

YI-JEN (IAN) HO

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Academic Appointment

Pennsylvania State University, Smeal College of Business
Assistant Professor of Information Systems

University Park, PA
August 2016 – Present

Education

University of California – Irvine, Merage School of Business
PhD in Information Systems

Irvine, CA
June 2016

University of Arizona, Eller College of Management
MS in Management Information Systems

Tucson, AZ
June 2008

National Central University, School of Management
BBA in Management Information Systems

Taoyuan, Taiwan
June 2003

Research Interests

Location-based services, online platforms, artificial intelligence

Research

Publication

1. Ho Y, Liu S, Pu J, Zhang D. (2022) Is it All about You or Your Driving? Designing IoT-enabled Risk Assessments. *Production and Operations Management* (accept).
2. Mao S, Dewan S, Ho Y (2022) Personalized Ranking at a Mobile App Distribution Platform. *Information Systems Research* (accept).
 - Best Paper Award, *e-Business Cluster* at INFORMS, 2019
3. Ho Y, Liu S, Wang L (2021) Fun Shopping: A Randomized Field Experiment of Gamification. *Information Systems Research* (forthcoming).
4. Ho Y, Dewan S, Ho Y (2020) Distance and Competition in Mobile Geofencing. *Information Systems Research*, **31**(4), pp. 1037–1492.
 - Best Paper Nominee, *Workshop on Information Systems Economics (WISE)*, 2016
5. Dewan S, Ho Y, Ramaprasad J (2017) Popularity or Proximity: Characterizing the Nature of Social Influence in an Online Music Community. *Information Systems Research*, **28**(1), pp. 117–136.
6. Ho Y, Ho Y, Tan Y (2017) Online Cashback Shopping: Implications for Consumers and e-Businesses. *Information Systems Research*, **28**(2), pp. 250–264.
7. Chen H, Li X, Chau M, Ho Y, Tseng C (2011) Using Open Web APIs in Teaching Web Mining. *IEEE Transactions on Education*, **52**(4), pp. 482–490.

Working Paper

1. The Real Deal: Return Policies against Review Manipulation (with Chen X & Mao S)
 - Reject at *Management Science*
 - Best Paper Nominee, *e-Business Cluster* at INFORMS, 2021

2. Catch Me if You Can! The Economic Analysis of Geofencing (with Chen X & Mao S)
 - Final preparation for the submission to *Information Systems Research*
3. Are We Close? Examining Home Preference in Healthcare Crowdsourcing (with Guo S, Kumar S, Wu T & Zhang M)
 - Preparation for the submission to *Management Science*
4. Estimating the Demand for Autonomous Driving Technologies (with Shi S & Kumar A)
 - Preparation for the submission to *Information Systems Research*
5. A Revisit to Online Price Dispersion: The Interplay among Market Structure, Product Nature, and Ex-ante Heterogeneity (with Kim JS & Gurbaxani V)
 - Preparation for the submission to *Management Information Systems Quarterly*

Work-in-Progress

1. Preference or Bias? Political Inclinations for Donation Fairness (with Lee B, Pu J & Shi S)
2. Brainstorm Game: Examining a Badge System for Knowledge Sharing (with Wang L & Zhang Y)
3. Goodbye, Lemons! Redesigning Usage-based Insurance Programs (with Liu S & Pu J)
4. Tradeoff between Notability and Hostility on Social Geotagging (with Hu Y & Chen Q)
5. Distance and Brands in Mobile Local Search Analytics (with Dewan S)

Conference and Invited Talk

1. *Statistical Challenges in eCommerce Research* (SCECR), Madrid, Spain, June 2022
2. Invited talk at University of Tennessee, Chattanooga, TN, February 2022
3. *Workshop on Information Systems Economics* (WISE), San Francisco, CA, December 2021
4. Invited talk at University of Florida, Gainesville, FL, December 2021
5. Invited talk at University of Texas, Dallas, TX, November 2021
6. *INFORMS Annual Meeting*, Anaheim, CA, October 2021
7. *Conference on Information Systems and Technology* (CIST), Newport Beach, CA, October 2021
8. Invited talk at Rutgers University, NJ, June 2021
9. *Statistical Challenges in E-Commerce Research* (SCECR), Madrid, Spain, June 2020
10. Invited talk at National Dong Hua University, Hualien, Taiwan, June 2020
11. Invited talk at National Chung-Cheng University, Chiayi, Taiwan, February 2020
12. *Conference on Information Systems and Technology* (CIST), Seattle, WA, October 2019
13. *China Summer Workshop on Information Management* (CSWIM), Shenzhen, China, June 2019
14. Invited talk at Hong Kong Polytechnic University, Hong Kong, China, June 2019
15. Invited talk at National Taiwan University, Taiwan, June 2019
16. *Workshop on Information Systems Economics* (WISE), San Francisco, CA, December 2018
17. *Conference on Information Systems and Technology* (CIST), Phoenix, AZ, November 2018
18. *INFORMS Annual Meeting*, Phoenix, AZ, November 2018
19. Invited panelist at *POMS Annual Meeting*, Huston, TX, May 2018
20. *Workshop on Information Systems Economics* (WISE), Seoul, South Korea, December 2017
21. *POMS Annual Meeting*, Seattle, WA, May 2017
22. *China Summer Workshop on Information Management* (CSWIM), Nanjing, China, June 2017
23. *Statistical Challenges in E-Commerce Research* (SCECR), Ho Chi Minh, Vietnam, June 2017
24. *Workshop on Information Systems Economics* (WISE), Dublin, Ireland, December 2016

25. *INFORMS Annual Meeting*, Nashville, TN, October 2016
26. *Statistical Challenges in E-Commerce Research (SCECR)*, Naxos, Greek, June 2016
27. *INFORMS Annual Meeting*, Philadelphia, PA, November 2015
28. *Conference on Information Systems and Technology (CIST)*, Philadelphia, PA, November 2015
29. *Statistical Challenges in E-Commerce Research (SCECR)*, Addis Ababa, Ethiopia, June 2015
30. *International Conference on Information Systems (ICIS)*, Milan, Italy, December 2013
31. *Workshop on Information Technologies and Systems (WITS)*, Milan, Italy, December 2013
32. *Workshop on e-Business, Orlando (WeB)*, Orlando, FL, December 2012
33. *Conference on Information Systems and Technology (CIST)*, Phoenix, AZ, October 2012
34. *INFORMS Annual Meeting*, Phoenix, AZ, October 2012
35. *Workshop on Information Technologies and Systems (WITS)*, Orlando, FL, December 2012

Honors and Awards

1. Best Paper Nominee for “The Real Deal: Return Policies against Review Manipulation,” *e-Business Cluster at INFORMS*, 2021
2. Best Paper Award for “Preference, Ranking, and Profitability on a Mobile App Platform,” *e-Business Cluster at INFORMS*, 2019
3. Winner, *Nunamaker-Chen Dissertation Award*, INFORMS Information System Society, 2017
4. Best Paper Nominee for “Distance and Completion in Location-based Advertising,” *Workshop on Information Systems Economics (WISE)*, 2016
5. Selected to attend Doctoral Consortium, *International Conference on Information Systems*, 2015
6. National Research Excellence Fellowship (\$32,000), Ministry of Education, Taiwan, 2013–2015
7. Winner for “Local Search Analytics: Tradeoff between Location and Brand Characteristics,” *Research Festival*, University of California, Irvine, 2015
8. Best Paper Nominee for “Online Cashback Platform: A New Affiliate Strategy for e-Business,” *Workshop on e-Business (WeB)*, 2012
9. Winner for “Search Engine of a Virtual World,” *Inaugural Salter Case Challenge on Search Engine*, University of Arizona, 2006
10. Graduate Scholarship, Eller School of Management, University of Arizona, 2005–2007
11. Dean’s Award (Top 5% in the MBA program), National Central University, 2004
12. President’s Award (Top 5% in the undergraduate program), National Central University, 2002–2003
13. Winner for “Web-based ERP – SPro,” *National Information Systems Development Competition*, Taiwanese Society of Information Systems, 2003

Teaching

1. Business Intelligence (Master & Undergraduate)
2. Introduction to Information Systems (Undergraduate)

Doctoral Student Advising

1. Pennsylvania State University: Siyu Shi (Chair)
2. Arizona State University: Xiangjing Chen (Committee)

External Service

1. Journal Editor: *Production and Operations Management* (Senior Editor of Special Issue)
2. Journal Reviewer: *Information Systems Research*, *Management Information Systems Quarterly*, *Management Science*, *Production and Operations Management*, *Journal of Management Information Systems*, *Information and Management*
3. Conference Cluster Co-Chair: INFORMS e-Business Track (2021)
4. Conference Associated Editor: ICIS (2017–2022) & PACIS (2019)
5. Conference Program Committee: CIST (2016–2022) & WITS (2016–2021)
6. Conference Reviewer: ICIS (2013–2016), WITS (2012, 2014, 2016 & 2020)
7. Professional Membership: Association of Information Systems (AIS), Information Systems Society (ISS), Institute for Operations Research and the Management Sciences (INFORMS), Production and Operations Management Society (POMS)

Internal Service

1. Smeal Enrollment Strategy Ad-hoc Committee, 2021
2. Departmental Seminar Coordinator, 2019–2022
3. Departmental IS Marketing Committee, 2022