(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: online labor markets, crowdsourcing, social media, mobile commerce
Methods: Applied econometrics, structural econometric models, Bayesian econometrics, data mining, social network analysis

TEACHING INTERESTS

Business analytics courses, including database, data visualization, data mining

Doctoral courses, including empirical research methodology in information systems

RESEARCH OUTPUTS

Journal Publications

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

Tae Hum Kim, Chenhui Guo, Anjana Susarla, and Vallabh Sambamurthy (2018) Does Self-Interest

Enhance Social Welfare? Effectiveness of User-Crowdsourced Content in a Mobile Navigation App. ICIS 2018, San Francisco, California, US.

Tae Hum Kim, Chenhui Guo, Anjana Susarla, and Vallabh Sambamurthy (2018) Does User Engagement Enhance Social Welfare? The Effectiveness of User-Crowdsourced Content in Improving Urban Transportation, CIST 2018, Phoenix, Arizona, US.

Chenhui Guo, Bin Zhang, Xi Chen, Paulo Goes (2017) Pay Easy, Buy More: An Empirical Study of the Purchase Feature in Social Media Apps. ICIS 2017, Seoul, South Korea.

Tae Hum Kim, Chenhui Guo, Anjana Susarla, and Vallabh Sambamurthy (2017) Prosocial Behavior or Bystander Effect? The Role of Virtual Crowdedness in Encouraging User Contribution of a Mobile Virtual Community. WISE 2017, Seoul, South Korea.

Tae Hum Kim, Chenhui Guo, Anjana Susarla, and Vallabh Sambamurthy (2017) The Impact of Virtual Crowdedness on User Contributions in a Mobile App Platform: Prosocial Behavior or Bystander Effect? CIST 2017, Houston, Texas, US.

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.

Manuscripts under Review

Chenhui Guo, Xi Chen, Cheng Zhang, and Paulo Goes, "Social Influence in Freemium Environments: Understanding its effect on Willingness to Play and Willingness to Pay in Online Social Games," Reject & Resubmit.

Chenhui Guo, Tae Hum Kim, Anjana Susarla, and Vallabh Sambamurthy, "Understanding Content

Contribution Behavior in A Geo-Segmented Mobile Virtual Community: The Context of Waze," under 2nd round review at ISR.

Yen-Yao Wang, Chenhui Guo, Anjana Susarla, and Vallabh Sambamurthy, "Online to Offline: The Impact of Social Media on Offline Sales in the Automobile Industry," under 3rd round review at ISR.

Working Papers

Chenhui Guo, Bin Zhang, Xi Chen, and Paulo Goes, "Reviving Order Online: The Effect of Purchase Feature in Social Media Mobile Apps," manuscript in preparation.

"Word-of-Mouth vs. Word of Health Inspectors: Evidence from Restaurant Reviews," with Mingfeng Lin and Paulo Goes, additional data analysis in progress.

"Understanding the Impact of Mobile Virtual Communities on Urban Transportation: A Geo-Spatial Analysis," with Anjana Susarla, manuscript in preparation.

Work-in-Progress

"Auction Mechanisms in Online Labor Markets," with Mingfeng Lin and Qiang Gao, data analysis in progress.

"A Natural Language Processing Framework to Predict New Product Ideation from Online Community Forums," with Inkyu Kim and Anjana Susarla, data analysis in progress.

"Understanding the Role of Sharing Economy in Gentrification," with Inkyu Kim and Anjana Susarla, data analysis in progress.

"Investigating in Knowledge or Investing in Money: A Hidden Markov Model of Contribution in Online Knowledge Markets," with Yimo Liu and Anjana Susarla, data analysis in progress.

"Disentangling the Effects of Persuasion from Informativeness in Advertising," with Yen-Yao Wang and Anjana Susarla.

TEACHING EXPERIENCE

Michigan State University

Instructor

ITM 914 Empirical Methods for Information Systems Research, fall 2017 (Ph.D. seminar)

ITM 818 Data Management and Visualization, spring 2017, spring 2018, spring 2019 (MSBA program)

ITM 481 Introduction to Business Analytics, spring 2017, spring 2018, spring 2019 (Undergraduate ITM minor)

Faculty Coach

ITM 888 Capstone Project, fall 2016, fall 2018 (Business Analytics Master)

Ph.D. Student Advising

Tae Hum Kim (dissertation committee member, graduated in 2018, placed at Baylor University)

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)

SERVICES

Journal Reviews

Information Systems Research

Management Science

MIS Quarterly

Information & Management

Electronic Commerce Research and Applications

Decision Support Systems

Conference Reviews

Pacific Asia Conference on Information Systems (PACIS)

International Conference on Information Systems (ICIS)

INFORMS Conference on Information Systems and Technology (CIST)

Americas Conference on Information Systems (AMCIS)

Workshop on Information Technologies and Systems (WITS)

Committee Services

ITM Doctoral program committee member (at MSU)

Undergraduate data science curriculum committee member (at MSU)

HONORS AND GRANTS

Best conference paper award, CIST 2014

Graduate Assistantship, The University of Arizona (2010-2016)

Outstanding Graduate of Zhejiang University, Zhejiang University (2010)

SKILLS

Data Analysis: STATA, R, MATLAB, Mathematica, SPSS Modeler, RapidMiner, Weka

Programming Language: Java, Python, JSP