

# Yixin Lu

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## Research Interests

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My research examines the impact of technological innovation on individuals, organizations, and society. I integrate theories and methods from Economics, Management, and Computer Science to generate insights for both business leaders and policymakers. My current research focuses on

- **AI Applications and Regulations:** How can AI and human decision makers collaborate effectively in high-stakes, information-rich environments? When and how should we regulate AI deployment to balance the tradeoff between efficiency and equity?
- **Market Intelligence:** How do technological advances reshape strategic interactions in both traditional and digital marketplaces? How should allocation, pricing, and information policies be adapted in response to evolving participant behaviors?
- **Platform Economy:** How do platform features shape user behavior? Do platforms democratize access or exacerbate existing disparities?
- **Sustainability:** How can we design sociotechnical systems that balance environmental sustainability, economic efficiency, and social welfare?

## Academic Appointments

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2022–present	<b>Associate Professor</b> , George Washington University School of Business
2016–2022	<b>Assistant Professor</b> , George Washington University School of Business
2014–2016	<b>Assistant Professor</b> , Vrije Universiteit (VU) Amsterdam

## Selected Awards and Honors

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2024	Information Systems Research Outstanding Associate Editor Award
2021	INFORMS Information Systems Society Design Science Award
2021	Association for Information Systems Early Career Award
2021	Information Systems Research Best Reviewer Award
2020	Association for Information Systems Impact Award
2020	International Conference on Information Systems Best Associate Editor Award
2020	Best Paper Award (runner-up), Conference on Health IT and Analytics
2020	Dean's Emerging Scholar Award, George Washington University School of Business
2019	Workshop of Information Technology and Systems Outstanding Service Award
2018	Best Paper Award (runner-up), The Hawaii International Conference on System Sciences
2017	European Research Paper of the Year Award (Finalist)
2016	Workshop of Information Technology and Systems Outstanding Service Award
2013	Best Paper Award (runner-up), Conference on Information Systems and Technology
2012	Best Paper Award (runner-up), Conference on Information Systems and Technology

## Education

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- 2009–2014    **Ph.D. in Information Systems**, Erasmus University Rotterdam  
Thesis: “Data-Driven Decision Making in Auction Markets”
- 2006–2008    **M.Sc. in Industrial Mathematics**, Eindhoven University of Technology  
**M.Sc. in Scientific Computing**, University of Kaiserslautern  
Thesis: “Optimization of Process Corrections”, *Cum Laude*.
- 2002–2006    **B.Sc. in Applied Mathematics**, Zhejiang University  
Thesis: “Online Algorithms for Bin Packing Problems”, with Distinction.

## Publications

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[J]=*Journal Publication*, [B]=*Book Chapter*, [C]=*Conference Proceeding*

- [J]    Lin, X., Gui, L., and **Lu, Y.** 2026. “Managing Sales via Livestream Commerce: Implications of Price Negotiation and Consumer Price Search,” **Production and Operations Management**, 35(2), 415-433.
- [J]    Balocco, F., **Lu, Y.**, Li, T., and Gupta, A. 2025. “Lemon Ads: Adverse Selection in Multi-Channel Display Advertising Market,” **Management Science**, 71(12), 10244-10260.
- [J]    Zhang, X., Pu, J., **Lu, Y.**, and Guo, F. 2025. “Team Makes You Better: Evidence From Online Medical Consultation Platforms,” **Information Systems Research**, 36(3), 1738-1759.
- [J]    **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.
- [J]    Chen, W., **Lu, Y.**, Qiu, L., and Kumar, S. 2021. “Designing Personalized Treatment Plans for Breast Cancer,” **Information Systems Research**, 32(3), 932-949.
- [J]    **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.
- [J]    **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.
- [C]    **Lu, Y.**, Ou, C., and Angelopoulos, S. 2018. “Exploring the effect of monetary incentives on user behavior in Online Sharing Platforms,” *The 51st Hawaii International Conference on System Sciences Proceedings*.
- [B]    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.
- [B]    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.
- [J]    **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.

## Selected Working Papers

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[R]=*Revision*, [W]=*Working*, [I]=*Work-In-Progress*

- [R] “Empowering or Exploiting? The Implications of Direct Market Access for Improving Smallholder Farmers’ Welfare,” with Gui, L. and Lin, X. Minor Revision in **Manufacturing & Service Operations Management**
- [R] “Spatial Competition of Fast-Charging Networks,” with Kienscherf, P., He, L., and Ketter, W. Under 3rd Round Review in **Information Systems Research**
- [R] “Deal Now or Later? Transaction Mechanisms for Home Sales,” with Zhang, C. and Gui, L. Preparing for 2nd Round Review in **Management Science**
- [R] “Competing Wheels: How E-Scooter Sharing Reshapes Bike-Sharing Usage in European Cities,” with Schroer, K., Kuhmann, J., and Ketter, W. Preparing for 2nd Round Review in **Information Systems Research**
- [W] “Cultivating Compassion: How GenAI Chatbots Enhance Human Counselors’ Empathy” with Nie, J., Zhang, X., Tong, X., and Lai, K. Under Review in **Information Systems Research**
- [W] “Racing Against Algorithms: Give up or Level up?” with Zhang, X, Li, Z, Valacich, J., and Li, K. Under Review in **MIS Quarterly**
- [W] “Advertisers’ Self-Competition,” with Balocco, F., Kraft, L., and Skiera, B. To be submitted to **Management Science**
- [W] “Why are Second-Price Auctions Common,” with Balocco, F., Li, T., and Gupta, A. To be submitted to **Management Science**
- [I] “Prescription as Signal: What Centralized Drug Procurement Does to Clinical Recommendations,” with Du, Y. Target: **Information Systems Research**
- [I] “Who Pays Ad Tech Tax and Why?” with Balocco, F., Li, T., and Gupta, A. Target: **Management Science**

## Teaching

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### George Washington University School of Business

2021–present	Python Program Database Applications (IS Core and MBA Elective) Average Rating: 4.7/5
2020–present	Foundations of Artificial Intelligence (AI Certificate Core) Average Rating: 4.7/5
2016–present	Introduction to Programming (Undergraduate) Average Rating: 4.7/5
2016–2019	Management Information Systems and Technology (Undergraduate) Average Rating: 4.6/5

### VU Amsterdam

Fall 2015	E-business and Information Management (Graduate Core) Instructor Rating: 4.8/5
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## Student Mentoring

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### PhD Students

2026–present	Julius Kuhmann, University of Cologne
2025–present	Yu Du, Hong Kong Polytechnic University
2022–2025	Xi Lin, UC Irvine, Placement: Huazhong University of Science & Technology
2021–2026	Philipp Kienscherf, University of Cologne
2019–2023	Francesco Balocco, Erasmus University Rotterdam, Placement: VU Amsterdam

### Undergraduate Students (George Washington University)

2020–2021	Cameron Abeel, “Pay to Play, Play to Pay: The Early Access Paradox on Steam”
2018–2019	Daniel Kim, “Media Bias: Evidence from Twitter”

## Professional Services

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### Journal Editorial Board

2022–present	Associate Editor of Information Systems Research
2023–present	Associate Editor of Decision Sciences
2022–present	Senior Editor (Ad hoc) of Production and Operations Management

### Conference Organization

2026	Co-Chair of Conference on Information Systems and Technology
2025	Cluster Co-Chair of Information Systems at INFORMS Annual Meeting
2025	Co-Chair of Washington Area IT Symposium
2024	Cluster Co-Chair of Information Systems at INFORMS Annual Meeting
2020	Cluster Co-Chair of Information Systems at INFORMS Annual Meeting
2019	Review Coordinator of Workshop on Information Technologies and Systems
2016	Review Coordinator of Workshop on Information Technologies and Systems

### Program Committee

2017–2022	International Conference on Information Systems
2013–2023	Conference on Information Systems and Technology

### Journal Reviewer

2012–present	Information Systems Research, INFORMS Journal on Computing, IISE Transactions, Journal of Management Information Systems, Management Science, MIS Quarterly, Naval Research Logistics, Production and Operations Management
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## Selected Professional Memberships

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2010–present	INFORMS (Senior Member since 2024)
2012–present	Association for Information Systems (Distinguished Member since 2025)

## Selected Invited Talks

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Sep 2026 IS Seminar, Herbert Business School, University of Miami  
Feb 2026 IS Seminar, Faculty of Management, Economics, and Social Sciences, University of Cologne  
Nov 2025 IS Seminar, Schulich School of Business, York University  
Oct 2025 IS Seminar, Carlson School of Management, University of Minnesota  
Mar 2025 IS Seminar, College of Business Administration, University of Illinois at Chicago  
Feb 2025 IS Seminar, Naveen Jindal School of Management, UT Dallas  
Sep 2023 BIM Seminar, Rotterdam School of Management, Erasmus University Rotterdam  
Oct 2021 IS Seminar, Bauer College of Business, University of Houston  
Jun 2021 BIM Seminar, Rotterdam School of Management, Erasmus University Rotterdam  
Mar 2021 IS Seminar, Carlson School of Management, University of Minnesota  
Jun 2020 SEED Masterclass, School of Business, George Washington University  
Apr 2019 SLAM Seminar, Bloomberg School of Public Health, Johns Hopkins University

## Media Coverage

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May 2024 How to unlock the sales potential of livestream commerce, GWSB News  
Nov 2023 How AI can help win the war against piracy despite social media, Fortune  
Aug 2023 Artificial intelligence is revolutionizing society, whether you like it or not, Fortune  
Mar 2020 Optimise floriculture and make it more sustainable with AI algorithms, RSM Discovery  
Oct 2017 Selling flowers with analytics, RSM Discovery

## Language Skills

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