsin School of Business, University of Wisconsin-Madison, Madison, WI, Nov, 2020.
8. “Turn Your Online Weight Management from Zero to Hero: A Multi-Dimensional Continuous-Time Evaluation,” ISOM Dept. Research Seminar, Foster School of Business, University of Washington, Seattle, WA, Mar, 2019.
9. “Modeling Users’ Continuous Engagement in Online Healthcare Communities: A Continuous-Time Hidden Markov Model,” School of Management, Xiamen University, China, Jul, 2018.

TEACHING EXPERIENCE

Lecture Instructor

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| CIS 325 Programming for Business Analytics | 2021 |
| <ul style="list-style-type: none">▪ Undergraduate upper-division course in Business Data Analytics, introducing fundamental Python programming techniques for data analytics, including data manipulating, processing, cleaning, and scientific computing▪ Teaching load: 4 onsite sessions per week and 9 online sessions for entire semester; each session has capacity of 33-40 students for 75 minutes | |
| IS 445 Database Management | 2021 |
| <ul style="list-style-type: none">▪ Undergraduate advanced-level course in IS, introducing database design, development, administration, and database queries using SQL | |

- Teaching load: 2 sessions per week for entire quarter; each session has capacity of 45 students for 2 hours
- Course evaluation: 4.5/5.0

Lab Instructor

- IS 410 Business Data Communications 2017 – 2018
- Undergraduate advanced-level course in IS, introducing technology and applications of business data communications, network configurations, management, and security
 - Teaching load: 6 sessions per quarter; each session has capacity of 40 students for 1 hour
- IS 300 Introduction to Information Systems 2016 – 2017
- Undergraduate core course, introducing how to use software toolbox (e.g., Excel, Access, etc.) to analyze, coordinate, and solve organizational decision-making problems
 - Teaching load: 2 sessions per week for entire quarter; each session has capacity of 40 students for 1 hour

Teaching Assistant

- IS 451 Business Data Analytics (undergraduate advanced-level course in IS) 2020
- IS 460 System Analysis and Design (undergraduate advanced-level course in IS) 2020
- IS 445 Database Management (undergraduate advanced-level course in IS) 2018 – 2019

HONORS AND AWARDS

- Outstanding Research Award of ISOM Department, Foster School of Business 2020
- The Foster School of Business Dean’s Achievement Award 2019
- Finalist for INFORMS eBusiness Best Paper Award 2018
- CHITA Best Student Paper Runner-Up Award 2018, 2020
- Foster School of Business PhD Program Fellowship 2016 – 2020
- Woori Bank Scholarship 2014 – 2015
- SHUFE Undergraduate Scholarship (merit-based) for Academic Excellence 2013 – 2015
- The People’s Scholarship in China 2012 – 2015

SERVICE

Ad hoc Reviewer for:

- Information Systems Research (ISR)
- Journal of Management Information Systems (JMIS)
- Production and Operations Management (POMS)
- Electronic Commerce Research (ELEC)
- International Conference on Information Systems (ICIS)
- Conference on Information Systems and Technology (CIST)
- Workshop on Information Technologies and Systems (WITS)
- Workshop on Multi-ARmed Bandits and Reinforcement LEarning (MarbleKDD)
- Hawaii International Conference on System Sciences (HICSS)

Session Chair for INFORMS 2021 (Artificial Intelligence cluster)

PhD Student Mentor at ISOM department, Foster School of Business, University of Washington

Professional Memberships

Institute for Operations Research and the Management Sciences (INFORMS), Information Systems Society (ISS), Health Applications Society (HAS), Computing Society, Association for Information Systems (AIS)