

LIANGFEI QIU

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Warrington College of Business
University of Florida, Gainesville, Florida 32611

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EMPLOYMENT

PricewaterhouseCoopers Professor (Full Professor), Department of Information Systems and Operations Management, University of Florida	August 2023 – present
PricewaterhouseCoopers Associate Professor (early tenured), Department of Information Systems and Operations Management, University of Florida	August 2019 – August 2023
University of Florida Research Foundation Professor	April 2023 – present
University of Florida Term Professor	September 2021 – present
Assistant Professor, Department of Information Systems and Operations Management, University of Florida	August 2014 – August 2019
Hough Faculty Fellow, Warrington College of Business	October 2018 – January 2020
Ph.D. Coordinator, Department of Information Systems and Operations Management, University of Florida	August 2021 – present

EDUCATION

Ph.D. Economics, University of Texas at Austin	August 2014
M.S. Economics, University of Texas at Austin	May 2011
M.A. Economics, CCER, Peking University, China	July 2009
B.A. Economics with Honors, Zhejiang University, China	July 2006

RESEARCH INTERESTS

Topics:

- Social Technology: Social Networks, Social Media, and Prediction Markets
- Platform Technology: Sharing/Gig Economy, E-commerce Platforms, and Healthcare Analytics
- Telecommunications Technology
- Artificial Intelligence (AI) and Fintech

Methodologies: Econometrics, Statistics, Machine Learning, Game Theory, Laboratory Experiments, and Field Experiments

REFEREED JOURNAL PUBLICATIONS

FT 50 = Top 50 Journals used in Financial Times Research Rank;
UTD 24 = Top 24 journals for UT Dallas Top 100 Business School Research Rankings;
† denotes former or current Ph.D. student.

- Ranked **2nd** in the world in the number of publications in the top two Information Systems journals (ISR and MISQ) for 2018-2022.¹
- Ranked **1st** in the world in the number of publications in the top three Information Systems journals (ISR, MISQ, and JMIS) for 2018-2022.
- Ranked **5th** in most prolific business scientists across all business disciplines based on the number of publications in UTD24 journals for 2018-2022.²
- Ranked **7th** in most prolific authors in Information Systems based on the number of publications in FT 50 journals for 2008-2022.³
- Ranked **32nd** in most prolific authors across all business and economics disciplines based on the number of publications in FT 50 journals for 2008-2022.

1. Xingchen Xu, Qili Wang[†], Yizhi Liu, and Liangfei Qiu, “Social Audience Size as a Reference Point: Evidence from a Field Experiment,” Forthcoming in *Management Science*. (UTD 24, FT 50)
 - *Media Coverage*: [Chasing followers makes crypto traders perform worse on social investment sites](#), *UF News*, March 14, 2025
2. Xin Wang, Chong (Alex) Wang, Liangfei Qiu, and Xi Weng, “You Get What You Pay For! An Economic Analysis of the Impact of Data Sponsorship on Content Production,” Forthcoming in *Information Systems Research*. (UTD 24, FT 50)
3. Yang Liu, Jingchuan Pu, Yuan Chen, Liangfei Qiu, and Hsing Kenneth Cheng, “Departmental Boundaries and Knowledge Sharing in Corporate Online Communities,” Forthcoming in *Information Systems Research*. (UTD 24, FT 50)
4. Kaiyu Zhang[†], Qili Wang[†], Liangfei Qiu, and Nan Wang, “Unveiling the Cost of Free: How an Ad-Sponsored Model Affects Serialized Digital Content Creation,” Forthcoming in *Information Systems Research*. (UTD 24, FT 50)
5. Le Wang, Xin Luo, Liangfei Qiu, Feng Xu, and Xueying Cui, “Win by Hook or Crook? Self-injecting Favorable Online Reviews to Fight Adjacent Rivals,” Forthcoming in *Information Systems Research*. (UTD 24, FT 50)
6. Xusen Cheng, Yue Jin, Yue Xu, Xin Luo, and Liangfei Qiu, “Revisiting Seller Reputation: Impact of Internal and External Reputation on Sales in Online Knowledge Payment Markets,” Forthcoming in *Production and Operations Management*. (UTD 24, FT 50)
7. Hui Yuan, Wei Xu, Qili Wang[†], and Liangfei Qiu, “Does Beauty Truly Matter? Examining The Impact of Beautiful Images in Service Operations Using Deep Learning Analytics,” Forthcoming in *Production and Operations Management*. (UTD 24, FT 50)

¹ Information source: AIS Research Ranking, <https://www.aisresearchrankings.org/research-rankings/>.

² Information source: Mithas, S., & Silveira, A. (2024). Trends and Patterns in the Key Attributes of the 24 Top Business Journals: 2001-2021. *Production and Operations Management*, 33(6), 1245-1264, Additional Online Appendix: <https://bestbusinessresearch.com/2024/03/22/additional-web-appendix-b-most-prolific-authors/>.

³ Information source: Mithas, S., Silveira, A. & Zavadskiy, G. (2025). What Do We Know About the Science of Science in Business and Economics? Insights From the Top 50 Journals, 2008–2022. *Production and Operations Management*, forthcoming, [Tables 2 and 4](#).

8. Dongcheng Zhang, Hanchen Jiang, Maoshan Qiang, Kunpeng Zhang, and Liangfei Qiu, “Time to Stop? An Empirical Investigation on the Consequences of Canceling Monetary Incentives on a Digital Platform,” Forthcoming in *Information Systems Research*. (UTD 24, FT 50)
9. Xiaotong Sun, Qili Wang[†], Liangfei Qiu, and Wei Xu, “Guardians of Tomorrow: Leveraging Responsible AI for Early Detection and Response to Criminal Threats,” Forthcoming in *INFORMS Journal on Computing*. (UTD 24)
 - *Best Paper Nomination, Workshop on Information Technologies and Systems (WITS), 2020*
10. Shenyang Jiang, Miao Hu, Yong Jin, Liangfei Qiu, and Yang Duan, “Impact of Technical Support and Information Provision on Patient No-show Behavior,” Forthcoming in *Production and Operations Management* (2025), 34(1), 79-98. (UTD 24, FT 50)
11. Hua Cheng, Shusen Qi, and Liangfei Qiu, “Career Incentives of Political Leaders and Corporate Operational Efficiency,” *Production and Operations Management* (2024), 33(9), 1931–1952. (UTD 24, FT 50)
12. Mahendrarajah Nimalendran, Praveen Pathak, Mariia Petryk[†], and Liangfei Qiu, “Informational Efficiency of Cryptocurrency Markets,” Forthcoming in *Journal of Financial and Quantitative Analysis*. (FT 50)
 - *Media Coverage: Regulation makes crypto markets more efficient, UF News, February 1, 2024; Is crypto cleaning up its act? [Harvard Business Review](#), March 25, 2024*
13. Zike Cao, Yingpeng Zhu, Gen Li, and Liangfei Qiu, “Consequences of Information Feed Integration on User Engagement and Contribution: A Natural Experiment in an Online Knowledge-Sharing Community,” *Information Systems Research* (2024), 35(3), 1114-1136. (UTD 24, FT 50)
14. Qili Wang[†], Liangfei Qiu, and Wei Xu, “Informal Payments and Doctor Engagement in an Online Health Community: An Empirical Investigation Using Generalized Synthetic Control,” *Information Systems Research* (2024), 35(2), 706–726. (UTD 24, FT 50)
15. Wenjuan Fan, Yuanyuan Jiang, Jun Pei, Ping Yan, and Liangfei Qiu, “The Impact of Medical Insurance Payment Systems on Patient Choice, Provider Behavior, and Out-of-Pocket Rate: Fee-for-Service versus Diagnosis-Related Groups,” *Decision Sciences* (2024), 55(3), 245–261.
16. Chencheng Shi, Ping Hu, Weiguo Fan, and Liangfei Qiu, “Competitive Peer Influence on Knowledge Contribution Behaviors in Online Q&A Communities: A Social Comparison Perspective,” *Internet Research* (2024), 34(5), 1577-1601.
17. Mariia Petryk[†], Liangfei Qiu, and Praveen Pathak, “The Impact of Open-Source Community on Cryptocurrency Market Price: An Empirical Investigation,” *Journal of Management Information Systems* (2023), 40(4), 1237–1270. (FT 50)
 - *Media Coverage: Cryptocurrency's surprising transparency advantage, Tech Xplore, January 5, 2024*
18. Ramah Al Balawi, Yuheng Hu, and Liangfei Qiu, “Brand Crisis and Customer Relationship Management on Social Media: Evidence from a Natural Experiment from Airline Industry,” *Information Systems Research* (2023), 34(2), 442–462. (UTD 24, FT 50)
19. Avinash Geda[†], Jingchuan Pu[†], and Liangfei Qiu, “The Puzzle of Online Arbitrage and Increased Product

- Returns: A Game-Theoretic Analysis,” *Production and Operations Management* (2023), 32(8), 2387–2399, *Lead Article*. (UTD 24, FT 50)
20. Yinan Yu, Liangfei Qiu, Hailiang Chen, and Benjamin Yen, “Movie Fit Uncertainty and Interplay between Traditional Advertising and Social Media Marketing,” *Marketing Letters* (2023), 34(3), 429–448.
 21. Wenjuan Fan, Qiqi Zhou, Liangfei Qiu, and Subodha Kumar, “Should Doctors Open Online Consultations? An Empirical Investigation of How It Impacts Offline Appointments,” *Information Systems Research* (2023), 34(2), 629–651. (UTD 24, FT 50)
 22. Mariia Petryk[†], Michael Rivera, Siddharth Bhattacharya, Liangfei Qiu, and Subodha Kumar, “How Network Embeddedness Affects Real-Time Performance Feedback: An Empirical Investigation,” *Information Systems Research* (2022), 33(4), 1467-1489. (UTD 24, FT 50)
 - *Media Coverage*: [Do You Criticize or Celebrate Your Colleagues? It May Depend on Your Social Position](#), *Phys.org*, September 29, 2023
 23. Yuan Chen, Hsing Kenneth Cheng, Yang Liu, Jingchuan Pu[†], Liangfei Qiu, and Ning Wang (all authors contribute equally), “Knowledge-Sharing Ties and Equivalence in Corporate Online Communities: A Novel Source to Understand Voluntary Turnover,” *Production and Operations Management* (2022), 31(10), 3896-3913. (UTD 24, FT 50)
 24. Zhijun Yan, Lini Kuang, and Liangfei Qiu, “Prosocial Behaviors and Economic Performance: Evidence from an Online Mental Healthcare Platform,” *Production and Operations Management* 31(10), 3859-3876. (UTD 24, FT 50)
 25. Liangfei Qiu, Ruiqi Liu, Yong Jin, Chao Ding, Yangyang Fan, and Andy Yeung, “Impact of Credit Default Swaps on Firms’ Operational Efficiency,” *Production and Operations Management* (2022), 31(9), 3611-3631. (UTD 24, FT 50)
 26. Subodha Kumar, Liangfei Qiu, Arun Sen, and Atish Sinha, “Putting Analytics into Action in Care Coordination Research: Emerging Issues and Potential Solutions,” *Production and Operations Management* (2022), 31(6), 2714-2738. (UTD 24, FT 50)
 27. Naveen Kumar, Liangfei Qiu, and Subodha Kumar, “A Hashtag is Worth a Thousand Words: An Empirical Investigation of Social Media Strategies in Trademarking Hashtags,” *Information Systems Research* (2022), 33(4), 1403-1427. (UTD 24, FT 50)
 - *Media Coverage*: “What’s a Hashtag Worth?” *Fox School News*, February 2019.
 28. Liangfei Qiu, Subodha Kumar, Arun Sen, and Atish Sinha, “Impact of the Hospital Readmission Reduction Program on Hospital Readmission and Mortality: An Economic Analysis,” *Production and Operations Management* (2022), 31(5), 2341-2360. (UTD 24, FT 50)
 29. Jingchuan Pu[†], Yang Liu, Yuan Chen, Liangfei Qiu, and Hsing Kenneth Cheng, “What Questions Are You Inclined to Answer? Effects of Hierarchy in Corporate Q&A Communities,” *Information Systems Research* (2022), 33(1), 244-264. (UTD 24, FT 50)
 30. Yang Pan and Liangfei Qiu, “How Ride-Sharing Is Shaping Public Transit System: A Counterfactual Estimator Approach,” *Production and Operations Management* (2022), 31(3), 906-927. (UTD 24, FT 50)

- *Media Coverage: “[Is Uber Killing Public Transportation?](#)” Freeman News, November 19, 2021*
31. Xiaowei Mei[†], Hsing Kenneth Cheng, Subhajyoti Bandyopadhyay, Liangfei Qiu, and Lai Wei, “Sponsored Data: Smarter Data Pricing with Incomplete Information,” *Information Systems Research* (2022), 33(1), 362-382. (UTD 24, FT 50)
 32. Shu He, Liangfei Qiu, and Xusen Cheng, “Surge Pricing and Short-Term Wage Elasticity of Labor Supply in Real-Time Ridesharing Markets,” *MIS Quarterly* (2022), 46(1), 193-228. (UTD 24, FT 50)
 33. Xunyi Wang, Meiling Jiang, Wencui Han, and Liangfei Qiu, “Do Emotions Sell? The Impact of Emotional Expressions on Sales in the Space-Sharing Economy,” *Production and Operations Management* (2022), 31(1), 65-82. (UTD 24, FT 50)
 34. Hongpeng Wang, Rong Du, Wenqi Shen, Liangfei Qiu, and Weiguo Fan, “Product Reviews: A Benefit, A Burden, or A Trifle? How Seller Reputation Affects The Role of Product Reviews,” *MIS Quarterly* (2022), 46(2), 1243-1272. (UTD 24, FT 50)
 35. Jingchuan Pu[†], Tingting Nian, Liangfei Qiu, and Hsing Kenneth Cheng, “Platform Policies and Sellers’ Competition in Agency Selling in the Presence of Online Quality Misrepresentation,” *Journal of Management Information Systems* (2022), 39(1), 159-186. (FT 50)
 36. Ying Ding, Yanping Tu, Jingchuan Pu[†], and Liangfei Qiu (all authors contribute equally), “Environmental Factors in Operations Management: The Impact of Air Quality on Product Demand,” *Production and Operations Management* (2021), 30(9), 2910-2924. (UTD 24, FT 50)
 37. Wei Chen, Yixin Lu, Liangfei Qiu, and Subodha Kumar, “Designing Personalized Treatment Plans for Breast Cancer,” *Information Systems Research* (2021), 32(3), 932-949. (UTD 24, FT 50)
 - *[Best Paper Runner Up](#), Conference on Health IT and Analytics (CHITA), 2020*
 38. Tao Chen, Hsing Kenneth Cheng, Yong Jin, Shengli Li, and Liangfei Qiu, “Impact of Competition on Innovations of IT Industry: An Empirical Investigation,” *Journal of Management Information Systems* (2021), 38(3), 647-666. (FT 50)
 39. Young Kwark, Gene Moo Lee, Paul Pavlou, and Liangfei Qiu (all authors contribute equally), “On the Spillover Effects of Online Product Reviews on Purchases: Evidence from Clickstream Data,” *Information Systems Research* (2021), 32(3), 895-913. (UTD 24, FT 50)
 40. Liangfei Qiu, Arunima Chhikara[†], and Asoo Vakharia, “Multidimensional Observational Learning in Social Networks: Theory and Experimental Evidence,” *Information Systems Research* (2021), 32(3), 876-894. (UTD 24, FT 50)
 - *Media Coverage: “[Selling through Social Networks: Impact of Social Ties and Product Characteristics](#),” Warrington Newsroom, January 19, 2021*
 41. Chencheng Shi, Ping Hu, Weiguo Fan, and Liangfei Qiu, “How Learning Effects Influence Knowledge Contribution in Online Q&A Community? A Social Cognitive Perspective,” *Decision Support Systems* (2021), 149, 113610.
 42. Michael Rivera, Liangfei Qiu, Subodha Kumar, and Anthony Petrucci, “Are Traditional Performance Reviews Outdated? An Empirical Analysis on Continuous, Real-Time Feedback in the Workplace,” *Information Systems Research* (2021), 32(2), 517-540. (UTD 24, FT 50)

- *Media Coverage:* “[New Research Shows Relationships, Favoritism and Gender All Play a Role,](#)” *INFORMS*, May 20, 2021
43. Soohyun Cho[†], Liangfei Qiu, and Subhajyoti Bandyopadhyay, “Vertical Integration and Zero-Rating Interplay: An Economic Analysis of Ad-Supported and Ad-Free Digital Content,” *Journal of Management Information Systems* (2020), 37(4), 988-1014. (FT 50)
 44. Hsing Kenneth Cheng, Weiguo Fan, Peipei Guo, Hailiang Huang, and Liangfei Qiu, “Can ‘Gold Medal’ Online Sellers Earn Gold? The Impact of Reputation Badges on Sales,” *Journal of Management Information Systems* (2020), 37(4), 1099-1127. (FT 50)
 - *Media Coverage:* “[Seal of Approval: Study Shows Earning a Trustworthiness Badge Helps Online Sales,](#)” *Iowa Now*, September 23, 2020
 45. Jingchuan Pu[†], Yuan Chen, Liangfei Qiu, and Hsing Kenneth Cheng, “Does Identity Disclosure Help or Hurt User Content Generation? Social Presence, Inhibition, and Displacement Effects,” *Information Systems Research* (2020), 31(2), 297-322, *Lead Article*. (UTD 24, FT 50)
 - *Media Coverage:* “[Is user-generated content better off when user identity is revealed?](#)” *Warrington Newsroom*, March 12, 2021
 46. Shengli Li, Qiuyue Luo, Liangfei Qiu, and Subhajyoti Bandyopadhyay, “Optimal Pricing Model of Digital Music: Subscription, Ownership or Mixed?” *Production and Operations Management* (2020), 29(3), 688-704. (UTD 24, FT 50)
 47. Sandeep Khurana, Liangfei Qiu, and Subodha Kumar, “When a Doctor Knows, It Shows: An Empirical Analysis of Doctors’ Responses in Q&A Forum of an Online Healthcare Portal,” *Information Systems Research* (2019), 30(3), 872-891. (UTD 24, FT 50)
 - *Media Coverage:* “[The Digital Doctor Experience,](#)” *Fox School News*, July 29, 2020
 48. Sofia Bapna, Mary Benner, and Liangfei Qiu, “Nurturing Online Communities: An Empirical Investigation,” *MIS Quarterly* (2019), 43(2), 425-452. (UTD 24, FT 50)
 - *Media Coverage:* “[How Young Companies Can Build Online Communities,](#)” *Entrepreneur & Innovation Exchange*, January 13, 2020
 49. Naveen Kumar, Deepak Venugopal, Liangfei Qiu, and Subodha Kumar, “Detecting Anomalous Online Reviewers: An Unsupervised Approach Using Mixture Models,” *Journal of Management Information Systems* (2019), 36(4), 1313-1346. (FT 50)
 50. Liangfei Qiu, Huaxia Rui, and Andrew Whinston, “Optimal Auction Design for Wi-Fi Procurement,” *Information Systems Research* (2019), 30(1), 1-14, *Lead Article*. (UTD 24, FT 50)
 - *Best Paper Nomination, Hawaii International Conference on System Sciences (HICSS), 2015*
 51. Liangfei Qiu, Zhan Shi, and Andrew Whinston, “Learning from Your Friends’ Check-Ins: An Empirical Study of Location-Based Social Networks,” *Information Systems Research* (2018), 29(4), 1044-1061. (UTD 24, FT 50)
 - *Media Coverage:* “[In Social Media Age, New Products Need New Marketing Ideas,](#)” *Medium*, July 25, 2018
 52. Naveen Kumar, Liangfei Qiu, and Subodha Kumar, “Exit, Voice, and Response in Digital Platforms: An Empirical Investigation of Online Management Response Strategies,” *Information Systems Research*

- (2018), 29(4), 849-870. (UTD 24, FT 50)
- *Media Coverage: "Is Online Management Responsiveness Good for Business?" Fox School News, October 16, 2017*
 - *Best Paper Nomination, Conference on Information Systems and Technology (CIST), 2017*
53. Mahdi Moqri[†], Xiaowei Mei[†], Liangfei Qiu, and Subhajyoti Bandyopadhyay, "The Effect of Following on Contributions to Open Source Communities," *Journal of Management Information Systems* (2018), 35(4), 1188-1217. (FT 50)
54. Naveen Kumar, Deepak Venugopal, Liangfei Qiu, and Subodha Kumar, "Detecting Review Manipulation on Online Platforms with Hierarchical Supervised Learning," *Journal of Management Information Systems* (2018), 35(1), 350-380. (FT 50)
- *Media Coverage: "How to Identify Fake Online Reviewers," Fox School News, January 15, 2019*
55. Shun-Yang Lee[†], Liangfei Qiu, and Andrew Whinston, "Sentiment Manipulation in Online Platforms: An Analysis of Movie Tweets," *Production and Operations Management* (2018), 27(3), 393-416, *Lead Article*. (UTD 24, FT 50)
- *Media Coverage: "Could Bots and Spam Smother the Twitter IPO?" Bloomberg Businessweek, September 25, 2013; "Movie Studios Build Buzz with Fake Film Tweets," UT Research Showcase, February 20, 2018*
56. Liangfei Qiu, Hsing Kenneth Cheng, and Jingchuan Pu[†], "Hidden Profiles in Corporate Prediction Markets: The Impact of Public Information Precision and Social Interactions," *MIS Quarterly* (2017), 41(4), 1249-1273. (UTD 24, FT 50)
57. Liangfei Qiu and Subodha Kumar, "Understanding Voluntary Knowledge Provision and Content Contribution through a Social-Media-Based Prediction Market: A Field Experiment," *Information Systems Research* (2017), 28(3), 529-546. (UTD 24, FT 50)
- *Selected in the INFORMS Editor's Cut collection "[Wisdom of the Crowd: Crowdsourcing Analytics](#)"*
58. Ravi Bapna, Liangfei Qiu, and Sarah Rice, "Repeated Interactions Versus Social Ties: Quantifying the Economic Value of Trust, Forgiveness, and Reputation Using a Field Experiment," *MIS Quarterly* (2017), 41(3), 841-866. (UTD 24, FT 50)
- *Best Paper Nomination, Conference on Information Systems and Technology (CIST), 2015*
 - *Media Coverage: "Why Negotiators Should Be on Social Networks," INSEAD Knowledge, July 16, 2019*
59. Liangfei Qiu and Andrew Whinston, "Pricing Strategies under Behavioral Observational Learning in Social Networks," *Production and Operations Management* (2017), 26(7), 1249-1267, *Lead Article*. (UTD 24, FT 50)
60. Gene Moo Lee, Liangfei Qiu, and Andrew Whinston, (all authors contribute equally) "A Friend Like Me: Modeling Network Formation in a Location-Based Social Network," *Journal of Management Information Systems* (2016), 33(4), 1008-1033. (FT 50)
- *Best Paper Nomination, Hawaii International Conference on System Sciences (HICSS), 2016*
61. Soohyun Cho[†], Liangfei Qiu, and Subhajyoti Bandyopadhyay, "Should Online Content Providers be allowed to Subsidize Content?—An Economic Analysis," *Information Systems Research* (2016), 27(3), 580-595. (UTD 24, FT 50)
- *Media coverage: "Net neutrality may be at risk when companies like Netflix subsidize your data," The*

Conversation, March 17, 2016

- *Recognized by The Conversation as “Understanding net neutrality: 10 essential reads,” November 21, 2017*
62. Liangfei Qiu, Qian Tang, and Andrew Whinston, “Two Formulas for Success in Social Media: Social Learning and Network Effects,” *Journal of Management Information Systems* (2015), 32(4), 78-108. (FT 50)
 - *Media coverage: “The Economics of Pussy Riots on YouTube,” Bloomberg Businessweek, September 22, 2012*
 63. Liangfei Qiu, Huaxia Rui, and Andrew Whinston, “Effects of Social Networks on Prediction Markets: Examination in a Controlled Experiment,” *Journal of Management Information Systems* (2014), 30(4), 235-268. (FT 50)
 - *Best Paper Nomination, Hawaii International Conference on System Sciences (HICSS), 2013*
 64. Liangfei Qiu, Huaxia Rui, and Andrew Whinston, “The Impact of Social Network Structures on Prediction Market Accuracy in the Presence of Insider Information,” *Journal of Management Information Systems* (2014), 31(1), 145-172. (FT 50)
 65. Liangfei Qiu, Huaxia Rui, and Andrew Whinston, “Social Network-Embedded Prediction Markets: The Effects of Information Acquisition and Communication on Predictions,” *Decision Support Systems* (2013), 55(4), 978-987.
 - *Media Coverage: “Research shows Twitter can help predict business trends,” Smart Blogs on Social Media, April 7, 2011*

BOOK

1. Subodha Kumar and Liangfei Qiu, “*Social Media Analytics and Practical Applications: The Change to the Competition Landscape*,” CRC Press (Taylor & Francis Group), 2022.

SELECTED WORKING PAPERS

1. Xiaowei Mei[†], Hsing Kenneth Cheng, Subhajyoti Bandyopadhyay, and Liangfei Qiu, “Operational Innovation with Sponsored Data in the Mobile Telecom Market,” Under Review.
2. Derck Koolen, Wolfgang Ketter, Liangfei Qiu, and Alok Gupta, “The Sustainable Electricity Tipping Point: The Value of Flexibility in Sequential Markets,” Under Review.
3. Anurag Garg[†], Liangfei Qiu, and Subhajyoti Bandyopadhyay, “Beauty Contests and the Effect of Social Fintech in Trading Markets: An Economic Analysis,” Under Review.
4. Subodha Kumar, Xiaowei Mei[†], Liangfei Qiu, and Lai Wei, “Watching Ads for Free Mobile Data: A Game-Theoretic Analysis of Sponsored Data with Reward Task,” Under Review.
5. Qian Tang, Tingting Song, Ashish Agarwal, and Liangfei Qiu, “Cross-Platform Interactions: Interplay of Content Views and Word-of-Mouth with Social Endorsements,” Under Review.

INVITED TALKS

2025: Lehigh University

Temple University (Fox School of Business)
 Erasmus University Rotterdam
 Tilburg University
 2024: Baylor University
 2023: University of Georgia (Terry College of Business)
 Auburn University (Harbert College of Business)
 Hong Kong University of Science and Technology
 Hong Kong Polytechnic University
 Florida State University
 University of Florida (Department of Marketing)
 Tongji University
 Shanghai University of Finance and Economics
 Zhejiang Gongshang University
 Beijing Institute of Technology
 2022: Texas A&M University (Mays Business School)
 Rutgers University
 University of Wisconsin-Madison
 University of Illinois Chicago
 University of Arizona (Eller College of Management)
 Nanyang Technological University
 Chinese University of Hong Kong, Shenzhen
 Tsinghua University
 Zhejiang University
 Shanghai Jiao Tong University
 Fudan University
 Shanghai University of Finance and Economics
 Soochow University
 Beijing Institute of Technology
 Hefei University of Technology
 Northeastern University, China
 Zhejiang Gongshang University
 South China University of Technology
 Beihang University
 University of Science and Technology Beijing
 Central South University, China
 2021: Baruch College, City University of New York (Zicklin School of Business)
 Hong Kong University of Science and Technology
 University of Illinois at Urbana-Champaign (Gies College of Business)
 Boston University (Questrom School of Business)
 South China University of Technology
 Beijing Institute of Technology
 Shanghai University of Finance and Economics
 Soochow University
 University of Science and Technology of China
 2020: University of Connecticut (School of Business)
 Temple University (Fox School of Business)
 Beijing Institute of Technology
 Southern University of Science and Technology, China
 Xi'an Jiaotong University
 Shanghai University of Finance and Economics
 University of Science and Technology of China

2018: Georgia Institute of Technology (Scheller College of Business)
 Temple University (Fox School of Business)
 University of Texas at Austin (McCombs School of Business)
 University of Alberta, Canada (School of Business)
 University of Washington (Foster School of Business)
 Arizona State University (Digital Society Distinguished Speakers Series, W. P. Carey School of Business)
 University of California San Diego (Rady School of Management)
 University of Southern California (Marshall School of Business)

2017: University of Maryland (Robert H. Smith School of Business)
 Tulane University (Freeman School of Business)
 Arizona State University (W. P. Carey School of Business)

2016: Carnegie Mellon University (Tepper School of Business)

2015: George Washington University (School of Business)

2014: AT&T Research Labs

TEACHING EXPERIENCE

• **Instructor**, Warrington College of Business, University of Florida
 Data Analysis and Decision Support (ISM 6423, M.S. Course)
 Evaluations: Fall 2024: 4.66/5; Fall 2023: 4.58/5; Fall 2022: 4.59/5; Fall 2021: 4.65/5; Fall 2020: 4.67/5; Fall 2018: 4.94/5; Spring 2017: 4.76/5; Fall 2016: 4.86/5; Spring 2016: 4.83/5; Fall 2015: 4.76/5; Spring 2015: 4.46/5; Fall 2014: 4.91/5.

Business Database Systems (ISM 6216, M.S. Course)
 Evaluations: Spring 2021: 4.78/5; Spring 2020: 4.52/5; Fall 2019: 4.52/5; Spring 2019: 4.67/5; Fall 2018: 4.89/5; Spring 2018: 4.82/5; Fall 2017: 4.90/5; Fall 2016: 4.86/5; Fall 2015: 4.78/5; Fall 2014: 4.57/5.

PhD Seminar in IS/IT (QMB 7933, Ph.D. Course)
 Evaluations: Spring 2023: 5/5; Spring 2020: 5/5; Fall 2017: 5/5; Spring 2016: 5/5.

• **Guest Lecturer**, University of Florida
 Teach “Big Data in Business” in People and Big Data (IDS 4930) Spring 2018

• **Instructor**, McCombs School of Business, University of Texas at Austin
 Intro to IT Management (MIS 301, Undergraduate Core) Spring 2013
 Evaluations: 4.6/5.

• **Guest Lecturer**, McCombs School of Business, University of Texas at Austin
 Intro to Electronic Commerce (MIS 381N.15, Doctoral/MBA Level) Spring 2012, Spring 2011
 Decision Support Systems (MIS 381N.4, Doctoral/MBA Level) Fall 2013, Fall 2011

PROFESSIONAL SERVICE AND ACTIVITIES

Editorial Boards:

- Department Editor for *Decision Sciences Journal* (2024 – present)
- Associate Editor, *MIS Quarterly* (2021 – present)
- Senior Editor, *Production and Operations Management*, POM-IS Interface Department (2018 – present)
- Board of Editors, *Journal of Management Information Systems* (2025 – Present)

- Guest Editor, *Production and Operations Management*, Special Issue on [Social Technologies in Operations](#) (2021 – present)
- Associate Editor, *Decision Support Systems* (2014 – present)
- Associate Editor, *Decision Sciences Journal* (2022 – 2024)
- Guest Associate Editor, *Information Systems Research*, Special Issue on Humans, Algorithms, and Augmented Intelligence: The Future of Work, Organizations, and Society (2018-2019)
- Guest Associate Editor, *Information Systems Research*, Special Issue on Market Design and Analytics (2020-2021)
- Guest Editorial Board, *Journal of the Association of Information Systems*, Special Issue on Smart Service, Smart Business, Smart Research (2018)
- Editorial Review Board, *Decision Sciences Journal* (2020 – 2022)

Referee for Journals:

Information Systems Research, Management Science, MIS Quarterly, Production and Operations Management, Journal of Management Information Systems, Manufacturing and Service Operations Management, INFORMS Journal on Computing, Decision Support Systems, Decision Sciences, European Journal of Operational Research, European Journal of Information Systems, Electronic Commerce Research, Communications of the Association for Information Systems, Managerial and Decision Economics, Management and Business Review, Electronic Commerce Research and Applications, International Journal of Electronic Commerce, Journal of Electronic Commerce Research, ACM Transactions on Management Information Systems, Journal of the Association for Information Systems, Journal of Business Analytics, Journal of Strategic Information Systems, Omega, Naval Research Logistics, Group Decision and Negotiation, Health Policy and Technology, Royal Society Open Science, Expert Systems with Applications, Information Systems Journal, Information Retrieval Journal, IEEE Internet of Things, IEEE Transactions on Engineering Management, PloS one, Social Network Analysis and Mining, Pacific Asia Journal of the Association for Information Systems, Journal of the Association for Information Science and Technology.

Reviewer for Research Grants:

*National Science Foundation (NSF) Proposal
 Natural Sciences and Engineering Research Council of Canada (NSERC) Grant Proposal
 Grants Council (RGC) of Hong Kong Proposal
 Israel Science Foundation (ISF) Proposal*

Conference Track/Cluster Chair:

*Track Chair, Information Technology/Information Systems Track, Decision Sciences Institute Annual Meeting (DSI) 2025,
 Track Chair, Generative AI Track, POMS 2025,
 Track Chair, Online Review and Recommendations Track, ICIS 2022,
 Track Chair, Social Media and Internet of Things Track, POMS 2022,
 Track Chair, IS Design, Development, and Project Management Track, ICIS 2021,
 Track Chair, Information Technology/Information Systems Track, Decision Sciences Institute Annual Meeting (DSI) 2021,
 Track Chair, Economics of IS Track, Pacific Asia Conference on Information Systems (PACIS) 2019,
 Information Systems Society (ISS) Cluster Chair, INFORMS Annual Meeting 2018,
 Track Chair, Social Media Analytics and Internet of Things Track, Production and Operations Management Society (POMS) Annual Conference 2018,
 Track Chair, Social Media Analytics and Internet of Things Track, Decision Sciences Institute Annual Meeting (DSI 2018),
 Track Chair, Information Security Track, Decision Sciences Institute Annual Meeting (DSI 2016).*

Conference Program Committee Member:

Committee of Distinguished Young Scholars of the 2022 POMS International Conference in China, Workshop on Information Technologies and Systems (WITS 2014-2021), Conference on Information Systems and Technology (CIST 2014-2021), Workshop on e-Business (WeB 2016-2020), Track Associate Editor for International Conference on Information Systems (ICIS 2020, 2019, 2017), Track Associate Editor for Pacific Asia Conference on Information Systems (PACIS 2016), The 16th International Conference on Electronic Commerce (ICEC 2014), Secure Knowledge Management Workshop (SKM 2017), China Summer Workshop on Information Management (CSWIM 2017-2021).

Conference/Workshop Organization:

ISOM Annual Workshop, Warrington College of Business Administration, University of Florida, 2015.

Conference/Workshop Discussant:

*Area Editor of Best Student Paper Competition, POMS International Conference in China, 2022;
Discussant, MISQ Authuor Workshop, 2021, 2022;
Discussant, China Summer Workshop on Information Management (CSWIM), 2021;
Discussant, Workshop on Information Systems and Economics (WISE), 2020;
Moderator and Panelist, "Digital Goods in E-commerce," POMS 29th Annual Conference, 2018;
Moderator, E-Debate, POMS 29th Annual Conference, 2018;
Discussant, Theory in Economics of Information Systems Workshop (TEIS), 2017.*

DOCTORAL DISSERTATION SUPERVISORY COMMITTEE

Zhechao Yang (Committee Co-Chair), UF, Graduated in 2025 (Placement: Assistant Professor, George Mason University)

Xinyu Zang (Committee Co-Chair), UF, Graduated in 2024 (Placement: Assistant Professor, University of Missouri-Kansas City)

Na Zhang (Committee Co-Chair), UF, Graduated in 2024 (Placement: Assistant Professor, Wichita State University)

Mariia Petryk (Committee Chair), UF, Graduated in 2022 (Placement: Assistant Professor, George Mason University)

Anurag Garg (Committee Co-Chair), UF, Graduated in 2022 (Placement: Assistant Professor, University of Kansas)

Xiang (Shawn) Wan (Committee Member), UF, Graduated in 2022 (Placement: Assistant Professor, Santa Clara University)

Honggang Hu (Committee Member), UF, Graduated in 2022 (Placement: Assistant Professor, Tongji University)

Yuan (Lucy) Zhang (Committee Member), UF, Graduated in 2022 (Placement: Assistant Professor, Auburn University at Montgomery)

Ramah Al Balawi (Committee Member), University of Illinois at Chicago, Graduated in 2022 (Placement: Assistant Professor, Baruch College, City University of New York)

Arunima Chhikara (Committee Member), UF, Graduated in 2021 (Placement: Assistant Professor, University of Kansas)

Jingchuan Pu (Committee Member), UF, Graduated in 2019 (Placement: Assistant Professor, Penn State University)

Avinash Geda (Committee Co-Chair), UF, Graduated in 2019 (Placement: University of North Carolina Wilmington)

Mahdi Moqri (Committee Member), UF, Graduated in 2018 (Placement: Assistant Professor, Iowa State University)

Xiaowei Mei (Committee Member), UF, Graduated in 2017 (Placement: Assistant Professor, Hong Kong Polytechnic University)

Soohyun Cho (Committee Member), UF, Graduated in 2016 (Placement: Assistant Professor, Rutgers University)

Shun-Yang Lee (Committee Member), UT Austin, Graduated in 2016 (Placement: Assistant Professor, University of Connecticut)

Hui Yang (Co-supervisor), Visiting Ph.D. Student, Fudan University, 2023-2024

Jinlong Zhao (Co-supervisor), Visiting Ph.D. Student, Northeastern University, China, 2023-2024

Huijie Jin (Co-supervisor), Visiting Ph.D. Student, Renmin University of China, 2023-2024

Qili Wang (Co-supervisor), Visiting Ph.D. Student, Renmin University of China, 2019-2021

External Committee Members:

Minmo Gahng (UF Finance)

Matthew Son (UF Finance)

Da Tian (UF Finance)

Shizhen (Jasper) Jia (UF Tourism, Hospitality & Event Management)

HONORS AND AWARDS

- Management Science (INFORMS), Distinguished Service Award 2024
- University of Florida Research Foundation Professorship 2023
- Management Science (INFORMS), Distinguished Service Award 2023
- Management Science (INFORMS), Distinguished Service Award 2022
- Decision Sciences Journal, Best Reviewer Award 2022
- University of Florida Term Professorship 2021
- Workshop on e-Business (WeB), Best Reviewer Award 2021
- Association for Information Systems (AIS) Distinguished Member 2021
- MIS Quarterly, Outstanding Reviewer of the Year Award 2020
- Best Paper Nomination, Workshop on Information Technologies and Systems (WITS) 2020
- Best Paper Runner Up, Conference on Health IT and Analytics (CHITA) 2020
- Association for Information Systems (AIS) Early Career Award 2019
- INFORMS Information Systems Society Sandy Slaughter Early Career Award 2019
- Production & Operations Management Journal, Best Senior Editor Award 2019
- UF Excellence Award for Assistant Professors (University-wide award) 2018
- Information Systems Research, Best Reviewer Award 2018

- Hough Faculty Fellow, Warrington College of Business, UF 2018
- Management Science (INFORMS), Distinguished Service Award 2018
- Warrington College of Business Graduate Teaching Award, University of Florida 2018
- Outstanding AE Award, Peer to Peer and Crowd Markets Track, ICIS 2017
- Best Paper Nomination, Conference on Information Systems and Technology (CIST) 2017
- Management Science (INFORMS), Distinguished Service Award 2017
- Production & Operations Management Journal, Best Reviewer Award 2017
- Health Policy and Technology Journal, Outstanding Reviewer 2016
- Best Reviewer Nominee, Track: Economics and Value of IS, ICIS 2016
- Best Paper Nomination, Hawaii International Conference on System Sciences 2016
- Best Paper Nomination, Conference on Information Systems and Technology (CIST) 2015
- Judy Fisher Teaching with Technology Award, University of Florida 2015
- The Wharton Customer Analytics Initiative (WCAI) Research Opportunity 2015
- Best Paper Nomination, Hawaii International Conference on System Sciences 2015
- Stephen L. McDonald, Ph.D. Endowed Fellowship in Economics, University of Texas at Austin 2014
- Excellence in Peer Review, Decision Support Systems 2013
- Best Paper Nomination, Hawaii International Conference on System Sciences 2013
- McCombs School of Business Fellowship, University of Texas at Austin 2010-2014
- Travel Grant for Young Economists, Econometric Society World Congress 2010
- Professional Development Award, University of Texas at Austin 2010-2013

RESEARCH GRANTS

- Co-PI: UF ISE Research Thrust Pilot Program (\$59,382)
- PI/Co-PI: The Networks, Electronic Commerce, and Telecommunications (NET) Institute Summer Research Grant, 2014, 2016, 2018, 2019, 2020
- PI: UF Supply Chain Management Center Research Grant, 2022

Updated on April 20, 2025.