

Andrew B. Whinston

Professor of Information Systems and Economics
Hugh Roy Cullen Centennial Chair in Business Administration
Director, Center for Research in Electronic Commerce
McCombs School of Business
The University of Texas at Austin
E-mail: abw@uts.cc.utexas.edu
Center phone: (512) 471-7962

Education

- 1962 Ph.D. Graduate School of Industrial Administration
Carnegie-Mellon University
1960 M.S. Graduate School of Industrial Administration
Carnegie-Mellon University
1957 B.A. University of Michigan

Honors

- 41,326 Google Citations
h-index 94
Erdős Number 2
2015 Career Research Excellence Award, University Co-op
2009 Career Award for Outstanding Research Contributions, University of Texas at Austin
INFORMS Information Systems Society Distinguished Fellow
2005 The LEO Awards for Lifetime Exceptional Achievement in Information Systems, AIS
Fellowship
1966-1967 Ford Foundation Faculty Research Fellowship
1962-1963 Post-Doctoral Fellow of the National Science Foundation
(Visitor of the Econometric Institute, Rotterdam, the Netherlands), Alexander Henderson
Award for Excellence Economic Theory, Carnegie Institute of Technology
1958-1961 Pre-Doctoral Fellow of the National Science Foundation
1957-1958 Sanxay Fellow, Princeton University

Professional Affiliations

- Member, Editorial Board: [Electronic Markets](#), [French Journal of Operations Research](#), [Future Generation Computer Systems](#), [Information & Management](#), [Journal of Electronic Commerce](#), [Journal of Management Information Systems](#), [Studies in Informatics and Control](#), and [Information Systems Frontiers](#), [Journal of Systems Science and Systems Engineering](#)
- Member, Advisory Board: [Information Technology & Management](#), [Pacific Economic Review](#), and the [International Journal of Information Technology and Decision Making](#).

Research and/or Professional Experience

- 1988-Present Professor of Information Systems and Economics
Hugh Roy Cullen Centennial Chair in Business Administration
Director, Center for Research in Electronic Commerce
The University of Texas at Austin
1966-1988 E. Weiler Distinguished Professor of Economics and Management, Purdue University
1964-1966 Associate Professor of Economics, University of Virginia

1961-1964 Assistant Professor of Economics, Member of Cowles Foundation, Yale University

Publications (Refereed Journal Articles)

- “Over-justify Perception, Distort Pro-Social Behavior: Financial Incentives Dampen Altruism in Pro-Social Contributions” (With Dandan Qiao), forthcoming Information Systems Research, 2020
- “Information Disclosure and Security Vulnerability Awareness: A Large-Scale Randomized Field Experiment in Pan-Asia” (with Yunhui Zhang, Yun-sik Choi, Shu He, Alvin Chung Man Leung and Gene Moo Lee), accepted in JMIS, 2020
- “Mitigating the Crowding-out Effect of Monetary Incentive on Voluntary Contributions” (with Dandan Qiao, Shun-Yang Lee and Wei Qiang), forthcoming for Journal of Management Information Systems, 2020
- "Tweet to the Top? Social Media Personal Branding and Career Outcomes" (with Yanzhen Chen and Huaxia Rui), forthcoming in MIS Quarterly, 2020
- “Matching Mobile Applications for Cross Promotion” (with Shu He, Gene Moo Lee), Information Systems Research, 2020
- “A model of fake data in data-driven analysis (with Xiaofan Li), Journal of Machine Learning Research, 2020
- “Understanding Security Vulnerability Awareness, Firm Incentives, and ICT Development in Pan-Asia” (With Yunhui Zhuang, Yun-sik Choi, Shu He, and Alvin Chung Man Leung), forthcoming in Journal of Management Information Systems, 2020
- “Financial Incentives Dampen Altruism in Online Pro-Social Contribution: A Study of Online Reviews” (with Dandan Qiao, Shun-Yang Lee and Wei Qiang), forthcoming in Information Systems Research, 2020
- “Optimal Auction Design for Wifi Procurement,” (with Liangfei Qiu, Huaxia Rui), Information Systems Research, 2019.
- “Enhancing Social Media Analysis with Visual Data Analytics: A Deep Learning Approach” (With Dongyuk Shin, Shu He and Gene Moo Lee), forthcoming in MIS Quarterly, 2020
- “Analyzing Cryptocurrencies” (With Xiaofan Li), Information Systems Frontiers, 2020
- “Experimental Methods and Internet Security” (With Tang Qian), forthcoming in POMS, 2019
- “Efficient Real-time Routing for Autonomous Vehicles through Bayes Correlated Equilibrium: An information Design Framework.” (with Yixuan Liu), Information Economics and Policy, 2019.
- “Is Best Answer Really the Best Answer? The Politeness Bias” (with Shun-Yang Lee and Huaxia Rui), MIS Quarterly, 2019
- “Identity Management and Tradable Reputation” (with Hong Xu and Jianqing Chen), MIS Quarterly, 2018.
- “Social Media Strategies in Product Harm Crises,” (with Huaxia Rui, and Shu He), Information Systems Research, 2018
- “Learning from Your Friends 'Check-Ins: An Empirical Study of Location-Based Social Networks,” (with Liangfei Qiu, Zhan Shi), Information Systems Research, 2018
- “Allocation and Pricing of Substitutable Goods: Theory and Algorithm,” (with Huaxia Rui and De Li) Production and Operation Management, 2017.
- “Sentiment Manipulation in Online Platforms and Opinion Forums: An Analysis of Movie Tweets” (with Shun-Yang Lee and Liangfei Qiu), Production and Operation Management, 2018.
- “Pricing Strategies under Behavioral Observational Learning in Social Networks” (with Liangfei Qiu), Production and Operations Management, 2018.
- “Optimal Reinsurance with Multiple Tranches” (with Semyon Malamud and Huaxia Rui), Journal of Mathematical Economics, 2016.
- “How Would Information Disclosure Influence Organizations' Outbound Spam Volume? Evidence from a Field Experiment” (with Shu He, Gene Moo Lee and Sukjin Han), Journal of Cybersecurity, 2015.

- “Towards A Better Measure of Business Proximity: Topic Modeling for Industry Intelligence” (with Gene Moo Lee and Zhan Shi), MIS Quarterly, 2016.
- “Two Formulas for Success in Social Media: Learning and Network Effects” (with Liangfei Qiu and Qian Tang), Journal of Management Information Systems Forthcoming, 2015.
- “A Friend Like Me: Modeling Network Formation in a Location-Based Social Network,” (With Gene Moo Lee and Liangfei Qiu), Journal of Management Information Systems, 33(4), 1008-1033, 2016.
- “The Impact of Social Network Structures on Prediction Market Accuracy in the Presence of Insider Information,” (with Liangfei Qiu and Huaxia Rui) Journal of Management Information Systems, 2014.
- “An Economic Mechanism to Manage Operational Security Risks for Inter-Organizational Information Systems,” (with Fang Fang, Manoj Parameswaran, and Xia Zhao), Information Systems Frontiers, Vol. 16, No. 3, July 2014, pp. 399-416.
- “Path to Purchase: A Mutually Exciting Point Process Model for Online Advertising and Conversion,” (with Lizhen Xu and Jason A. Duan), Management Science, Vol. 60, No. 6, June 2014, pp.1392-1412.
- “Effects of Social Networks on Prediction Markets: Examination in a Controlled Experiment,” (with Liangfei Qiu and Huaxia Rui), Journal of Management Information Systems, Vol. 30, No. 4, Spring 2014, pp. 235-268.
- “Content Sharing in a Social Broadcasting Environment: Evidence from Twitter,” (with Zhan Shi and Huaxia Rui), MIS Quarterly, Vol. 38, No. 1, March 2014.
- “The Influence of Online Word of Mouth on Long Tail Formation” (with Qian Tang and Bin Gu), Decision Support Systems, Vol. 56, December 2013, pp.474-481.
- “Outsourcing Contracts and Equity Prices,” (with Deepa Mani and Anitesh Barua), Information Systems Research, Vol. 24, No. 4, December 2013, pp.1028-1049.
- “Whose and What Chatter Matters? The Effect of Tweets on Movie Sales,” (with Huaxia Rui and Liangfei Qiu), Decision Support Systems, November 2013.
- “Network Structure and Observational Learning: Evidence from a Location Based Social Network,” (with Zhan Shi), Journal of Management Information Systems, 2013.
- “Managing Interdependent Information Security Risks: Cyberinsurance, Managed Security Services, and Risk Pooling Arrangements,” (with Xia Zhao and Ling Xue) Journal of Management Information Systems, Summer 2013.
- “Social Network-embedded Prediction Markets: The Effects of Information Acquisition and Communication on Predictions,” (with Liangfei Qiu and Huaxia Rui), Decision Support Systems, January 2013.
- “Optimal Incentives and Securitization of Defaultable Assets,” (with Semyon Malamud and Huaxia Rui), Journal of Financial Economics, January 2013.
- “Content Contribution for Revenue Sharing and Reputation in Social Media: A Dynamic Structure Model,” (with Qian Tang and Bin Gu), Journal of Management Information Systems, Fall 2012.
- “An Empirical Analysis of the Contractual and Information Structures of Business Process Outsourcing Relationships,” (with Deepa Mani and Anitesh Barua), Information Systems Research, September 2012.
- “Effects of the Presence of Organic Listing in Search Advertising,” (with Lizhen Xu, Jianqing Chen), Information Systems Research, August 2012.
- “Vertical Differentiation and a Comparison of Online Advertising Models,” (with Mei Lin and Xuqing Ke), Journal of Management Information Systems, Summer 2012.
- “To Continue Sharing or Not to Continue Sharing? An Empirical Analysis of User Decision in Peer-to-Peer Sharing Networks,” (with Mu Xia, Yun Huang, Wenjing Duan), Information Systems Research, March 2012.
- “A Generalized Model of Partial Resale,” (with Ruhai Wu and Xianjun Geng), Decision Support Systems, Vol. 53, No. 1, 2012, pp. 108-117.

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- “Designing a Social Broadcasting Based Business Intelligence System,” (with Huaxia Rui), ACM Transactions on Management Information Systems, December 2011.
- “Moderated Online Communities and Quality of User-Generated Content,” (with Jianqing Chen, Hong Xu), Journal of Management Information Systems, Fall 2011.
- “Innovation and Price Competition in a Two-Sided Market,” (with Mei Lin, Shaojin Li), Journal of Management Information Systems, Fall 2011.
- “Oligopolistic Pricing with Online Search,” (with Lizhen Xu, Jianqing Chen), Journal of Management Information Systems, Winter 2010-2011.
- “Price Competition and Endogenous Valuation in Search Advertising,” (with Lizhen Xu and Jianqing Chen) Journal of Marketing Research, August 2011.
- “A Computational Analysis of Bundle Trading Markets Design for Distributed Resource Allocation,” (with Zhiling Guo, Gary J. Koehler), Information Systems Research, June 2011
- “An Analysis of Incentives for Network Infrastructure Investment Under Different Pricing Strategies,” (with Alok Gupta, Boris Jukic, Dale O. Stahl), Information Systems Research, June 2011.
- “Information or Attention? An Empirical Study of User Contribution on Twitter,” (with Huaxia Rui), Information Systems and E-Business Management, January 2011, pp. 309-324.
- “The Interaction between Knowledge Codification and Knowledge Sharing Networks,” (with De Liu and Gautam Ray), Information Systems Research, December 2010.
- “Proper Scoring Rules with Arbitrary Value Functions,” (with Maxwell Stinchcombe, Fang Fang), Journal of Mathematical Economics, November 2010.
- “Keyword Auctions, Unit-Price Contracts, and the Role of Commitment,” (with Jianqing Chen and Juan Feng), Production and Operations Management, 19(3), 305-321. May/June 2010.
- “Multitask Agency, Modular Architecture and Task Disaggregation in ‘Software as a Service’,” (with A. Susarla and Anitesh Barua, MIS Quarterly, Vol. 26, No. 4, Spring 2010.
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- “New Concepts, Methodologies and Algorithms for Business Education and Research in the 21st Century,” (with Robert Dyson, Fred Glover, Yuji Ijiri, and Toshiyuki Sueyoshi), Decision Support Systems, February 2010.
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- “Managing Supply Uncertainty with an Information Market,” (with Zhiling Guo and Fang Fang), Lecture Notes in Business Information Processing, Vol. 52, 2010, pp. 80-95.
- “An Empirical Analysis of the Contractual and Information Structures of Business Process Outsourcing Relationships,” (with Deepa Mani and Anitesh Barua), forthcoming Information Systems Research, 2009.
- “Effects of Organizational Learning and Knowledge Transfer on Investment Decisions Under Uncertainty,” (with Xianjun Geng and Lihui Lin), Journal of Management Information Systems, Fall 2009.
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- “Voice of the Crowd: Ballot Box Communication in Online Sharing Communities,” (with Mu Xia, Yun Huang and Wenjing Duan), Communications of the ACM, 52(9), September 2009

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- “Auctioning Keywords in Online Search,” (with Liu, De, and Jianqing Chen), in Journal of Marketing, Vol. 73, pp 125-144, July 2009.
- “Informational Cascades and Software Adoption on the Internet,” (with Wenjing Duan and Bin Gu), MIS Quarterly Vol. 33 No1, pp 23-48, March 2009.
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- “Audited Reputation,” (with Hong Xu and Jianqing Chen), Economics Letters, Vol. 100, No. 3, 359-362, 2008.
- “Collective Outsourcing to Market (COM): A Market-Based Framework for Information Supply Chain Outsourcing,” (with Fang Fang and Zhiling Guo), Journal of the Association for Information Systems, Vol. 9, No. 3/4, April 2008.
- “The Dynamics of Online Word-of-Mouth and Product Sales – An Empirical Investigation of Movie Industry,” (with Wenjing Duan and Bin Gu), Journal of Retailing, Vol. 84, No. 2, 233-242, 2008.
- “Compositional Enterprise Modeling and Decision Support,” (with Sulin Ba and Karl R. Lang), Information Systems and e-Business Management, Vol. 6, No. 2, 137-160, 2007.
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- “Social Computing: An Overview,” (with Manoj Parameswaran), Communications of the Association for Information Systems, Vol. 19, 2007.
- “A Market-Based Optimization Algorithm for Distributed Systems,” (with Zhiling Guo and Gary. J. Koehler), Management Science, Vol. 53(8), pp. 1345-1358, Aug 2007.
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- “On E-Auctions for Procurement Operations” (with Michael Rothkopf), Production and Operations Management, 16:4, July-August 2007
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- “Defeating DDoS Attacks by Fixing the Incentive Chain,” (with Yun Huang and Xianjun Geng), ACM Transactions on Internet Technology, 7:2, February 2007

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- “Hope or Hype: On the Viability of Escrow Services as Trusted Third Parties in Online Auction Environments” (with Xiaorui Hu, Zhangxi Lin, and Han Zhang), Information Systems Research, 15, pp 236-249, 2005.
- “Bundling Information Goods of Decreasing Value” (with Xianjun Geng, Maxwell Stinchcombe) Management Science, Vol. 51 (4), pp 662-667, 2005.
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- “Scaling Web Services with Capacity Provision Networks” (with X. Geng, R. Gopal, and R. Ramesh), IEEE Computer, pp. 20-28, November 2003.
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- “Execution Conditions: a Formalization of Event Cancellation in Simulation Graphs” (with R. Ingalls, D. Morrice, and E. Yucesan), INFORMS Journal of Computing, 15, 2003, pp.397-411.
- “Smart Marketplaces: A Step Beyond Web Services” (with Xianjun Geng and Yun Huang), Information Systems and e-Business Management, 1(1), February 2003, pp. 15-34.
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