

Tingting Nian

The Paul Merage School of Business
University of California, Irvine
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ACADEMIC POSITIONS

University of California, Irvine

July 2015 to Current, *Assistant Professor, Hellman Fellow*, Paul Merage School of Business
(maternity leave: Spring 2016, Spring 2020)

October 2018 to December 2018, *Visiting Scholar*, John Hopkins Carey Business School

EDUCATION

New York University Stern School of Business, New York, NY

Ph.D., Information Systems, 2015

Committee: Arun Sundararajan (Chair), Foster Provost, Prasanna Tambe

Tsinghua University School of Economics and Management, Beijing, China

B. S., Information Systems, 2009

Euromed Marseille Ecole de Management, France

Undergraduate Exchange Program, 2007

RESEARCH INTEREST

Platform Strategies, Sharing Economy, Open Source Software Communities, Social Media Marketing, Gender Bias

GRANTS & FUNDINGS

Interim COVID-19 Research Recovery Program (ICRRP), 2022 (\$8,640)

TFI Long-Term Research Grant (11 out of 92), 2019 (€30,000)

Hellman Fellowship, 2018 (\$30,148)

University of California Irvine, CORCLR Faculty Research Grant, 2021 (\$5000)

University of California Irvine, CORCLR Faculty Research Grant, 2019 (\$5000)

University of California Irvine, CORCLR Faculty Research Grant, 2018 (\$4000)

University of California Irvine, CORCLR Faculty Research Grant, 2017 (\$3000)

University of California Irvine, CORCLR Faculty Research Grant, 2016. (\$3000)

WCAI-Wharton Customer Analytics Initiative Research Opportunity Grant Award. 2013-2014

PUBLICATIONS AND WORKING PAPERS

1. Xu, Lei, Tingting Nian, and Luis Cabral. "What Makes Geeks Tick? A Study of Stack Overflow Careers." **Management Science** 66, no. 2 (2020): 587-604.
2. Nian, Tingting, Yuyuan Anthony Zhu, and Vijay Gurbaxani. "The Impact of the Sharing Economy on Household Bankruptcy." **Management Information Systems Quarterly** 45, no. 3 (2021): 1213-1248.
3. Nian, Tingting, Yuheng Hu, and Cheng Chen. "Examining the Impact of Television-Program-Induced Emotions on Online Word-of-Mouth toward Television Advertising." **Information Systems Research** 32, no. 2 (2021): 605-632.
4. Nian, Tingting, and Arun Sundararajan. "Social Media Marketing, Quality Signaling, and the Goldilocks Principle." **Information Systems Research** (2022), Forthcoming.
5. Pu, Jingchuan, Tingting Nian, Liangfei Qiu, and Hsing Kenneth Cheng. "Platform Policies and Sellers' Competition in Agency Selling in the Presence of Online Quality Misrepresentation." **Journal of Management Information Systems** 39, no. 1 (2022): 159-186.
6. Tingting Nian, Lei Xu, and Sanjeev Dewan. "Can (S)he Code? Gender Bias in an Open Source Software Community." (R&R at *Information System Research*)
7. Sanjeev Dewan, Joocho Kim, and Tingting Nian. "Economic Impacts of Platform-Endorsed Quality Certification: Evidence From Airbnb." (Accepted at *MIS Quarterly*)
8. Leung Ming D., Sharon Koppman, Tingting Nian and Richard Lu. "Moving Up by Moving Around? How Career Atypicality Shapes Women's Organizational Advancement in a High-Tech Firm." (R&R at *Administrative Science Quarterly*)
9. Jinan Lin, Tingting Nian and Vidyanand Choudhary. "Lower-Tier Products: Friends or Foes? The Impact of Carpool on Ride-hailing Platforms." (Reject & Resubmit at *Information System Research*)
10. Jinan Lin, Tingting Nian, and Vijay Gurbaxani. "The Impact of Airbnb's Entry on Financial Delinquency." (Manuscript ready to be submitted)
11. Jinan Lin, Tingting Nian, and Natasha Zhang Foutz. "Measurement and Mitigation of Disintermediation in Online Two-sided Platforms: Evidence from Airbnb and Location Big Data." (Manuscript ready to be submitted).
12. Jiaqi Shi, Jinan Lin, Tingting Nian and Minyu (Max) Joo. "Consumer Aversion to Price Volatility: Implications to Airbnb Smart Pricing." (Under Review at *Management Science*).
13. Nila Zhang, Jiahui Mo, Jason Chan and Tingting Nian. "Assessing the Effectiveness of Contests in Online Labor Markets: Evidence of a Detrimental Impact." (Manuscript ready to be submitted).

WORK IN PROGRESS

14. The Cost of Corporate Misconduct in the Digital Age: Evidence from Incriminating Social Media Posts on Company Revenue, with *Donghwa Bae* and *Jason Chan*.
15. Privacy Regulation and Its Unintended Consequence on Consumption Behaviors: Evidence From CCPA, with *Donghwa Bae* and *Raveesh Mayya*.

16. Impacts of Market Thickness on Customers and Restaurants: Evidence from Online Food Delivery Platforms, with *Jinan Lin, Ziyi Cao and Yili Kevin Hong*.
17. Too Sexy for the Job? The Beauty Penalty versus the Beauty Premium, with *Meng Zbu and Joachim Vosgerau*.
18. Weathering a Demand Shock: Do Size and Market Structure Matter, with *Ziyi Cao, Jinan Lin and Gordon Burtch*.
19. The Ownership Economy: How Stock Rewards Shape Consumer Spending, with *Ziyi Cao and Arun Sundararajan*.

CONFERENCE PRESENTATIONS

Impacts of Market Thickness on Customers and Restaurants: Evidence from Online Food Delivery Platforms, *Ziyi Cao, Jinan Lin, Tingting Nian, Yili Kevin Hong*.

- **Workshop on Information Systems and Economics**, *Denmark, December 2022. (Scheduled)*

Consumer Aversion to Price Volatility: Implications to Airbnb Smart Pricing, *Jiaqi Shi, Jinan Lin, Tingting Nian, Minyu (Max) Joo*.

- **Conference on Artificial Intelligence, Machine Learning, and Business Analytics**, *Boston, December 2022. (Scheduled)*
- **INFORMS Annual Meeting**, *Indianapolis, October 2022. (Scheduled)*

The Ownership Economy: How Stock Rewards Shape Consumer Spending, *Ziyi Cao, Tingting Nian, Arun Sundararajan*.

- **Workshop on Information Technology and Systems**, *Denmark, December 2022. (Scheduled)*
- **INFORMS Annual Meeting**, *Indianapolis, October 2022. (Scheduled)*

Privacy Regulation and Its Unintended Consequence on Consumption Behaviors: Evidence From CCPA, *Donghwa Bae, Raveesh Mayya, Tingting Nian*.

- **Conference on Information Systems and Technology**, *Indianapolis, October 2022. (Scheduled)*
- **Workshop on Information Systems and Economics**, *Denmark, December 2022. (Scheduled)*
- **INFORMS Annual Meeting**, *Indianapolis, October 2022. (Scheduled)*

Measurement and Mitigation of Disintermediation in Online Two-sided Platforms: Evidence from Airbnb and Location Big Data, *Jinan Lin, Tingting Nian, Natasha Zhang Foutz*.

- **International Conference on Information Systems**, *Denmark, December 2022. (Scheduled)*
- **Conference on Information Systems and Technology**, *Indianapolis, October 2022. (Scheduled)*
- **Platform Strategy Research Symposium**, *Boston, July 2022. (Co-author presented)*
- **Meta Inc. Economics Seminar Series**, *C.A, July 2022. (Co-author presented)*
- **Marketing Science**, *June 2022. (Co-author presented)*

- **Artificial Intelligence in Management**, USC, CA, May 2022. (Co-author presented)

Social Media Warfare: Estimating the Extent of Harm (Benefit) of Social Media Posts on Company Revenue, *Donghwa Bae, Jason Chan, Tingting Nian.*

- **Statistical Challenges in Electronic Commerce Research**, Madrid, Spain, June 2022 (Co-author presented).
- **INFORMS Annual Meeting**, Indianapolis, October 2022. (Scheduled)

Economic Impacts of Platform-Endorsed Quality Certification: Evidence From Airbnb, *Sanjeev Dewan, Jooho Kim, Tingting Nian*

- **Conference on Information Systems and Technology**, DC, November 2020.
- **Workshop on Information Systems and Economics**, Munich, Germany, December 2019 (Co-author presented).
- **INFORMS Annual Meeting**, Seattle, October 2019 (Co-author presented).
- **Statistical Challenges in Electronic Commerce Research**, Hongkong, China, June 2019 (Coauthor Presented).

The Impact of Airbnb's Entry on Financial Delinquency, *Jinan Lin, Tingting Nian, Vijay Gurbaxani.*

- **INFORMS Annual Meeting**, Seattle, October 2019 (Co-author presented).
- **Statistical Challenges in Electronic Commerce Research**, Hongkong, China, June 2019 (Co-author presented).

Too Sexy for the Job? The Beauty Penalty versus the Beauty Premium, *Meng Zhu, Tingting Nian, Joachim Vosgerau.*

- **International Forum of Marketing Science and Applications**, Guangzhou, China, June 2019 (Coauthor Presented).
- **Judgement and Decision-Making Winter Symposium**, Utah, US, January 2019 (Coauthor Presented).

Can (S)he Code? Gender Bias in an Open Source Software Community, *Tingting Nian, Lei Xu, Sanjeev Dewan.*

- **Cornell Entrepreneurship and Innovation Workshop**, Ithaca, NY, May 2019.
- **Chinese Economists Society Northern America Annual Conference**, Lawrence, KS, April 2019.
- **NABE Tech Economics Conference**, San Francisco, October 2018.
- **Annual Meeting of the Decision Science Institute**, Chicago, November 2018.
- **NBER Summer Institute**, Boston, July 2018. (Poster)
- **Workshop on Experimental and Behavioral Economics in Information Systems**, DC, May 2018.
- **WISE**, South Korea, December 2017.

What Makes Geeks Tick? A Study of Stack Overflow Careers, *Lei Xu, Tingting Nian, Luis Cabral.*

- **INFORMS Annual Meeting**, Philadelphia, PA, November 2015
- **NBER Summer 2015: Economics of IT and Digitization**, Boston, MA, July 2015. (Co-author presented)
- **Platform Strategy Research Symposium**, Boston, MA, July 2015. (Co-author presented)
- **Fourth Society of Labor Economists World Conference (SOLE)**, Montreal, QC, June 2015. (Co-author presented)
- **13th Annual International Industrial Organization Conference (IIOC)**, Boston, MA, April 2015. (Co-author presented)
- **Workshop on Information Systems Economics (WISE)**, Auckland, New Zealand, 2014.

The Impact of the Sharing Economy on Household Finance, *Tingting Nian, Yuyuan Anthony Zhu, Vijay Gurbaxani.*

- **INFORMS Annual Meeting**, *Houston, October 2017.*
- **NBER Summer Institute**, *Boston, July 2017. (Poster)*
- **Statistical Challenges in eCommerce Research (SCECR)**, *Ho Chi Minh City, Vietnam, June 2017.*
- **Road to Reinvention: Leadership in the Digital Age Conference**, *Irvine, CA, March 2017.*
- **Workshop on Information Systems Economics (WISE)**, *Dublin, Ireland, 2016.*

How Mood Affects the Effectiveness of TV Commercials, *Tingting Nian, Yubeng Hu, Cheng Chen.*

- **The International AAAI Conference on Web and Social Media (ICWSM)**, *Montreal, Canada, 2017 (Co-author presented).*
- **Winter Conference on Business Analytics**, *Utah, March 2017.*
- **Workshop on Information Systems Economics (WISE)**, *Dublin, Ireland, 2016.*

Reputation Manipulation and Market Interaction, *Jingchuan Pu, Tingting Nian, Liangfei Qiu, Hsing K. Cheng.*

- **Production and Operations Management Society (POMS)**, *Seattle, May 2017 (Co-author presented).*

The Goldilocks Principle: Why Mid-Tier Brands Invest More in Social Media, *Tingting Nian, Arun Sundararajan.*

- **Conference on Information Systems and Technology (CIST)**, *San Francisco, 2014. Best Conference Paper*

Capturing Brand Sentiment through Social Media: a Case for Superbowl, *Tingting Nian, Arun Sundararajan.*

- **INFORMS Annual Meeting**, *Nashville, TN, 2016.*
- **Statistical Challenges in Electronic Commerce Research**, *Tel Aviv, Israel, 2014.*
- **Marketing Science**, *Atlanta, 2014.*

Revealing Life Events from Inferred Customer Similarity: a Predictive Modeling Approach, *Tingting Nian, Enric Junqué de Fortuny, Foster Provost.*

- **WCAI Research Symposium**, *Philadelphia, PA, March 2015.*
- **Workshop on Information Technology and Systems (WITS)**, *Auckland, New Zealand, 2014.*

INVITED PRESENTATIONS

University of Southern California, 2022 (Scheduled)

Fordham University, 2022 (Scheduled)

Boston College, 2022

University of Maryland, 2019

Carlson School of Management, University of Minnesota, November 2019

DiDi Chuxing Inc., May 2019

Robert Smith School of Business, University of Maryland, January 2019

Carey School of Business, Johns Hopkins University, December 2018

Road to Reinvention: Leadership in the Digital Age Conference, Irvine, CA, *March 2017*
Wharton Customer Analytics Initiative (WCAI), *March 2015*
Emory, *Feb 2015*
University of Washington at Seattle, *Feb 2015*
Hong Kong University of Science and Technology, *Feb 2015*
Singapore Management University, *Feb 2015*
UC Irvine, *January 2015*
University of Rochester, *January 2015*
Indiana University, *January 2015*
Temple University, *January 2015*
University of Illinois at Urbana-Champaign, *January 2015*
Rensselaer Polytechnic Institute, *January 2015*

TEACHING EXPERIENCE

Instructor, “Information Technology for Management”

UC Irvine, Paul Merage School of Business, part-time MBA program core course, Fall 2015, Winter 2016.

Instructor, “Data and Programming for Analytics”

New Course Designed and Developed.

UC Irvine, Paul Merage School of Business, part-time and full-time MBA elective course, Winter 2016, Winter 2017, Winter 2018, Winter 2019

Instructor, “Data and Programming for Analytics”

New Course Designed and Developed.

UC Irvine, Paul Merage School of Business, undergraduate elective course, Winter 2016, Winter 2017, Winter 2018, Winter 2019, Winter 2020, Fall 2021

Instructor, “Data and Programming for Analytics”

New Course Designed and Developed.

UC Irvine, Paul Merage School of Business, Master of Business Analytics program core course, Fall 2017, Winter 2019, Fall 2019, Fall 2020, Fall 2021

Instructor, “IT in Business and Society”

Stern undergraduate core course, Summer 2013

Teaching Fellow, “IT in Business and Society”

New York University, Stern School of Business, undergraduate core course and MBA elective course, Fall 2014, Summer 2014, Fall 2013 and Fall 2011

Teaching Fellow, “Networks, Crowds and Markets”

New York University, Stern School of Business, undergraduate core course and MBA elective course, Spring 2012 and Spring 2013

SERVICE

Professional Societies

Member, Association for Information Systems (AIS) 2010-present

Member, INFORMS 2012-present

Member, Production and Operations Management Society 2017, 2018

Program Committee/Associate Editor

Associate Editor, 2017-2022, International Conference on Information Systems (ICIS)

Associate Editor, 2020, Pacific Asia Conference on Information Systems (PACIS)

Program Committee, 2014-2022 Conference on Information Systems and Technology (CIST)

Program Committee, 2014-2022 Workshop on Information Technology and Systems (WITS)

AD-HOC REVIEWER

Management Science

MIS Quarterly

Information Systems Research

Journal of Management Information Systems

Production and Operations Management

International Conference on Information Systems (ICIS)

Conference of Information Systems and Technology (CIST)

Workshop on Information Technology and Systems (WITS)

CONFERENCE SESSION CHAIR

Session Chair, INFORMS Annual Conference 2021

Session Chair, INFORMS Annual Conference 2020, “Digital Platforms”

Session Chair, INFORMS Annual Conference 2020, “Economics of Digital Platforms”

Session Chair, ICIS 2020, “Platforms and Society”

Session Chair, POMS Annual Conference 2019, “Social Media and Digital Platforms”

Session Chair, INFORMS Annual Conference 2019, “Digital Platforms”

Session Chair, INFORMS Annual Conference 2019, “Economics of Digital Platforms”

Session Chair, Conference on Information Systems and Technology 2015, “Online Reviews”

Session Chair, POMS Annual Conference 2017, “Economics of Digital Platforms”

PAUL MERAGE SCHOOL OF BUSINESS

Ph.D. Committee (2015 -2019)

Masters’ Program Committee (2019-2021, 2022)

IS Faculty Hiring Committee (2017, 2018, 2019)

IS Ph.D. Students Hiring Committee (2015 – present)

IS MBA Core Curriculum Revision Committee (2015, 2016)

ACADEMIC AWARDS & HONORS

Excellence in Teaching Award (MSBA), Paul Merage School of Business, UCI, 2021

OCIS Doctoral Consortium, 2014

Marketing Science Doctoral Consortium, Istanbul, Turkey, 2013

PhD Fellowship, Stern School of Business, NYU, Sep 2009 – 2015

Student Exchange Program Award (Tsinghua), 2007

First Class Academic Scholarship (Tsinghua), 2008

STUDENTS SUPERVISION

1. Jooho Kim, Assistant Professor at the City University of New York (Co-author, Dissertation Committee)
2. Jinan Lin, 5th Year Doctoral Student (Co-chair)
3. Ziyi Cao, 6th Year Doctoral Student (Co-author, Dissertation Committee)
4. Ming Gu, 6th Year Doctoral Student (Dissertation Committee)
5. Cristina Maria De Haro Alonso, 6th Year Doctoral Student (Dissertation Proposal Committee)
6. Donghwa Bae, 4th Year Doctoral Student (Co-author)
7. Jiaqi Shi, 4th Year Doctoral Student (Co-author)
8. Sardar Fatooreh Bonabi, 3rd Year Doctoral Student (1st Year Paper Supervisor)
9. Shengjun Mao, Assistant Professor at the Hong Kong University (Dissertation Committee)
10. Ran Zhang, Assistant Professor at the City University of Hong Kong (Dissertation Committee)
11. Jin Sik Kim, Assistant Professor at the University of Tennessee (Dissertation Committee)
12. Deying Kong, 5th Year Doctoral Student Computer Science (Dissertation Proposal Committee)
13. Eugenia Ha Rim Rho (Informatics & Computer Science), Assistant Professor of Computer Science at Virginia Tech (Dissertation Proposal Committee)
14. Komal Yaseen, Previous Undergraduate Student (Independent Study)
15. Shreyaan Kaushal, Previous Master Student, Amazon (Independent Study)
16. Hangzhi Pang, Previous Undergraduate Student (Independent Study)
17. Gao Zhi Quan Wang, Previous Master Student, Google (Independent Study)
18. Hien Tran, Previous Undergraduate Student, Data Scientist at Walmart (Independent Study)
19. Zahra Dabzadeh, Previous Undergraduate Student (Independent Study)
20. Scott Mansripattanakul, Previous MSBTM Student (Individual Study)