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Prof. Gu currently serves on the editorial boards of *MIS Quarterly* as a senior editor, and *Information Systems Research* and *Decision Support Systems* as an associate editor. He also serves as an associate editor or program committee member of International Conference on Information Systems (ICIS), INFORMS Conference on Information Systems Technology (CIST) and ACM Conference on Electronic Commerce (ACM EC).

Prof. Gu was awarded the 2012 and 2014 Emerald Citations of Excellence Award, 2014 *Americas Conference on Information Systems* Best Research-in-Progress Award, *Journal of Retailing* Top Cited Article 2007-2011, the 2008 *Information Systems Research* Best Published Paper Award, and the 2007 *International Conference on Information Systems* (ICIS) Best Paper-in-Track Award. Before joining academia, Prof. Gu had worked for Arthur Andersen as a consultant. He can be reached at Bin.Gu@asu.edu or (210) 464-4649.