

# MINGDI XIN

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## Education

<b>New York University, Leonard N. Stern School of Business</b> , New York, NY Ph.D., Information Systems	2009
<b>Beijing University</b> , Beijing, China B.S., Information Science with minor in Computer Science	2001

## Academic Appointments

Assistant Professor, University of California, Irvine, Paul Merage School of Business	2012-present
Assistant Professor, University of British Columbia, Sauder School of Business	2010-2012
Assistant Research Scientist, New York University, Stern School of Business	2009

## Research Interests

Pricing and product strategies for digital goods and services, IT investment strategies and their competitive implications, IT workers' compensation structure, and online consumer product search behavior

## Publications in Peer-reviewed Journals

1. Levina, Natalia and Mingdi Xin. "Comparing Information Technology Workers' Compensation in US versus Singapore: Demographic, Human Capital and Institutional Factors," *Information Systems Research* (18:2), June 2007, pp. 193-210.
2. Xin, Mingdi and Vidyanand Choudhary. "IT Investment Under Competition: The Role of Implementation Failure." *Management Science* 65.4 (2018): 1909-1925.
  - **Runner-up for Best Paper Award at CSWIM 2015**
3. Xin, Mingdi "The Impact of Customer Valuation Uncertainty on Software Licensing," *MIS Quarterly*, forthcoming.
4. Xin, Mingdi and Arun Sundararajan. "Nonlinear Pricing of Software with Local Demand Inelasticity." *Information Systems Research*, accepted.
5. Katsamakos, Evangelos and Mingdi Xin. "Open Source Adoption Strategy." *Electronic Commerce Research and Applications*, Volume 36, July–August 2019.
  - This paper received the highly competitive **Network, Electronic Commerce and Telecommunications (NET) Institute Summer Research Grant**.
6. Choudhary, Vidyanand, Mingdi Xin and Zhe Zhang. "Sequential IT Investment: Can the Risk of IT Implementation Failure be Your Friend?" *Information Systems Research*, conditional accept.

## Other Publications

Aral, Sinan, Arun Sundararajan and Mingdi Xin. "Developing Competitive Advantage in the Cloud: Qualitative Findings," *Harvard Business Review* (online), December 2010.

Xin, Mingdi. "Adopting the SaaS Model for Business Applications," *Cutter Consortium Executive Report*, June 2009, vol. 12, no. 6.

Xin, Mingdi. "Adopting the SaaS Model: A Client Perspective," *The Cutter IT Journal* (21:6), June 2008, pp. 12-17.

## Publications in Peer-reviewed Conference Proceedings

Xin, Mingdi. "Perpetual Licensing or Leasing of Software with Value Uncertainty," Proceedings of the *2016 China Summer Workshop on Information Management (CSWIM)*, June 2016, peer-reviewed.

Xin, Mingdi and Vidyanand Choudhary. "IT Investment under Competition: The Role of Implementation Uncertainty," Proceedings of the *2015 China Summer Workshop on Information Management (CSWIM)*, June 2015, peer-reviewed.

Xin, Mingdi and Natalia Levina. "Software-as-a-Service Model: Elaborating Client-side Adoption Factors," Proceedings of the *29th International Conference on Information Systems (ICIS)*, December 2008, peer-reviewed. (24% acceptance rate)

Xin, Mingdi. "From Selling to Subscription Model in the Software Market: A Paradigm Shift?" Proceedings of the *12<sup>th</sup> Americas Conference on Information Systems (AMCIS)*, Acapulco, Mexico, August 2006, peer-reviewed.

Levina, Natalia, Mingdi Xin, and Shinkyu Yang. "Understanding IT Workforce Structure in IT vs. non-IT Firms: Implications to IT Outsourcing," Proceedings of the *24th International Conference on Information Systems (ICIS)*, March, Maassey, and DeGross (eds), December 2003, pp. 759-766, peer-reviewed. (16% acceptance rate)

## Papers under Review or Completed

"Motivating Customer Learning When the Learning Curve is Uncertain: The Impact of Software Pricing Strategies." sole-authored, *Management Science*, under review.

- This paper was accepted at the 2019 *INFORMS Conference on Information Systems and Technology (CIST)*, refereed.

"The Impact of Online Display Advertising on Consumer Search Behavior," (with Vijay Gurbaxani and Anwida Prompijit), manuscript completed.

- This paper was accepted at the 2016 *Workshop on Information Systems and Economics (WISE)* and 2017 *INFORMS Conference on Information Systems and Technology (CIST)*, refereed.

"When Logins Go Social: Effects on Purchase Behaviors and Targeted Responses in Online Markets," (with Hyunji So, Animesh Animesh and Wonseok Oh), working paper completed.

- This paper was accepted at the 2017 *Workshop on Information Systems and Economics (WISE)* and 2018 *INFORMS Conference on Information Systems and Technology (CIST)*,

peer-reviewed.

## Conference Presentations

Xin, Mingdi. “Motivating Customer Learning When the Learning Curve is Uncertain: The Impact of Software Pricing Strategies”

- *INFORMS Conference on Information Systems and Technology (CIST)*, October 2019, peer-reviewed.

Choudhary, Vidyanand, Mingdi Xin and Zhe Zhang. “Sequential IT Investment: Can the Risk of IT Implementation Failure be Your Friend?”

- *Theory in Economics of Information Systems (TEIS) Workshop*, invited presentation, March 2018, La Jolla, CA.
- *INFORMS Conference on Information Systems and Technology (CIST)*, October 2019, peer-reviewed

Xin, Mingdi, Vijay Gurbaxani, and Anwida Prompijit. “The Impact of Online Display Advertising on Consumer Search Behavior,”

- *Workshop on Information Systems and Economics (WISE)*, Dublin, Ireland, 2016
- *INFORMS Conference on Information Systems and Technology (CIST)*, Houston, TX, 2017, peer-reviewed

So, Hyunji, Mingdi Xin, Animesh Animesh, and Wonseok Oh. “When Logins Go Social: Effects on Purchase Behaviors and Targeted Responses in Online Markets”

- *Workshop on Information Systems and Economics (WISE)*, Seoul, South Korea, 2017
- *INFORMS Conference on Information Systems and Technology (CIST)*, Phoenix, Arizona, 2018, peer-reviewed

Xin, Mingdi. “Perpetual Licensing or Leasing of Software with Value Uncertainty,”

- *CSWIM*, Dalian, China, June 2016

Xin, Mingdi and Vidyanand Choudhary. “IT Investment under Competition: The Role of Project Uncertainty,”

- *Workshop on Information Systems and Economics (WISE)*, Dallas, TX, December 2015
- *CSWIM*, Hefei, China, June 2015, **Runner-up for Best Paper Award**, peer-reviewed
- *POMS Annual Conference*, invited presentation, May 2015, Washington DC
- *Theory in Economics of Information Systems (TEIS) Workshop*, invited presentation, March 2015, Banff, Alberta, Canada.
- *INFORMS Annual Meeting*, November 2014, San Francisco, CA

Xin, Mingdi and Arun Sundararajan “Pricing Cloud Computing: Inelasticity and Demand Discovery,”

- *POMS Annual Conference*, invited presentation, May 2020
- *INFORMS Conference on Information Systems and Technology (CIST)*, October 2013, peer-reviewed

Xin, Mingdi. “Dynamic Pricing of Enterprise Software with Value Uncertainty: Motivation for Selling Software as a Service,”

- *POMS Annual Conference*, invited presentation, May 2015, Washington DC
- *Theory in Economics of Information Systems (TEIS) Workshop*, invited presentation, June

2012, Laguna Beach, CA.

- *Northwest Summit*, May 2011, Seattle, WA.
- *INFORMS Annual Meeting*, November 2010, Austin, TX.

Xin, Mingdi. “A Dynamic Perspective on IT Sourcing Theories: Motivation for Adopting Software as a Service,” *INFORMS Annual Meeting*, November 2011, Charlotte, NC.

Xin, Mingdi, and Natalia Levina. “Software-as-a-Service Model: Elaborating Client-side Adoption Factors,”

- *29th International Conference on Information Systems (ICIS)*, December 2008, Paris, France.
- *INFORMS Conference on Information Systems and Technology (CIST)*, October 2008, Washington D.C., peer-reviewed

Xin, Mingdi. “From Product- to Service-Oriented Strategies in the Enterprise Software Market,” *Workshop on Information Systems and Economics (WISE)*, December 2006, Evanston, IL.

Levina, Natalia, Mingdi Xin, and Shinkyu Yang. “Understanding IT Workforce Structure in IT vs. non-IT Firms: Implications to IT Outsourcing,” *24th International Conference on Information Systems (ICIS)*, December 2003, Seattle, WA, peer-reviewed.

## Invited Presentations

2019	University of California, Davis, Graduate School of Management (scheduled)
2019	KAIST, South Korea (scheduled)
2019	California State University, Long Beach (scheduled)
2019	Georgia Institute of Technology, Scheller College of Business
2019	University of California, San Diego, Rady School of Management
2015	University of British Columbia, Sauder School of Business
2015	Dalian University of Technology, China
2015	Purdue University, Krannert School of Management
2015	Tsinghua University, School of Economics and Management, China
2013	University of California, Davis, Graduate School of Management
2013	University of California, Irvine, Center for Digital Transformation
2012	University of California, Irvine, Paul Merage School of Business
2011	UBC Sauder School of Business, OPLOG division
2011	The CIO Association of Canada
2009	Hong Kong University of Science and Technology (HKUST) Business School
2009	University of British Columbia, Sauder School of Business
2009	University of Notre Dame, Mendoza College of Business
2009	University of Texas at Austin, McCombs School of Business
2009	McGill University, Desautels Faculty of Management
2009	MIT Center for Information Systems Research
2009	New York University, Stern School of Business

## Honors and Awards

Junior Faculty Research Award, UCI Merage School of Business, 2019

UCI Council on Research, Computing & Library Resources (CORCL) Awards, 2015, 2017

Runner-up for Best Paper Award at CSWIM 2015

UBC Humanities and Social Science (HSS) Research Fund, June 2011

UBC Sauder School of Business Internal Grant, \$8,150, June 2011

\$200,000 Research Grant, SAP. Enterprise by Design: Productivity, Demand Prediction and Pricing in the SME Market for Enterprise Software as a Service (with Sinan Aral and Arun Sundararajan), 2008

IBM Shared University Research (SUR) Fellowship, April 2007

Paul Willensky Fellowship, NYU Stern School of Business, 2006-2007

Selected for AMCIS 2006 Doctoral Consortium, August 2006

NET Institute Summer Grant, June 2005

Doctoral Fellowship, NYU Stern School of Business, 2002-2006

Dong Orient Scholarship, Beijing University, October 2000

Guang Cai Scholarship, Beijing University, October 1999

IET Scholarship, Beijing University, October 1998

## Teaching Interests

Competing with Digital (IS core class), Digital Strategies, Economics of IT, Data Analytics.

## Teaching Experience

### University of California, Irvine, Irvine, CA

- Instructor, Digital Strategies, MBA elective Winter 2018
- Instructor, Information Technology for Management, MBA core 2014-19
- Instructor, Digital Strategies, undergraduate elective Spring 2017
- Instructor, Introduction to Information Management, undergraduate core 2012-14
- Instructor, Economic Theory in Information Systems, PhD course 2013-19

### University of British Columbia, Sauder School of Business, Vancouver, BC, Canada

- Instructor, Introduction to Electronic Business, undergraduate elective 2010-2012  
Instructor evaluation: 4.5/5
- Instructor, Introduction to Management Information Systems, undergraduate core Spring 2012

### New York University, Leonard N. Stern School of Business, New York, NY

- Teaching Assistant, Microeconomics, undergraduate core Fall 2006
- Teaching Assistant, IT in Business and Society, undergraduate core Fall 2005
- Teaching Assistant, Computer-based Systems for Management Support, undergraduate core Fall 2004

## Student Committees

Zhe (James) Zhang (currently Assist. Prof. at UT Dallas), doctoral dissertation committee

Yi Jen (Ian) Ho (currently Assist. Prof. at Penn State), doctoral dissertation committee

Ran Zhang (currently Assist. Prof. at City University of HK), doctoral thesis proposal committee

Anwida Prompijit, current student, doctoral dissertation committee

Shengjun Mao, current student, doctoral dissertation proposal committee

## **Academic Community Services and Membership**

Conference Co-chair, Theory in Economics of Information Systems (TEIS) Workshop, 2015, 2017, 2020

Associate Editor, International Conference on Information Systems (ICIS) 2010, 2013-15, 2019, 2020

Session Chair, POMS Annual Conference, 2020

Program Committee, INFORMS CIST Conference, 2019

Session Chair, INFORMS Annual Conference 2013-15

Discussant and Panelist: Workshop on Information Systems and Economics (WISE) 2009

Discussant: Workshop on Information Systems and Economics (WISE) 2008, 2011; Theory in Economics of Information Systems (TEIS) 2011, 2013, 2014, 2019; NET Institute Conference on Network Economics, 2006, 2007

Reviewer: Management Science, Information Systems Research (ISR), MIS Quarterly, Journal of Management Information Systems (JMIS), Journal of Strategic Information Systems; International Conference on Information Systems (ICIS); Pacific Asia Conference on Information Systems (PACIS)

Participant: UBC Sauder Summer Conference on Industrial Organization, July 2010; NYU-IBM Workshop on Global Sourcing, January 2007, 2008; Industrial Organization Workshop, NYU Stern School of Business, September 2006, 2007

Participant: RoyFest 2015, New York University Summer Workshop on Economics of IS, 2005, 2006

Member of Information Systems Society (ISS) and INFORMS

## **Other Services**

UCI Paul Merage School of Business, Undergraduate Program Committee, 2014/20

UCI Campus-wide Council on Faculty Welfare, Diversity and Academic Freedom, Fall 2015

UCI Paul Merage School of Business, Ph.D. Committee, 2012/14

UBC Sauder School of Business, Program and Curriculum Committee (PCC), 2011/12

## **Work Experience**

Client Service Manager, CCID Datasource Corporation, Beijing, China 2001-2002

Quality Assurance (QA), Baidu.com, Inc., Beijing, China 2001

Project Assistant, part-time, IDG Expo. (Asia) Limited, Beijing, China 1999-2000