

JANE (XUE) TAN

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ACADEMIC EXPERIENCE

Cox School of Business, Southern Methodist University

- Assistant Professor of Information Systems

Kelley School of Business, Indiana University, Bloomington

- Assistant Professor of Information Systems, 2017-2023

EDUCATION

Foster School of Business, University of Washington, WA

- PhD in Business Administration, 2017; M.A., Information Systems, 2014
- Major: Information Systems; Minors: Economics, Operations Management, Statistics and Research Methods
- Advisor: Prof. Yong Tan

Renmin University of China, School of Information, Beijing, China

- B.Eng. in Management Information Systems, 2009

RESEARCH INTERESTS

- Philanthropic Crowdfunding
- Online Volunteerism
- E-commerce
- Social Media
- Blockchain

PUBLICATIONS

- **Tan, X.**, Wang, YW., and Tan, Y. (2019). Impact of Live Chat on Purchase in Electronic Markets: The Moderating Role of Information Cues. *Information Systems Research*, 30(4), 1107-1452.
- **Tan, X.**, Lu, YD., and Tan, Y. (2021). The Impact of Subscription Reciprocity on Charitable Content Creation and Sharing: Evidence from Twitter on Giving Tuesday. *Management Information Systems Quarterly*, 45(2), 535-562.
- Fang, Z.*, Ho, YC.*, **Tan, X.***, and Tan, Y. (2021). Show Me the Money: The Economic Impact of Membership-Based Free Shipping Programs on E-Tailers, *Information Systems Research*, 32(4), 1115-1127. *Authors contributed equally to this work.
- **Tan, X.**, Jin, F., and Dennis, A.R. (2022). How Appreciation and Attention Affect Contributions to Electronic Networks of Practice. *Journal of Management Information Systems*, 39(4), 1037-1063.
- **Tan, X.**, Yan, L., and Pedraza-Martinez, A. (2024). Navigating The Digital Terrain of Prosocial Announcements and Likability. *Management Information Systems Quarterly*, 48(2), 613-644.
- Yu, Y., **Tan, X.**, and Tan, Y. (2024). Retention, Migration, and Engagement: An Analysis of a Large-Scale Multiplex Volunteer Collaboration Network. *Information Systems Research*, forthcoming.

WORKING PAPERS

- **Xue Tan**, Yingda Lu, Yong Tan, and Junjie Wu, Priming Donor Identity in Digital Profiles of Online Networking Sites: Evidence from a Quasi-Experiment. (**Minor Revision** at MISQ)

- **Xue Tan** and Yong Tan, The Effect of Crypto Rewards in Fundraising: From a Quasi-experiment to a Dictator Game.
- Xiaoye Cheng, Hillol Bala, and **Xue Tan**, Sharing Products on Social Media: Sponsored Content and Product Links. (**Major Revision** at JAIS)

WORK-IN-PROGRESS

- **Xue Tan**, Amit Basu, and Jingjing Zhang, “Improving the Design of Generative Retrieval Systems with Dynamic Recommendations.”
- **Xue Tan**, Rowena Gan, and Kyunghee Lee, “When Crowdsourcing Meets Crowdfunding: The Work-Donation Interplay and Its Implications for User Engagement.”
- **Xue Tan***, Shengsheng Xiao, and Christopher Olivola, A Gift to Give: The Impact of Charitable Gift Cards.
- Zhen Fang, **Xue Tan**, Shengsheng Xiao, and Yong Tan, More Than Double Your Impact: An Empirical Study of Match-offer on Charitable Crowdfunding Platforms.
- Haoyan Sun*, **Xue Tan***, and Oliver Yao, Can Kindness be Matched? Dynamic Matching and Goal Matching in Charitable Crowdfunding. *Equal contribution
- **Xue Tan**, Hillol Bala, Inviting Friends to Join Prosocial Lending? An Empirical Examination of the Referral Program on Kiva.
- Xiaoye Cheng, Hillol Bala, **Xue Tan**, Co-viewing Experience: Danmaku and Viewer Participations on Video Sharing Platforms.

CONFERENCE/WORKSHOP PAPERS

1. “The Effect of Crypto Rewards in Fundraising: From a Natural Experiment to a Dictator Game,” with Yong Tan. Conference on Information Systems and Technology (CIST), Seattle, WA, 2024 (Scheduled)
2. “The Effect of Crypto Rewards in Fundraising: From a Natural Experiment to a Dictator Game,” with Yong Tan. The 17th China Summer Workshop on Information Management (CSWIM), Xiamen, China, 2024
3. “Retention, Migration, and Engagement: An Analysis of a Large-Scale Multiplex Volunteer Collaboration Network,” with Yifan Yu and Yong Tan. Biz AI Conference, Dallas, Texas, 2024. (Presented by co-author)
4. “A Gift to Give: The Impact of Charitable Gift Cards,” with Shengsheng Xiao and Christopher Olivola, Conference on Information Systems and Technology (CIST), Indianapolis, IN, 2022
5. “Government-generated Health Content and User Participation: Evidence from COVID-19,” with Lijia Ma and Yingfei Wang, INFORMS Workshop on Data Science, Indianapolis, IN, 2022
6. “The Role of Match Offers in Charitable Crowdfunding: A Neoclassical Economics Perspective,” with Zhen Fang, Shengsheng Xiao, and Yong Tan, Conference on Information Systems and Technology (CIST), Newport Beach, CA, 2021 (presented by co-authors)
7. “Can Kindness be Matched? Dynamic Matching and Goal Matching in Charitable Crowdfunding,” with Haoyan Sun, Oliver Yao, Conference on Information Systems and Technology (CIST), Newport Beach, CA, 2021 (presented by co-authors)
8. “Attention or Appreciation? The Impact of Feedback on Online Volunteering,” with Fujie Jin and Alan Dennis, *Hawaii International Conference on System Sciences* (HICSS), Maui, Hawaii, 2020
9. “How to Share Prosocial Behavior without Being Considered a Braggart?” with Lucy Yan and Alfonso Pedraza-Martinez, *Hawaii International Conference on System Sciences* (HICSS), Maui, Hawaii, 2020

10. Managing Adoption of Artificial Intelligence in the Presence of Human Intelligence: A Field Study. Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Philadelphia, Pennsylvania, 2019
11. “You Run, I Donate: Shared Social Responsibility through a Distance Tracker Mobile Application”, with Lucy Yan and Alfonso Pedraza-Martinez, *Conference on Information Systems and Technology (CIST)*, Phoenix, Arizona, 2018
12. “You Run, I Donate: Shared Social Responsibility through a Distance Tracker Mobile Application”, with Lucy Yan and Alfonso Pedraza-Martinez, the 5th *Science of Philanthropy Initiative Conference (SPI)*, Indianapolis, IN, 2018
13. “Learning from Project Failure in Kickstarter”, with Yingda Lu, Lin Hao, and Yong Tan, 38th *International Conference on Information Systems (ICIS)*, Seoul, Korea 2017
14. “An Examination of Social Comparison Triggered by Higher Donation Visibility over Social Media Platforms”, with Yingda Lu and Yong Tan, 37th *International Conference on Information Systems (ICIS)*, Dublin, Ireland, 2016
15. “The Value of Live Chat on Online Purchase”, with Youwei Wang and Yong Tan, 37th *International Conference on Information Systems (ICIS)*, Dublin, Ireland, 2016
16. “User-Generated Charitable Content in Social Media: Evidence from a Field Experiment”, *Conference on Information Systems and Technology (CIST)*, Nashville, Tennessee, 2016
17. “Why Should I Donate? Examining Reputation, Peer Effect and Popularity Effect on Charitable Giving over Social Media Platforms”, *Workshop on Information Systems Economics (WISE)*, Dallas, Texas, 2015
18. “Loyalty Program: The Dilemma of Shipping Fee”, *Conference on Information Systems and Technology (CIST)*, Philadelphia, Pennsylvania, 2015
19. “Loyalty Program: The Dilemma of Shipping Fee”, *China Summer Workshop on Information Management (CSWIM)*, Hefei, China, 2015
20. “How to design your project on the crowdfunding platform? Evidence from Kickstarter”, 35th *International Conference on Information Systems (ICIS)*, Auckland, New Zealand, 2014
21. “An Empirical Examination of the Survivability of New Sellers in an Online Marketplace”, *Workshop on Information Systems Economics (WISE)*, Auckland, New Zealand, 2014

INVITED TALKS

1. “Improving the Design of Generative Retrieval Systems with Dynamic Recommendations,” with Amit Basu and Jingjing Zhang, Desautels Faculty of Management at McGill University
2. “When Crowdsourcing Meets Crowdfunding: The Work-Donation Interplay and Its Implications for User Engagement,” INFORMS Annual Meeting, Seattle, WA, 2024 (scheduled)
3. “When Crowdsourcing Meets Crowdfunding: The Work-Donation Interplay and Its Implications for User Engagement,” Rowena Gan and Kyunghee Lee. POMS, Minneapolis MN, 2024
4. “Crypto Rewards in Fundraising: Evidence from Crypto Donations to Ukraine,” with Yong Tan, INFORMS Annual Meeting, Phoenix, AZ, 2023
5. “A Gift to Give: The Impact of Charitable Gift Cards,” with Shengsheng Xiao and Christopher Olivola, University of Connecticut, 2022
6. “A Gift to Give: The Impact of Charitable Gift Cards,” with Shengsheng Xiao and Christopher Olivola, Georgia Institute of Technology, 2022
7. “A Gift to Give: The Impact of Charitable Gift Cards,” with Shengsheng Xiao and Christopher Olivola, Southern Methodist University, 2022

8. "More Than Double Your Impact: An Empirical Study of Match-offer on Charitable Crowdfunding Platforms," with Zhen Fang, Shengsheng Xiao, and Yong Tan, Shanghai University of Finance and Economics Summer Seminar, 2021
9. "More Than Double Your Impact: An Empirical Study of Match-offer on Charitable Crowdfunding Platforms," with Zhen Fang, Shengsheng Xiao, and Yong Tan, National University of Singapore Dept of IS & Analytics Seminar, 2021
10. "More Than Double Your Impact: An Empirical Study of Match-offer on Charitable Crowdfunding Platforms," with Zhen Fang, Shengsheng Xiao, and Yong Tan, POMS, 2021 (presented by co-author)
11. "Inviting Friends to Join Prosocial Lending? An Empirical Examination of the Referral Program on Kiva," with Jiahui Wang and Hillol Bala, INFORMS Annual Meeting, 2020
12. "A Gift to Give: The Impact of Charitable Gift Cards," with Shengsheng Xiao, INFORMS Annual Meeting, Virtual, 2020
13. "The Impact of Subscription Reciprocity on Charitable Content Generation and Sharing: Evidence from Twitter," with Yingda Lu and Yong Tan, INFORMS Annual Meeting, Seattle, Washington, 2019
14. "How to Share Prosocial Behavior without Being Considered a Braggart?" with Lucy Yan and Alfonso Pedraza-Martinez, INFORMS Annual Meeting, Seattle, Washington, 2019
15. "Managing Adoption of Artificial Intelligence in the Presence of Human Intelligence: A Field Study," with Mochen Yang and Gang Wang, INFORMS Annual Meeting, Seattle, Washington, 2019
16. "The Impact of Online Platforms on Social Integration: Evidence from a Large-Scale Volunteer Network," with Yifan Yu and Yong Tan, INFORMS Annual Meeting, Seattle, Washington, 2019 (presented by co-author)
17. "How to Share Prosocial Behavior without Being Considered a Braggart?" with Lucy Yan and Alfonso Pedraza-Martinez, POMS, Washington, DC, 2019
18. "Engaging Charitable Content Generation in Online Social Networks: Evidence from Twitter", with Yingda Lu and Yong Tan, University of Illinois at Chicago, 2018
19. "Why Should I Donate? Examining Reputation, Peer Effect and Popularity Effect on Charitable Giving over Social Media Platforms", with Yingda Lu and Yong Tan, Indiana University, 2017
20. "Why Should I Donate? Examining Reputation, Peer Effect and Popularity Effect on Charitable Giving over Social Media Platforms", with Yingda Lu and Yong Tan, the University of Memphis, 2017
21. "User-Generated Charitable Content in Social Media: Evidence from a Field Experiment", with Yingda Lu and Yong Tan, INFORMS Annual Meeting, Nashville, Tennessee, 2016
22. "Users' Resilience to Kickstarter Scam", with Yingda Lu and Yong Tan, INFORMS Annual Meeting, Nashville, Tennessee, 2016
23. "Building Reputation through Charitable Giving in Online Social Networking Environment", with Yingda Lu and Yong Tan, INFORMS Annual Meeting Philadelphia, Pennsylvania, 2015
24. "Loyalty Program: the Dilemma of Shipping Fee", with Yi-Chun Ho and Yong Tan, INFORMS Annual Meeting Philadelphia, Pennsylvania, 2015
25. "The Value of Live Chat on Online Purchase", with Youwei Wang and Yong Tan, INFORMS Annual Meeting Philadelphia, Pennsylvania, 2015
26. "Design of Effective Reward Scheme on Crowdfunding Platform", with Shengsheng Xiao and Yong Tan, San Francisco, California, 2014

27. “An Empirical Examination of the Survivability of New Sellers in an Online Marketplace”, with Ming Fan and Yong Tan, INFORMS Annual Meeting Minneapolis, Minnesota, 2013

TEACHING EXPERIENCE

Southern Methodist University

- ITOM 6202 – Management Decision Analysis (Summer A 2024)
- ITOM 6219 – Predictive Modeling with Web and Social Media Data (Spring B 2024)

Indiana University

- S326 – Social Media and Web Analytics (Spring 2018, Fall 2018, Fall 2019, Fall 2020, Fall 2021, Fall 2022)
- S307 – Data Management (Spring 2018)

University of Washington

- IS 451 – Instructor for Business Data Analytics (Spring, 2016)
- IS 300 – Lab Instructor for Introduction to Information Systems (2013)
- IS 451 – Teaching Assistant for Business Data Analytics (2014-2016)
- IS 460 – Teaching Assistant for Systems Analysis and Design (2015)

SERVICES

Editorial Review Board, Information System Research (ISR)

Reviewer, Management Science

Reviewer, Management Information Systems Quarterly (MISQ)

Reviewer, Production and Operations Management (POM)

Reviewer, Journal of Business Analytics

Reviewer, AIS Transactions on Human-Computer Interaction

Reviewer and PC Member, Conference on Information Systems and Technology (CIST)

Reviewer, Workshop on Information Technologies and Systems (WITS)

Reviewer, Americas Conference on Information Systems (AMCIS)

Associate Editor, International Conference on Information Systems (ICIS)

Associate Editor, Electric Commerce Research

PROFESSIONAL EXPERIENCE

Pactera Technologies Inc, IT Consultant, 2009–2012

- Data warehouse design for: Bank of Beijing, China Development Bank, China Guangfa Bank, and China Everbright Bank

Teradata Corporation, IT Consultant Intern, 2009

- Business intelligence for: China Everbright Bank

HONORS & GRANTS

- Data Science and Research Computing Institute (DSRCI) Seed Grant, Southern Methodist University, 2023
- CIBER Grant, Kelley School of Business, 2022-2023
- Best Short Paper Nomination, Inform's Workshop on Data Science, 2022
- ODT Faculty Scholar, Kelley School of Business, 2021
- Runners-up, Best Paper Award, Inform's e-Business Section, 2019
- Runners-up, Nunamaker-Chen Dissertation Award, Information Systems Society, 2018
- Best Reviewer Nomination, the 11th China Summer Workshop on Information Management, 2017
- Bertauche Transportation Fellowship in Business Fund, University of Washington, 2016
- Doctoral Student Excellence in Research Award, ISOM Department, University of Washington, 2014
- Selected to attend the Structural Modeling Approaches to Research on Technology (SMART) workshop, 2014
- Wayne and Anne Gittinger Fellow, 2012 – 2017
- Outstanding Student Leadership (Renmin Uni. of China), 2009

DEPARTMENTAL SERVICE AT INDIANA UNIVERSITY

- Dissertation Committee Member of Akshat Lakhiwal (2023)
- Faculty Hiring Committee of ODT (2021)

- Dissertation Committee Member of Xiaoye Cheng (2019)
- Ph.D. Recruiting Committee (2019, 2020)
- Case Competition Judge for MSIS Program (2018, 2019)
- Case Competition Judge for Kelley Direct (2018)