(Julian) Chenhui Guo

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EXPERIENCE

2016-Now   **Eli Broad College of Business, Michigan State University**

Assistant Professor, Department of Accounting and Information Systems

EDUCATION

2010-2016   **Eller College of Management, University of Arizona**

Ph.D. in Management

Major: Management Information Systems

Minor: Economics (econometrics emphasis)

Dissertation Title: Empirical studies about incentives, information disclosure, and social interactions in online environments

Dissertation Committee Co-Chairs: Paulo Goes and Mingfeng Lin

2006-2010   **School of Management, Zhejiang University, China**

B.S. in Management

Major: Entrepreneurship

RESEARCH INTERESTS

Topics: Electronic markets, crowdsourcing, social media, mobile commerce
Methods: Applied econometrics, structural econometric models, Bayesian econometrics, data mining, social network analysis

TEACHING INTERESTS

Data mining/business analytics, e-commerce/IT management, operations management, database management systems

PUBLICATIONS

Journal Papers

Paulo Goes, Chenhui Guo, and Mingfeng Lin (2016) Do Incentive Hierarchies Induce User Effort? Evidence from an Online Knowledge Exchange. *Information Systems Research* 27(3): 497-516.

Zhu Zhang, Chenhui Guo, and Paulo Goes (2013) Product Comparison Networks for Competitive Analysis of Online Word-Of-Mouth. *ACM Transactions on Management Information Systems*, 3(4): Article 20.

Xi Chen, Indranil Bose, Alvin C.M. Leung, and Chenhui Guo (2011) Assessing the Severity of Phishing Attacks: A Hybrid Data Mining Approach. *Decision Support Systems* 50(4): 662-672.

Conference Papers

Chenhui Guo, Bin Zhang, Xi Chen, and Paulo Goes (2016) Reviving Order Online: The Effect of Purchase Features in Social Media Mobile Apps. CIST 2016, Nashville, Tennessee, US.

Paulo Goes, Chenhui Guo, and Mingfeng Lin (2016) Word-of-Mouth vs. Word of Health Inspectors: Evidence from Restaurant Reviews. INFORMS Annual Meeting 2016, Nashville, Tennessee, US.

Chenhui Guo, Bin Zhang, Xi Chen, and Paulo Goes (2015) Reviving Order Online: The Effect of Purchase Features in Social Media Mobile Apps. WISE 2015, Dallas, Texas, US.

Paulo Goes, Chenhui Guo, and Mingfeng Lin (2015) Word-of-Mouth vs. Word of Health Inspectors: Evidence from Restaurant Reviews. WISE 2015, Dallas, Texas, US.

Paulo Goes, Chenhui Guo, and Mingfeng Lin (2015) Word-of-Mouth vs. Word of Health Inspectors: Evidence from Restaurant Reviews. CIST 2015, Philadelphia, Pennsylvania, US.

Chenhui Guo, Xi Chen, Paulo Goes, and Cheng Zhang (2014) Social Influence in Online Social Games: Understanding its effect on Willingness to Play and Willingness to Pay. CIST 2014 (Best Overall Paper Award), San Francisco, California, US.

Paulo Goes, Chenhui Guo, and Mingfeng Lin (2014) Word-of-Mouth vs. Word of Health Inspectors: Evidence from Restaurant Reviews. INFORMS Annual Meeting 2014, San Francisco, California, US.

Paulo Goes, Chenhui Guo, and Mingfeng Lin (2013) The Lure of Glory: Effect of Certifications on User Contribution in An Online Knowledge Exchange. SCECR 2013, Lisbon, Portugal.

Paulo Goes, Chenhui Guo, and Mingfeng Lin (2012) Rewards and User Behavior in Crowd-based Problem Solving. INFORMS Annual Meeting 2012, Phoenix, Arizona, US.

Paulo Goes, Chenhui Guo, and Mingfeng Lin (2012) Characterizing Crowd Participation in an Online Knowledge Market, SCECR 2012, Montreal, Canada.

Zhu Zhang, and Chenhui Guo (2011) Mining Product Comparison Networks from Online Word-of-Mouth. WITS 2011, Shanghai, China.

Xi Chen, Indranil Bose, Alvin C.M. Leung, and Chenhui Guo (2009) Analyzing the Risk and Financial Impact of Phishing Attacks Using a Knowledge Based Approach, in the Proceedings of the 9th International Conference on Electronic Business (ICEB 2009), Macau, China.

Under Review Papers

"Social Influence in Freemium Environments: Understanding its effect on Willingness to Play and Willingness to Pay in Online Social Games," with Xi Chen, Cheng Zhang, and Paulo Goes, under review.

Working Papers

"Word-of-Mouth vs. Word of Health Inspectors: Evidence from Restaurant Reviews," with Mingfeng Lin and Paulo Goes, Manuscript in Preparation.

"Reviving Order Online: The Effect of Purchase Features in Social Media Mobile Apps," with Bin Zhang, Xi Chen, and Paulo Goes, preliminary draft available (Targeting: *Management Science*).

Work-in-Progress

"Auction Mechanisms in Online Labor Markets." With Mingfeng Lin and Zaiyan Wei, data analysis in progress.

TEACHING EXPERIENCE

Michigan State University

Faculty Coach

ITM 888 Capstone Project, Fall 2016 (Business Analytics Master)

The University of Arizona

Instructor

MIS 545 Data Mining for Business Intelligence, Spring 2015 (MIS master), Teaching Evaluation 4.3/5.0, class size 35

MIS 373 Basic Operations Management, Summer 2013 (Business undergraduate), Teaching Evaluation 4.0/5.0, class size 19

Co-Instructor

MIS 545 Data Mining for Business Intelligence (Online), Summer 2015, Fall 2015, Summer 2016 (MIS online master)

Teaching Assistant

MIS 587 Business Intelligence, Spring 2016 (MIS master)

MIS 331 Database Management Systems, Fall 2014, Fall 2015 (MIS undergraduate)

MIS 510 Web Computing and Mining, Spring 2014, Spring 2013, Spring 2012 (MIS master)

MIS 545 Data Mining for Business Intelligence (Online), Summer 2014, Fall 2014 (MIS online master)

MIS 545 Data Mining for Business Intelligence, Fall 2013, Fall 2011, Fall 2010 (MIS master)

MIS 341 Information System Analysis and Design, Spring 2011 (MIS undergraduate)

REVIEW SERVICES

Information Systems Research

Management Science

Information & Management

Electronic Commerce Research and Applications

Decision Support Systems

PACIS 2012 2014 2015, ICIS 2013 2015 2016, CIST 2014, AMCIS 2016, WITS 2016

HONORS AND GRANTS

Best conference paper award, CIST 2014

Graduate Assistantship, The University of Arizona (2010-present)

Outstanding Graduate of Zhejiang University, Zhejiang University (2010)

SKILLS

Basic Computer Skills: MS Office, MS Visio, Latex, Apache Tomcat, Dreamweaver

Data Analysis: STATA, R, MATLAB, Mathematica, SPSS Modeler, RapidMiner, Weka, JUNG, Pajek, iGraph, Gephi

Programming Language: Java, Python, JSP