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Dr. Tuan Q. Phan is an Associate Professor (with tenure) at the National University of Singapore in the Department of Information Systems and Analytics (School of Computing), and the Department of Analytics and Operations (Business School), a Research Team Lead at the Institute of Application of Learning Science and Educational Technology, and affiliated with the Business Analytics Centre. His research spans multiple disciplines including economics, marketing, consumer behavior, computer science, and statistics. His expertise covers various industries including retail and e-commerce, logistics and transportation, social media, news and video media, technology and consumer products, education, and FinTech. He received his doctorate from Harvard Business School, and an undergraduate from MIT. He is also an entrepreneur, and frequently consults industry leaders.

**EDUCATION**

- 2011      **Harvard Business School, Boston, MA, USA**  
Doctor of Business Administration (DBA) in Marketing
- 2002      **Massachusetts Institute of Technology, Cambridge, MA, USA**  
B.S. in Computer Science & Electrical Engineering, with concentrations in Business and Economics

**ACADEMIC EMPLOYMENT**

**National University of Singapore, Singapore**

- 2018 - Present      *Department of Information Systems and Analytics*  
*School of Computing*  
Associate Professor (with tenure)
- Aug. 2011- 2018      Assistant Professor
- 2019 - Present      *Department of Analytics and Operations*  
*NUS Business School*  
Associate Professor (courtesy appointment)
- Sept. 2017 – Present      *Institute of Application of Learning Science and Educational Technology*  
Research Team Lead
- 2013 - Present      *Business Analytics Centre*  
Affiliated faculty member

**PROFESSIONAL EXPERIENCE**

- 2011      *Consultant, Senior Analyst*  
ChoiceStream Inc, Cambridge, MA
- 2003 - 2004      *Systems Analyst*  
Ticketmaster, Los Angeles, CA

2000 – 2004

Co-Founder

Intergrafx, Cambridge, MA; Pasadena, CA; Taipei, Taiwan

## **RESEARCH AND SCHOLARLY ACTIVITIES**

### A. Research Interests

1. Social Networks, Digital Marketing & Economies, E-commerce, Computational Social Science, Artificial Intelligence, FinTech, education
2. Big Data, Markov Chain Monte Carlo methods, econometrics, Numerical methods

### B. Journal Publications

1. Bhattacharya, Prasanta, **Tuan Q. Phan**, Xue Bai, and Edoardo M. Airoidi. “A Co-evolution Model of Network Structure and User Behavior: The Case of Content Generation in Online Social Networks.” *Information Systems Research* (Forthcoming)
2. **Phan, Tuan Q.**, and David Godes. “The Evolution of Influence Through Endogenous Link Formation.” *Marketing Science*, March 12, 2018. doi: [10.1287/mksc.2017.1077](https://doi.org/10.1287/mksc.2017.1077).
3. Chen, Xi, Ralf van der Lans, and **Tuan Q. Phan**. “Uncovering the Importance of Relationship Characteristics in Social Networks: Implications for Seeding Strategies.” *Journal of Marketing Research* 54, no. 2 (2017): 187–201. doi:[10.1509/jmr.12.0511](https://doi.org/10.1509/jmr.12.0511).
4. Cavusoglu, Huseyin, **Tuan Q. Phan**, Hasan Cavusoglu, and Edoardo M. Airoidi. “Assessing the Impact of Granular Privacy Controls on Content Sharing and Disclosure on Facebook.” *Information Systems Research* 27, no. 4 (2016): 848–879. doi:[10.1287/isre.2016.0672](https://doi.org/10.1287/isre.2016.0672).
5. **Phan, Tuan Q.**, and Edoardo M. Airoidi. “A Natural Experiment of Social Network Formation and Dynamics.” *Proceedings of the National Academy of Sciences* 112, no. 21 (May 26, 2015): 6595–6600. doi:[10.1073/pnas.1404770112](https://doi.org/10.1073/pnas.1404770112).

### C. Conference Proceedings

#### I. *FinTech*

1. Tan, Tianhui, and **Tuan Q. Phan**, “Predicting Micro-loan Default Behavior Using Mobile Data: A Spatio-Social Network Approach.” *Statistical Challenges in Electronic Commerce Research*, June 18-19, 2018, Rotterdam, Netherlands
2. Mehrotra, Rishabh, Prasanta Bhattacharya, Tianhui Tan, and **Tuan Q. Phan**, “Predictive Power of Online and Offline Behavior Sequences: Evidence from a Micro-Finance Context.” *International Conference on Information Systems (ICIS) Proceedings*, 2017, Seoul, Republic of Korea. <http://aisel.aisnet.org/icis2017/DataScience/Presentations/28/>
3. Lu, Xuesong, Alvaro Gonzalez Rivas, Prasanta Bhattacharya and **Tuan Q. Phan**, “A Paypal for the Un-Banked: Analyzing Mobile-Based Micro-Cash Transfers in a Large Developing Economy.” *International Conference on Information Systems (ICIS) Proceedings*, 2017, Seoul, Republic of Korea. <http://aisel.aisnet.org/icis2017/IT-and-Social/Presentations/17/>
4. Tan, Tianhui, Prasanta Bhattacharya and **Tuan Q. Phan**, “Social Media-driven Credit Scoring: The Predictive Value of Social Structures.” *Statistical Challenges in Electronic Commerce Research*, June 26-28, 2017, Ho Chi Minh City, Vietnam.
5. Tan, Tianhui and **Tuan Q. Phan**, “Social Media-Driven Credit Scoring: the Predictive Value of Social Structure”. *International Conference on Information Systems (ICIS) Proceedings*, 2016, Dublin, Ireland. <http://aisel.aisnet.org/icis2016/DataScience/Presentations/18/>
  - **Most Innovative Research-In-Progress Paper Award**
6. Tan, Tianhui, Prasanta Bhattacharya and **Tuan Q. Phan**, “Credit-worthiness Prediction in Microfinance using Mobile Data: A Spatio-network Approach.” *International Conference on Information Systems (ICIS) Proceedings*, 2016, Dublin, Ireland. <http://aisel.aisnet.org/icis2016/EBusiness/Presentations/28/>

7. Tan, Tianhui and **Tuan Q. Phan**, “A Method for Credit Scoring using Social Media.” *Statistical Challenges in Electronic Commerce Research, 2016*, Naxos, Greece

## II. Media, Social Networks, and Marketing

8. Ding, Dan, Tuan Q Phan, Prasanta Bhattacharya, and Xuesong Lu. “The Impact of Peer Influence on Academic Performance: A Three-Stage Co-Evolution Model.” *ICIS 2018 Proceedings*, 2018, 9.
9. Dan, Ding, and Tuan Q. Phan. “The Impact of Source-Based Bundling Strategy on Content Consumption Behavior: Evidence from a Quasi-Experiment.” In *Workshop on Information Systems and Economics*, 2018.
10. Ding, Dan, **Tuan Q. Phan**, Prasanta Bhattacharya, and Xuesong Lu, “The Impact of Peer Influence on Academic Performance: A 3-Stage Co-evolution Framework.” *Statistical Challenges in Electronic Commerce Research*, June 18-19, 2018, Rotterdam, Netherlands
11. Zhang, Xiaoqing, **Tuan Q. Phan**, and Adelle (Xue) Wang, “Grandfather Clause and Customer Loyalty: Evidence from a Quasi-Experiment.” *Statistical Challenges in Electronic Commerce Research*, June 18-19, 2018, Rotterdam, Netherlands
12. Zhang, Xiaoqing, and **Tuan Q. Phan**, “Customers’ Response to Advantaged Grandfather Clause: A Natural Experiment.” *International Conference on Information Systems (ICIS) Proceedings*, 2017, Seoul, Republic of Korea. <http://aisel.aisnet.org/icis2017/Economics/Presentations/11/>
13. Zhang, Xiaoqing, and **Tuan Q. Phan**, “Reviewing before Finishing: the Effect of Adoption Time and Binge Watching on Online TV Services Review.” *Workshops on Information Systems and Economics*, Dec. 2017, Seoul, Republic of Korea.
14. Han, Yoon, Khim Yong Goh, Seung Hyun Kim and **Tuan Q. Phan**, “The Effect of Mental Stress on Mobile Ad Response Behavior.” *Statistical Challenges in Electronic Commerce Research*, June 26-28, 2017, Ho Chi Minh City, Vietnam.
15. Oh, Hyelim, **Tuan Q. Phan** and Khim Yong Goh, “Are You What You Tweet? The Impact of News Sentiment on Interplays between News Readership and Social Media Sharing.” *Statistical Challenges in Electronic Commerce Research*, June 26-28, 2017, Ho Chi Minh City, Vietnam.
16. Zhang, Xiaoqing and **Tuan Q. Phan**, “The Impact of Comparative Advantage on Users’ Subscription Duration and Engagement Behavior.” *Statistical Challenges in Electronic Commerce Research*, June 26-28, 2017, Ho Chi Minh City, Vietnam.
17. Ding, Dan and **Tuan Q. Phan**, “News Feed Bundling: The Impact of Salience of Source Information on News Reading Behavior.” *Statistical Challenges in Electronic Commerce Research*, June 26-28, 2017, Ho Chi Minh City, Vietnam.
18. Bhattacharya, Prasanta, **Tuan Q. Phan**, and Khim Yong Goh. “Investigating the Effects of Self-Presentation At Social Network Sites On Purchase Behavior: A Text Mining and Econometric Approach.” *Statistical Challenges in Electronic Commerce Research*, 2016, Naxos, Greece
19. Faik, Isam, Prasanta Bhattacharya, and **Tuan Q. Phan**. “From Collective Sensemaking to Collective Mindfulness: The Evolution of Online Social Movements.” In *Academy of Management Proceedings*, 2016:18089. Academy of Management, 2016.
20. Bhattacharya, Prasanta, **Tuan Q. Phan**, and Khim Yong Goh. “Investigating the Effects of Self-Presentation At Social Network Sites On Purchase Behavior: A Text Mining and Econometric Approach.” *Marketing Science*, 2016, Shanghai, China
21. Bhattacharya, Prasanta, **Tuan Q. Phan**, and Edoardo Airoldi. “Analyzing the Co-Evolution of Network Structure and Content Generation in Online Social Networks.” *European Conference on Information Systems*, May 29, 2015. Munster, Germany. [http://aisel.aisnet.org/ecis2015\\_cr/18](http://aisel.aisnet.org/ecis2015_cr/18)
22. Bhattacharya, Prasanta, **Tuan Q. Phan**, and Linlin Liu. “Privacy-Preserving Distributed Analytics: Addressing the Privacy-Utility Tradeoff Using Homomorphic Encryption for Peer-to-Peer Analytics.” *International Conference on Information Systems (ICIS) Proceedings*, 2015, Dallas, Texas, USA. <http://aisel.aisnet.org/icis2015/proceedings/DecisionAnalytics/8/>

23. Bhattacharya, Prasanta, **Tuan Q. Phan**, and Edoardo Airoldi. “Investigating the Impact of Network Effects on Content Generation: Evidence from a Large Online Student Network.” *International Conference on Information Systems (ICIS) Proceedings*, 2015, Dallas, Texas, USA. <http://aisel.aisnet.org/icis2015/proceedings/SocialMedia/12/>
24. Bhattacharya, Prasanta, **Tuan Q. Phan**, and Khim Yong Goh. “Investigating the Effects of Self-Presentation At Social Network Sites On Purchase Behavior: A Text Mining and Econometric Approach.” *International Conference on Information Systems (ICIS) Proceedings*, 2015, Dallas, Texas, USA
25. Han, Yoon, Khim Yong Goh, Seung Hyun Kim, and **Tuan Q. Phan**. “The Effect of Repeated Ad Exposure and Physical Avoidance on Consumers’ Mobile Ad Response.” *International Conference on Information Systems (ICIS) Proceedings*, 2014, Auckland, New Zealand. <http://aisel.aisnet.org/icis2014/proceedings/EBusiness/45/>
  - **Best Research-in-Progress Award, runner up**
26. Tan, Tianhui, and **Tuan Q. Phan**. “How Superbowl Commercials Affect My Social Network: An Empirical Study on the Evolution of Social Ties through Revealed Preferences.” *International Conference on Information Systems (ICIS) Proceedings*, 2014, Auckland, New Zealand. <http://aisel.aisnet.org/icis2014/proceedings/EconomicsandValue/13/>
27. Bhattacharya, Prasanta, **Tuan Q. Phan**, and Khim Yong Goh. “Investigating the Effects of Self-Presentation At Social Network Sites On Purchase Behavior: A Text Mining and Econometric Approach.” *Pacific-Asia Conference on Information Systems*, 2014, Chengdu, China. <http://aisel.aisnet.org/pacis2014/348/>
28. Xu, Haifeng, Bernard Tan, and **Tuan Q. Phan**. “How Does Online Social Network Change My Mood? An Empirical Study of Depression Contagion On Social Network Sites Using Text-mining.” *International Conference on Information Systems (ICIS) Proceedings*, 2013, Milan, Italy. <http://aisel.aisnet.org/icis2013/proceedings/ResearchInProgress/44/>
29. Cavusoglu, Huseyin, **Tuan Q. Phan**, Hasan Cavusoglu, and Edoardo M. Airoldi. “Do Privacy Controls Increase the Openness of Online Social Network Users: Analysis of Information Disclosure Behavior Through a Natural Experiment,” *International Conference on Information Systems (ICIS) Proceedings*, 2013, Milan, Italy. <http://aisel.aisnet.org/icis2013/proceedings/ResearchInProgress/54/>
30. Cavusoglu, Huseyin, **Tuan Q. Phan**, Hasan Cavusoglu, and Edoardo M. Airoldi. “Do Privacy Controls Increase the Openness of Online Social Network Users: Analysis of Information Disclosure Behavior Through a Natural Experiment,” *Marketing Science*, 2013, Istanbul, Turkey
31. Chen, Qing, and **Tuan Q. Phan**. “Do Pepsi Drinks Talk about Sleepwalker? The Effects of Self-Presentation and Conformity in Competing Word-of-Mouth.” *International Conference on Information Systems (ICIS) Proceedings*, 2012, Orlando, FL, USA. <http://aisel.aisnet.org/icis2012/proceedings/ResearchInProgress/84/>
32. Mobius, Markus, **Tuan Q. Phan**, and Adam Szeidl. “Treasure Hunt: A Field Experiment on Social Learning,” *Workshops on Information Systems and Economics*, Dec. 2010, St. Louis, MO, USA

### III. Other

33. Lu, Xuesong, Zsolt Katona, and Tuan Quang Phan. “Shopping or Dining? Analyzing User Behavior to Flight Delay.” *ICIS 2018 Proceedings*, 2018, 9.
34. Qiu, Lin, Prasanta Bhattacharya, and **Tuan Q. Phan**, “Battling Diabetes through Food Photography: An Image-based Utility Maximization Framework for Diet Diagnostics.” *International Conference on Information Systems (ICIS) Proceedings*, 2017, Seoul, Republic of Korea. <http://aisel.aisnet.org/icis2017/IT-and-Healthcare/Presentations/23/>

### D. Book Chapters

1. Pervin, Nargis, **Tuan Quang Phan**, Anindya Datta, Hideaki Takeda, and Fujio Toriumi. “Hashtag Popularity on Twitter: Analyzing Co-Occurrence of Multiple Hashtags.” In *Social Computing and Social Media*, 169–182. Springer, 2015. [http://link.springer.com/chapter/10.1007/978-3-319-20367-6\\_18](http://link.springer.com/chapter/10.1007/978-3-319-20367-6_18).
2. Lu, Xuesong, **Tuan Quang Phan**, and Stéphane Bressan. “Incremental Algorithms for Sampling Dynamic Graphs.” In *Database and Expert Systems Applications*, 327–341. Springer, 2013. [http://link.springer.com/chapter/10.1007/978-3-642-40285-2\\_29](http://link.springer.com/chapter/10.1007/978-3-642-40285-2_29).

#### E. Papers Under Review

1. “Treasure Hunt: Social Learning in the Field” with Markus Mobius and Adam Szeidl, *Econometrica* (Preparing for 2<sup>nd</sup> round resubmission)
2. “The Effect of Consumers’ Affect State on Mobile Ad Response Behavior: An Image Sentiment Processing and Econometric Modeling Approach,” with Mike Han, Khim Yong Goh, and Seung Kim, *Information Systems Research* (Under 2<sup>nd</sup> round review)
3. “Social Media-Driven Credit Scoring: The Predictive Value of Social Structures” with Tianhui Tan, *Management Science* (under review)
4. “Are You What You Tweet? The Impact of Sentiment on Digital News Consumption and Social Media Sharing” with Hyelim Oh and Khim Yong Goh, *Information Systems Research* (preparing for 2<sup>nd</sup> round resubmission)

#### F. Working Papers

1. “Modeling the Co-evolution of Content Production in Reaction to Privacy Control Changes on Facebook,” with Prasanta Bhattacharya and Edoardo Airoldi (target journal: *Proceedings of the National Academy of Sciences*)
2. “Why Do People Keep Using Social Network Sites (SNS): Understanding the Formation of SNS Addiction,” with Haifeng Xu and Bernard Tan
3. “Existing Customers’ Response to the Grandfather Clause: A Quasi-Natural Experiment” with Xiaoqing Zhang and Adelle Yang (target journal: *Management Science*)
4. “Shopping or Dining? Analyzing User Trajectories Due to Flight Delays” with Xuesong Lu and Zsolt Katona
5. “Identifying Financial Contagion in Peer-to-Peer Lending Systems) with Xuesong Lu, Xiaobin Ran, Jussi Keppo, and Tianhui Tan
6. “Investigating the Effects of Self-Presentation at Online Social Network Sites and Brand Pages on Offline Purchase Behavior,” with Prasanta Bhattacharya and Khim Yong Goh.
7. “Battling Diabetes through Food photography: An Image-based Utility Maximization Framework for Diet Diagnostics” with Prasanta Bhattacharya and Qiu Lin
8. “Examining the Timing Effect of Information Diffusion on Social Media Platforms: A Temporal Networks Approach,” with Qingliang Wang and Khim Yong Goh
9. “Homophily and Influence: Pricing to Harness Word-of-Mouth on Social Networks” with Peter Zubcsek and Xuesong Lu
10. “Respondent-Driven Sampling in Large Social Networks,” with Edoardo Airoldi
11. “Do Pepsi Drinks Talk about Sleepwalker? The Effects of Self-Presentation and Conformity in Competing Word-of-Mouth,” with Prasanta Bhattacharya and Khim Yong Goh
12. “A Peer-to-Peer System for Secure Distributed Analytics,” with Prasanta Bhattacharya
13. “Private Information, Credit Risk and Graph Structure in Social Networks of Borrowers” with James Christopher Westland and Tianhui Tan

#### G. Invited Academic Talks and Presentations

1. Tan, Tianhui, **Tuan Q. Phan**, “Social Media-Driven Credit Scoring: The Predictive Value of Social Structures”, NTU Information Systems, Sep. 20, 2018
2. **Phan, Tuan Q.**, “Fine-grained Social Science through Big Data - an overview and a case study on self-presentation.” NUS Department of Economics, Nov. 17, 2016
3. Bhattacharya, Prasanta, **Tuan Q. Phan**, and Khim Yong Goh. “Investigating the Effects of Self-Presentation at Social Network Sites On Purchase Behavior: A Text Mining and Econometric Approach.” Invited talk at *China-Europe International Business School Marketing Workshop*, 2016, Shanghai, China
4. **Phan, Tuan Q.**, “A Method for Credit Scoring Using Social Media.” Department of Decision of Sciences, NUS Business School, Feb. 24, 2016
5. **Phan, Tuan Q.**. “Investigating the Effects of Image-Seeking Behavior at Social Network Sites on Purchase Behavior: A Text Mining and Econometric Approach”. Department of Decision Sciences, NUS Business School. April 23, 2014
6. **Phan, Tuan Q.**, and Edoardo M. Airoidi. “How Natural Disasters Affect Human Social Networks: A 4-Year Controlled Natural Experiment.” Workshops on Information Networks (WIN, 2013), New York City, USA
7. **Phan, Tuan Q.**, and Edoardo M. Airoidi. “How Natural Disasters Affect Human Social Networks: A 4-Year Controlled Natural Experiment.” *Fudan University Research Symposium* (2013), Shanghai, China
8. **Phan, Tuan Q.** and David Godes. “The Evolution of Endogenous Influence,” *Cheung Kong Graduate School of Business Marketing Research Forum* (June 2012), Beijing, China
9. **Phan, Tuan Q.** and David Godes. “The Evolution of Endogenous Influence,” *Complexity in Business Conference* (Nov. 2010), Washington, DC.
10. **Phan, Tuan Q.** and David Godes. “The Evolution of Endogenous Influence,” *ITA Software* (Aug. 2010), Cambridge, MA.
11. Mobius, Markus, **Tuan Q. Phan**, and Adam Szeidl. “Treasure Hunt: A Field Experiment on Social Learning,” *Society for Economic Dynamics* (July 2010), Montreal, Canada.
12. Mobius, Markus, **Tuan Q. Phan**, and Adam Szeidl. “Treasure Hunt: A Field Experiment on Social Learning,” *Public Economic Theory Annual Conference* (June 2009), Galway, Ireland.
13. Mobius, Markus, **Tuan Q. Phan**, and Adam Szeidl. “Treasure Hunt: A Field Experiment on Social Learning,” *INFORMS Annual Meeting* (Oct. 2008), Washington, DC.

#### H. Industry Talks:

1. September 26, 2018, (Zurich, Switzerland), Blockchain & Healthcare conference, “Using Blockchains and Healthcare Data to Detect Mental Health & Disorders to Help Institutions to Have Productive Members & Prevent Dangerous Situations”
2. August 21, 2018 (National Conventional Center, Hanoi, Vietnam), Vietnam Innovation Network, Ministry of Planning and Innovation, “FinTech for Vietnam”
3. July 18, 2018 (Marina Bay Sands, Singapore), Innovate. Connect Economy (ICE) conference, “Social Media & Mobile Analytics Driving
4. March 29, 2018 (Singapore), *Science Café*, “Hurricanes & Friendships: The Social Cost of Global Warming”
5. Mar. 22, 2018 (Vietnam), *HAWEE*, Keynote, “Industry 4.0”
6. Jan 16, 2018 (Singapore), *OCBC Risk Portfolio Management*, “Novel Credit Risk Assessment”
7. Nov. 3, 2017 (Hong Kong), *GMAC Asia Pacific Conference*, “Demystifying Artificial Intelligence and Graduate Management Education”
8. June 5, 2017 (Singapore), *Ministry of Education*, “Social Network Analysis”

9. Feb. 22, 2017 (Singapore), *OCBC, The Vault*, “Big Data Disruptions”
10. Oct. 18, 2016 (Singapore), *PyData Singapore*, “Responsible Analytics: Causality”
11. April 13, 2016 (Singapore), *Hewlett Packard Enterprise*, APAC Marketing Annual Meeting, “Big Data-Driven Marketing and Social Media”
12. Jan. 13, 2016 (Singapore), *VISA*, “Big Data, Consumer Analytics and Marketing”

I. Research Grants:

1. 2018, SGD 8.2M, **Ministry of Education (MOE)**, PI, “AI- and Data-driven Financial Management and Analytics”
2. 2017, SGD 380,000, **AISingapore**, Lead PI, “Assisted and Automated Unsecured Lending.”
3. 2017, SGD 100,000, **NUS ALSET**, “Empirical Investigations in Social Networks and Education.”
4. 2016, SGD 900,000, **NUS School of Computing Strategic Initiatives**: “Computational Social Science Infrastructure”
5. 2016, SGD 100,000, **Social Science Research Council** Seed Funding: “Regionalism in the 21st Century: Singapore, Asia, and Beyond”
6. 2014, SGD 178,500, **NUS Research Grant**: “Investigating the Network Economy: A Methodological and Empirical Approach”
7. 2014, SGD 10,000, **Lenovo**: “Social media listening for product design”
8. 2012, SGD 49,500, **NUS Research Grant**: “Social and media webcrawling and analytics for financial valuations and consumer index”
9. 2011, SGD 240,000, **NUS Startup Grant**: “Investigation on consumer behavior in social networks through theoretical, empirical, and experimental methods.”

J. Academic Community:

1. Workshop on Educational and Social Science Technologies, NUS, Singapore (19-21 July 2017, co-organizer)
2. Statistical Challenges in Electronic Commerce, HCMC Vietnam (2017 conference co-chair)
3. Ethics & Social Media International Research Workshop, Paris, France (2017 program committee)
4. Conference on Information Systems and Technology (2016 program committee; 2017 program committee, 2018 program committee)
5. European Conference on Information Systems (ECIS 2016 associate editor, ECIS 2017 associate editor)
6. International Conference on Information Systems (2012 reviewer, 2013 associate editor, 2014, 2015, 2016 associate editor, 2017 associate editor)
7. Pacific Asia Conference on Information Systems (Track Chair 2015)
8. Reviewer for *Proceedings of the National Academy of Sciences (PNAS)*, *Econometrica*, *Management Science*, *Information Systems Research (ISR)*, *MIS Quarterly*, *Marketing Science*, *Journal of Marketing Research*, *Journal of the Association of Information System (JAIS)*, *ACM Transactions on Management Information Systems (ACM TMIS)*, *ACM Transactions on Social Computing (ACM TSC)*, *Annals of Applied Statistics*, *Information Technology Management*, *Internet Research*

K. PhD students:

1. Prasanta Bhattacharya, main supervisor (2017), first placement: ASTAR
2. Yoon Han, co-supervisor (2017), first placement: Asst. Prof. Harbin Institute of Technology
3. Tan Tianhui, main supervisor (expected 2018)
4. Zhang Xiaoqing, main supervisor (expected 2019)
5. Ding Dan, main supervisor (expected 2020)

L. Member of PhD committee for:

1. Song Yi, Computer Science (2014)
2. Ping Wenjie, Information Systems (2014)
3. Rohit Nishant, Decision Science (2014)
4. Zou Xiao, Information Systems (2015)
5. Xu Xiaoying, Information Systems (2015)
6. Yue Yanzhen, Information Systems (2015)
7. Luo Cheng, Information Systems (2016)
8. Li Zhuolun, Information Systems (2016)
9. Gelli Francesco, Computer Science (expected 2019)
10. Ashish Deepak Dandekar, Computer Science (expected 2018)

M. MComp Thesis supervisor for:

1. Obaid Muhammad Talha (2017)
2. Peng Jinyue (2016)

N. Undergraduate thesis supervisor for:

1. Xiaobo Tian (2015)
2. Yu Zheng (2015)
3. Xuan Yu Chew (2015)
4. Ivan Teck Meng Chew (2015)
5. Tingting Guo (2014)
6. Xiawei Zhang (2014)
7. Ashish Tayal (2014)
8. Khyathi Kumar (2014)
9. Yilin Li (2014)
10. Linlin Liu (2014)
11. Parth Pathak (2013)
12. Xue Lin (2013)
13. Tianhui Tan (2013)

O. Past RAs, UROP and Post-docs:

1. Xiaoqing Zhang, PhD RA 2018-2019
2. Tianhui Tan, PhD RA 2018-2019
3. Ting Ye, MSBA RA 2018
4. Toshali Patel, RA 2018-present
5. Xiaobin Ran, RA 2017-2019
6. Xuesong Lu, Postdoc 2017-2018
7. Prasanta Bhattacharya, PhD RA 2016-2017
8. Mike Han Yoon, PhD RA 2016
9. Malyatha Shridharan, UROP 2017-present
10. Mingzhou Che, UROP 2016-2017



11. Venkataraman Poornima, UROP 2016
12. Xuesong Lu, PhD RA 2013
13. Ivan Chew, UROP 2013
14. Kothavari Rajendran, MComp RA 2013

P. NUS Service:

1. May, 2017 – Present, SoC New Building: Space Norms Committee
2. Aug, 2015 – Present, NUS School of Computing Graduate Committee
3. Aug, 2013 - Jan, 2015, NUS School of Computing Executive Committee
4. Aug, 2013 – Present, NUS Ballroom Club, Academic Advisor
5. 2015, 2<sup>nd</sup> NUS Ballroom Competition, Chairman
6. 2014, 1<sup>st</sup> NUS Inaugural Ballroom Competition, Chairman

Q. Awards, Honors, and Fellowships

1. 2018, Health Information Traceability Foundation Awards, **Global Finalist** for best proposal for use of blockchains & healthcare, Zurich, Switzerland
2. 2016, *International Conference on Information Systems (ICIS)*, Dublin, Ireland. **Most Innovative Research-In-Progress Paper Award**
3. 2014, *International Conference on Information Systems (ICIS)*, Auckland, New Zealand. **Best Research-in-Progress Award, runner up**
4. 2005 – 2010, Harvard Business School Graduate Student Fellowship
5. 2002, Winner of MIT Mobile Autonomous Systems Laboratory (MASLAB) Robot Competition

R. Industry Research Collaborations:

1. 2018-Present: **Health Information Traceability** foundation  
*Use of blockchain and healthcare to detect mental disorder*
2. 2018-Present: **Singapore Airlines**, a major airline  
*Pilot training, operations, and airline analytics*
3. 2017-Present: **Scommerce/Ahamove**, a major logistics company in Vietnam  
*Dynamic incentive schemes and on-demand logistics*
4. 2017-Present: **ValueMax**, the oldest pawn shop in Singapore  
*Credit scoring for unsecure lending, and customer analytics*
5. 2017-Present: **PPDai**, China's largest peer-to-peer lending platform  
*Understanding borrower and lender behavior*
6. 2017: **GlycoLeap**, a diet management mobile application service for diabetes  
*Image-based food and health recommendation, and analysis of electronic medical records*
7. 2016-Present: **Viki**, A leading video streaming service of foreign dramas and shows  
*Subscription prediction and language learning using video and EdTech*
8. 2016-Present: **WeGo**, A leading flight search engine  
*Consumer behavior*
9. 2016: **Axiata Group**, A major telecommunication company  
*Churn analysis and prediction, peer-to-peer payments*

10. 2015-2017: **Singapore Press Holdings**, Major publisher with 18 newspapers and magazines  
*Social media, subscription, and readership analytics*
  11. 2015-Present: **Changi Airport Group**, Rated best airport in the world  
*Retail analytics*
  12. 2014-Present: **Lenddo**, Provides micro-finance using social media  
*Prediction of loan defaults using social media, network, and location data*
  13. 2014-Present: **ReadyFor**, Japan's largest crowdfunding website  
*CRM and backing prediction*
  14. 2014: **Lenovo**, World's largest laptop manufacturer  
*Analyzing social media and image sentiment analysis*
  15. 2013-2016: **CashSlide**, Korea's leading opt-in mobile advertising platform  
*Perform image sentiment analysis and CTR prediction*
  16. 2011-2014: **Wing Tai Group**, A leading retail and lifestyle leader  
*Retail analytics*
  17. 2011-Present: **Facebook**, A major social network site  
*Social media and networks analysis*
- S. Board Membership: Grupo Suki (fintech, Mexico), Lillardia Capital (fintech, Singapore, Australia, India)
- T. Industry Consulting: PNJ, Singapore Airlines, Autodesk, HP Enterprise, Lenovo, Changi Airport Group, DBS, OCBC, Singapore Press Holdings, Unilever, Singtel, ACG Management, Axiata, Monetary Authority of Singapore

## **TEACHING**

- A. **NUS**, Department of Information Systems, School of Computing
- *IS5126 (BT5126)*, Hands-on with Business Analytics (Fall 2012, Spring 2014, Spring 2015, Spring 2016, Spring 2017, Spring 2018)
  - *BT3102*, Computational Methods in Business Analytics (Fall 2015, Fall 2016, Fall 2017, Fall 2018)
  - *IS3222*, IT&CRM: Spring 2012, Spring 2013, Fall 2013
- B. **NUS Business School**, Executive Education:
- Leading with Big Data Analytics (2015-present), rating: 4.9/5.0
  - Custom Program for HP Enterprise (2015), Axiata (2016), PNJ (2017)
- C. NUS Center for Healthcare Informatics, Healthcare Analytics (2014)
- D. **Harvard University**, Advanced Game Theory: Spring 2008 (teaching fellow, undergrad)