

Huaxia Rui

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PROFESSIONAL POSITIONS

University of Rochester, Simon Business School 2012/07 - Present

- Area Coordinator of the Information Systems Group, , 2019/12 – Present
- Associate Professor, 2018/07 – Present
- Assistant Professor, 2012/07 – 2018/06

EDUCATION

University of Texas at Austin 2007/08 - 2012/06

- Ph.D., McCombs School of Business
- M.S., Department of Economics

Tsinghua University 2000/09 - 2007/07

- M.E., Control Theory and Engineering
- B.E., Control Theory and Engineering

AWARDS AND HONORS

Best Paper Award, HICSS, 2019

The Sandy Slaughter Early Career Award, 2018

Best Reviewer Award, CSWIM 2018

The Gerald and Deanne Gitner Prize for Teaching Excellence, Simon Business School, 2017

Citation of Excellence by Emerald Group Publishing Limited, 2016

Best Paper Award, Workshop on Health IT and Economics, 2015

Distinguished Researcher Award, Goergen Institute for Data Science and the NYS Center of Excellence, 2016-2017, 2017-2018

Simon Business School Teaching Honor Roll, 2013, 2014, 2015

Best Paper Nomination, ICIS 2018, HICSS 2015, HICSS 2017, HICSS 2019, WeB 2017

Best Paper Run-up Award, CHITA 2018

William C. Powers Graduate Fellowship, The University of Texas at Austin, 2011

PUBLICATIONS

- “Does Telemedicine Reduce Emergency Room Congestion? Evidence from New York State,” with Shujing Sun and Feng Lu, **Information Systems Research**, forthcoming
- “Tweet to the Top? Social Media Personal Branding and Career Outcomes,” with Yanzhen Chen and Andrew Whinston, **MIS Quarterly**, forthcoming
- “Is Best Answer Really The Best Answer? The Politeness Bias,” with Shun-Yang Lee and Andrew Whinston, **MIS Quarterly**, 43(2), 579-600, 2019
- “Optimal Auction Design for WiFi Procurement,” with Liangfei Qiu and Andrew Whinston, **Information Systems Research**, 30(1), 1-14, 2019
- “Fast and Fair: Delivering Customer Service on Social Media,” with Abraham Seidmann, **LSE Business Review**, March, 2018
- “When Social Media Delivers Customer Service: Differential Customer Treatment in Airline Industry,” with Priyanga Gunarathne and Abraham Seidmann, **MIS Quarterly**, 42(2), 489-520, 2018
- “Social Media Strategies in Product Harm Crises,” with Shu He and Andrew Whinston, **Information Systems Research**, 29(2), 362-380, 2018
- “Can We Trust Online Physician Ratings? Evidence from Cardiac Surgeons in Florida,” with Feng Lu, **Management Science**, 64(6), 2557-2573, 2018
- “Does Technology Substitute for Nurses? Staffing Decisions in Nursing Homes,” with Feng Lu and Abraham Seidmann, **Management Science**, 64(4), 1842-1859, 2018
- “Allocation and Pricing of Substitutable Goods: Theory and Algorithm,” with De Liu and Andrew Whinston, **Production and Operations Management**, 26(5), 767-783, 2017
- “Optimal Reinsurance with Multiple Tranches,” with Semyon Malamud and Andrew Whinston, **Journal of Mathematical Economics**, Volume 65, 71-82, 2016
- “Sourcing with Deferred Payment and Inspection under Supplier Adulteration Risk,” with Guoming Lai, **Production and Operations Management**, 24(6), 934-946, 2015
- “Content Sharing in a Social Broadcasting Environment: Evidence from Twitter,” with Zhan Shi and Andrew Whinston, **MIS Quarterly**, 38(1), 123-142, 2014
- “Optimal Incentives and Securitization of Defaultable Assets,” with Semyon Malamud and Andrew Whinston, **Journal of Financial Economics**, 107(1), 111-135, 2013
- “Whose and What Social Media Complaints Have Happier Resolutions? Evidence from Twitter,” with Priyanga Gunarathne and Abraham Seidmann, **Journal of Management Information Systems**, 34(2), 314-340, 2017
- “The Impact of Social Network Structures on Prediction Market Accuracy in the Presence of Insider Information,” with Liangfei Qiu and Andrew Whinston, **Journal of Management Information Systems**, 31(1), 145-172, 2014

“Effects of Social Networks on Prediction Markets: Examination in a Controlled Experiment,” with Liangfei Qiu and Andrew Whinston, **Journal of Management Information Systems**, 30(4), 235-268, 2014

“Social Network-Embedded Prediction Markets: The Effects of Information Acquisition and Communication on Predictions,” with Liangfei Qiu and Andrew Whinston, **Decision Support Systems**, 55(4), 978-987, 2013

“Whose and What Chatter Matters? The Effect of Tweets on Movie Sales,” with Yizao Liu and Andrew Whinston, **Decision Support Systems**, 55(4), 863-870, 2013

“Information or Attention? An Empirical Study of User Contribution on Twitter,” with Andrew Whinston, **Information Systems and e-Business Management**, 10(3), 2012, pp 309-324, Springer-Verlag

“Designing a Social-Broadcasting-Based Business Intelligence System,” with Andrew Whinston, **ACM Transactions on Management Information Systems**, 2(4), 2011

“Follow the Tweets,” with Andrew Whinston and Elizabeth Winkler, **Wall Street Journal**, November 30, 2009

TEACHING

Business Modeling

- MBA core course for Full Time MBA students
- Most recent teaching evaluation: 4.96 out of 5 (MBA, class size=(42, 43), #responses=(26,28))

Social Media Analytics

- MSBA core, MSMA elective, MBA elective
- I created this course in 2014.
- Most recent teaching evaluation: 4.68 out of 5 (MSMA/MBA, class size=71, #responses=34), (4.39, 4,58) out of (5, 5) (MSBA, class size=(61, 63), #responses=(33,46)),

Economics of Information Management

- MBA elective course
- Most recent teaching evaluation: 4.54 out of 5 (MBA, class size=15, #responses=13)

SERVICE

Editorial Service: Guest Associate Editor for MIS Quarterly, Associate Editor for Decision Support Systems, Associate Editor for the 2017 International Conference on Information Systems, Associate Editor for the 2020 International Conference on Information Systems.

Reviewer Service: Management Science, MIS Quarterly, Information Systems Research (ISR), Production and Operations Management (POMS), Journal of Management Information Systems (JMIS), Decision Support Systems (DSS), International Journal of Electronic Commerce, Journal of Business Research, Decision Sciences, Information and Management, Expert Systems with Applications, Electronic Commerce Research and Applications, Journal of Medical Internet Research, IEEE Transactions on Multimedia, Hawaii International Conference on System Sciences (HICSS), International Conference on Information Systems (ICIS)

Conferences Service:

- Co-chair of Workshop on Information Systems and Economics (WISE 2021)
- Program Committee Member for Conference on Information Systems & Technology (CIST), 2015, 2016, 2017, 2018
- Associate Editor for International Conference on Information Systems (ICIS), 2017, 2020
- Program Committee Member for the China Summer Workshop on Information Management (CSWIM), 2017, 2018
- Program Committee Member for the Workshop on e-Business (WeB), 2017
- Track Chair for DSI Annual Conference, 2016

Internal Service:

- **Simon Business School:** Chair of IS Faculty Recruitment Committee, Chair of Faculty IT Committee, Member of Curriculum Committee for MS in Business Analytics and MS in Marketing Analytics, Member of PhD Committee, Member of Gitner Prize Committee
- **University of Rochester:** University Ad Hoc Tenure Committee; Faculty Advisor at Goergen Institute for Data Science

Service in Doctoral Committees

| Role | Student | Area | Graduation | Initial Placement |
|--------|----------------------|-----------|------------|-------------------------------|
| Chair | Priyanga Gunarathne | IS | 2018 | University of Pittsburgh |
| | Shujing Sun | IS | 2020 | University of Texas at Dallas |
| Member | Shu He | IS@UT | 2016 | University of Connecticut |
| | Yanzhen Chen | IS@UT | 2017 | HKUST |
| | Tong Wu | IS | 2018 | Hofstra University |
| | Yingda Zhai | IS@UT | 2019 | NUS |
| | Leon Cui | OM | 2015 | SUNY Binghamton |
| | Quanzeng You | CS | 2017 | Microsoft |
| | Hong Teng | Economics | 2018 | San Diego State University |
| Reader | Pyung Kun Chu | Finance | 2017 | |
| | Xavi Vidal-Berastain | Marketing | 2019 | |