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EDUCATION

Degree	Institution	Year Awarded	Field of Study
Ph.D.	University of Texas at Dallas, Richardson, Texas	2006	Management Science (Information Systems concentration)
Master of Science	University of Texas at Dallas, Richardson, Texas	2001	Computer Science
Bachelor of Science	University of Science and Technology of China, Hefei, China	1999	Material Science and Engineering

ACADEMIC EXPERIENCE

Position	Institution	Period of Full-time Service
Professor of Information Systems (with Tenure)	School of Economics and Management, Tsinghua University	May 2017 – Present
Associate Professor of Information Systems (with Tenure)	College of Business, Iowa State University (ISU)	Aug. 2014 – May 2017
Assistant Professor of Information Systems	College of Business, Iowa State University (ISU)	Aug. 2012 – Aug. 2014
Assistant Professor [†] of Information Systems	College of Business Administration, University of Alabama in Huntsville (UAHuntsville)	Aug. 2006 – May 2012

[†] Promotion to Associate Professor (with Tenure) at UAHuntsville was granted in March 2012.

RESEARCH

Topical Expertise

- Economics of Information Systems
- Digital Platforms
- Artificial Intelligence (AI)
- Fintech

Methodological Expertise

- Analytical Modeling
- Empirical Analysis
- Machine Learning Methods

Journal Papers (Published/Accepted/Conditionally Accepted/Minor Revision)

† Current or former student coauthor

1. M. Gu[†], Z. Liu[†], and **D. Liu**, “Content-Centered or Creator-Centered? An Economic Analysis of Fan Loyalty on User-Generated Content Platforms,” *MIS Quarterly*, conditionally accepted.
2. Z. Liu[†], **D. Liu**, and S. Kumar, “When Attribution Goes Awry: Economics of Advertising Misattribution on E-Commerce Platforms,” *Information Systems Research*, conditionally accepted.
3. M. Gu[†], Z. Wang[†], X. Li, and **D. Liu**, “Capitalizing on the Interplay between Parallel Universes: Location Sponsorship in Location-Based Augmented Reality Gaming,” *Information Systems Research*, conditionally accepted.
4. Y. Gao[†], H. Guo, **D. Liu**, D. Liu, and X. Zhao, “Tackling Present Bias with Microtasking Design: Implications for Self-Improvement Programs,” *MIS Quarterly*, minor revision.
5. Y. Gao[†], A. Mehra, and **D. Liu**, “More Can Be Less: Economics of Answer Viewing on Paid Q&A Platforms,” *Information Systems Research*, Published online Apr. 3, 2026, <https://doi.org/10.1287/isre.2022.0641>
6. Y. Gao[†], M. Gu[†], and **D. Liu**, “Behind Privacy Labels: Data Tracking and Advertising Competition on App Platforms,” *MIS Quarterly*, Vol. 49, Issue 4, Dec. 2025, pp. 1595–1626.

7. M. Gu[†], **D. Liu**, and S. Kumar, “Navigating Platform-Led Affiliate Marketing: Implications for Content Creation and Platform Profitability,” *Information Systems Research*, Vol. 36, No. 2, June 2025, pp. 802–827.
8. Y. Gao[†], **D. Liu**, and S. Kumar, “Clocking In or Not? Optimal Design of a Novel Gamified Business Model in Online Learning,” *Information Systems Research*, Vol. 36, No. 2, June 2025, pp. 847–870.
9. Z. Wang[†], H. Guo, and **D. Liu**, “Economics of Analytics Services on a Marketplace Platform,” *MIS Quarterly*, Vol. 48, Issue 2, 2024, pp. 775–824.
10. D. Zou[†], M. Gu[†], and **D. Liu**, “When Ownership and Copyright Are Separated: Economics of Non-Fungible Token Marketplaces with Secondary Markets,” *Decision Support Systems*, Vol. 183, May 2024, 114247.
11. S. Luo, R. Mookerjee, and **D. Liu**, “The Effects of Auction Mechanisms and Social Characteristics on Microloan Performance,” *Production and Operations Management*, Vol. 30, Issue 2, February 2021, pp. 311–329.
12. **D. Liu**, S. Kumar, and V. Mookerjee, “Flexible and Committed Advertising Contracts in Electronic Retailing,” *Information Systems Research*, Vol. 31, No. 2, June 2020, pp. 323–339.
13. **D. Liu** and V. Mookerjee, “Advertising Competition on the Internet: Operational and Contractual Considerations,” *Production and Operations Management*, Vol. 27, Issue 5, May 2018, pp. 884–901.
14. H. Feng, Z. Jiang, and **D. Liu**, “Quality, Pricing, and Release Time: Optimal Market Entry Strategy for New Software-as-a-Service Vendors,” *MIS Quarterly*, Vol. 42, Issue 1, Mar. 2018, pp. 333–353.
15. **D. Liu**, V. Mookerjee, and Y. Tan, “When Ignorance Can Be Bliss: Organizational Structure and Coordination in Electronic Retailing,” *Information Systems Research*, Vol. 29, No. 1, March 2018, pp. 70–83.
16. **D. Liu**, S. Sarkar, and C. Srisankandarajah, “Who’s Next? Scheduling Personalization Services with Variable Service Times,” *ACM Transactions on Management Information Systems*, Vol. 6, No. 2, June 2015, pp. 1–22.

17. Y. Ceran, M. Davande, **D. Liu**, and V. Mookerjee, “Optimal Software Reuse in Incremental Software Development: A Transfer Pricing Approach,” *Management Science*, Vol. 60, Issue 3, March 2014, pp. 541–559.
18. D. Dey, A. Lahiri, and **D. Liu**, “Consumer Learning and Time-locked Trials of Software Products,” *Journal of Management Information Systems*, Vol. 30, No. 2, Fall 2013, pp. 239–267.
19. T. Bandyopadhyay, **D. Liu**, V. Mookerjee, and A. Wilhite, “Dynamic Competition in IT Security: A Differential Game Approach,” *Information Systems Frontiers*, Vol. 16, Issue 4, September 2012, pp. 643–661.
20. **D. Liu**, S. Kumar, and V. Mookerjee, “Advertising Strategies in Electronic Retailing: A Differential Game Approach,” *Information Systems Research*, Vol. 23, No. 3, September 2012, pp. 903–917.
21. **D. Liu**, Y. Ji, and V. Mookerjee, “Knowledge Sharing and Investment Decisions in Information Security,” *Decision Support Systems*, Vol. 52, No. 1, December 2011, pp. 95–107.
22. D. Dey, V. Mookerjee, and **D. Liu**, “Efficient Techniques for Online Record Linkage,” *IEEE Transactions on Knowledge and Data Engineering*, Vol. 23, No. 3, March 2011, pp. 373–387.
23. **D. Liu**, S. Sarkar, and C. Sriskandarajah, “Resource Allocation Policies for Personalization in Content Delivery Sites,” *Information Systems Research*, Vol. 21, No.2, June 2010, pp. 227–248.
24. **D. Liu**, M. Dawande, and V. Mookerjee, “Value–Driven Creation of Functionality in Software Projects: Optimal Sequencing and Reuse,” *Production and Operations Management*, Vol. 16, Issue 3, May-June 2007, pp. 381–399.
25. W. T. Yue, M. Çakanyildirim, Y. U. Ryu and **D. Liu**, “Network Externalities, Layered Protection and IT Security Risk Management,” *Decision Support Systems*, Vol. 43, No. 1, November 2007, pp. 1–16.

Selected Conference Papers

1. T. Zhang, D. Liu, and S. Kumar, “When Helping Hurts: Strategic Implications of AI Shopping Assistants in E-Commerce” *Workshop on Information Technologies and Systems (WITS)*, Nashville, USA, Dec. 2025

2. M. Gu, X. Li, and D. Liu, "From Audience to Promoters: The Economics of Fan-Paid Promotion on User-Generated Content Platforms," *Workshop on Information Systems and Economics (WISE)*, Nashville, USA, Dec. 2025
3. C. Yu, M. Gu, P. Chen, and D. Liu, "The Economics of Marketplaces for User-Generated Custom GenAI Services: Implications for General-Purpose Service Quality and Profitability," *International Conference on Information Systems (ICIS)*, Nashville, USA, Dec. 2025
4. Y. Zhang, M. Gu, D. Liu, and S. Kumar, "Navigating AI-Generated Content on User-Generated Content Platforms: A Game-Theoretic Analysis of Labeling Policies," *Conference on Information Systems and Technology (CIST)*, Atlanta, USA, Oct. 2025.
5. X. Liu, Z. Wang, and D. Liu, "Navigating AI Overviews: Implications for Website Owners and Search Engines," *Conference on Information Systems and Technology (CIST)*, Atlanta, USA, Oct. 2025.
6. Z. Wang, Y. Kim, J. Son, and D. Liu "The Effective Use of Patient-Generated Health Data (PGHD): A Game-Theoretic Approach," Decision Sciences Institute (DSI), Orlando, USA, Nov. 2025
 - **DSI Best Problem-Driven Analytical Research Paper Award, 2025**
7. M. Gu, Z. Wang, X. Li, and D. Liu, "Capitalizing on the Interplay between Parallel Universes: Location Sponsorship in Location-Based Augmented Reality Gaming," *Workshop on Information Technologies and Systems (WITS)*, Bangkok, Thailand, Dec. 2024.
8. M. Gu, Z. Liu, and D. Liu, "Fostering or Hindering Allegiance Cultivation: An Economic Analysis of Fan Loyalty on User-Generated Content Platforms," *International Conference on Information Systems (ICIS)*, Bangkok, Thailand, Dec. 2024.
 - **INFORMS Social Media Analytics Best Student Paper Award (Third Place), 2024**
9. M. Gu, A. Mehra, and D. Liu, "Unfollow Recommendations on User-Generated Content Platforms: A Game-Theoretic Analysis," *International Conference on Information Systems (ICIS) 2024*, Bangkok, Thailand, Dec. 2024.
10. S. Qian, A. Mehra, and D. Liu, "The Economics of Fine-tuning for Large-Scale AI Models," *Workshop on Information Systems and Economics (WISE)*, Hyderabad, India, Dec. 2023.
 - **Best Student Paper Award**
11. Y. Zhang, M. Gu, P. Chen, and D. Liu, "Robbing Peter to Pay Paul: Analysis of Short-form Video Platforms' Authorized Access to Original Content," *Workshop on Information Systems and Economics (WISE)*, Hyderabad, India, Dec. 2023.
 - **Best Paper Nominee**
 - **Best Student Paper Nominee**
12. Y. Gao, P. Chen, and D. Liu, "Can Hiding (Dis)Like Help? Examine the Impact of Performance Metrics Disclosure on Social Media Platforms," *Workshop on Information Technologies and Systems (WITS)*, Hyderabad, India, Dec. 2023
 - **Best Paper Nominee**
13. M. Gu, Z. Liu, G. Wu, and D. Liu, "Fostering or Hindering Allegiance Cultivation: An Economic Analysis of Fan Loyalty on User-Generated Content Platforms," *Workshop on Information Technologies and Systems (WITS)*, Hyderabad, India, Dec. 2023

14. M. Gu, D. Liu, and S. Kumar, "Turning Content Creators into Partners: Economics of Platform-Led Affiliate Marketing," *Workshop on Information Technologies and Systems (WITS)*, Copenhagen, Denmark, Dec. 2022.
15. D. Zou, M. Gu, and D. Liu, "When Ownership and Copyright Are Separated: Economics of Non-Fungible Token (NFT) Marketplaces," *Workshop on Information Technologies and Systems (WITS)*, Copenhagen, Denmark, Dec. 2022.
 - **Best Workshop Theme Paper Award**
16. Z. Wang, S. Kumar, and D. Liu, "On Platforms' Incentives to Filter Fake Reviews," *Workshop on Information Technologies and Systems (WITS)*, Copenhagen, Denmark, Dec. 2022.
17. Y. Gao, and D. Liu, "Behind Privacy Labels: Data Tracking and Advertising Competition on App Platforms," *Workshop on Information Technologies and Systems (WITS)*, Copenhagen, Denmark, Dec. 2022.
18. Z. Liu, X. Li, and D. Liu, "Shooting Itself in the Foot or Fighting Fire with Fire? An Economic Analysis of Built-in Ad Blockers," *Workshop on Information Systems and Economics (WISE)*, Copenhagen, Denmark, Dec. 2022.
 - **Best Student Paper Runner-Up Award**
19. Y. Gao, H. Guo, D. Liu, D. Liu, and X. Zhao, "Microtasking Design for Self-Improvement Apps: A Present Bias Perspective," *Workshop on Information Systems and Economics (WISE)*, Copenhagen, Denmark, Dec. 2022.
20. Z. Wang, D. Liu, and S. Kumar, "The Economics of Online Subsidiary Healthcare Systems," *International Conference on Information Systems (ICIS)*, Copenhagen, Denmark, Dec. 2022.
21. Y. Gao, A. Mehra, and D. Liu, "Answer Viewing Design on Paid Q&A Platforms," *International Conference on Information Systems (ICIS)*, Copenhagen, Denmark, Dec. 2022.
22. Z. Wang and D. Liu, "Economic Analysis of Online Subsidiary Healthcare System: A Bayesian Persuasion Approach," *31st Workshop on Information Technology and Systems (WITS)*, Austin, USA, Dec. 2021.
 - **Finalist for the 2021 INFORMS Service Science Best Student Paper Award**
23. Z. Liu, S. Kumar, and D. Liu, "Information Design of Advertising Attribution on E-commerce Platforms," *31st Workshop on Information Technology and Systems (WITS)*, Austin, USA, Dec. 2021.
24. Z. Liu, S. Kumar, and D. Liu, "Economics of Advertising Misattribution on E-commerce Platforms," *International Conference on Information Systems (ICIS)*, Austin, USA, Dec. 2021.
25. M. Gu, S. Kumar, and D. Liu, "Affiliate Marketing on User-Generated Content Platforms: A Game-Theoretic Analysis," *Conference on Information Systems and Technology (CIST)*, Newport Beach, USA, Oct. 2021.
26. M. Gu, Z. Wang, X. Li, and D. Liu, "Location Sponsorship in Location-based Augmented Reality Gaming: A Game-Theoretic Model," *Conference on Information Systems and Technology (CIST)*, Newport Beach, USA, Oct. 2021.
27. Z. Liu, S. Kumar, and D. Liu, "Advertising Misattribution on E-commerce Platforms: A Game-Theoretic Analysis," *Conference on Information Systems and Technology (CIST)*, Newport Beach, USA, Oct. 2021.
28. Z. Wang, S. Kumar, and D. Liu, "On Platform's Incentive to Filter Fake Reviews: A Game-Theoretic Model," *International Conference on Information Systems (ICIS)*, Dec. 2020.

- **Best Paper Award in Track** (The Sharing Economy, Platforms, and Crowds)
 - **Best Student Paper Award in Track** (The Sharing Economy, Platforms, and Crowds)
 - **Best Conference Paper Nomination**
 - **Best Student Paper Nomination**
29. Y. Gao, S. Kumar, and D. Liu, “Economics of Blockchain Technology Adoption in Digital Advertising,” *INFORMS Conference on Information Systems and Technology (CIST)*, Nov. 2020.
 30. Y. Gao, S. Kumar, and D. Liu, “Clocking In or Not? Optimal Design of a Novel Cash-Back Business Model in Subscription-Based Online Learning,” *INFORMS Conference on Information Systems and Technology (CIST)*, Seattle, USA, Oct. 2019.
 31. Z. Wang, H. Guo, and D. Liu, “Economics of Analytics Services on a Marketplace Platform,” *INFORMS Conference on Information Systems and Technology (CIST)*, Seattle, USA, Oct. 2019.
 32. Jiang, Z., D. Liu, F. Wu. “A Generalized Pricing Model for Successive Product Generations,” *23rd Workshop on Information Technologies and Systems (WITS)*, Milan, Italy, Dec. 2013.
 33. Jiang, Z., D. Liu, D. C. Jain. “Optimal Pricing Policy for Successive Product Generations,” *7th China Summer Workshop on Information Management (CSWIM)*, Tianjin, China, June 2013.
 34. D. Liu, Y. Ji, and V. Mookerjee, “Security Investments with Complementary and Substitutable Information Assets: A Two-Firm Analysis,” *11th Americas Conference on Information Systems (AMCIS)*. Omaha, USA, Aug. 2005.
 35. D. Liu, S. Kumar, and V. Mookerjee, “A Competitive Analysis of Capacity Decisions at E-commerce Sites,” *11th Americas Conference on Information Systems (AMCIS)*. Omaha, USA, Aug. 2005.
 36. D. Liu, S. Sarkar, C. Sriskandarajah, and R. Gupta, “Allocating Personalization Resources for Content Delivery Sites Facing Non-linear Payoff Functions,” *12th Workshop on Information Technologies and Systems (WITS)*. Washington D. C., USA, Dec. 2004.
 37. D. Liu, S. Sarkar, R. Gupta, and C. Sriskandarajah, “Optimal Resource Allocation Policies for Website Personalization,” *9th INFORMS Conference on Information Systems and Technology (CIST)*. Denver, USA, Oct. 2004.

TEACHING

Courses Taught

Tsinghua University

- Data Mining Algorithms and Applications
- Data Analysis Strategy and Practice
- Introduction to Business Analytics
- Integrated Business Analytics and Practices

Iowa State University

- Introduction to Business Analytics (undergraduate)
- Advanced Business Analytics (undergraduate)
- Information Systems Development (undergraduate)

- Business Research Methods (Ph.D. core course)
- Quantitative Business Analysis and Decision Making (MBA core course)

University of Alabama in Huntsville

- Computer Applications in Business (undergraduate)
- Computer Forensics (graduate and undergraduate)
- Network Defense and Operating Systems (graduate and undergraduate)

University of Texas at Dallas:

- Introduction to Management Information Systems (undergraduate)

PROFESSIONAL ACTIVITIES

Editorial and Professional Service

- **Senior Editor**, Department of Disruptive Technologies and Operations Management, ***Production and Operations Management***, 2021–present
- **Senior Editor**, Department of POM-Information System Interface, ***Production and Operations Management***, 2018–present
- Associate Editor, *Decision Support Systems*, 2014–2018
- Deputy Director of Information Management Committee, *China Information Economics Society*, 2021–present
- Member of the Academic Committee, *China Information Economics Society*, 2020–present
- Executive Member of the Council, *China Information Economics Society*, 2020–present
- External Reviewer for a Full-Professor Promotion case at Fox School of Business, Temple University, 2021
- Track Co-chair, *International Conference on Information Systems (ICIS)*, 2023
- Track Co-chair, *POMS Annual Meeting*, 2018, 2023–2026
- Track Co-chair, *DSI Annual Meeting*, 2018.
- Mentor, Doctor Consortium, *China Workshop on Economics of Information Systems Theory (CWEIST)*, 2025
- Mentor, Junior Faculty Consortium, *Pacific Asia Conference on Information Systems (PACIS)*, 2024
- Mentor, Doctor Consortium, *Pacific Asia Conference on Information Systems (PACIS)*, 2023
- Discussant, *China Summer Workshop on Information Management (CSWIM)*, China, 2009, 2014
- Session Chair, *International Conference on Information Systems (ICIS)*, Austin, TX, 2021
- Session Chair, *POMS Annual Meeting*, Washington D.C., 2015, 2016.
- Session Chair, *INFORMS Annual Meeting*, Minneapolis, MN, 2013
- Session Chair, CIST, INFORMS, Charlotte, NC, 2011
- Session Chair, *INFORMS Annual Meeting*, Washington DC, 2008

- Program Committee, *Workshop on Information Technology and Systems* (WITS), 2014–present
- Program Committee, *Conference on Information Systems and Technology* (CIST), 2011, 2013–present.
- Program Committee, *China Summer Workshop on Information Management* (CSWIM), China, 2009, 2016–2018.
- Ad Hoc Reviewer for the following journals and conferences:
Information Systems Research, MIS Quarterly, Management Science, Journal of Management Information Systems, Production and Operations Management, Decision Sciences, European Journal of Operational Research, Journal of the Operational Research Society, Journal of Database Management, Decision Support Systems, Information Technology and Management, Electronic Commerce Research and Applications, Journal of Information Systems and Operational Research, International Conference of Information Systems (ICIS), Annual Workshop on Information Technologies and Systems (WITS), Conference on Information Systems and Technology (CIST)

Memberships and Affiliations

- Association for Information Systems (AIS)
- Institute for Operations Research and the Management Sciences (INFORMS)
- INFORMS Information Systems Society

Ph.D. Dissertation Supervision (*Committee Chair; graduates and graduating students; initial placements listed*)

- Zizheng Liu (*expected graduation: 2027*)
- Meilin Gu, 2025; Assistant Professor, Arizona State University
- Yi Gao, 2023; Assistant Professor, Texas Tech University
- Zhe Wang, 2023; Assistant Professor, City University of Hong Kong

Institutional Service

At Tsinghua University

- Member, Senior Faculty Committee (Tenure and Promotion Committee), Department of Management Science and Engineering, School of Economics and Management, 2017–present
- Member, Committee for Compensation Evaluation and Reform, School of Economics and Management, 2020
- Academic Director, Tsinghua-Columbia Dual Master’s Degree Program in Business Analytics, 2018

At Iowa State University

- Chair, MIS Ph.D. Program Committee, 2016–2017
- Member, College Ph.D. Program Committee, 2016–2017
- Member, College Curriculum Committee, 2016–2017
- Member, University Committee on the Certificate of Data Science, 2016–2017

- Member, University Senate Committee on Appeals, 2014–2017
- Member, College MBA Core Faculty, 2014–2015
- Member, College Outcome Assessment Committee, 2014–2016
- Member, College Strategic Planning Committee, 2014–2015
- Member, MIS Faculty Search Committee, 2013–2015
- Member, MIS scholarship committee, 2012–2013
- Member, Business Learning Teams, 2012–2013
- Chair, College Computer Advisory Committee, 2013–2014
- Member, MIS Curriculum Review Task Force, 2013–2014

At UAHuntsville

- Participation in the application for National Center of Academic Excellence (CAE) designation in Information Assurance Education, Fall 2006
- Participation in the application for CAE re-designation in Information Assurance Education, Fall 2011
- Serving on BSBA Review Committee of College of Business, Spring 2011
- Serving on University Judicial Board, 2011-2012

HONORS, AWARDS, AND SPECIAL RECOGNITIONS

- Research Excellence Award, School of Economics and Management, Tsinghua University, 2025
- DSI Best Problem-Driven Analytical Research Paper Award, 2025
- INFORMS Social Media Analytics Best Student Paper Award (Third Place), 2024
- Advisor for Excellent Doctoral Dissertation at Tsinghua University, 2023
- Best Student Paper Award, Workshop on Information Systems and Economics (WISE), 2023
- Best Student Paper Runner-up Award, Workshop on Information Systems and Economics (WISE), 2022
- Best Workshop Theme Paper Award, Workshop on Information Technologies and Systems (WITS), 2022
- Best Reviewer Award, China Information Economics Society, 2021
- Best Conference Paper Nomination, ICIS, 2020
- Best Conference Student Paper Nomination, ICIS, 2020
- Best Paper Award in Track (The Sharing Economy, Platforms, and Crowds), ICIS, 2020
- Best Student Paper Award in Track (The Sharing Economy, Platforms, and Crowds), ICIS, 2020
- Best Paper Award, China Information Economics Society, 2020
- WuJiaPei Award, China Information Economics Society, 2019
- Theoretical Contribution Award, China Information Economics Society, 2018
- Research Excellence Award, School of Economics and Management, Tsinghua University, 2018
- Dean's Faculty Fellow in Management Information Systems, ISU, 2015-2017
- Stephen Zelnak Professorship of Business, UAHuntsville, 2011-2012
- Best Research Paper Award, College of Business, UAHuntsville, 2011
- Witmond Faculty Fellowship, UAHuntsville, 2010
- Mark McDaniel, Henri McDaniel and Robert "Bud" Cramer Faculty Award, College of Business Administration, UAHuntsville, 2008