

Xiao Ma

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Decision & Information Sciences
C. T. Bauer College of Business, University of Houston
Melcher Hall #280H, 4750 Calhoun Road
Houston, TX 77204

+1 (608) 352-0868
xma@bauer.uh.edu
xma12@uh.edu
url: bauer.uh.edu/xma

ACADEMIC AND LEADERSHIP POSITIONS

Associate Professor of Business Analytics (Tenured) **2021-Present**

Founding Program Director **Master of Science in Business Analytics (MSBA)** **2019-Present**

Key Faculty Healthcare Business Institute **2023-Present**

Analytics Consultant Human-Centered Artificial Intelligence (AI) Institute **2024-Present**

C. T. Bauer College of Business – Decision and Information Sciences Department
University of Houston, Houston, TX

Assistant Professor of Business Analytics **2017-2021**

C. T. Bauer College of Business – Decision and Information Sciences Department
University of Houston, Houston, TX

Assistant Professor of Information Systems **2014-2017**

Sam M. Walton College of Business – Information Systems Department
University of Arkansas, Fayetteville, AR

EDUCATION

University of Wisconsin-Madison, Madison, WI **2009-2014**

Wisconsin School of Business – Department of Operations and Information Management
Ph.D. in Information Systems

Syracuse University, Syracuse, NY **2006-2008**

S.I. Newhouse School of Public Communications
M.A., Media Studies

Nanjing University, China **2002-2006**

School of Journalism & Communication
B.A., Communications

RESEARCH INTERESTS

Multimethod research, online platforms, artificial intelligence, healthcare analytics, economics of IS, information disclosure and unexpected consequences, novel feature extraction, design science, transfer deep learning

REFEREED JOURNAL PUBLICATIONS

- [1] Hou, J., Jiang, L., Ma, X., and Gopal, A. (2025). Examining Unintended Consequences of Platform-Provided Information on Demand in the Context of Restaurants' Hygiene Information Disclosure. Conditionally accepted at *Information Systems Research*. (UTD-24) (AIS-13).
- [2] Chen, X., Ma, X., Scheibe, K. (2025). Omnichannel in Healthcare? Offline-to-Online Spillover Effects and Implications for Telemedicine in Treating Chronic Patients. Accepted at *Journal of Management Information Systems*. (FT-50) (AIS-13).
- [3] 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*, published online. (UTD-24) (AIS-13). <https://doi.org/10.1287/isre.2021.0630>
- [4] Whelan, E., Morvannou, A., Ma, X., James, R., Clohessy, T., and Turel, O. (2024). Examining the Impact of Mobile Gambling Harm Minimisation Features: A Dualistic Model of Passion Perspective. *European Journal of Information Systems*, published online. (AIS-13). <https://doi.org/10.1080/0960085X.2024.2396964>
- [5] 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. (FT-50) (AIS-13). <https://doi.org/10.1080/07421222.2023.2229126>
- [6] Hou, J. and Ma, X. (2022). Space Norms for Constructing Quality Reviews on Online Consumer Review Sites. *Information Systems Research*, 33(3), 1093-1112. (UTD-24) (AIS-13). <https://doi.org/10.1287/isre.2022.1102>
- [7] 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)
- [8] 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>
- [9] 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. (AIS-13). <https://doi.org/10.1016/j.im.2021.103500> (2021 Journal Impact Factor: 10.3)
- [10] 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>

- [11] 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. (FT-50) (AIS-13). <https://doi.org/10.1080/07421222.2019.1661088>
- [12] 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. (AIS-13). <https://doi.org/10.17705/1jais.00532>
- [13] 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. (FT-50) (AIS-13). <https://doi.org/10.1080/07421222.2018.1523587>
- [14] 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. (FT-50) (AIS-13). <https://doi.org/10.1080/07421222.2015.1063293>
- [15] 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. (UTD-24) (AIS-13). <https://doi.org/10.1287/isre.2014.0517>
- [16] 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. (FT-50) (AIS-13). <https://doi.org/10.2753/MIS0742-1222300310>
- [17] 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>

EXTERNAL SERVICES AND PROFESSIONAL ACTIVITIES

Conference Organizing Committee

- Track Chair, Americas Conference on Information Systems (AMCIS 2025): Track “Engaging with Theories for Understanding Intelligent Technologies for a Better Future (AIS SIG PHIL),” Montreal, Canada, August 2025.
- Advisory Committee, the 19th Big XII+ MIS Research Symposium, Naveen Jindal School of Management, University of Texas at Dallas, Richardson, TX, March 2023.
- Host/Chair, the 18th 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 (Academic and Industry)

Panelist

- Executive MBA Council USA/Southwest Regional Conference, Panel “Digital Learning & AI,” University of Houston, Houston, TX, June 2024.
- 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 “Applications of AI,” 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.

Presentations at Corporations

- “Better Questions, Better AI: The Art of Prompt Engineering,” *Talks That Transform (T³) Series*, Baylor College of Medicine, Texas Children’s Hospital, Houston, TX, May 2024.

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)

UNIVERSITY SERVICES AND PROGRAM DEVELOPMENT

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

Permanent Committee Service

- UH Faculty Senate: Graduate and Professional Studies Committee (GPSC): Aug 2024-Jul 2027
- UH Faculty Governance: HR Fringe Benefits Committee (HRFBC): Sep 2024-Aug 2026
- Member: Promotion & Tenure Committee (DISC Dept. P&T): Jan 2023-Jan 2027

Ad-Hoc Service

- Coordinator: Research Speaker Series, IS and BZAN Areas (DISC): 2022-Present
- Chair: Inaugural Finance & Spending Committee (DISC): 2024-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

Leadership Roles

- Analytics Consultant, Human-Centered Artificial Intelligence (AI) Institute 2024-Present
- Key Faculty Support, Healthcare Business Institute 2023-Present

PhD Dissertation Chairing, Committee, and Degree Plan Advisory Committee

- Michael J. Lewis *C. T. Bauer College of Business* (Healthcare Analytics) Jul 2020-May 2024
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"

Executive Doctorate in Business Administration (DBA) Dissertation Chairing and Committee

- Matthew R. Sterling C. T. Bauer College of Business (AI & Organizations) May 2024-Present
Role: Chair of DBA Dissertation Committee
Title: The Impacts of Artificial Intelligence on Knowledge Sharing

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
- Supporting the design of an Accelerated BBA/MABZAN Dual Degree Program: 2021 -Present
- Supporting the Dual Degree M.S. Program with Athena School of Management: 2021-Present
- Supporting the Joint Program in Data Science with Asian Institute of Management: 2021-Present
- Founded the Bauer Analytics and Artificial Intelligence Advisory Board: 2019-2020
- Developing Executive Education programs in Business Analytics and AI: 2019-2020
- Developing joint Master of Science programs in Analytics and AI with Computer Science: 2020
- Developing joint master programs on AI with the Smith School of Business: 2019-2020

Degree Programs Development & Service

- Data Analytics Advisory Board (DISC): Ex-officio Member 2019
- MS-BZAN: Program Director, Admissions Decisions, AACSB Accreditation & Miscellaneous services 2019-Present
- Certificate of Business Analytics: Miscellaneous service 2017-2019

DISC Doctoral Degree Service

- Independent study (course overload): Richard “Chad” Kniffen
“Course” is Research Practicum. The goal of this independent research course is for me to provide student with a structured approach and practical guidance for the student to effectively write a high-quality paper submittable to an MIS top journal

University of Arkansas

PhD Dissertation Committee

- Joel Mbongue Computer Engineering Mar 2016-May 2017
“Accelerating Cloud Computing Infrastructure and Applications”

Undergraduate Honor’s Thesis Second-Reader

- Jacob Batt Walton College of Business Feb-May 2017
“R Package for Generalized Parallel Coordinate Plot Visualization for Multidimensional Data”

HONORS AND AWARDS

- Year 5 Scholars of the UH President and Provost's recognized 50-in-5 Initiative Honor for Highest-impact Peer-reviewed Publications, February 2024
- Bauer Research Star Award recipient, University of Houston, 2024, 2023, 2022
- Elected Editorial Review Board Member honoree, Production and Operations Management (POM), December 2021
- Year 2 Scholars of the UH President and Provost's recognized 50-in-5 Initiative Honor for Highest-impact Peer-reviewed Publications, November 2021
- Promotion to Association Professor with tenure, University of Houston, July 2021.
- Best Associate Editor Award, *International Conference on Information Systems* (ICIS 2020): Track "Human Behaviors, User Engagement, and Consequences," virtual conference in 2020.
- 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.

PEDAGOGICAL EXPERIENCE AND EVALUATIONS SUMMARY

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

2024-Presnet

- *Executive DBA (Doctorate in Business Administration) Program Dissertation Chairing*

- 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
Fall 2024					
Dept. Mean of Column A: Instructor Effectiveness Rating benchmark: 4.40/5.0					
Dept. Mean of Column B: Overall Evaluation benchmark: 4.48/5.0					
BZAN6357 -15417	Business Analytics Frameworks & Methods	21	38	4.9/5.0	4.9/5.0
Spring 2024					
Dept. Mean of Column A: Instructor Effectiveness Rating benchmark: 4.38/5.0					
Dept. Mean of Column B: Overall Evaluation benchmark: 4.38/5.0					
BZAN6355 -14514	Advanced Programming for Big Data Analytics	35	29	4.7/5.0	4.6/5.0
BZAN6357 -18068	Business Analytics Frameworks & Methods	35	37	4.5/5.0	4.6/5.0
Fall 2023					
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					
BZAN6361 -19920	Capstone Practicum in BZAN II	8	25	5.0/5.0	5.0/5.0
BZAN6357 -15976	Business Analytics Frameworks & Methods	36	39	3.8/5.0	4.2/5.0
Spring 2023					
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					
*BZAN6361 -24528	Capstone Practicum in BZAN II	34	29	5.0/5.0	5.0/5.0
BZAN6355 -15136	Advanced Programming for Big Data Analytics	37	35	4.2/5.0	4.3/5.0
BZAN6357 -24818	Business Analytics Frameworks & Methods	13	15	4.5/5.0	4.6/5.0
Fall 2022					
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					
BZAN7397 -24269	Business Analytics Capstone Practicum II	7	29	5.0/5.0	5.0/5.0
BZAN6357 -17141	Business Analytics Frameworks & Methods	56	21	4.8/5.0	4.8/5.0
Spring 2022					
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					
BZAN7397 -25106	Business Analytics Capstone Practicum II	15	13	5.0/5.0	5.0/5.0

*BZAN6355 -19347	Advanced Programming for Big Data Analytics	33	36	4.5/5.0	4.8/5.0
MIS7397 -26249	Predictive Analytics	24	33	4.4/5.0	4.6/5.0
MIS4397 -26251	Business Intelligence	3	33	---/5.0	---/5.0
Fall 2021					
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					
*BZAN7397 -27996	Business Analytics Capstone Practicum II	14	21	5.0/5.0	5.0/5.0
*BZAN6357 -19056	Business Analytics Frameworks & Methods	34	32	3.6/5.0	4.2/5.0
MIS7397 -27394	Predictive Analytics	21	14	5.0/5.0	5.0/5.0
MIS4397 -27408	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

- Behavioral Research Assistant Grant (BRAG, competitive, internal), Bauer College, \$3,980, 2024-2025.
- 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

- “Better Questions, Better AI: The Art of Prompt Engineering,” with G. R. Deng, *Talks That Transform (T³) Series*, Baylor College of Medicine, Texas Children’s Hospital, Houston, TX, May 2024.

- “The Performance Implications of Technology Enabled Health Networks: Evidence from US Hospitals,” with O. Nwafor and N., Johnson, *32nd 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,” *19th 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-loafing,” *Proceedings of the 27th 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 37th 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 37th 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 20th Americas Conference on Information Systems* (AMCIS 2014), Savannah, GA.

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