Zhiling GUO  
School of Information Systems  
Singapore Management University

zhilingguo@smu.edu.sg  
Office Phone: 6808 5438

Date of CV revision: 12 January 2016

Citizenship: American

<table>
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<th>Position(s) Held</th>
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| Jul 2013 - Now            | Associate Professor  
School of Information Systems  
Singapore Management University |
| Aug 2011 - Jun 2013       | Assistant Professor  
Department of Information Systems  
City University of Hong Kong       |
| Aug 2005 - Jul 2011       | Assistant Professor  
Department of Information Systems  
University of Maryland, Baltimore County |

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<th>Education</th>
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| 2005                      | Ph.D. in Management Information Systems  
The University of Texas at Austin |
| 1999                      | M.Sc in Management Science & Engineering  
Tianjin University          |
| 1996                      | B.Sc in Industrial Economics  
Tianjin University          |
| 1996                      | B.E. in Mechanical Engineering  
Tianjin University          |

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<th>Research Interests</th>
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<td>1.</td>
<td>Economics of IS: electronic markets, platforms and networks, financial IS and technology</td>
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<td>2.</td>
<td>IS-Operations Interface: supply chain information sharing, risk management, sustainability</td>
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<td>3.</td>
<td>IS-Marketing Interface: online word of mouth, new product diffusion, consumer behavior</td>
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<th>Journal Article</th>
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| 1. "Strategic Sourcing in the Presence of Uncertain Supply and Retail Competition", by CHEN, J.;  
GUO, Zhiling, 10/2014, Production and Operations Management, 23, 10, 1748 - 1760,  
http://dx.doi.org/10.1111/poms.12078. (Published) |
| 2. "A Local Social Network Approach for Research Management", by LIU, Xiaoyan; GUO, Zhiling;  
LIN, Zhenjiang; MA, Jian, 12/2013, Decision Support Systems, 56, 427 - 438,  
http://dx.doi.org/10.1016/j.dss.2012.10.055. (Published) |


Conference Proceedings Article


5. “Managing Supply Uncertainty with an Information Market”, by GUO, Zhiling; Fang, F.; Whinston, A. B., 12/2009, Proceedings of the 8th Workshop on E-Business (WeB-8), 52, Phoenix, Arizona. (Published, Peer-Reviewed)


Conference Paper


Presentation


2. "A Fuzzy Logic Multi-Criteria Decision Framework for IT Outsourcing Vendor Selection", by GUO, Zhiling, 12/2011, 10th Workshop on E-Business (WEB-10), 4 December, Shanghai, Shanghai, China. (Published)


4. "E-referral and Word-of-Mouth Marketing", by GUO, Zhiling, 07/2011, 1st International Conference on Social Networks, July 2011, Austin Texas, Austin, TX. (Published)

5. "Bundle Auction Market Design and Implementation", by GUO, Zhiling, 11/2010, INFORMS Annual Meeting, 7-10 November 2010, Austin TX, Austin, TX. (Published)


Invited Talks

1. City University of Hong Kong, Hong Kong, 2011 - 2011

2. Oregon State University, Corvallis, Oregon, 2011 - 2011

3. George Mason University, Fairfax, Virginia, 2011 - 2011

4. University of Kentucky, Lexington, Kentucky, 2010 - 2010

5. Loyola University Maryland, Baltimore, Maryland, 2010 - 2010

6. University of Baltimore, Baltimore, Maryland, 2009 - 2009

7. IBM Watson Research Center, Hawthorne, New York, 2009 - 2009
Courses Taught - Masters

1. IS 5740 Management Support and Business Intelligence Systems, City University of Hong Kong, 2012 - 2012
2. IS 698 Special Topic on IT-Enabled Supply Chain Management, University of Maryland, Baltimore County, 2010 - 2010
3. IS 601 Foundations of Information Systems, University of Maryland, Baltimore County, 2005 - 2010

Courses Taught - Undergraduate

1. IS 102 Computer As an Analysis Tool, Singapore Management University, 2013 - 2014
2. IS 4834 Business Intelligence & Analytics, City University of Hong Kong, 2013 - 2013
3. IS 300 Management Information Systems, University of Maryland, Baltimore County, 2006 - 2011
4. IS 425 Decision Support Systems, University of Maryland, Baltimore County, 2008 - 2008

Grants

2. "Exploring the Effectiveness of Online Role-Play Gaming in the Acquisition of Tacit and Explicit Knowledge: A Pilot Study", by Christian WAGNER and Zhiling GUO, Seed Grant, City University of Hong Kong, 2012 - 2013
3. "Tapping into the Wisdom of Crowds - A Theoretical and Empirical Investigation of Socially Intelligent Computing", by Zhiling GUO, Start-up Grant, City University of Hong Kong, 2011 - 2013
5. "Infusing Entrepreneurship into Teaching: How to do Real Business in Virtual Economy", by Zhiling GUO, Faculty Innovation Grant, University of Maryland, Baltimore County, 2009 - 2010

Awards, Recognition and Honors

1. Lee Kong Chian Fellowship, Singapore Management University, 2015 - 2015
3. Summer Faculty Fellowship, University of Maryland, Baltimore County, 2008 - 2008
4. University Continuing Fellowship, The University of Texas at Austin, 2003 - 2004
5. McCombs School of Business Dean's Fellowship, The University of Texas at Austin, 2002 - 2003
6. Center of Research in Electronic Commerce Fellowship, The University of Texas in Austin, 2001 - 2002

**Editorial Boards**

2. Associate Editor, Decision Support Systems, 2006 - 2014
3. Associate Editor, Electronic Commerce Research and Applications, 2013 - Now
4. Coordinating Editor, Information Systems Frontiers, 2010 - Now

**Editorial Duties**

1. Decision Sciences, 2012 - Now
2. Decision Support Systems, 2002 - Now
3. European Journal of Operational Research, 2010 - 2010
5. Information & Management, 2012 - 2013
13. MIS Quarterly, 2006 - Now

**Conference Program Committee and Advisory Services**

1. Co-Chair, SMU Summer Institute Workshop on Analytics for Business, Consumer and Social Insights (BCSI), Singapore Management University, 2013 - 2015
3. Program Committee Member, The Annual Workshop on Information Technologies and Systems (WITS), 2010 - 2015
4. Program Committee Member, Conference on Information Systems and Technology (CIST), 2011 - 2015
5. Program Committee Member, The China Summer Workshop on Information Management (CSWIM), 2010 - 2015
6. Program Committee Member, The Workshop on e-Business (WEB), 2009 - 2012
7. Program Committee Member, International Conference on Electronic Commerce (ICEC), 2014 - 2014

**Thesis Chairman (Ph. D)**
1. GAO Zhiyuan, 2015 - Now

**Thesis Student (Ph. D)**
1. Dissertation Co-Supervisor, KUSTINI, Singapore Management University, 2013 - Now
2. Dissertation Co-Supervisor, GENG Dan, Singapore Management University, 2013 - Now
3. Dissertation Co-Supervisor, REN Jing, Singapore Management University, 2013 - Now
4. Committee Member, Yaser MOWAFI, University of Maryland, Baltimore County, 2009 - 2009
5. Committee Member, Yunfang FENG, University of Maryland, Baltimore County, 2007 - 2007
6. Committee Member, Tony ZHANG, University of Maryland, Baltimore County, 2013 - 2013
7. Committee Member, QIANG Lu, City University of Hong Kong, 2014 - 2014

**Master Student Supervision**
1. Supervisor, Jony SOZI, University of Maryland, Baltimore County, 2011 - 2011
2. Committee Member, Anupama DASH, University of Maryland, Baltimore County, 2009 - 2009

**Memberships in Professional Organizations**
1. Member, Association of Information Systems (AIS), 2005 - Now
2. Member, Decision Science Institute (DSI), 2006 - 2012
3. Member, Operations Research and Management Sciences (INFORMS), 2003 - Now
4. Member, Manufacturing & Service Operations Management Society (MSOM), 2010 - Now