Yixin Lu

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Academic Appointments

2022–Now **Associate Professor with Tenure**, George Washington University
2016–2022 **Assistant Professor**, George Washington University
2014–2016 **Assistant Professor**, Vrije Universiteit (VU) Amsterdam

Education

2009–2014 **Ph.D. in Information Systems**, Erasmus University Rotterdam
Thesis: "Data-Driven Decision Making in Auction Markets"
Committee: Alok Gupta, Wolfgang Ketter, Eric van Heck

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.

Selected Awards and Honors

2026 Information Systems Research Outstanding Associate Editor Award
2026 Denit Trust Fellowship, George Washington University School of Business
2026 AI in Action Teaching Award, George Washington University School of Business
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 on Information Technologies and Systems Outstanding Service Award
2018 Best Paper Award (runner-up), Hawaii International Conference on System Sciences
2017 European Research Paper of the Year Award (finalist)
2016 Workshop on Information Technologies and Systems Outstanding Service Award
2014 Jo van Nunen Best Dissertation Award (finalist)
2013 Best Paper Award (runner-up), Conference on Information Systems and Technology
2012 Best Paper Award (runner-up), Conference on Information Systems and Technology

Research Interests

Topics: AI Applications and Regulations, Market Intelligence, Platform Economy, Sustainability.

Methods: Applied Econometrics, Experiments, Game Theory, Machine Learning, Optimization.

Journal Publications

[F]=*FT50 List*, [U]=*UTD24 List*

[F, U] Kienscherf, P., **Lu, Y.**, He, L., and Ketter, W. 2026. "Spatial Competition in Fast-Charging Networks," forthcoming in **Information Systems Research**.

[F, U] Lin, X., Gui, L., and **Lu, Y.** 2026. "Empowering or Exploiting? The Implications of Direct Market Access for Improving Smallholder Farmers' Welfare," forthcoming in **Manufacturing & Service Operations Management**.

[F, U] 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.

[F, U] Balocco, F., **Lu, Y.**, Li, T., and Gupta, A. 2025. "Lemon Ads: Adverse Selection in Multichannel Display Advertising Markets," **Management Science**, 71(12), 10244–10260.

[F, U] 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.

[F, U] **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.

[F, U] Chen, W., **Lu, Y.**, Qiu, L., and Kumar, S. 2021. "Designing Personalized Treatment Plans for Breast Cancer," **Information Systems Research**, 32(3), 932–949.

[F, U] **Lu, Y.**, Gupta, A., Ketter, W., and van Heck, E. 2019. "Information Transparency in Business-to-Business Auction Markets: The Role of Winner Identity Disclosure," **Management Science**, 65(9), 4261–4279.

[F, U] **Lu, Y.**, Gupta, A., Ketter, W., and van Heck, E. 2019. "Dynamic Decision Making in Sequential Business-to-Business Auctions: A Structural Econometric Approach," **Management Science**, 65(8), 3853–3876.

[F, U] **Lu, Y.**, Gupta, A., Ketter, W., and van Heck, E. 2016. "Exploring Bidder Heterogeneity in Multichannel Sequential B2B Auctions," **MIS Quarterly**, 40(3), 645–662.

Books

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.

Skog, A., Lewan, M., Karlström, 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.

Selected Working Papers

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

[R] "Competing Wheels: How E-Scooter Sharing Reshapes Bike-Sharing Usage in European Cities," with Schroer, K., Kuhmann, J., and Ketter, W. Preparing for 3rd Round Review in **Information Systems Research**.

[R] "Deal Now or Later? Transaction Mechanisms for Home Sales," with Zhang, C. and Gui, L. Under 2nd Round Review in **Management Science**.

[R] "Cultivating Compassion: How GenAI Chatbots Enhance Human Counselors' Empathic Communication," with Nie, J., Zhang, X., Tong, X., and Lai, K. Under 2nd Round Review in **Information Systems Research**.

[R] "Advertisers' Self-Competition," with Balocco, F., Kraft, L., and Skiera, B. Preparing for 2nd Round Review in **Management Science**.

[R] "When Physicians Go Live: The Effects of Medical Live Streaming on Online Medical Consultation," with Liu, Y., Zhang, X., Qiu, L., and Lai, K. Major Revision in **Production and Operations Management**.

[W] "AI-Assisted Decision Making under Institutional Constraints: Evidence from Centralized Drug Procurement," with Du, Y. To be submitted to **Information Systems Research**.

[W] "Algorithmic Encroachment in Online Communities," with Zhang, X., Li, Z., Valacich, J., and Li, K. To be submitted to **MIS Quarterly**.

[W] "Why Are Second-Price Auctions Common?" with Balocco, F., Li, T., and Gupta, A. To be submitted to **Management Science**.

[I] "Who Pays Ad Tech Tax and Why?" with Balocco, F., Li, T., and Gupta, A. To be submitted to **Management Science**.

[I] "Towards a Policy Solution to Piracy on Social Media Platforms," with Granados, N. and Smith, M. To be submitted to **Management Science**.

Selected Invited Talks

Sep 2026 IS Seminar, Kogod School of Business, American University
Sep 2026 IS Seminar, University of Miami Business School
Feb 2026 IS Seminar, WiSo, 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 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
Oct 2015 BIM Seminar, Rotterdam School of Management, Erasmus University Rotterdam
Mar 2014 IS Seminar, College of Business, City University of Hong Kong
Jun 2013 Mechanism Design Research Seminar, Zhejiang University

Teaching

George Washington University School of Business

2021–Now	Python Program Database Applications (Graduate) Average Rating: 4.7/5
2020–Now	Foundations of Artificial Intelligence (Graduate) Average Rating: 4.7/5
2016–Now	Introduction to Programming (Undergraduate) Average Rating: 4.7/5
2016–2019	Introduction to Management Information Systems Technology (Undergraduate) Average Rating: 4.6/5

VU Amsterdam

Fall 2015	E-Business and Information Management (Graduate) Instructor Rating: 4.8/5

Student Mentoring

PhD Students

2026–Now	Yu Du, Hong Kong Polytechnic University
2025–Now	Julius Kuhmann, University of Cologne
2024–2025	Yixuan Liu, Hong Kong Polytechnic University
2022–2025	Xi Lin, UC Irvine (Now: Huazhong University of Science & Technology)
2021–2026	Philipp Kienscherf, University of Cologne (Now: EY-Parthenon)
2019–2023	Francesco Balocco, Erasmus University Rotterdam (Now: Bocconi University)

Professional Service

University/School/Department

2023–2025	Faculty Senate School Representative
2021–2023	CoreFac Committee Member
2018–2022	Doctoral Committee Member
2018–2021	Mentor of Research Experience for Undergraduate Students
2017–2022	Department Faculty Search Committee Member
2016–2021	Department Research Seminar Coordinator

Journal Editorial Board

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

Conference Organization

2026	Co-Chair of Conference on Information Systems and Technology
2025	Co-Chair of Information Systems Cluster at INFORMS Annual Meeting
2025	Co-Chair of Washington Area IT Symposium
2024	Co-Chair of Information Systems Cluster at INFORMS Annual Meeting
2020	Co-Chair of Information Systems Cluster 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

2017–2024	International Conference on Information Systems
2013–2024	Conference on Information Systems and Technology
2013–2024	Workshop on Information Technologies and Systems

Journal Reviewer

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

Professional Memberships

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

Media Coverage

2026	Livestream shopping is gaining steam in the U.S., CNBC
2024	How to unlock the sales potential of livestream commerce, GWSB News
2023	How AI can help win the war against piracy despite social media, Forbes
2023	Artificial intelligence is revolutionizing society, whether you like it or not, Fortune
2020	Optimise floriculture and make it more sustainable with AI algorithms, RSM Discovery
2017	Selling flowers with analytics, RSM Discovery

Language Skills

Computer:	C/C++, Mathematica, MATLAB, Python, R
Human:	English (Fluent), Dutch (Basic), German (Basic), Spanish (Beginner)