

# Xiao Ma

updated Apr 2024

Decision & Information Sciences  
C. T. Bauer College of Business, University of Houston  
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## RESEARCH INTERESTS

Quantitative research, design science paradigm, healthcare analytics, artificial intelligence, social media analytics, online platforms, economics of IS, transfer deep learning, novel feature extraction

## ACADEMIC POSITIONS

<b>University of Houston</b> , Houston, TX	<b>2021-Present</b>
<i>C. T. Bauer College of Business</i>	
Tenured Associate Professor of Business Analytics	
Director of Master of Science in Business Analytics (MS-BZAN)	2019-Present
<b>University of Houston</b> , Houston, TX	<b>2017-2021</b>
<i>C. T. Bauer College of Business</i>	
Assistant Professor of Business Analytics	
<b>University of Arkansas</b> , Fayetteville, AR	<b>2014-2017</b>
<i>Sam M. Walton College of Business</i>	
Assistant Professor of Information Systems	

## EDUCATION

<b>University of Wisconsin-Madison</b> , Madison, WI	<b>2009-2014</b>
<i>Wisconsin School of Business – Department of Operations and Information Management</i>	
Ph.D. in Information Systems	
<b>Syracuse University</b> , Syracuse, NY	<b>2006-2008</b>
<i>S.I. Newhouse School of Public Communications</i>	
M.A., Media Studies	
<b>Nanjing University</b> , China	<b>2002-2006</b>
<i>School of Journalism &amp; Communication</i>	
B.A., Communications	

## REFEREED JOURNAL PUBLICATIONS

- [1] Jiang, L., Hou, J., **Ma, X.**, and Pavlou, P. (2024). Punished for Success? A Natural Experiment of Displaying Clinical Hospital Quality on Review Platforms. *Information Systems Research* (in print).
- [2] Nwafor, O., **Ma, X.**, Johnson, N.A., Singh, R., and Aron, R. (2023). Differential Impacts of Technology-Network Structures on Cost Efficiency: Knowledge Spillovers in Healthcare. *Journal of Management Information Systems*, 40(3), 840-882. <https://doi.org/10.1080/07421222.2023.2229126>
- [3] Hou, J. and **Ma, X.** (2022). Space Norms for Constructing Quality Reviews on Online Consumer Review Sites. *Information Systems Research*, 33(3), 1093-1112. <https://doi.org/10.1287/isre.2022.1102>
- [4] Nwafor, O., **Ma, X.**, Hou, J., and Johnson, N. (2022). Online Communities and Discontinuance of Information Technology-Enabled On-Demand Workers: Impacts of Informal Social Interactions Through Dual Commitments. *International Journal of Information Management*, 66(October), 102540, 1-14. <https://doi.org/10.1016/j.ijinfomgt.2022.102540> (2022 *Journal Impact Factor: 18.96*)
- [5] **Ma, X.**, Kuem, J., Hou, J., Khansa, L., and Zhu, Z. (2021). Are All Contributions Equal? Investigating the Role of Community Participation in Crowdwork. *Decision Sciences*, 52(6), 1282-1325. <https://doi.org/10.1111/deci.12471>
- [6] Kwak, D.-H., **Ma, X.**, and Kim, S. (2021). When Does Social Desirability Become a Problem? Detection and Reduction of Social Desirability Bias in Information Systems Research. *Information & Management*, 58(7), 103500. <https://doi.org/10.1016/j.im.2021.103500> (2021 *Journal Impact Factor: 10.3*)
- [7] Kwak, D.-H., Lee, S., **Ma, X.**, Lee, J., Khansa, L., and Brandyberry, A. (2021). Announcement of Formal Controls as Phase-shifting Perceptions: Their Determinants and Moderating Role in the Context of Mobile Loafing. *Internet Research*, 31(5), 1874-1898. <https://doi.org/10.1108/INTR-10-2020-0581>
- [8] Hou, J.\*, Kim, K.\*, Kim, S.\*, and **Ma, X.\*** (2019). Disrupting Unwanted Habits in Online Gambling Through Information Technology. *Journal of Management Information Systems*, 36(4), 1213-1247 (\*Authors contributed equally, listed alphabetically by name). <https://doi.org/10.1080/07421222.2019.1661088>
- [9] Kwak, D.-H., **Ma, X.**, Polites, G., Srite, M., Hightower, R., and Haseman, W. (2019). Cross-Level Moderation of Team Cohesion in Individuals' Utilitarian and Hedonic Information Processing: Evidence in the Context of Team-based Gamified Training. *Journal of the Association for Information Systems*, 20(2), 161-185. <https://doi.org/10.17705/1jais.00532>
- [10] **Ma, X.**, Khansa, L., and Kim, S.S. (2018). Active Community Participation and Crowdfunding Turnover: A Longitudinal Model and Empirical Test of Three Mechanisms. *Journal of Management Information Systems*, 35(4), 1154-1187. <https://doi.org/10.1080/07421222.2018.1523587>

- [11] Khansa, L., **Ma, X.**, Liginlal, D., and Kim, S.S. (2015). Understanding Members' Active Participation in Online Question-and-Answer Communities: A Theory and Empirical Analysis. *Journal of Management Information Systems*, 32(2), 162-203. <https://doi.org/10.1080/07421222.2015.1063293>
- [12] **Ma, X.**, Kim, S.H., and Kim, S.S. (2014). Online Gambling Behavior: The Impacts of Cumulative Outcomes, Recent Outcomes, and Prior Use. *Information Systems Research*, 25(3), 511-527. <https://doi.org/10.1287/isre.2014.0517>
- [13] **Ma, X.**, Khansa, L., Deng, Y., and Kim, S.S. (2014). Impact of Prior Reviews on the Subsequent Review Process in Reputation Systems. *Journal of Management Information Systems*, 30(3), 279-310. <https://doi.org/10.2753/MIS0742-1222300310>
- [14] Deng, Y., Hou, J., **Ma, X.**, and Cai, S. (2013). A Dual Model of Entertainment-Based and Community-Based Mechanisms to Explore Continued Participation in Online Entertainment Communities. *Cyberpsychology, Behavior, and Social Networking*, 16(5), 378-384. <https://doi.org/10.1089/cyber.2012.0402>

## UNIVERSITY SERVICES AND PROGRAM DEVELOPMENT

### University of Houston, C.T. Bauer College of Business

#### *Permanent Committee Service*

- Member: Promotion & Tenure Committee (DISC Dept. P&T): Jan 2023-Jan 2025

#### *Ad-Hoc Service*

- Coordinator: Research Speaker Series, IS and BZAN Area (DISC): 2022-Present
- Member: Search Committee for Tenure Track Positions (DISC): 2017-2020; 2022-2023
- Chair: Search Committee for Non-tenure Track Professors of Practice (DISC): 2021-2023
- Member: Search Committee for Senior Strategic Tenured Position (Bauer): 2019-2020

#### *PhD Dissertation Committee and Degree Plan Advisory Committee*

- Michael J. Lewis      *C. T. Bauer College of Business* (Healthcare Analytics)      Jul 2020-Present  
Role: Member of Doctoral Degree Plan Advisory Committee
- Tsung-Yiou Hsieh      *C. T. Bauer College of Business* (Marketing)      Mar 2022-May 2023  
Role: Member of Doctoral Dissertation Committee  
Title: "Essays on TV Ad Response Modeling and Targeting in the Era of Addressable TV"

#### *Faculty Director, Master of Science in Business Analytics (MS-BZAN)*      2019-Present

- Maintain and revise core curriculum and the approved-elective lists for two tracks of MS-BZAN
- Academic advising & curriculum counseling for MS-BZAN students
- Admissions decisions
- Coordinate development and maintenance of overarching learning goals, scoring traits, and assessment rubrics of BZAN degree program for Bauer College AACSB accreditation purpose
- Other miscellaneous program development responsibility

#### *"Champion" of Bauer Strategic Initiatives for Business Analytics*

- Supporting the design of an Accelerated MBA/MSBZAN Dual Program: 2021-Present



- Lucile and Leroy Melcher Excellence in Research Award, Bauer College of Business, University of Houston, May 2020.
- 2020 Dr. Ben Ostrofsky Research Award in Outstanding MIS Research, Bauer College of Business, University of Houston, June 2020.
- Summer Research Stipend Award, Bauer College of Business, University of Houston, July of 2017-2023.
- Best Associate Editor Award, *International Conference on Information Systems (ICIS 2016)*: Track “Human Behavior in IS,” Dublin, Ireland.
- Invited Visiting Faculty, *IPAG Business School (Paris) in China*, 2016.
- Invited Fellow, *IPAG Business School (Paris) Research Community in China*, Shanghai, 2016.
- Invited to *International Conference on Information Systems (ICIS) 2015 Junior Faculty Consortium*, Fort Worth, December 2015.
- Invited to *Americas Conference on Information Systems (AMCIS) 2013 Doctoral Consortium*, Chicago, August 2013.
- Morgridge Distinguished Graduate Fellow, Wisconsin School of Business, University of Wisconsin-Madison, 2011-2014.
- Invited to *International Conference on Information Systems (ICIS) 2012 Doctoral Consortium*, Orlando, December 2012.
- Vilas Conference Presentation Funds, the Graduate School, University of Wisconsin-Madison, November 2011.
- Doctoral Research Competition and Top-Proposal Award, Wisconsin School of Business, University of Wisconsin-Madison, May 2010.
- Doctoral Scholarship, “Wisconsin Naming Partnership” Funds, Wisconsin School of Business, University of Wisconsin-Madison, 2009-2013.
- Ph.D. Student Conference Travel Award, Wisconsin School of Business, University of Wisconsin-Madison, once annually 2009-2013.
- “Citizens Scholarship” for top-ranking students, Nanjing University, China, once annually 2002-2006.

## MANUSCRIPTS UNDER REVIEW

- [1] Clean but No Thanks? Examining the Impact of Platform-Provided Restaurant Hygiene Information on Restaurant Demand in the US. 1<sup>st</sup> Revise & Resubmit at a premier IS journal.

## WORK-IN-PROGRESS

- [2] Operational Impacts of Online Information Disclosure About Emergency Rooms on Hospital Demand

## TEACHING EXPERIENCE AND EVALUATIONS SUMMARY

**C. T. Bauer College of Business, University of Houston, Houston, TX** **2017-current**

- MIS 839x - Research Practicum/Doctoral Independent Study (MIS & Bauer Ph.D. core)
- BZAN 6357 - Business Analytics Frameworks and Methods (UH/Bauer M.S. in BZAN core)
- BZAN 6355 - Advanced Programming for Big Data Analytics (UH/Bauer M.S. in BZAN core)

- BZAN 6360/6361 - Capstone Project courses (course overload, UH/Bauer M.S. in BZAN core)
- BZAN 7397 - Capstone Project courses (course overload, UH/Bauer M.S. in BZAN core)
- MIS 7397 - Selected Topics: Predictive Analytics (UH/Bauer M.S. and MBA elective)
- BZAN 4397 - Selected Topics: Advanced Programming Business Analytics (UH/Bauer elective)
- MIS 4397 - Selected Topics: Business Intelligence (UH/Bauer elective)

**Section-level Evaluations Over Time** (all courses are highly technical. \*indicates new prep)

Course #	Course Name	Enrolled	Response Rate (%)	A: Instructor Effectiveness Rating	B: Overall Evaluation
<b>Spring 2024</b>					
Dept. Mean of Column A: Instructor Effectiveness Rating benchmark: /5.0					
Dept. Mean of Column B: Overall Evaluation benchmark: /5.0					
<b>BZAN6361-</b>	Capstone Practicum in BZAN II			/5.0	/5.0
<b>BZAN6355-</b>	Advanced Programming for Big Data Analytics			/5.0	/5.0
<b>BZAN6357-</b>	Business Analytics Frameworks & Methods			/5.0	/5.0
<b>Fall 2023</b>					
Dept. Mean of Column A: Instructor Effectiveness Rating benchmark: 4.28/5.0					
Dept. Mean of Column B: Overall Evaluation benchmark: 4.35/5.0					
<b>BZAN6361-19920</b>	Capstone Practicum in BZAN II	8	25	5.0/5.0	5.0/5.0
<b>BZAN6357-15976</b>	Business Analytics Frameworks & Methods	36	39	3.8/5.0	4.2/5.0
<b>Spring 2023</b>					
Dept. Mean of Column A: Instructor Effectiveness Rating benchmark: 4.27/5.0					
Dept. Mean of Column B: Overall Evaluation benchmark: 4.33/5.0					
<b>*BZAN6361-24528</b>	Capstone Practicum in BZAN II	34	29	5.0/5.0	5.0/5.0
<b>BZAN6355-15136</b>	Advanced Programming for Big Data Analytics	37	35	4.2/5.0	4.3/5.0
<b>BZAN6357-24818</b>	Business Analytics Frameworks & Methods	13	15	4.5/5.0	4.6/5.0
<b>Fall 2022</b>					
Dept. Mean of Column A: Instructor Effectiveness Rating benchmark: 4.28/5.0					
Dept. Mean of Column B: Overall Evaluation benchmark: 4.35/5.0					
<b>BZAN7397-24269</b>	Business Analytics Capstone Practicum II	7	29	5.0/5.0	5.0/5.0
<b>BZAN6357-17141</b>	Business Analytics Frameworks & Methods	56	21	4.8/5.0	4.8/5.0
<b>Spring 2022</b>					
Dept. Mean of Column A: Instructor Effectiveness Rating benchmark: 4.39/5.0					
Dept. Mean of Column B: Overall Evaluation benchmark: 4.47/5.0					
<b>BZAN7397-25106</b>	Business Analytics Capstone Practicum II	15	13	5.0/5.0	5.0/5.0
<b>*BZAN6355-19347</b>	Advanced Programming for Big Data Analytics	33	36	4.5/5.0	4.8/5.0
<b>MIS7397-26249</b>	Predictive Analytics	24	33	4.4/5.0	4.6/5.0
<b>MIS4397-26251</b>	Business Intelligence	3	33	---/5.0	---/5.0
<b>Fall 2021</b>					
Dept. Mean of Column A: Instructor Effectiveness Rating benchmark: 4.26/5.0					
Dept. Mean of Column B: Overall Evaluation benchmark: 4.37/5.0					
<b>*BZAN7397-27996</b>	Business Analytics Capstone Practicum II	14	21	5.0/5.0	5.0/5.0
<b>*BZAN6357-19056</b>	Business Analytics Frameworks & Methods	34	32	3.6/5.0	4.2/5.0

<b>MIS7397-27394</b>	Predictive Analytics	21	14	5.0/5.0	5.0/5.0
<b>MIS4397-27408</b>	Business Intelligence	8	50	4.5/5.0	4.8/5.0

Notes: sections that received fewer than 2 responses were not reported due to privacy concerns.

\* New course development.

**Sam. M. Walton College of Business, University of Arkansas, Fayetteville, AR** **2014-2017**

- ISYS4293 - Business Intelligence (B.S.B.A. Business Analytics core)
- ISYS2103 - Business Information Systems (Business B.S.B.A. core)

**School of Business, University of Wisconsin-Madison, Madison, WI** **2009-2012**

*Instructor*

- GEN-BUS-304 - Intermediate Business Statistics (Business B.S. core)

*Teaching Assistant*

- INFO-SYS-422/722 - Computer-Based Data Management (B.S./M.S. MIS core)
- INFO-SYS-424/724 - Analysis and Design of Computer-Based Systems (B.S./M.S. MIS core)
- INFO-SYS-371 - Technology of Computer-Based Business Systems (B.S. MIS core)

## GRANTS AND FUNDS

- Faculty Development Fund (competitive, internal), Bauer College, 2017-Present
- Behavioral Research Assistant Grant (BRAG, competitive, internal), Bauer College, \$3,940, 2023-2024.
- Behavioral Research Assistant Grant (BRAG, competitive, internal), Bauer College, \$3,975, 2022-2023.
- Behavioral Research Assistant Grant (BRAG, competitive, internal), Bauer College, \$3,600, 2021-2022.
- Behavioral Research Assistant Grant (BRAG, competitive, internal), Bauer College, \$3,700, 2018-2019.
- Research (Small) Grant Award (competitive, internal), University of Houston, \$3,650, 2018-2019.
- Research Start-up Grant (internal), University of Houston, \$5,000, 2017-2019.
- Start-up Research Award (internal), University of Arkansas, Fayetteville, \$35,000, 2014-2017.
- Vilas Conference Presentation Funds (competitive, internal), the Graduate School, UW–Madison, 2011.
- Doctoral Research Competition and Top-Proposal Award (competitive, internal), UW–Madison, 2010.

## INVITED TALKS & SEMINARS

- “The Performance Implications of Technology Enabled Health Networks: Evidence from US Hospitals,” with O. Nwafor and N., Johnson, 32<sup>nd</sup> *Annual Conference of the Production and Operations Management Society* (virtual), “Analytics for Improved Care Delivery” Track, April 2022.
- “The Impact of Providing Hospital Quality Scores on Hospital Online Reputation,” *INFORMS Annual Meeting*, “Social Media and Digital Commerce” Track, Anaheim, CA, October 2021.
- “Disrupting Unwanted Habits in Online Gambling Through Information Technology,” Nanjing University, College of Business, School of Management, Department of Marketing and E-Commerce, July 2019.
- Research Hackshop “Unleashing the Power of Econometric Analysis in Business Research and Applications Using Off-the-Shelf and Open-Source Software,” Zhejiang University of Commerce and Industry, School of Business Administration, Department of Enterprise Management, June 2019.

- “Disrupting Unwanted Habits in Online Gambling Through Information Technology,” Zhejiang University of Commerce and Industry, School of Business Administration, Department of Enterprise Management, June 2019.
- “Disrupting Unwanted Habits in Online Gambling Through Information Technology,” Zhejiang University, School of Management, Department of Data Science and Engineering Management, June 2019.
- “Disruption of Unwanted Habits of Online Gambling Through Information Technology,” Big XII+ MIS Research Symposium, Texas Tech University, Rawls College of Business, Lubbock, TX, April 2019.
- Research Seminar “MIS Research in China: Capturing the Strategic Advantage of China’s Experimentation in E-Commerce Frontier,” Zhejiang University, School of Management, Department of Data Science and Engineering Management, July 2018.
- “How Does Online Community Participation Affect Crowdfunding Performance,” University of Houston, C. T. Bauer College of Business, Department of Decision and Information Science, December 2016.
- Research Seminar “Management Research in China: From Research Questions to Data Collection,” IPAG Business School (Shanghai), June 2016.
- “Online Gambling Behavior,” City University of Hong Kong, College of Business, Department of Information Systems, Feb 2014.
- “Online Gambling Behavior,” Hong Kong University of Science and Technology, HKUST Business School, Department of Information Systems, Business Statistics and Operations Management, Feb 2014.
- “Consumer Decision Making in Modern Online Platforms,” Iowa State University (Ames), College of Business, Department of Supply Chain and Information Systems, February 2014.
- “Online Gambling Behavior,” University of Arkansas (Fayetteville), Sam M. Walton College of Business, Department of Information Systems, January 2014.
- “Online Gambling Behavior,” The University of Texas at Dallas, Naveen Jindal School of Management, Information Systems Group, January 2014.
- “Online Gambling Behavior,” Purdue University (West Lafayette), Krannert School of Management, Management Information Systems Group, Jan 2014.
- “Online Gambling Behavior,” University of Wisconsin–Milwaukee, Sheldon B. Lubar School of Business, Information Technology Management Group, Jan 2014.
- “Online Gambling Behavior,” University of Hawaii at Manoa, Shidler College of Business, Information Technology Management Department, January 2014.
- “Online Gambling Behavior,” The University of Hong Kong, Faculty of Business and Economics, Innovation and Information Management Group, January 2014.
- “Consumer Decision Sciences in Modern Online Platforms,” Arizona State University (Tempe), W.P. Carey School of Business, Department of Information Systems, November 2013.
- “Consumer Behavior and Security in Modern Online Platforms,” University of South Alabama (Mobile), School of Computing, Information Systems division, November 2013.
- “Online Gambling Behavior,” Kent State University (Kent), College of Business Administration, Department of Management and Information Systems, October 2013.
- “Saving Money or Staking Money? A Structural Econometric Model of Consumer Behaviors in Pay-to-Bid Auctions,” with K. Kim, K.Y. Goh, and S.H. Kim, *Big Ten IS Conference* (2013), Minneapolis, MN.



## REFEREED CONFERENCE PROCEEDINGS OR PRESENTATIONS

Hou, J., Jiang, L., **Ma, X.**, and Gopal, Anandasivam. “Clean but No Thanks? Examining the Impact of Platform-Provided Restaurant Hygiene Information on Restaurant Demand in the US,” *INFORMS Conference on Information Systems and Technology (CIST 2023)*, “Sustainability and Environment” Track, Phoenix, AZ, October 2023.

Hou, J., Jiang, L., **Ma, X.**, and Gopal, Anandasivam. “Clean but No Thanks? Examining the Impact of Platform-Provided Restaurant Hygiene Information on Restaurant Demand in the US,” *19<sup>th</sup> Symposium on Statistical Challenges in Electronic Commerce Research (SCECR 2023)*, Bogotá, Colombia, June 2023.

Jiang, L., Hou, J., **Ma, X.**, and Pavlou, P. “Punished for Success? A Natural Experiment of Displaying Clinical Hospital Quality on Crowdsourced Review Platforms,” *INFORMS Conference on Information Systems and Technology (CIST 2022)*, “Crowdfunding and Crowdsourcing” Track, Indianapolis, IN, October 2022.

Lee, S., Kwak, D.-H., **Ma, X.**, Tu, Y., and Khansa, L. “Announcement of Formal Control as a Phase-shifting Perception and Its Moderating Role in the Context of Mobile-loading,” *Proceedings of the 27<sup>th</sup> European Conference on Information Systems (ECIS 2019)*, Stockholm-Uppsala, Sweden.

**Ma, X.** (presenter), Khansa, L., and Hou, J. “Toward a Contextual Theory of Turnover Intention in Online Crowdfunding,” *Proceedings of the 37<sup>th</sup> International Conference on Information Systems (ICIS 2016)*, Dublin, Ireland.

Deng, Y., Hou, J., Liginlal, D., Yang, X., and **Ma, X.** (presenter) “Applying the Cox Model to Study Online Gambling Behavior,” *Proceedings of the 37<sup>th</sup> International Conference on Information Systems (ICIS 2016)*, Dublin, Ireland.

Bhuiyan, S., Goodarzi, S., Hou, J., and **Ma, X.** “What Prompts People to Participate in Online Auctions: A Study of Bidders’ Behavioral Intention,” *International Communication Association (ICA) 66th Annual Conference (2016)*, Fukuoka, Japan.

**Ma, X.** (presenter), Goh, K.Y., and Kim, K. “An Empirical Study of Consumer Behavior in Online Pay-to-Bid Auctions,” *Proceedings of the 20<sup>th</sup> Americas Conference on Information Systems (AMCIS 2014)*, Savannah, GA.

Hou, J. and **Ma, X.** “Online Photo-Posting as Narcissistic Supply: Social Media, Self-Esteem, and Self-Control,” *The Society for Consumer Psychology (SCP) Annual Winter Conference (2014)*, Miami, FL.

Kim, K., **Ma, X.**, and Kim, S.S. “Moderating Roles of Review Credibility and Author Popularity on Book Sales,” *Proceedings of the 19<sup>th</sup> Americas Conference on Information Systems (AMCIS 2013)*, Chicago, IL.

**Ma, X.** (presenter) and Kim, S.S. “Revisiting Self-selection Bias in E-word-of-mouth: An Integrated Model and Bayesian Estimation of Multivariate Review Behaviors,” *Proceedings of the 32<sup>nd</sup> International Conference on Information Systems (ICIS 2011)*, Shanghai, China.

Hou, J. and **Ma, X.** (presenter) “A Longitudinal Model of Post-Adoption Phenomena and Its Empirical Test in the Context of Social Games,” *Proceedings of the 32<sup>nd</sup> International Conference on Information Systems* (ICIS 2011), Shanghai, China.

**Ma, X.** (presenter) and Kim, S.S. “How Do Habit and Prior Outcomes Affect Online Gambling Use? A Multilevel Dynamic Panel Data Analysis,” *INFORMS Annual Meeting* (October 2010), Austin, TX.

## EXTERNAL SERVICES AND PROFESSIONAL ACTIVITIES

### Conference Organizing Committee

- Advisory Committee, the 19<sup>th</sup> Big XII+ MIS Research Symposium, Naveen Jindal School of Management, University of Texas at Dallas, Richardson, TX, March 2023.
- Host/Chair, the 18<sup>th</sup> Big XII+ MIS Research Symposium, C. T. Bauer College of Business, University of Houston, Houston, TX, April 2022.

### Associate Editor

#### *Conference*

- International Conference on Information Systems (ICIS) 2020: Track “Human Behaviors, User Engagement, and Consequences.” **Best Associate Editor Award**
- European Conference on Information Systems (ECIS) 2017: Track “Social and Ethical Implications of ICT Use”
- International Conference on Information Systems (ICIS) 2016: Track “Human Behavior in IT.” **Best Associate Editor Award**

### Editorial/Review Board

- Production and Operations Management (POM): 2021-Present
- Journal of Management Information Systems (JMIS): 2019-2022

### Conference Chairing

- Session Chair at Decision Sciences Institute Annual Meeting (DSI 2019), Session “Platform and Social Media Research: Leveraging Artificial Intelligence and Deep Learning,” New Orleans LA, November 2019.
- Session Chair at Big XII+ MIS Research Symposium, Session “User Generated Content and Healthcare Analytics,” Iowa State University, College of Business, Ames IA, April 2015.

### Consulting Experience (unpaid, Pro bono publico)

Houston Symphony, marketing department: customer behavior analytics 2021

DHR in the Rio Grande Valley: data analytics 2021

Lone Star National Bank: data analytics 2021

### Conference Panel

#### *Panelist*

- Big XII+ MIS Research Symposium, Panel “Tick Tock: The Tenure Clock is Ticking,” Texas Tech University, Rawls College of Business, Lubbock, TX, April 2019.

- Big XII+ MIS Research Symposium, Panel “Planning Ahead for Tenure – Managing Your Teaching, Research, and Service,” University of Nebraska-Omaha, College of Information Science & Technology, Omaha NE, April 2017.

### **Discussant at Conference**

- Big XII+ MIS Research Symposium, Session “??,” Texas A&M University, Mays Business School, College Station TX, April 2024
- Big XII+ MIS Research Symposium, Session “Strategy and Platform,” University of Texas at Dallas, Naveen Jindal School of Management, Richardson TX, March 2023.
- Big XII+ MIS Research Symposium, Session “User Generated Content and Healthcare Analytics,” Iowa State University, College of Business, Ames IA, April 2015.

### **Conference PC Member**

INFORMS Conference on Information Systems and Technology (CIST); Workshop on Information Technologies and Systems (WITS)

### **Ad-hoc Reviewer**

#### *Journal*

Organization Science; Information Systems Research; MIS Quarterly; Journal of Management Information Systems; Journal of the Association for Information Systems; Management Science; Decision Sciences Journal; Production and Operations Management; Information & Management; Decision Support Systems; ACM Transactions on Management Information Systems; International Journal of Information Management; International Journal of Electronic Commerce; The Data Base for Advances in Information Systems; Internet Research

#### *Conference*

International Conference on Information Systems (ICIS); Americas Conference on Information Systems (AMCIS); Pacific Asia Conference on Information Systems (PACIS), International Conference on Information Resources Management (ICIRM).

### **Professional Membership**

Association for Information Systems (AIS); Institute for Operations Research and the Management Sciences (INFORMS); Decision Sciences Institute (DSI); Production and Operations Management Society (POMS)

## TECHNICAL SKILLS

### **Data Analytics, Big Data, and Visualization**

- Python: TensorFlow, Keras, Sklearn, Statsmodels, JupyterLab &NB, Pandas, NumPy, Matplotlib
- R: RStudio, R Markdown, Shiny, Shiny Dashboard
- SAS: Visual Analytics, Visual Statistics, Enterprise Miner, Enterprise Guide
- IBM: SPSS Modeler
- Tableau, Spotfire
- Apache: Hadoop MapReduce
- RapidMiner Studio

### **Statistical Modeling**

- R, MATLAB
- Stata, SAS, SmartPLS, Amos, SPSS

### **Database**

- Microsoft: SQL Server, Access
- MySQL
- NoSQL: MongoDB

### **Application Development Programming**

- Oracle: Java
- Microsoft: Visual Basic, ASP.NET

## **CAREER DEVELOPMENT AND TRAINING**

SAS: Certificate of Completion

2015

- Advanced Predictive Modeling Using SAS Enterprise Miner
- SAS Visual Analytics for Professors
- SAS Visual Statistics for Professors