

## **Tingting Nian**

UC Irvine, Paul Merage School of Business  
Irvine, CA, 92697-3125  
Email: [tnian@uci.edu](mailto:tnian@uci.edu)  
Cell: 917-456-7596

### **Employment and Appointments:**

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#### **University of California, Irvine**

2015- *Assistant Professor*, Paul Merage School of Business

### **Education**

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

Ph.D., Information Systems, 2015

#### **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 & METHODS**

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Econometric analysis, game theory, data science, social media, social networks, user generated content, electronic markets and online communities, text mining and machine learning

### **ACADEMIC AWARDS & HONORS**

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Selected to attend the OCIS Doctoral Consortium, 2014

Selected to attend the Structural Modeling Approaches to Research on Technology (SMART) workshop, 2014

Marketing Science Doctoral Consortium, Istanbul, Turkey, 2013

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

Student Exchange Program Award (Tsinghua), 2007

First Class Academic Scholarship (Tsinghua), 2008

Distinguished Volunteer of SEM and Tsinghua University (2007)

Gold Medal in the Summer Society Practice Camp (2006)

National High School Student Physics Competition, second prize (2004)

National High School Student Mathematics Competition, third prize (2004)

### **GRANTS & FUNDINGS**

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UCI CORCLR Faculty Research Grant, 2017.

UCI CORCLR Faculty Research Grant, 2016.

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

### **WORKING PAPERS**

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1. What Makes Geeks Tick? A Study of Stack Overflow Careers, with *Lei Xu* and *Luis Cabral*. Under revision at *Management Science*.

2. The Impact of the Sharing Economy on Household Finance, with *Yuyuan Zhu* and *Vijay Gurbaxani*. Under review at *Management Science*
3. How Mood Affects the Effectiveness of TV Commercials, with *Yuheng Hu* and *Cheng Chen*. (Draft to be submitted to *Information System Research*)
4. Reputation Manipulation and Market Interaction, with *Liangfei Qiu*. (Under review at *Information System Research*)
5. Social Media, Brand Signaling and the Goldilocks Principle, with *Arun Sundararajan*. (Draft ready upon request)
6. Capturing Brand Sentiment through Social Media: a Case for Superbowl, with *Arun Sundararajan*. (Draft ready upon request)
7. Revealing Life Events from Inferred Customer Similarity: A Predictive Modeling Approach, with *Enric Junqué de Fortuny* and *Foster Provost*. (*Work-in-progress*)

## CONFERENCE PRESENTATIONS

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*“How Mood Affects the Effectiveness of TV Commercials”*, with *Yuheng Hu* and *Cheng Chen*. **The International AAAI Conference on Web and Social Media (ICWSM)**, Montreal, Canada, 2017 (scheduled).

*“Reputation Manipulation and Market Interaction.”* with *Liangfei Qiu*, *Cheng Chen* and *Hsing K. Cheng*. **Production and Operations Management Society (POMS)**, Seattle, May 2017.

*“The Impact of the Sharing Economy on Household Finance”*, with *Yuyuan Zhu* and *Vijay Gurbaxani*. **Statistical Challenges in eCommerce Research (SCECR)**, Ho Chi Minh City, Vietnam, June 2017 (scheduled).

*“The Impact of the Sharing Economy on Household Finance”*, with *Yuyuan Zhu* and *Vijay Gurbaxani*. **Road to Reinvention: Leadership in the Digital Age Conference**, Irvine, CA, March 2017.

*“How Mood Affects the Effectiveness of TV Commercials”*, with *Yuheng Hu* and *Cheng Chen*. **Winter Conference on Business Analytics**, Utah, March 2017.

*“Uber On: Until You Are Free of Debt”*, with *Yuyuan Zhu* and *Vijay Gurbaxani*. **Workshop on Information Systems Economics (WISE)**, Dublin, Ireland, 2016.

*“How Mood Affects the Effectiveness of TV Commercials”*, with *Yuheng Hu* and *Cheng Chen*. **Workshop on Information Systems Economics (WISE)**, Dublin, Ireland, 2016.

*“Capturing Brand Sentiment through Social Media: a Case for Superbowl”*, with *Arun Sundararajan*. **INFORMS Annual Meeting**, Nashville, TN, 2016.

*“What Makes Geeks Tick? A Study of Stack Overflow Careers”*, with *Lei Xu* and *Luis Cabral*, **INFORMS Annual Meeting**, Philadelphia, PA, November 2015

*“What Makes Geeks Tick? A Study of Stack Overflow Careers”*, with *Lei Xu* and *Luis Cabral*, **NBER Summer 2015: Economics of IT and Digitization**, Boston, MA, July 2015

*“What Makes Geeks Tick? A Study of Stack Overflow Careers”*, with *Lei Xu* and *Luis Cabral*, **Platform Strategy Research Symposium Boston**, MA, July 2015

*“What Makes Geeks Tick? A Study of Stack Overflow Careers”*, with *Lei Xu* and *Luis Cabral*, **Fourth Society of Labor Economists World Conference (SOLE)** Montreal, QC, June 2015

“*What Makes Geeks Tick? A Study of Stack Overflow Careers*”, with Lei Xu and Luis Cabral, **13th Annual International Industrial Organization Conference (IIOC)** Boston, MA, April 2015

“*Revealing Life Events from Inferred Customer Similarity: a Predictive Modeling Approach*”, with Enric Junqué de Fortuny and Foster Provost, **WCAI Research Symposium**, Philadelphia, PA, March 2015.

“*The Goldilocks Principle: Why Mid-Tier Brands Invest More in Social Media*”, with Arun Sundararajan, **Conference on Information Systems and Technology (CIST)**, San Francisco, 2014. **Best Conference Paper**

“*What Makes Geeks Tick? A Study of Stack Overflow Careers*”, with Lei Xu and Luis Cabral, **Workshop on Information Systems Economics (WISE)**, Auckland, New Zealand, 2014.

“*Revealing Life Events from Inferred Customer Similarity: a Predictive Modeling Approach*”, with Enric Junqué de Fortuny and Foster Provost, **Workshop on Information Technology and Systems (WITS)**, Auckland, New Zealand, 2014.

“*Capturing Brand Sentiment through Social Media: a Case for Superbowl*”, with Arun Sundararajan, **Statistical Challenges in Electronic Commerce Research**, Tel Aviv, Israel, 2014.

“*Capturing Brand Sentiment through Social Media: a Case for Superbowl*”, with Arun Sundararajan, accepted at **Marketing Science**, Atlanta, 2014.

“*Social Media and Brand Signaling*”, with Arun Sundararajan, accepted at **Theory in Economics of Information Systems (TEIS)**, Calgary, Canada, 2014.

“*On Identity and Financial Inclusion: Is there a Case for India’s UID Project?*” with Ravi Bapna and Arun Sundararajan, **Statistical Challenges in eCommerce Research**, Montreal, Canada, 2012.

## INVITED PRESENTATIONS

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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*

## PROFESSIONAL ASSOCIATIONS & ACTIVITIES

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**Associate Editor**, 2016 International Conference on Information Systems (ICIS)

**Reviewer**, Management Science, MIS Quarterly, Information Systems Research, Journal of MIS

**Program Committee**, 2014-2016 Conference of Information Systems and Technology (CIST)  
**Program Committee**, 2014 Conference of Information Systems and Technology (CIST)  
**Program Committee**, 2014-2016 Workshop on Information Technology and Systems (WITS)  
**Reviewer**, 2011- 2015 International Conference on Information Systems (ICIS)  
**Member**, Association for Information Systems (AIS) 2010-present  
**Member**, INFORMS 2012-present

## TEACHING EXPERIENCE

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**Instructor**, “Data and Programming for Analytics”

UC Irvine, Paul Merage School of Business, Part-time and Full-time MBA elective course, Winter 2016 & Winter 2017

**Instructor**, “Data and Programming for Analytics”

UC Irvine, Paul Merage School of Business, undergraduate elective course, Winter 2016 & Winter 2017

**Instructor**, “Information Technology for Management”

UC Irvine, Paul Merage School of Business, Part-time MBA program core course, Fall 2015

**Instructor**, “IT in Business and Society”

Stern undergraduate core course, Summer 2013

**Teaching Fellow**, “IT in Business and Society”

Stern undergraduate core course and MBA elective course, Fall 2014, Summer 2014, Fall 2013 and Fall 2011

**Teaching Fellow**, “Networks, Crowds and Markets”

Stern undergraduate core course and MBA elective course, Spring 2012 and Spring 2013

## SKILLS

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- **Analytics:** Extensive experience with text-mining, including sentiment and topic modeling; supervised and unsupervised learning methods such as support vector machines, Naïve Bayes, maximum entropy, random forests; basic and advanced econometric methods.
- **Programming:** Extensive experience with Python, R, Stata, Matlab, Mathematica, SQL; Experience with Java.