

DR. XIAORUI HU

Decision Sciences and ITM
School of Business and Administration
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EDUCATION

UNIVERSITY OF TEXAS AT AUSTIN **Austin, TX**
Ph.D in Information Systems Economics, December 2000.
Concentration in Electronic Commerce

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

UNIVERSITY OF TEXAS AT AUSTIN **Austin, TX**
M.S. in Economics, May 1997.

CHINA AGRICULTURAL UNIVERSITY **Beijing, China**
M.S. in Statistics, July 1994.
B.S. in Statistics, July 1991.

TEACHING EXPERIENCE

SAINT LOUIS UNIVERSITY
John Cook School of Business
Department of Decision Sciences and ITM

Associate Professor, Fall 2006 ~ Present
Assistant Professor, Fall 2000 ~ Spring 2006

Undergraduate: Data Communication and Networking (MISB 435)
Information Security Management (ITM 350)
Introduction to Management Information Systems (MISB 200)
Introduction to Information Technology Management (ITM 200)
Business Foundations (BIZ 100)

Graduate: Business Data Communication and Networking (MISB 635)

Independent study: Independent study (MISB 598, ITM 598) with both undergraduate and graduate students.

UNIVERSITY OF TEXAS AT AUSTIN
McCombs School of Business
Department of MSIS and Department of Economics

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

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

CHINA AGRICULTURAL UNIVERSITY
College of Agricultural Business Administration and Management

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

Undergraduate: Business Statistics
 Statistical Software TSP

PUBLICATIONS IN REFEREED JOURNALS

“Effects of Perceived Interactivity, Perceived Web Assurance, and Disposition to Trust on Initial Online Trust,” with Guohua, Wu and Yuhong Wu, to appear in Journal of Computer-Mediated Communication.

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

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

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

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

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

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

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

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

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

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

RESEARCH UNDER REVIEW AND IN PROGRESS

"Analysis of Online P2P Lending Market: A Game Theory Approach," with Zhangxi Lin, Tan Jun.

"Cloudy and Reigning," with Josh Wallace, Ramon Alvarez, Connor Montgomery

"Inside the minds of Chinese and American Pirates: An extended Software Piracy Model," with Guohua Wu, Kuang Wenbin and Bin Lu.

"Understanding P2P Lending Environment: A Prosper Case," with Zhangxi Lin, Binjie Lu.

REFEREED BOOK CHAPTERS AND MAGAZINES

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

“Cultural Adaptation on the Web: A Study of American Companies? Domestic and Chinese Web Sites,” with Nitish Singh and Hongxin Zhao, in Gordon Hunter and Felix B. Tan (ed), Advanced

Topics in Global Information Management, Volume 4, Chapter XII, pp. 203-220, Idea Group Inc. 2005.

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

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

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

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

CONFERENCE AND WORKSHOP PUBLICATIONS

Hu, X., Wu, G., Kuang, W., Lu, B. “A Cross Cultural Study on Software Piracy: An Extended Piracy Model,” the Ninth Workshop on E-Business, December 2010, Saint Louis, MO.

Hu, X., Wu, G., Kuang, W., Lu, B. “A Comparative Study on Software Piracy between China and America,” Midwest AIS, June 2010, Moorehead, MN.

Hu, X., Wu, G., & Wu, Y. “A Study on the Role of Perceived Interactivity,” proceeding of the 49th Annual International Association for Computer Information Systems (IACIS) International Conference, September, 2009, Pittsburgh, PA.

Hu, X., Wu, G., & Cheng, Y. “Cross-Cultural Study on Software Piracy Between American and Chinese Students,” Proceeding of the International Academy of Business and Public Administration Disciplines (*IABPAD*), April 2008, Dallas, TX, p. 1343-1349.

Hu, X., and Wu, Y., “Web Assurance Seals in the Online Markets,” Proceeding of the First China Summer Workshop on Information Management (CSWIM), July 2007, Shanghai, P.R. China.

- Hu, X., Wu, G., Wu, Y., and Zhang, H., "The Impact of Web Assurance Seals on Consumer Trust," Presented in International Conference of Electronic Commerce, 2006, Beijing, P.R. China, May 2006.
- Hu, X., Wu, G., Wu, Y., and Zhang, H., "The Impact of Web Assurance Seals on Consumer Trust," Proceedings of the Information Resources Management Association International Conference (IRMA), San Diego, California, May 2005.
- Hu, X. and Wu, Y., "Impact of Web Assurance Seals on Online Shoppers' Decision-Making --A Theoretical Approach," accepted as proceedings of Global Information Technology Management (GITM) World Conference, Anchorage, Alaska, June 2005.
p.s. Paper was accepted for proceeding and presentation. Due to medical issues, I withdraw.
- Wang, R. and Hu, X., "VoIP and Its Development in China," accepted as abstract and presentation at Hawaii International Conference on Business (HICBUSINESS), Honolulu, Hawaii, June 2004.
p.s. Paper was accepted for presentation. However, due to medical issues, I withdrew.
- Niederman, F. and Hu, X., "Electronic Commerce Personnel in the Age of Clicks and Mortar: Toward a Framework of Individual and Project Level Skills," Proceedings of the Computer Personnel Research Conference, SIGMIS ACM, Philadelphia, Pennsylvania, April 2003.
- Yang, J., Hu, X., and Zhang, H., "The Effect of Feedback System on Electronic Market," abstract in Institute for Operations Research and the Management Sciences (INFORMS), San Jose, California, November 2002.
- Hu, X., Singh, N., Zhao, H., and Zhang, H., "A Cross-cultural Comparison of the U.S. and Chinese Web Sites: An Exploratory Study," Proceeding of International Conference of Electronic Business (ICEB), Beijing, P.R.China, May 2002.
- Hu, X., Lin, Z., Whinston, A.B., and Zhang, H., "Perceived Risk and Escrow Adoption: An Economic Analysis in Online Consumer-to-Consumer Auction Markets," Proceeding of the 22nd Annual International Conference in Information Systems (ICIS), New Orleans, Louisiana. December 2001.
- Hu, X., Lin, Z., and Zhang, H., "Myth or Reality: Do the Trust-Promoting Seals Really Matter in E-Markets?" Proceeding of Workshop on Information Technologies & Systems (WITS), New Orleans, Louisiana, December 2001.
- Hu, X., "Comparison of Semi-Conductor Industry Between China and Taiwan", Proceeding of The 10th Annual Meeting of China-Taiwan Scholars Exchange Conference, July 2001.
- Ba, S., Hu, X., and Zhang, H., "Authentication and Reputation: Fostering Competition in the Electronic Market", Proceeding of the 1st Sino-America Workshop on Electronic

Commerce (SAWEC'01), Xi'an China, May 2001.

Hu, X., Lin, Z., Whinston, A.B., and Zhang, H., "An Economic Model for Online Escrow Service," abstract at Workshop on Information Systems and Economics (WISE), Brisbane, Australia, December 2000.

INTERNATIONALLY INVITED RESEARCH PRESENTATIONS

"Online Banking Practice in the United States," The 1st Sino-America Workshop on Electronic Commerce (SAWEC'01), Xi'an China, May 2001.

"Multiple-Item Auction with Endogenous Supply," Special topics on Electronic Commerce: Research Seminar in Tsinghua University, Peking China, June 2001.

RESEARCH PRESENTATIONS

"A Cross Cultural Study on Software Piracy: An Extended Piracy Model," presented in the Ninth Workshop on E-Business, December 2010, Saint Louis, MO.

"A Comparative Study on Software Piracy between China and America," presented in Midwest AIS, June 2010, Moorehead, MN.

"A Study on the Role of Perceived Interactivity," presented in the 49th Annual International Association for Computer Information Systems (IACIS) International Conference, October, 2009, Pittsburgh, PA.

"Cross-Cultural Study on Software Piracy Between American and Chinese Students," presented in the International Academy of Business and Public Administration Disciplines (IABPAD), April 2008, Dallas, TX.

"Web Assurance Seals in the Online Markets," Proceeding of the First China Summer Workshop on Information Management (CSWIM), July 2007, Shanghai, P.R. China.

"The Impact of Web Assurance Seals on Consumer Trust," Presented in International Conference of Electronic Commerce, Beijing, P.R. China, May 2006.

"The Impact of Web Assurance Seals on Consumer Trust," Information Resources Management Association International Conference (IRMA), San Diego, California, May 2005.

"Electronic Commerce Personnel in the Age of Clicks and Mortar: Toward a Framework of Individual and Project Level Skills," Computer Personnel Research Conference, (SIGMIS ACM), Philadelphia, Pennsylvania, April 2003. Presented by co-author Fred Niederman.

“The Effect of Feedback System on Electronic Market,” Institute for Operations Research and the Management Sciences (INFORMS), San Jose, California, November 2002. Presented by co-author Jian Yang.

“Perceived Risk and Escrow Adoption: An Economic Analysis in Online Consumer-to-Consumer Auction Markets,” the 22nd Annual International Conference in Information Systems (ICIS), New Orleans, Louisiana. December 2001.

“Myth or Reality: Do the Trust-Promoting Seals Really Matter in E-Markets?” Faculty Research Seminar hosted by John Cook School of Business, Saint Louis University, November 2001.

“Myth or Reality: Do the Trust-Promoting Seals Really Matter in E-Markets?” Workshop on Information Technologies & Systems (WITS), New Orleans, Louisiana, December 2001. Presented by co-author Han Zhang.

“Trick or Treat? Escrow Services in Online Consumer –to-Consumer Auction Markets.” MIS Research Seminar hosted by Saint Louis University, September 2001.

“Comparison of Semi-conductor industry between China and Taiwan”, proceeding of 10th Annual Meeting of China-Taiwan Scholar Exchange Conference, Taipei, Republic of China, July 2001. (in Chinese)

“An Economic Model for Online Escrow Service,” abstract at Workshop on Information Systems and Economics (WISE), Brisbane, Australia, December 2000. Presented by co-author Zhangxi Lin.

OTHER PUBLICATIONS IN THE COMMUNITY

Hu, X., “Such a Faithful God,” Saint Louis Chinese American News, 2003. (in Chinese)

Hu, X., “God’s Way,” Saint Louis Chinese American News, 2003. (in Chinese)

Hu, X., Congratulation letter was chosen to be posted on the CCTV website for the 50th year of Chinese National Day, October 1999, <http://www.cctv.com/specials/50th/pttq/index.htm>.

PROFESSIONAL DEVELOPMENT

ATTENDANCE AT PROFESSIONAL MEETINGS & TRAININGS

Continuing Education Program, "Data center tour and wireless network presentation in ITS," Saint Louis University. (November 2010).

Continuing Education Program, 5 day workshop, "SAP Training: Business Process Management," SAP University Alliances Program. (July 2010).

Workshop, "Building Practices: Integrating mentoring and advising for student success," Office of the Vice President, Frost and Vice President, Health Sciences. (September 22, 2010).

Workshop, "SLU Global training workshops," Saint Louis University. (August 12, 2010).

Continuing Education Program, "SAP Curriculum Congress 2010," SAP University Alliances Program. (March 18, 2010 - March 21, 2010).

Workshop, "Building Community: Integrating mentoring and advising for student success," Office of the Vice President, Frost and Vice President, Health Sciences. (March 17, 2010).

Seminar, "Cyber Attack and Defense Webinar for Education Sector," Citrix Online; Top Layer Security. (March 11, 2010).

Continuing Education Program, "Data center tour and wireless network presentation in ITS," Saint Louis University, 2009.

Attended seminar, "Teaching difficult topics," Center for teaching Excellence, SLU. 2009.

Seminar, "Interactive Learning," Saint Louis University, CTE., 2009.

Continuing Education Program, "St. Louis Tech-Security Conference," Data Connectors, 2009.

Teaching enrichment, "Wisdom, Eloquence, and a Little Bit of Yourself: A Philosophy for Teaching," 2009.

Review Text Book for Management Information Systems, "Database Systems, Data Warehouses and Data Marts," 2009.

Attended workshop, "Maximizing Mentoring for Undergraduates: A workshop for Faculty mentors and Advisors", " Office of the Provost, Student Development, CTE, SLU. 2009.

Review text book Business Data Communications by Manish Agrawal for John Wiley & Sons, Inc. Review text book proposal, Chapter 1 and accompany Power point, 2008.

Attended the data center tour to Information Technology Services, hosted by Saint Louis University ITS, 2008.

Attended a one day St. Louis Tech-Security Conference, hosted by Data Connectors, 2007.

Attended St. Louis Tech-Security Conference, hosted by Data Connectors, November 2006.

The Saint Louis e-Security Conference & Expo, Saint Louis, Missouri, October 2003.

Collaborative Institutional Review Board Training Initiative Program, Saint Louis University, Institutional Review Board, completed the program on October, 2003.

Research HIPAA Awareness Training, Saint Louis University, Institutional Review Board, completed on October, 2003.

Annual International Business Conference, Saint Louis University, John Cook School of Business, November 2002.

Junior Faculty Consortium in 22nd Annual International Conference of Information Systems (ICIS), New Orleans, Louisiana, December 2001.

CONTINUING EDUCATION, WORKSHOPS, TRAINING PROGRAMS

Certificate of Completion "SLU Global training workshops," Saint Louis University. (August 12, 2010).

Continuing Education Program, "SAP Training: Business Process Management," SAP University Alliances Program. July 2010.

Continuing Education Program, "SAP Curriculum Congress 2010," SAP University Alliances Program. March 2010.

Certificate of Completion, Association for Operations Management APICS, Supply Chain Management, April 2009.

Attended Heartland-Delta Faculty Conversations Conference, Loyola University, Chicago, February 16-18, 2007.

Attended Heartland-Delta Faculty Conversations post-conference meeting, and exchanged thoughts with other professors, March 6, 2007.

Attended Workshop on Integrative Learning, October 26, 2007, sponsored by Reinert Center for Teaching Excellence and the Office of the Provost, Saint Louis University.

Attended the data center tour to Information Technology Services, hosted by Saint Louis University ITS, November 2007.

Attended half day Teaching Excellence Seminar, hosted by John Cook School of Business, Saint Louis University. February 12th, 2008. Speaker: Dr. Harvey Brightman.

- Attributes of Effective Teachers
- Writing learning objectives to design effective presentations
- Develop “big picture” and “Just-in-time” structuring Diagram

Attended the data center tour to Information Technology Services, presented by Merle Voelkerding and Michael Moore, hosted by Saint Louis University ITS, April 2006.

Attended a half-day workshop on Making the Grading Process Fair, Time-Efficient, and Useful for Student Learning and Using the Grading Process for Departmental Decisions, presented by Dr. Barbara E. Walvoord, University of Notre Dame, sponsored by the CTE, Saint Louis University, May 2006.

Attended a half-day workshop on Practical and Feasible Ways to Assess and Improve Student Learning in Departments and General Education, presented by Dr. Barbara E. Walvoord, University of Notre Dame, sponsored by the CTE, Saint Louis University, May 2006.

Attended a one day St. Louis Tech-Security Conference, hosted by Data Connectors, November 2006.

Attended a two-day Teaching and Technology Conference, Sponsored by Saint Louis University, University of Missouri-St. Louis and other institutions, November, 2006.

Attended a complete series of WEBCT training workshops hosted by the Center for Teaching Excellence and ITS WebCT Team, Saint Louis University, 2006.

- “Intro to the WebCT Environment at SLU” on September 27, 2006.
- “Delivering Content in WebCT” on October 4, 2006.
- “WebCT Communication Tools and Grade book” on October 11, 2006.
- “WebCT Quizzing and Survey Tools and Respondus II” on October 18, 2006.
- “Student Presentation Tool and Assignment Drop Box” on October 25, 2006.

How to Install, Configure, Administer and Troubleshoot Linux, a two-day workshop on Linux, presented by CompuMaster, HRC, Salt Lake City, Utah, July 2005.

Nortel Network Products Presentation, by Nortel Inc., hosted by Saint Louis University, April 2005.

10 Best Teaching Practices, a half-day teaching workshop by Dr. Alison Morrison-Shetlar, University of Central Florida, sponsored by the Center for Teaching Excellence. May, 2005.

“Designing Instruments for Classroom Assessment,” Saint Louis University, effective teaching seminars by Center for Teaching Excellence, April, 2004.

“WebCT Training Seminars Part II,” Saint Louis University, effective teaching seminars by the Center for Teaching Excellence, 2003.

“Engaging Students in Learning,” hosted by the University Student Educational Service Center, March 6, 2003.

“WebCT Training Seminars Part I,” Saint Louis University, effective teaching seminars by the Center for Teaching Excellence, 2003.

Teaching Portfolio Development Retreat, two-day workshop hosted by Saint Louis University, Center for Teaching Excellence, April 5-6, 2002.

The GSU Master Teacher Program: Improving Teaching Effectiveness, a 5-day training program, the 14th Annual Workshop on Improving Teaching hosted by Georgia State University, May 9-13, 2002.

“60 Minutes: Technology in an Hour II,” Saint Louis University, effective teaching seminars by the Center for Teaching Excellence, 2002.

“What It Means to be a Faculty Member?” Saint Louis University, effective teaching seminars by the Center for Teaching Excellence, 2001.

Curriculum Retreat, hosted by John Cook School of Business, Saint Louis University, 2001.

“60 Minutes: Technology in an Hour I,” Saint Louis University, effective teaching seminars by the Center for Teaching Excellence, 2001.

“Classroom Instruction: Using the Web to Enhance Teaching,” Saint Louis University, effective teaching seminars by the Center for Teaching Excellence, 2000.

“How to Improve Your Teaching With the Course Syllabus,” Saint Louis University, effective teaching seminars by the Center for Teaching Excellence, 2000.

PROFESSIONAL EXPERIENCE

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

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

SERVICE

INTERNATIONAL SERVICE

- Program Committee of the Second China Summer Workshop on Information Management, (CSWIM), Chongqing, P.R. China 2010.
- Guest Researcher for Research Center for Next Generation Internet and Its Applications (NGIIA), Fujian University of Technology, Fujian P.R. China, 2004 ~ present.
- Program Committee of the Second China Summer Workshop on Information Management, (CSWIM), Chengdu, P.R. China 2008.
- Program Committee of the First China Summer Workshop on Information management, (CSWIM), Shanghai 2007.
- Member of International Editorial Review Board for International Journal of E-Business Research (IJEER), 2006 ~ present.
- Member of the Editorial board for International Journal of Electronic Finance (IJEF), 2005 ~ present.
- Program Committee member of International Conference of Electronic Commerce, 2005.
- Program Committee member of The 1st Sino-America *Workshop on Electronic Commerce (SAWEC'01)*, 2001.

PUBLICATION RELATED SERVICE

Editorial Boards

- Member of the Editorial Review Board of *International Journal of Electronic Finance*, 2004 to present.

- Member of the International Editorial Review Board of the *International Journal of E-Business Research*, starting from January 2006 to present.
- Member of the Editorial Board of *ITEmploymentAdvisors.Com*, 2003 ~ present.

Journal Referee

- *Decision Support Systems*, Ad hoc reviewer.
- *Journal of Organizational Computing and Electronic Commerce*, Ad hoc reviewer.
- *Journal of End User Computing*, Ad hoc reviewer.
- *Journal of Systems and Software*, Ad hoc reviewer.
- *Journal of Electronic Commerce Research*, Ad hoc reviewer.
- *Thunderbird International business Review*, Ad hoc reviewer.
- *Multinational Business Review*, Ad hoc reviewer.
- *Energy Risk (formerly Energy and Power Risk Management)*, Ad hoc reviewer.
- *International Journal of Electronic Finance*, Ad hoc reviewer.
- *International Journal of E-Business Research*, Ad hoc reviewer.
- *Infor*, Ad hoc reviewer.

Referee for Conferences

- *The Ninth Workshop on E-Business, (WEB)*, Ad hoc reviewer, 2010.
- *The Middlewest AIS, (MW AIS)*, Ad hoc reviewer, 2010.
- *The fourth China Summer Workshop on Information Management, (CSWIM)*, Ad hoc reviewer, 2010.
- *The 49th Annual International Association for Computer Information Systems (IACIS) International Conference*, Ad hoc reviewer, 2009.
- *The Third China Summer Workshop on Information Management, (CSWIM)*, Ad hoc reviewer, 2009.
- *The Second China Summer Workshop on Information Management, (CSWIM)*, Ad hoc reviewer, 2008.
- Served as discussant for the “*International Business and Economic*” Session in IABPAD’08, discussed three papers.
- *The First China Summer Workshop on Information Management, (CSWIM)*, Ad hoc reviewer, 2007.

- *Information Resources Management Association (IRMA) International Conference*, Ad hoc reviewer, 2005.
- *International Conference of Electronic Commerce (ICEC)*, Ad hoc reviewer, 2005.
- *International Conference of Electronic Business (ICEB)*, Ad hoc reviewer, 2002.
- *International Conference on Information Systems (ICIS) Conference*, Ad hoc reviewer, 2001.

SERVICE AT SAINT LOUIS UNIVERSITY

- Served in CSB Undergraduate Core Experience Task Force, 2007 ~ present.
- Served in CSB Assessment Committee, 2007 ~ present.
- Served in Blackboard Faculty Advisory Committee, 2009 ~ 2010.
- Served as advisor for student Government Association New Chartered Student organization: “East-West College Students Exchange Association,” 2008 ~ present.
- Started Chinese International Student Fellowship (Xiao BoBo Fellowship), and served as the main organizer, 2009 ~ present.
- Attended Service Day and supported Toy Drive 2010.
- Served as a reviewer for Beaumont Faculty Development Fund, 2007.
- Evaluated tenure application for department.
- Serve in department chair search committee.
- Supported the Service leadership Day of CSB.
- Advised ITM and MIS students, and served as mentor.
- Participated in the Helping Our Own program hosted by the Mission Programs, 2000 ~ present.
- Serving as a member of the Faculty Senate in the University, 2001~ 2006.
- Serving on the Research Committee of John Cook School of Business, 2005 ~ 2006.

- Served on the University Ad-hoc Family Leave Committee, 2003 ~ 2004.
- Attended Phonathon for John Cook School of Business, 2001 to present.
- Attended Faculty Staff Move-In Project in the University 2005.
- Represented the Decision Sciences and MIS Department for new student orientation and meeting with potential presidential scholar students, 2001 and 2002.
- Invited and hosted well-known Professor Li, Qi as a visiting scholar on June 2002. The invitation increased the visibility and reputation of Saint Louis University in the Chinese University community. Professor Li is a Chaired Professor and Dean of the Department of Electronic Commerce, China Transportation University, Xi'an China, and the Director of The Institute of Information & Economics of China.
- Interviewed with Job Candidates for Decision Sciences and MIS, 2001 and 2002.
- Attended MIS club social events. Showed support by chatting with potential students to hear their concerns.
- Supported the Marvelous Monday recruiting program by serving as spokesman for DS and MIS department and opening Monday classes to prospective students.
- Opened classroom to potential presidential scholar students in MISB 200 class.
- Served as the assistant Marshall for John Cook School of Business in the May Commencement, 2002.
- Member of Ad-hoc committee for the MIS 200 Course Revision, 2000.
- Advising MIS students, 2001 ~ present.

COMMUNITY SERVICE

- Serve as a worship leader and Sunday-School teacher in Saint Louis Chinese Gospel Church, 2005 to present.
- Served as the Caring contact for Friendship fellowship in Saint Louis Chinese Gospel Church, 2005 to present.
- Organized the Operation Christmas Child project in Saint Louis Chinese Gospel Church and collected 358 shoe boxes, and donated them to Samaritan's Purse, 2010.

- Serve as a deaconess at Saint Louis Chinese Gospel Church, 2005 ~ 2008.
- Member of Missions Committee in Saint Louis Chinese Gospel Church, 2004 ~ 2008.
- Host international students of Saint Louis University and Washington University during Holiday seasons, 2001 ~ present.
- Contribute to a special gospel column in Saint Louis Chinese American News in 2003.
- Take care of the cancer patients, pray with them, share testimonies, drive them to treatments, etc.
- Member of Pastoral Search Committee in Saint Louis Chinese Gospel Church, 2004, 2005, and 2008.

HONORS & AWARDS

- Certificate of Completion, "SLU Global training workshops," Saint Louis University. August 2010.
- Certificate of Completion, "SAP Training: Business Process Management," SAP University Alliances Program. July 2010.
- Winner of 2008 B&A Summer Research Grant. Topic: "A Study on Consumer Initial Web Site Trust: The Role of Perceived Interactivity on Online Trust."
- Awarded Service Award by *International Academy of Business and Public Administration Disciplines*, April 2008.
- Winner of 2007 B&A Summer Research Grant. Topic: "Optimal Information System design for Internal Resource Allocation – Menu Auction Approach."
- Awarded the Distinguished service award from Saint Louis University for five years of dedicated services, November 1, 2006.
- Cook School of Business Summer Research Grant, Saint Louis University, for the study of "The Effects of Web Assurance Seals on Consumers' Trust in E-vendors: Seal Numbering Effect," summer 2005.
- Received Certificate of Attendance for How to Install, Configure, Administer and Troubleshoot Linux by CompuMaster. Eligible to receive 1.6 CEUs or 16 CPEs according to the International Association for Continuing Education and Training/NASBA, July 2005.

- Beaumont Award winner with Fred Niederman on E-Commerce staffing, summer 2004. (\$4,000)
- Guest Researcher for Research Center for Next Generation Internet and Its Applications (NGIIA), Fujian University of Technology, Fujian P.R. China, 2004 ~ present.
- Cook School of Business Summer Research Grant, Saint Louis University, for the study of “The Effects of Web Assurance Seals on Consumers’ Trust of E-vendors: Signaling the Real Matter?” Summer 2003. (\$7,200)
- Completed testing process for Institutional Review Board (Human Subjects) research certification. Certified by Saint Louis University IRB on October 2003.
- Completed Research HIPAA Awareness Training program, Saint Louis University, Institutional Review Board, October 2003.
- Cook School of Business Summer Research Grant, Saint Louis University, for the study of “Hype or Reality: Do the Trust-Promoting Seals Really Matter in E-Markets?” Summer 2002. (\$7,200)
- Received Certificate of Recognition from the Master Teacher Program, from Georgia State University, 2002.
- Cook School of Business Summer Research Grant, Saint Louis University, for the study of “Trust Related Signs and Their Effect on Consumer’s Trust in an Online E-Commerce Environment,” summer 2001. (\$7,000)
- Tuition Fellowship, University of Texas at Austin, 1997 ~ 1999.
- Excellent Graduate Student Award, China Agricultural University, Beijing China, 1993.
- Serve as Academic Secretary in Student Government, China Agricultural University, Beijing China, 1990-1991.
- Academic Excellence Award, China Agricultural University, Beijing China, 1987 ~ 1991.

PROFESSIONAL MEMBERSHIPS

- Institute for Operations Research and the Management Sciences (INFORMS)
- Association for Information Systems (AIS)

- Information Resource Management Association (IRMA)
- Decision Sciences Institute (DSI)
- American Economics Association (AEA)
- Mathematical Association of American (MAA)
- Chinese American Professors of Information Systems (CAPIS)