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Operation Management and ITM
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EDUCATION

UNIVERSITY OF TEXAS AT AUSTIN

Austin, TX

Ph.D in Economics, December 2000.

Concentration in Electronic Commerce and Information Systems

Advising Committee: Andrew B. Whinston (Chair), Li Gan, David Sibley, Jan Stallaert,
Maxwell Stinchcombe

UNIVERSITY OF TEXAS AT AUSTIN

Austin, TX

M.S. in Economics, May 1997.

CHINA AGRICULTURAL UNIVERSITY

Beijing, China

M.S. in Statistics, July 1994.

B.S. in Statistics, July 1991.

TEACHING EXPERIENCE

SAINT LOUIS UNIVERSITY

Richard A. Chaifetz School of Business
Department of OPM and ITM

Associate Professor, Fall 2006 ~ Present

Assistant Professor, Fall 2000 ~ Spring 2006

Undergraduate: Data Communication and Networking (MISB 435, ITM 435)
 Information Security Management (ITM 3500)
 Introduction to Big Data (ITM 3550)
 Introduction to Management Information Systems (MIS 201)
 Introduction to Enterprise Resource Planning (ITM 2010)
 Business Foundations (BIZ 1000)
 Internship

Graduate: Business Data Communication and Networking (MISB 635)
 Data and Decisions (ITM 6420)

Big Data in Organization (ITM 6550)

Independent study: Independent study (MISB 498, ITM 498) with both undergraduate and graduate students.

UNIVERSITY OF TEXAS AT AUSTIN

McCombs School of Business

Department of MSIS and Department of Economics

Teaching Assistant, Fall 1995 ~ Spring 2000; Supplementary Instructor, Fall 1998

Undergraduate: Business Statistics
Money and Banking
Game Theory
Introduction to Microeconomics

CHINA AGRICULTURAL UNIVERSITY

College of Agricultural Business Administration and Management

Lecturer, 1992-1993, Teaching Assistant, 1991-1994

Undergraduate: Business Statistics
Statistical Software TSP

PUBLICATIONS

“Using Twitter to Energize the Introductory Statistics Class” with Ferris, M. Technology Innovations in Statistics Education, Vol 11 (1), 2018. Retrieved from <https://escholarship.org/uc/item/6207w80h>

“An Innovative Classroom Approach for Developing Critical Thinkers in the Introductory Statistics Course”, with Ferris, M and Perolio, J., The American Statistician, Vol. 72 (4), pp. 354-358, 2018.

“The Promising Future of Healthcare Services: When Big Data Analytics Meets Wearable Technology,” with Wu, J. Li, H. and Lin, Z., Information & Management, Vol. 53, pp. 1020-1033, 2016.

“Chinese Smartphone Market: Progress and Prospects,” with Chen, J., Encyclopedia of E-Commerce Development, Implementation, and Management, ed. by In lee, IGI global publication, in 2016.

"Rogue insiders, signature loopholes, and fraud rings: Lessons learned by a Chinese B2B mogul," with Guo, C., International Journal of Accounting and Information Management, Vol. 20 (4), pp.348-362, 2012.

“Effects of Perceived Interactivity, Perceived Web Assurance, and Disposition to Trust on Initial Online Trust,” with Guohua, Wu and Yuhong Wu, Journal of Computer-Mediated Communication, Vol 16(1), pp. 1-26, 2010. [p.s. It was the leading article in this issue.](#)

The Effect of Third-party Web Assurance Seals on Consumers’ Initial Trust in Online Vendors: A Functional Perspective,” with Wu, G., Wu, Y., and Zhang, H., Decision Support Systems, Vol. 48 (2), pp. 407-418, 2010.

“Can Web Assurance Seals Work Wonders for Small Less-Established e-Vendors in the Online Trading Environment? —A Theoretical Approach,” with Yuhong Wu, International Journal of Electronic Business Research, Vol. 4(3), pp. 20-39, 2008.

“Effects of a Feedback System on Electronic Markets,” with Jian Yang and Han Zhang, Decision Support Systems, Vol. 44(1), pp. 93-105, 2007.

“The Effectiveness of an Escrow Model: An Experimental Framework for Dynamic Online Environments,” with Han Zhang and Zhangxi Lin, Journal of Organizational Computing and Electronic Commerce, Vol. 17(2), pp. 119-143, 2007.

“Analyzing the Cultural Content of Web sites: A Cross National Comparison of China, India, Japan and US,” with Nitish Singh and Hongxin Zhao, International Marketing Review, Vol. 22(2), pp.129-146, 2005. [p.s. It was the leading article in this issue.](#)

“Hope or Hype: On the Viability of Escrow Services as Trusted Third Parties in Online Auction Environments,” with Zhangxi Lin, Andrew Whinston and Han Zhang, Information Systems Research, Vol. 15(3), pp. 236-249, 2004.

“VoIP and Its Development in China,” with Runsheng Wang, IEEE Computer, Vol. 37(9), pp.30-37, 2004.

“Trust Promoting Seals In Electronic Markets: An Exploratory Study of Their Effectiveness for Online Sales Promotion,” with Zhangxi Lin and Han Zhang, Journal of Promotion Management, Vol. 9(1/2), pp. 163-180, 2003.

“Cultural Adaptation on the Web: “A Study of American Companies’ Domestic and Chinese Websites,” with Nitish Singh and John Zhao, Journal of Global Information Management, Vol. 11(3), pp. 63-83, 2003.

“XML: Future of E-Content Business--The Impact of XML on Entertainment and Media Industry,” with Yuhong Wu, Journal of Internet Banking and Commerce, Vol. 8(2), 2003.

“Smartphone Market in China: Challenges, Opportunities and Promises,” with Jujian Chen, in Lee (ed.), Mobile Services Industries, Technologies, and Applications in the Global Economy, accepted to be published on December 2012, Idea Group Inc.

“Staffing Electronic Commerce Projects: Framework for Developing Appropriate Skill Sets,” with Fred Niederman, in Sidney Laurence Huff, Pak Yoong (ed.), Managing IT Professionals in the Internet Age, Chapter 5, pp. 103-119, Idea Group Inc. 2006.

“Cultural Adaptation on the Web: A Study of American Companies? Domestic and Chinese Web Sites,” with Nitish Singh and Hongxin Zhao, in Gordon Hunter and Felix B. Tan (ed), Advanced Topics in Global Information Management, Volume 4, Chapter XII, pp. 203-220, Idea Group Inc. 2005.

“Perceived Risk and Escrow Adoption in Online Consumer-to-Consumer Auction Markets: An Economic Analysis,” with Zhangxi Lin and Han Zhang, in Kerem Tomak (ed), Advances in the Economics of Information Systems, Chapter VI, pp. 132-151, Idea Group Inc. 2005.

“Myth or Reality: Effect of Trust-Promoting Seals in Electronic Markets,” with Zhangxi Lin and Han Zhang, in Otto Petrovic, Reinhard Posch, and Franz Marhold (eds), Trust in the Network Economy, Part I, pp. 143-150, Springer-Verlag/Wien 2003.

“Trading Mechanism Design for Swap Market,” with Ming Fan and Han Zhang, in Holsapple, Jacob and Rao (eds), Business Modeling: Multidisciplinary Approaches, Chapter 3, pp. 43-54, Kluwer, 2001.

“Applying Modern Portfolio Theory to Optimal Gas Purchasing,” with Yijun Du, Energy & Power Risk Management, Vol. 8 (2), pp. 51-53, 2003.

PROFESSIONAL EXPERIENCE

LCRA Lower Colorado River Authority Austin, TX
Student Intern, Finance Department, 1999. Develop utility optimization model for nature gas purchasing, and create an easy to use electronic interface for managers to make the best hedging decisions. The research conducted has been published in the Energy & Power Risk Management, Vol. 8 (2), 2003

China Agricultural Economic Research Center Beijing, China
Consultant, Future Markets Department, 1992 ~1993. Participate in the development of the first real-time information systems for the Chinese Agricultural Products Future Markets. Design the surveys and forms to be incorporated into the system. The system has been up and running since 1997. Translated a chapter from English to Chinese in the book Future Markets.

