

Cox School of Business
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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.
- Yifan Yu, **Xue Tan**, and Yong Tan (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." (Major Revision at MISQ)

- **Xue Tan** and Yong Tan, “Crypto Rewards in Fundraising: Evidence from Crypto Donations to Ukraine.” (Major Revision at ISR)
- 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 AI Applications with Personalized Recommendation.”
- **Xue Tan**, Rowena Gan, and Kyunghye 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. “Crypto Rewards in Fundraising: Evidence from Crypto Donations to Ukraine,” with Yong Tan. The 17th China Summer Workshop on Information Management (CSWIM), Xiamen, China, 2024
2. “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 Yifan Yu)
3. “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
4. “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)
5. “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)
6. “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
7. “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
8. 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

9. "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
10. "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*, Indianapolis, IN, 2018
11. "Learning from Project Failure in Kickstarter", with Yingda Lu, Lin Hao, and Yong Tan, 38th *International Conference on Information Systems (ICIS)*, Seoul, Korea 2017
12. "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
13. "The Value of Live Chat on Online Purchase", with Youwei Wang and Yong Tan, 37th *International Conference on Information Systems (ICIS)*, Dublin, Ireland, 2016
14. "User-Generated Charitable Content in Social Media: Evidence from a Field Experiment", *Conference on Information Systems and Technology (CIST)*, Nashville, Tennessee, 2016
15. "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
16. "Loyalty Program: the Dilemma of Shipping Fee", *Conference on Information Systems and Technology (CIST)*, Philadelphia, Pennsylvania, 2015
17. "Loyalty Program: the Dilemma of Shipping Fee", *China Summer Workshop on Information Management (CSWIM)*, Hefei, China, 2015
18. "How to design your project on the crowdfunding platform? Evidence from Kickstarter", 35th *International Conference on Information Systems (ICIS)*, Auckland, New Zealand, 2014
19. "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. "When Crowdsourcing Meets Crowdfunding: The Work-Donation Interplay and Its Implications for User Engagement," Rowena Gan and Kyunghee Lee. POMS, Minneapolis MN, 2024
2. "Crypto Rewards in Fundraising: Evidence from Crypto Donations to Ukraine," with Yong Tan, INFORMS Annual Meeting, 2023
3. "A Gift to Give: The Impact of Charitable Gift Cards," with Shengsheng Xiao and Christopher Olivola, University of Connecticut, 2022
4. "A Gift to Give: The Impact of Charitable Gift Cards," with Shengsheng Xiao and Christopher Olivola, Georgia Institute of Technology, 2022
5. "A Gift to Give: The Impact of Charitable Gift Cards," with Shengsheng Xiao and Christopher Olivola, Southern Methodist University, 2022
6. "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
7. "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
8. "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-authors)

9. "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
10. "A Gift to Give: The Impact of Charitable Gift Cards," with Shengsheng Xiao, INFORMS Annual Meeting, 2020
11. "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
12. "How to Share Prosocial Behavior without Being Considered a Braggart?" with Lucy Yan and Alfonso Pedraza-Martinez, INFORMS Annual Meeting, Seattle, Washington, 2019
13. "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
14. "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-authors)
15. "How to Share Prosocial Behavior without Being Considered a Braggart?" with Lucy Yan and Alfonso Pedraza-Martinez, POMS, Washington, DC, 2019
16. "Engaging Charitable Content Generation in Online Social Networks: Evidence from Twitter", with Yingda Lu and Yong Tan, University of Illinois at Chicago, 2018
17. "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
18. "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
19. "User-Generated Charitable Content in Social Media: Evidence from a Field Experiment", with Yingda Lu and Yong Tan, INFORMS Annual Meeting, Nashville, Tennessee, 2016
20. "Users' Resilience to Kickstarter Scam", with Yingda Lu and Yong Tan, INFORMS Annual Meeting, Nashville, Tennessee, 2016
21. "Building Reputation through Charitable Giving in Online Social Networking Environment", with Yingda Lu and Yong Tan, INFORMS Annual Meeting Philadelphia, Pennsylvania, 2015
22. "Loyalty Program: the Dilemma of Shipping Fee", with Yi-Chun Ho and Yong Tan, INFORMS Annual Meeting Philadelphia, Pennsylvania, 2015
23. "The Value of Live Chat on Online Purchase", with Youwei Wang and Yong Tan, INFORMS Annual Meeting Philadelphia, Pennsylvania, 2015
24. "Design of Effective Reward Scheme on Crowdfunding Platform", with Shengsheng Xiao and Yong Tan, San Francisco, California, 2014
25. "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

Instructor

- ITOM 6219 – Predictive Modeling with Web and Social Media Data (Spring B 2024)
- Southern Methodist University

Instructor

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

- S307 – Data Management (Spring 2018)
- Indiana University

Instructor

- IS 451 – Business Data Analytics (Spring, 2016)
- University of Washington

Lab Instructor

- IS 300, Introduction to Information Systems (2013)
- University of Washington

Teaching Assistant

- IS 451 - Business Data Analytics (2014-2016)
- IS 460 - Systems Analysis and Design

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
- ODT Faculty Scholar, Kelley School of Business, 2021
- Runners-up, Best Paper Award, Informs 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)