

## (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  
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: 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.

#### Manuscripts under Review

Chenhui Guo, Tae Hun Kim, Anjana Susarla, and Vallabh Sambamurthy, "Understanding Content Contribution Behavior in A Geo-Segmented Mobile Virtual Community: The Context of Waze," under revision toward 3<sup>rd</sup> 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 revision toward 4<sup>th</sup> 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,” under revision.

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,” under revision.

Tae Hun Kim, Chenhui Guo, and Vallabh Sambamurthy, “User-Generated Content and Public Benefits: An Empirical Analysis of Effects on Traffic Congestion Around Urban Areas,” under revision.

Chenhui Guo, “Word-of-Mouth vs. Word of Health Inspectors: Evidence from Restaurant Reviews,” additional analysis in progress.

### Work-in-Progress

“Auction Formats in Online Labor Markets: Evidence from a Natural Experiment,” with Mingfeng Lin and Qiang Gao, manuscript in preparation.

“The Impact of Crime On the Sharing Economy: a Spatial Analysis,” with Inkyu Kim and Anjana Susarla, data analysis in progress.

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

### Conference Papers

Inkyu Kim, Chenhui Guo, and Anjana Susarla (2019) The Impact of Crime On the Sharing Economy: a Spatial Analysis. INFORMS Annual Meeting 2019, Seattle, Washington, US.

Tae Hun Kim, Chenhui Guo, and Vallabh Sambamurthy (2019) Does Crowdsourced Content Contribute To Public Benefits? Its Effectiveness In Relieving Traffic Congestion Around Urban Areas. INFORMS Annual Meeting 2019, Seattle, Washington, US.

Tae Hun 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 Hun 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 Hun 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 Hun 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.

## **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 Hun 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