

## YIXIN LU

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### EMPLOYMENT

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<b>The George Washington University School of Business, USA</b>	
Associate Professor (with Tenure)	2022–Now
Assistant Professor	2016–2022
<b>Vrije Universiteit (VU) Amsterdam, Netherlands</b>	
Assistant Professor	2014–2016

### EDUCATION

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<b>Rotterdam School of Management, Erasmus University, Netherlands</b>	2009–2014
Ph.D. in Information Systems and Management	
<b>Eindhoven University of Technology, Netherlands</b>	2006–2008
M.Sc. in Industrial Mathematics ( <i>Cum Laude</i> )	
<b>University of Kaiserslautern, Germany</b>	2006–2008
M.Sc. in Mathematical Modeling and Scientific Computing ( <i>Cum Laude</i> )	
<b>Chu Kochen Honors College, Zhejiang University, China</b>	2002–2006
B.Sc. in Applied Mathematics (with Distinction)	

### SELECTED HONORS AND AWARDS

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Information Systems Research Best Associate Editor Award	2024
INFORMS Information Systems Society (ISS) Design Science Award	2021
— <b>Highest recognition for contribution to Design Science research</b>	
Association for Information Systems (AIS) Early Career Award	2021
— <b>Highest recognition for IS scholars in their early stages of careers</b>	
Best Reviewer Award, Information Systems Research	2021
Outstanding ISTM Faculty Award, The George Washington University School of Business	2021
Association for Information Systems (AIS) Impact Award	2020
— <b>Highest recognition for the impact of IS research beyond academia</b>	
Best Associate Editor Award, International Conference on Information Systems (ICIS)	2020
Best Paper Award (runner-up), Conference on Health IT and Analytics	2020
Dean's Emerging Scholar Award, The George Washington University School of Business	2020
— <b>Highest recognition for tenure-track assistant professors' overall research portfolio</b>	
Outstanding Service Award, Workshop of Information Technology and Systems	2019, 2016
Best Paper Award (runner-up), The Hawaii International Conference on System Sciences	2018
European Research Paper of the Year Award (Finalist)	2017
Jo van Nunen Dissertation Award (Finalist), Netherlands	2015
Best Dissertation Award (runner-up), ERIM, Erasmus University	2015
Selected to ICIS Junior Faculty Consortium, Dallas, USA	2015
Best Video Presentation (runner-up), Conference on Information Systems and Technology	2014
Best Paper Award (runner-up), Conference on Information Systems and Technology	2012, 2013

### RESEARCH INTERESTS

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**Topics:** Business Applications of Artificial Intelligence, Digital Health, Mechanism Design, Sustainability.  
**Methodologies:** Applied Econometrics, Game Theory, Field Experiment, Machine Learning, Optimization.

## JOURNAL PUBLICATION

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**FT50:** Top 50 Journals used in Financial Times Research Rankings

**UTD24:** Top 24 Journals used in UT Dallas Top 100 Business School Research Rankings

Zhang, X., Pu, J., Guo, F., and **Lu, Y.** 2025. "Team Makes You Better: Evidence From Online Medical Consultation Platforms," Forthcoming in **Information Systems Research (FT50, UTD24)**

Balocco, F.\*, **Lu, Y.**, Li, T. and Gupta, A. 2024. "Lemon Ads: Adverse Selection in Multi-Channel Display Advertising Market," Forthcoming in **Management Science (FT50, UTD24)**

Lin, X.\*, Gui, L., and **Lu, Y.** 2023. "Managing Sales via Livestream Commerce: Implications of Price Negotiation and Consumer Price Search" Forthcoming in **Production and Operations Management (FT50, UTD24)**

**Lu, Y.**, Gupta, A., Ketter, W., and van Heck, E. 2022. "Designing Hybrid Mechanisms to Overcome Congestion in Sequential Dutch Auctions," **MIS Quarterly**, 46(1), 457-490. **(FT50, UTD24)**

Chen, W.<sup>e</sup>, **Lu, Y.**<sup>e</sup>, Qiu, L., and Kumar, S. 2021. "Designing Personalized Treatment Plans for Breast Cancer," **Information Systems Research**, 32(3), 932-949. **(FT50, UTD24)**

**Lu, Y.**, Gupta, A., Ketter, W., and van Heck, E. 2019. "Information Transparency in B2B Auction Markets: Theory and Evidence from a Field Experiment," **Management Science**, 65(9), 4261-4279. **(FT50, UTD24)**

**Lu, Y.**, Gupta, A., Ketter, W., and van Heck, E. 2019. "Dynamic Decision-Making in B2B Sequential Auctions: A Structural Econometric Approach," **Management Science**, 65(8), 3853-3876. **(FT50, UTD24)**

**Lu, Y.**, Gupta, A., Ketter, W., and van Heck, E. 2016. "Exploring Bidder Heterogeneity in B2B Auctions: Evidence from the Dutch Flower Auctions," **MIS Quarterly**, 40(3), 645-662. **(FT50, UTD24)**

## SELECTED WORKING PAPERS AND WORK-IN-PROGRESS

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"Empowering or Exploiting? The Implications of Direct Market Access for Improving Smallholder Farmers' Welfare," with Gui, L. and Lin, X.\* Major Revision in **Manufacturing & Service Operations Management**

"Spatial Competition of Fast-Charging Networks," with Kienscherf, P.\*, He, L. and Ketter, W. Major Revision in **Information Systems Research**

"Doing Well while Doing Good: The Case of Medical Livestreaming," with Liu, Y.\*, Lai, M., Zhang, X., and Qiu, L.

"Treat or Trick? Mechanism Choices in Online Display Advertising," with Balocco, F.\*, Li, T. and Gupta, A.

"Deal Now or Later? Transaction Mechanisms for Home Sales," with Zhang, C.\* and Gui, L.

"Battle of Micromobility: The Impact of E-scooter Entry on Bike Sharing," with Schroer, K. and Ketter, W.

"Fishing in the Same Pond? Coordination in Ad Campaigns," with Balocco, F., Kraft, L., and Skiera, B.

"Persuasion via Livestreaming: Evidence from Online Medical Consultation," with Liu, Y.\*, and Lin, X.\*

"Who Pays Ad Tech Tax and Why?" with Balocco, F., Li, T. and Gupta, A.

\*: PhD Student when the research project initiated

e: Equal authorship

**SELECTED CONFERENCE PAPERS**

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- Lin, X., Gui, L., and Lu, Y. “Improving Farmers’ Income through Market Access Strategies: A Comparative Study of Contract Farming and Rural Livestreaming”, *MSOM 2024 Conference*, Minneapolis, USA, 2024.
- Balocco, F., Lu, Y., Li, T., and Gupta, A. “Understanding Ad Exchanges’ Mechanism Choices,” *20th Symposium on Statistical Challenges in Electronic Commerce Research*, Lisbon, Portugal, 2024.
- Sund, L, Lu, Y., Ketter, W. “Neighborhood Effect on Electric Vehicle Adoption,” *Conference on Information Systems and Technology*, Phoenix, USA, 2023.
- Balocco, F., Lu, Y., Li, T., and Gupta, A. “Channel Choice and Adverse Selection in Display Advertising,” *Conference on Information Systems and Technology*, Phoenix, USA, 2023.
- Balocco, F., Lu, Y. “Why do Ad Exchanges Switch from Second- to First-Price Auctions?” *Workshop on Information Systems and Economics*, Copenhagen, Denmark, 2022.
- Balocco, F., Lu, Y., Li, T., and Gupta, A. “Who Pays Tech Tax and Why?” *Conference on Information Systems and Technology*, Indianapolis, USA, 2022.
- Balocco, F., Lu, Y., and Li, T. “Tech Tax: Ad Exchanges’ Fees in Display Advertising,” *17th Symposium on Statistical Challenges in Electronic Commerce Research*, Virtual Conference, 2021.
- Balocco, F., Lu, Y., and Li, T. “Mechanism Choices in Online Display Advertising,” *40th International Conference on Information Systems*, Virtual Conference, 2020.
- Chen, W., Lu, Y., Qiu, L., and Kumar, S. “Designing Personalized Treatment Plans for Breast Cancer: A Predictive Analytics Approach,” *11th Conference on Health IT and Analytics*, Virtual Conference, 2020. **Best Paper Nomination.**
- Balocco, F., Lu, Y., and Li, T. “Off With Their Headers! Incentives and Transparency in Multi-Layer Programmatic Advertising Auctions,” *INFORMS Marketing Science Conference*, Durham, USA, 2020.
- Lu, Y., Ou, C., and Angelopoulos, S. “Exploring the Effect of Monetary Incentives on User Behavior in Online Sharing Platforms,” *HICSS 51–The Hawaii International Conference on System Sciences*, Hawaii, USA, 2018. **Best Paper Nomination.**
- Lu, Y., Gupta, A., Ketter, W., and van Heck, E. “Integrating ”Buy-It-Now” into Sequential Auctions: Evidence from Lab and Field Experiments” *INFORMS Marketing Science Conference*, Los Angeles, USA, 2017.
- Lu, Y., Gupta, A., Ketter, W., and van Heck, E. “Integrating ”Buy-It-Now” into Sequential Auctions: Results from Lab and Field Experiments” *Conference on Information Systems and Technology*, Nashville, USA, 2016.
- Lu, Y., Gupta, A., Ketter, W., and van Heck, E. “Information Transparency in B2B Sequential Auctions: A Field Experiment” *35th International Conference on Information Systems*, Auckland, New Zealand, 2014.
- Lu, Y., Gupta, A., Ketter, W., and van Heck, E. “Information Transparency in B2B Sequential Auctions” *Conference on Information Systems and Technology*, San Francisco, USA, 2014.
- Lu, Y., Gupta, A., Ketter, W., and van Heck, E. “Information Transparency in B2B Sequential Auctions,” *10th Symposium on Statistical Challenges in eCommerce Research*, Tel Aviv, Israel, 2014.
- Lu, Y., Gupta, A., Ketter, W., and van Heck, E. “Designing Intelligent Software Agents for B2B Sequential Dutch Auctions: A Structural Econometric Approach,” *34th International Conference on Information Systems*, Milan, Italy, 2013.
- Lu, Y., Gupta, A., Ketter, W., and van Heck, E. “Applying Structural Econometric Analysis to B2B Sequential Dutch Auctions,” *Conference on Information Systems and Technology*, Minneapolis, USA, 2013. **Best Paper Nomination.**

Lu, Y., Gupta, A., Ketter, W., and van Heck, E. “Structural Econometric Analysis and Its Application on the Dutch Flower Auctions,” *International Conference on Operations Research*, Rotterdam, The Netherlands, 2013.

Lu, Y., Gupta, A., Ketter, W., and van Heck, E. “Flexible Decision Support in Multi-Unit Sequential B2B Auctions: A Structural Estimation Based Framework,” *9th Symposium on Statistical Challenges in eCommerce Research*, Lisbon, Portugal, 2013.

Lu, Y., van Iterson, P., Gupta, A., Ketter, W., van Dalen, J., and van Heck, E. “Buy It Now or Later: The Impact of *Mari* on Multi-unit Sequential Dutch Auctions,” *Winter Conference on Business Intelligence*, Snowbird, USA, 2013.

Lu, Y., Gupta, A., Ketter, W., and van Heck, E. “Exploring Bidder Heterogeneity in B2B Auctions: Evidence from the Dutch Flower Auctions,” *Conference on Information Systems and Technology*, Phoenix, USA, 2012. **Best Paper Nomination.**

**Lu, Y.**, Ketter, W., van Dalen, J., Gupta, A., and van Heck, E. “A Stochastic Model of Winning Bids in the Dutch Flower Auctions,” *8th Symposium on Statistical Challenges in Electronic Commerce Research*, Montreal, Canada, 2012.

**Lu, Y.**, Ketter, W., van Dalen, J., Gupta, A., and van Heck, E. “An Empirical Model of Multi-unit Sequential Dutch Auctions,” *Winter Conference on Business Intelligence*, Snowbird, USA, 2012.

Lu, Y., Ketter, W., van Dalen, J., Gupta, A., and van Heck, E. “An Empirical Model for Multi-Unit Sequential Dutch Auctions: the Dutch Flower Auctions Case,” *Workshop on Information Technologies and Systems*, Shanghai, China, 2011.

**Y. Lu**, W. Ketter, E. van Heck, and J. Collins. “Preference Learning for Multi-Attribute Bilateral Negotiations in a Competitive Agent-based Energy Market,” *International Working Conference in Human Factors and Computational Models in Negotiations*, Delft, Netherlands, June, 2010.

Lu, Y., Ketter, W., van Heck, E., and Collins, J. “Preference Modeling for Multi-Attribute Negotiations in Agent-based Energy Management,” *11th International Conference on Group Decision and Negotiation*, Delft, Netherlands, June, 2010.

## BOOKS

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Skog, A., Lewan, M., Karlstrom, M., Morgulis-Yakushev, S., **Lu, Y.**, and Teigland, R. *Chasing the Tale of the Unicorn - A study of Sweden’s Misty Meadows*, May 2016, ISBN: 978-91-86797-24-9.

Skog, A., Severin, A., Jereczek, K., Lewan, M., Gromek, M., Teigland, R., Morgulis-Yakushev, S., Siri, S., and **Lu, Y.** *Plug in Your Network - A Review of the Role of Informal Network for Knowledge Sharing and Innovation*, October 2017, ISBN: 978-91-7731-060-0

## TEACHING EXPERIENCE

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### The George Washington University School of Business

*Python Program Database Applications* (Graduate Core Course), 2021 –  
Average Instructor Rating: 4.7/5

*Foundations of Artificial Intelligence* (Graduate Elective Course, New Development), 2020 –  
Average Instructor Rating: 4.6/5

*Introduction to Programming* (Undergraduate Core Course), 2016 –  
Average Instructor Rating: 4.7/5

*Management Information Systems and Technology* (Undergraduate Core Course), 2016 – 2019  
Average Instructor Rating: 4.6/5

SEED Masterclass *How technology is disrupting advertising*, Spring 2022  
Undergraduate Research Project Supervision, 2018 –

### **VU University Amsterdam, Netherlands**

Instructor for *E-business and Information Management* (Graduate Core Course), 2015  
Bachelor Thesis and Master Thesis Supervision

### **Rotterdam School of Management, Erasmus University**

Guest Lecturer for *Next Generation Business Applications* (Graduate Core Course), 2012 – 2013  
Master Thesis Supervision

## **SERVICES**

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### **Internal**

Faculty Senate Representative, Fall 2023 –  
CoreFac Committee Member, Fall 2021 –  
Doctoral Committee Member, Fall 2018 – Spring 2022  
Co-Organizer of ISTM Research Seminar, Fall 2018 –  
Mentor of *Research Experience for Undergraduate Students*, 2018-2019  
Search Committee Member of ISTM Department, Fall 2017

### **External**

Associate Editor: *Information Systems Research* (2022 – ), *Decision Sciences* (2023 – ).  
Senior Editor: *Production and Operations Management* (2022 – ).  
Ad-Hoc Reviewer: *Management Science*, *MIS Quarterly*, *Information Systems Research*, *INFORMS Journal on Computing*, *Production and Operations Management*, *IISE Transactions*, *Journal of Management Information Systems*, *Information Systems Frontiers*.  
Conference Co-Chair: *INFORMS Annual Meeting Information Systems Cluster* in 2025, 2024, 2020; *Washington Area IT Symposium* in 2025; *Workshop on Information Technologies and Systems* in 2019, 2016.  
Associate Editor: *International Conference on Information Systems* in 2022, 2021, 2020, 2019, 2017; *Pacific Asia Conference on Information Systems* in 2017.  
Program Committee: *Conference on Information Systems and Technology*, *European Conference on Information Systems*, *Hawaii International Conference on System Sciences*, *International Conference on Information Systems*, *Pacific Asia Conference on Information Systems*, *Workshop on Information Technologies and Systems*.  
PhD Supervision: Balocco, F. (Rotterdam School of Management, First Placement: VU Amsterdam), Philipp Kienscherf (University of Cologne), Xi Lin (University of California, Irvine), Lennard Sund (University of Cologne), Yixuan Liu (Hong Kong Polytechnic University))

## **INVITED TALKS**

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BIM Research Seminar, Rotterdam School of Management, Erasmus University, September 2023.  
MIS Research Seminar, Nankai University Business School, August 2023.  
DIS Research Seminar, Bauer College of Business, University of Houston, October 2021.  
BIM Research Seminar, Rotterdam School of Management, Erasmus University, June 2021.  
MIS Research Seminar, Carlson School of Management, University of Minnesota, March 2021.  
Washington Area IT Symposium, Virtual Meeting, November 2020.  
Research Seminar, The Johns Hopkins Bloomberg School of Public Health, April 2019.  
INFORMS Annual Meeting, 2023, 2022, 2021, 2020, 2018, 2016, 2015, 2014, 2013, 2012, 2010.  
POMS Annual Conference, 2021, 2020, 2019, 2018.  
ISTM Research Seminar, The George Washington University, November 2015.  
BIM Research Seminar, Rotterdam School of Management, Netherlands, October 2015.  
KIN Research Seminar, VU Amsterdam, Netherlands, August 2014.  
OPAC Seminar, TU Eindhoven, Netherlands, June 2014.

Information Systems Research Seminar, City University of Hong Kong, Hong Kong, March 2014.  
Supply Chain Management Research Seminar, ESC Rennes, France, January 2014.  
MIS Research Seminar, Carlson School of Management, University of Minnesota, October 2013.  
Operations Research Conference, Rotterdam, Netherlands, September 2013.  
Mechanism Design Seminar, Zhejiang University, China, June 2013.

## **MEDIA REPORT**

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How to Unlock the Sales Potential of Livestream Commerce, GWSB News, 2024  
How AI Can Help Win The War Against Piracy Despite Social Media, Fortune, 2023  
Artificial intelligence is revolutionizing society, whether you like it or not. These 7 business schools are offering A.I. certificate programs to help you get ahead, Fortune, 2023  
Optimise floriculture and make it more sustainable with AI algorithms, RSM Discovery, 2020  
Selling flowers with analytics, RSM Discovery, 2017

## **MEMBERSHIP**

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Association for Information Systems (AIS)  
Information Systems Society (ISS)  
Production & Operations Management Society (POMS)  
The Institute for Operations Research and The Management Sciences (INFORMS)

## **LANGUAGE SKILLS**

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Computer: C/C++, Mathematica, MATLAB, Python, R  
Human: Chinese (Native), English (Proficient), Dutch (Conversational), German (Basic)