

# Shu He

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CONTACT INFORMATION	Department of Information Systems and Operations Management, Warrington College of Business, University of Florida 1454 Union Rd, Stuzin Hall 345 Gainesville, FL 32611 USA	Shu.He@warrington.ufl.edu
EMPLOYMENT	Assistant Professor, Warrington College of Business, University of Florida	July 2022 - present
	Assistant Professor (obtained tenure), School of Business, University of Connecticut	Aug 2016 - June 2022
EDUCATION	Ph.D., Economics, The University of Texas at Austin Committee Chair: Andrew B. Whinston, Ph.D.	Aug 2016
	M.S., Economics, The University of Texas at Austin	May 2013
	B.A., Economics, Peking University, China	July 2011
	B.S., Applied Mathematics, Peking University, China	July 2011
RESEARCH INTERESTS	<b>Topics:</b> Social Media, Digital Platforms, E-Commerce, Information Security <b>Methodologies:</b> Applied Econometrics, Machine Learning, Field Experiment	
JOURNAL PUBLICATIONS	(* Authors are ordered alphabetically) Jason Chan*, Shu He*, Dandan Qiao*, and Andrew B. Whinston*, "Shedding Light on the Dark: Would Police Arrests Exert a Deterrence Effect on Darknet Transactions," Accepted at <i>Information Systems Research</i> . <ul style="list-style-type: none"><li>NET Institute summer grant 2019</li></ul> Shu He*, Shun-Yang Lee*, and Huaxia Rui*, "Open Voice or Private Message? The Hidden Tug-of-War on Social Media Customer Service," Accepted at <i>Production and Operations Management</i> . Shu He, Liangfei Qiu, and Xusen Cheng, "Surge Pricing and Short-Term Wage Elasticity of Labor Supply in Real-Time Ridesharing Markets," <i>MIS Quarterly</i> , 46(1), 2022, p:193-228. Sulin Ba*, Shu He*, and Shun-Yang Lee*, "Mobile App Adoption and Its Differential Impact on Consumer Shopping Behavior," <i>Production and Operations Management</i> , 31(2), 2022, p: 764-780. Shu He, Jing Peng, Jianbin Li, and Liping Xu, "Impact of Platform Owner's Entry on Third-Party Stores," <i>Information Systems Research</i> , 31(4), 2020, p: 1467-1484. <ul style="list-style-type: none"><li>Best Paper Award, 2021 UConn School of Business</li></ul> Donghyuk Shin, Shu He, Gene Moo Lee, Andrew B. Whinston, Suleyman Cetintas, and Kuang-Chih Lee, "Enhancing Social Media Analysis with Visual Data Analytics: A Deep Learning Approach," <i>MIS Quarterly</i> , 44(4), 2020, p: 1459-1492. Gene Moo Lee, Shu He, Joowon Lee, and Andrew B. Whinston, "Towards an Efficient Matching for Mobile App Cross Promotions," <i>Information Systems Research</i> , 31(3),	

2020, p: 865-891.

Yunhui Zhuang, Yunsik Choi, Shu He, Alvin Chung Man Leung, Gene Moo Lee, and Andrew B. Whinston, "Understanding Security Vulnerability Awareness, Firm Incentives, and Development in Pan-Asia," *Journal of Management Information Systems*, 37(3), 2020, p: 668-693.

- Best Research-in-Progress Runner Up Award, *The Workshop on Information Technologies and Systems (WITS 2017)*
- NSF Award 2017-2020

Xianghua Lu, Shu He, Shaohua Lian, Sulin Ba, and Junjie Wu, "Is User-Generated Content Always Helpful? Examining the Effects of Online Forum Browsing on Consumers' Travel Purchase Decisions," *Decision Support Systems*, Volume 137, Oct 2020.

Shu He, Huaxia Rui, and Andrew B. Whinston, "Social Media Strategies in Product Harm Crises," *Information Systems Research*, 29(2), 2018, p: 362-380.

Shu He, Gene Moo Lee, Sukjin Han, and Andrew B. Whinston, "How Information Disclosure Would Influence Organizations' Outbound Spam Volume: Evidence from a Field Experiment," *Journal of Cybersecurity*, 2(1), 2016, pp: 99-118.

PAPERS UNDER  
REVIEW

(\* Authors are ordered alphabetically)

Jianqing Chen\*, Shu He\*, and Xue Yang\*, "Perceived Fairness and User Engagement: A Quasi-Natural Experiment on Impacts of Rule Breach and Recovery Measures in Online Gaming," Revised and resubmitted (third round) at *Information Systems Research*.

Ying Lu, Dandan Qiao, Shu He, and Bernard Tan, "Earn from Trust: How Lower Search Cost Changes Consumers' Choice and Structure of Darknet Market," Major revision at *Management Science*.

Ayush Sengupta, Shu He, Miao Bai, and Xinxin Li, "Ride to Health: The Impact of Ridesharing on Patients' Healthcare Access." Invited for resubmission at *Information Systems Research*.

WORKING PAPERS

"Book-or-Drive: The impact of Ride-Sharing on the Automobile Industry." with Ayush Sengupta and Xinxin Li

"Each Coin Has Two Sides and So Do Crypto-Coins: The Social impacts of Cryptocurrency ATMs." with Yanzhen Chen

"The Impact of Indiscriminative Policing Policy: Does Blocking Sites "Work"?" with Xuan Ye

"The Impact of Sponsored Ads on Influencers' Social Media Strategies." with Lanfei Shi and Sulin Ba.

WORK-IN-  
PROGRESS

"The Competition of Stores with Omnichannel strategies." with Cuihong Li and Kaiyu Zhang.

"Exploration or Solidification: Modeling Users' Dynamics of Collusive Behavior in Decentralized Online Communities." with Ying Lu, Dandan Qiao, Xiaoying Xu, and Bernard Tan.

AWARDS AND  
GRANTS

- 2022 ISS Gordon B. Davis Young Scholar Award

2022

- Best Reviewer Award, Information Systems Research 2020
- Best Paper Award, UConn School of Business 2020-2021
- PI: NSF grant, Information Disclosure and Security Policy Design: A Large-Scale Randomization Experiment in Trans-Pacific Region 2017-2020
- Deans Summer Research Fund 2020-2021
- NET Institute summer grant 2019
- Travel Grant for Workshop on the Economics of Information Security, NSF 2015
- Leo Koguan Scholarship, Peking University 2010
- Wusi Scholarship, Peking University 2008, 2009
- Gold Medal for Chinese Chemistry Olympiad 2007

INVITED TALKS

- Gabelli School of Business, Fordham University 2021
- Naveen Jindal School of Management, The University of Texas at Dallas 2019
- Business School, Nanjing University 2019
- School of IT and Management, University of International Business and Economics 2019
- School of Business, University of Connecticut 2016
- Eli Broad College of Business, Michigan State University 2016
- Simon Business School, University of Rochester 2016

CONFERENCE PUBLICATIONS

Shu He, Shun-Yang Lee, and Huaxia Rui, "Open Voice or Private Message? The Hidden Tug-of-War on Social Media Customer Service," *2023 Statistical Challenges in Electronic Commerce Research* (SCECR 2023), Bogotá Colombia, Jun 2023.

Ying Lu, Dandan Qiao, Shu He, and Bernard Tan, "Earn from Trust: How Lower Search Cost Changes Consumers' Choice and Structure of Darknet Market," *Conference on Information Systems and Technology* (CIST 2022), Indianapolis Indiana, Oct 2022.

Shu He and Xuan Ye, "The Impact of Indiscriminative Policing Policy: Does Blocking Sites "Work"?" *Conference on Information Systems and Technology* (CIST 2022), Indianapolis Indiana, Oct 2022.

Ayush Sengupta, Shu He, Miao Bai, and Xinxin Li, "Ride to Health: The Impact of Ridesharing on Patients' Healthcare Access." *Platform Strategy Research Symposium*, Boston MA, July 2022.

Ayush Sengupta, Shu He, Miao Bai, and Xinxin Li, "Ride to Health: The Impact of Ridesharing on Patients' Healthcare Access." *Conference on Health IT and Analytics* (CHITA), D.C., March 2022.

Ayush Sengupta, Shu He, Miao Bai, and Xinxin Li, "Ride to Health: The Impact of Ridesharing on Patients' Healthcare Access." *Conference on Information Systems and Technology* (CIST 2021), Newport Beach CA, Oct 2021.

Yanzhen Chen\* and Shu He\*, "Each Coin Has Two Sides and So Do Crypto-Coins: The Social impacts of Cryptocurrency ATMs," *2021 Statistical Challenges in Electronic Commerce Research* (SCECR 2021), virtual, Jun 2021.

Shu He, Chaoqun Chen, and Xuan Ye, "The Impact of Indiscriminative Policing Policy: Does Blocking Sites "Work"?" *2021 Statistical Challenges in Electronic Commerce Research* (SCECR 2021), virtual, Jun 2021.

Ayush Sengupta, Shu He, and Xinxin Li, "Book-or-Drive: The impact of Ride-Sharing on the Automobile Industry," *Conference on Information Systems and Technology* (CIST

2020), virtual, Oct 2020.

Jianqing Chen\*, Shu He\*, and Xue Yang\*, “Perceived Fairness and User Engagement: A Quasi-Natural Experiment on Impacts of Rule Breach and Recovery Measures in Online Gaming, *2020 Statistical Challenges in Electronic Commerce Research* (SCECR 2020), virtual, June 2020.

Yunhui Zhuang, Yunsik Choi, Shu He, Alvin Chung Man Leung, Gene Moo Lee, and Andrew B. Whinston, “Information disclosure and security policy design: a large-scale randomization experiment in Pan-Asia,” *Proceedings of the 53rd Hawaii International Conference on System Sciences*, Maui, Hawaii, Jan 2020.

Jason Chan\*, Shu He\*, Dandan Qiao\*, and Andrew B. Whinston\*, “Shedding Light on the Dark: Would Police Arrests Exert a Deterrence Effect on Darknet Transactions,” *Workshop on Information Systems and Economics 2019* (WISE 2019), Munich, Dec 2019.

Shu He, Jing Peng, Jianbin Li, and Liping Xu, “Impact of Platform Owner’s Entry on Third-Party Stores,” *Conference on Information Systems and Technology* (CIST 2019), Seattle, WA, Oct 2019.

Jason Chan\*, Shu He\*, Dandan Qiao\*, and Andrew B. Whinston\*, “Shedding Light on the Dark: Would Police Arrests Exert a Deterrence Effect on Darknet Transactions,” *2019 Statistical Challenges in Electronic Commerce Research* (SCECR 2019), Hong Kong, June 2019.

Shu He, Shun-Yang Lee, and Huaxia Rui, “Open Voice or Private Message? The Hidden Tug-of-War on Social Media Customer Service,” *The 5th Workshop on Experimental and Behavioral Economics in Information Systems* (WEBEIS 2019), Minneapolis, MI, May 2019.

Shu He, Shun-Yang Lee, and Huaxia Rui, “Open Voice or Private Message? The Hidden Tug-of-War on Social Media Customer Service,” *Workshop on Information Systems and Economics 2018* (WISE 2018), San Francisco, CA, Dec 2018.

Shu He, Shun-Yang Lee, and Huaxia Rui, “Open Voice or Private Message? The Hidden Tug-of-War on Social Media Customer Service,” *2018 Conference on Digital Experimentation* (CODE 2018), Cambridge, MA, Oct 2018.

Shu He, Jing Peng, Jianbin Li, and Liping Xu, “Impact of Platform Owner’s Entry on Third-Party Stores,” *The 12th China Summer Workshop on Information Management* (CSWIM 2018), Qingdao, Shandong, China, June 2018.

Shu He, Jing Peng, Jianbin Li, and Liping Xu, “Impact of Platform Owner’s Entry on Third-Party Stores,” *2018 Statistical Challenges in Electronic Commerce Research* (SCECR 2018), Rotterdam, Netherlands, June 2018.

Yun-Sik Choi, Shu He, Vincent Zhuang, Gene Moo Lee, Chung Man Leung, and Andrew B. Whinston, “Information disclosure and security policy design: a large-scale randomization experiment in Pan-Asia,” *The 17th Annual Workshop on the Economics of Information Systems* (WEIS 2018), Innsbruck, Austria, June 2018.

Yun-Sik Choi, Shu He, Vincent Zhuang, Gene Moo Lee, Chung Man Leung, and Andrew B. Whinston, “A Pan-Asian Field Experiment of Organizational Awareness to Information Security and Preparedness Against Cybercrime,” *The Workshop on Information Technologies and Systems* (WITS 2017), Best Research-in-Progress Runner Up Award, Seoul, South Korea, December 2017.

Donghyuk Shin, Shu He, Gene Moo Lee, and Andrew B. Whinston, “Analyzing Content

and Customer Engagement in Social Media with Deep Learning," *Conference on Information Systems and Technology* (CIST 2016), Nashville, TN, November 2016.

"Social Media Strategies in Product Harm Crises," with Huaxia Rui, and Andrew B. Whinston, *International Conference on Information System* (ICIS 2015), Fort Worth, TX, December 2015.

Donghyuk Shin, Shu He, Gene Moo Lee, and Andrew B. Whinston, "Message or Messenger: An Empirical Analysis on Tumblr Reblogging Behavior," *The Workshop on Information Technologies and Systems* (WITS 2015), Dallas, TX, December 2015.

Donghyuk Shin, Shu He, Gene Moo Lee, and Andrew B. Whinston, "Message or Messenger: An Empirical Analysis on Tumblr Reblogging Behavior," *The Fourteenth Workshop on e-Business* (WeB 2015), Fort Worth, TX, December 2015.

Shu He, Huaxia Rui, and Andrew B. Whinston, "Social Media Strategies in Product Harm Crises," *NYU 2015 Conference on Digital Big Data, Smart Life, & Mobile Marketing Analytics* (Big Data Conference 2015), Stern School of Business, NYC, October 2015.

Shu He, Gene Moo Lee, John S. Quarterman, and Andrew B. Whinston, "Designing Cybersecurity Policies," *Workshop on the Economics of Information Security* (WEIS 2015), Delft, Netherlands, June 2015.

Shu He, Gene Moo Lee, John S. Quarterman, and Andrew B. Whinston, "Estimating the Treatment Effect of Spam Information Disclosure on Organizations: A Field Experiment," *Conference on Information Systems and Technology* (CIST 2014), San Francisco, U.S., November 2014.

#### SKILLS

Programming skills:

- Python, R, STATA, SQL, MATLAB, Eviews, and L<sup>A</sup>T<sub>E</sub>X

Languages:

- English (fluent), Mandarin Chinese (native)

#### PROFESSIONAL SERVICE:

##### **Editorial Review Board Member for Journals:**

*Information Systems Research*

##### **Guest AE for Journals:**

*Special Issue of Production and Operations Management: Social Technologies in Operations*

##### **Referee for Journals:**

*Information Systems Research, MIS Quarterly, Management Science, Journal of Management Information Systems, Production and Operations Management, INFORMS Journal on Computing, Decision Support Systems*

##### **Referee for Conferences:**

*International Conference on Information Systems (ICIS), INFORMS Conference on Information Systems and Technology (CIST), Hawaii International Conference on System Sciences (HICSS)*

##### **Conference Program Committee Member:**

*President, INFORMS E-Business Section (2022-2023)*

*Treasurer, INFORMS E-Business Section (2021-2022)*

*Cluster Co-Chair for 2020 INFORMS Annual Meeting, eBusiness Cluster*

*Track Associate Editor for International Conference on Information Systems (2018, 2021)*

*Session Chair for INFORMS Annual Meeting (2017, 2021)*

*Session Chair for POMS Conference 2020*

*Track Associate Editor for Pacific Asia Conference on Information Systems (2021)*

**Member:**

*Association for Information Systems, INFORMS*

INTERNAL  
SERVICE:

- Research assistant professor search committee, School of Business, 2021.
- OPIM research seminar coordinator, OPIM Department, 2018-2021.
- MIS committee, OPIM Department, 2016-2021.
- Undergraduate commencement committee, 2019-2020.
- Undergraduate assessment sub-committee, 2018-2019.
- OPIM innovate committee, OPIM Department, 2017-2019.
- Business school open house, School of Business, 2016-2019.
- MIS scholarship committee, 2016-2018.
- Ph.D. web redesign committee, OPIM Department, 2016-2017.

TEACHING  
EXPERIENCE

Instructor (University of Florida)

- Business Database System I (ISM6215)  
2022 Fall Mod 1, Mod 2
- Analytics Programming (ISM6251)  
2022 Fall Mod 2

Instructor (University of Connecticut)

- Data Management and Business Process ModelingI (OPIM5272)  
2021 Fall
- Business Information SystemsI (OPIM3101)  
2017 Spring, 2018, 2019, 2020, 2021
- IT Security, Governance and AuditI (OPIM3777)  
2016 Fall, 2017 Fall

Recitation Leader (UT Austin)

- Econometrics I (ECO 392M, Doctoral Core)