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Education:

- PhD of Information Systems, The University of Texas at Austin, 1999
- MS of Economics, University of Texas at Austin, 1997
- MS of Computer Science, Tsinghua University, 1982

Employments:

- 02/07-present Co-Director, Center for Advanced Analytics and Business Intelligence, Texas Tech University
- 09/05-present Associate Professor, Area of ISQS, Texas Tech University
- 09/99-08/05 Assistant Professor, Area of ISQS, Texas Tech University
- 11/87-08/95 Deputy Director, Fujian Economic Information Center (on leave since 6/93) , China
- 11/83-11/87 Deputy Director, Computation Center for Fujian Provincial Planning Commission, China
- 03/82-11/83 Senior System Analyst and Software Engineer, Computation Center for Fujian Provincial Planning Commission, China

Research:

Major Research Initiatives:

- Knowledge based system for scheduling problem solving (1981)
- Knowledge discovery and automatic report generation from databases (1988)
- E-Commerce & Internet based distance learning in China (1995)
- Online escrow services in electronic market (1999)
- Electronic market structure research (2003)
- Internet based credit risk management (2012)

Recent research activities:

Internet-based credit risk management, distributed business intelligence, electronic business pricing.

Recently accepted journal articles:

- Cuiqing Jiang, Shixi Liu, Zhangxi Lin, and Guozhu Zhao, "Domain-aware trust network extraction for trust propagation in large-scale heterogeneous trust networks," **Information Sciences**, Accepted August 2016
- Jing Wu, He Li, Zhangxi Lin, Xiaorui Hu, "The Promising Future of Healthcare Services: When Big Data Analytics Meets Wearable Technology," **Information & Management**, Accepted July 2016
- Kun Liang, Cuiqing Jiang, Zhangxi Lin, Weihong Ning, and Zelin Jia, "The Nature of Sellers' Cyber Credit in C2C E-commerce - The Perspective of Social Capital," **Electronic Commerce Research**, Accepted June 2016

- Jing Wu, He Li, Zhangxi Lin, and Haichao Zheng, "Competition in Wearable Device Market: the Effect of Network Externality and Product Compatibility," **Electronic Commerce Research**, Accepted May 2016.
- Jianfeng Li and Zhangxi Lin, "Social benefit expenditures and stagflation: evidence from the United States," **Applied Economics**, Accepted April 2016
- Pei Li, Zhangxi Lin, and Yang Yu, "Integrating the mechanism of three-part tariff pricing to the provision of intra-site search engine advertising services," **International Journal of Production Research**, accepted February 2016
- Jing, Wu, He Li, Zhangxi Lin, & Khim-Yong Goh, "The Next Frontier of E-Health: How is Big Data and Analytics Changing Wearable Device Market?," **International Journal of Production Research**, accepted June 2015
- Kai Li, Zhangxi Lin, and Xiaowen Wang, "An Empirical Analysis of Users' Privacy Disclosure on Social Network Sites," **Information & Management**, accepted in June 2015.
- Zhangxi Lin , Andrew B. Whinston, and Shaokun Fan, "Harnessing Internet finance with innovative cyber credit management," **Financial Innovation** (2015) 1:5, DOI 10.1186/s40854-015-0004-7
- Ranzhe Jing, Yang Yu, and Zhangxi Lin, "Why Group-Buying Websites Fail - Lessons from Chinese B2T Sites," **Journal of Organization Computing & Electronic Commerce**, accepted April 2015.
- Shixi Liu, Cuiqing Jiang, Zhangxi Lin, Yong Ding, Xiaojing Hu, and Zhicai Xu, "Identifying effective influencers oriented to social network marketing based on trust: A product review domain-aware approach," **Information Sciences**, accepted January 2015.
- Yongjian Li, Zhangxi Lin, Lei Xu, Ajaya Swain, "Do the Electronic Books Reinforce the Dynamics of Book Supply Chain Market? – A Theoretical Analysis," **European Journal of Operation Research**, accepted January 2015.

Granted Projects:

Major Projects

- PI, *China's foreign loan project management system*, 1988-1993, this e-government system has been running for more than 20 years at China at three governing levels.
- Co-PI, Network-based Collaborative Education and Training for China (NCEC), 1998-2002, granted 490,000 euro by European Union
- PI & Chief Expert, *The Interaction of Scientific Innovation & Financial Innovation in the Innovative Country*, Key Research Project, China's National Social Science Foundation, 2012-2015, hosted at Southwestern University of Finance and Economics
- Co-PI, *The Test Platform and Pilot Application System for Online Transaction in a Trustworthy Network Environment*, 2012-2016, granted by NSF of China, hosted at Southwestern University of Finance and Economics
- PI, Real time Big Data Social Network Analytics for E-Finance, IBM SUR Project, 2013-2014
- Leader, *Financial Intelligence and Financial Service Innovation Consortium*, 2012-2014, Ministry of Education, hosted at Southwestern University of Finance and Economics

Teaching Portfolio:

- Strategic IT & Telecommunication Management, 2016
- Data communications, 1999-2006
- Data mining/Business analytics, 2006-present
- Database/Data warehousing, 2007-present

- Big data management, 2013-present (Hadoop, Map/Reduce, etc.)
- Business problem solving with programming (Java, SAS, Perl, VB, R, COBOL)
- PhD student research seminar in business intelligence, 4 times since 2005

PhD Dissertation Committee Services:

- Economics
- MIS
- Engineering
- Finance
- Education
- POM
- Marketing
- Hospitality management

Services for Texas Tech University:

- MIS-MS Master program committee, 2007-present
- Leader, Faculty China Task Force (one of three task forces in Texas Tech University), since March 2014.
- Committee member of *Institutional Review Board for the Protection of Human Subjects*, 2000-2010.
- Organizer, Annual Rawls College Symposium on Big Data, since 2013
- Adviser, totally five posters by students, SAS Analytics Conference/Data Mining Conference 2008-2012
- Adviser, Student Ambassador Competition, SAS Global Forum 2008, entered the honorary list.
- Coach, SAS Data Mining Shootout, 2010-2015, total 10 teams, won the third place award in 2010.

Visiting/Adjunct Positions:

- 2007-2013, Honorary Dean, School of Economic Information Engineering, Southwestern University of Finance and Economics (SWUFE). I developed a master program in business intelligence for the university, which is the first one in China and officially registered to Ministry of Education of China.
- 2008-present, Sichuan Key Lab of Financial Intelligence and Financial Engineering, SWUFE
- Visiting professor during summer of 2007 and 2009 respectively at Aalto University (formerly Helsinki University of Technology) in a one-month period sponsored by the Rector Grant of the university
- 1998-present, Adjunct Researcher, Network Research Center of CERNET, Tsinghua University
- 1995-present, Adjunct Professor, Tongji University
- 2003-2009, Director, Center for the Applications of Internet Technologies, Fujian University of Technology

Professional Services:

Editorships

- *Decision Support Systems*, Associate Editor, 2014-present
- *Electronic Commerce Research*, Associate Editor, 2014-present
- *Electronic Commerce Research and Applications*, Associate Editor, 2005-2008
- *Nankai Business Review International*, Advisory Board, 2009-present
- *Journal of Database Management*, Editorial board, 2008-present
- *Electronic Commerce Research and Applications*, Special issue editor (v7, I1, 2008), 2006
- *Electronic Commerce Research and Applications*, Special issue editor (v6, I3, 2007), 2005

Conference Services

- Co-Chair, 2014 Pacific Asia Conference on Information System (PACIS) (638 submissions)
- Placement Chair, ICIS 2011

- Co-Chair, Symposium on Financial Intelligence and Risk Management (FIRM), 2008-2013
- Co-Chair, International Workshop on E-Payment and E-Commerce in China (EPECC), 2007-2013
- Co-Chair, CSWIM 2008
- Program Chairs, ICEC 2005, WITS, Web (SIGBIZ of AIS), CSWIM

Academic Review Services

- Journals: *Journal of Organization Computing and Electronic Commerce*, *Operations Research*, *Decision Support Systems*, *IEEE Transactions on SMC Part A*, *Information Systems Research*, *International Journal of Human-Computer Studies*, *Information Systems and e-Business Management*, *International Journal of Information Technology and Decision Making*, *Information System Frontiers*
- Conferences : ICIS, AMCIS, IRMA, ICEB, ICEC, GITM, WITS, CSWIM, etc.

International Outreaches:

- Co-Founder of eCommerce Education & Research for Europe and Asia (eBEREA, <http://eberea.org>), 2006-present, currently involving 7 European universities and 10 Chinese universities.
- Honorary Ambassador in China for five European universities, including Aalto University (Finland), University of Jyväskylä (Finland), Åbo Akademi (Finland), Trento University (Italy), and Delft University of Technology (Netherlands).

Academic Memberships:

IEEE, INFORMS, AIS, Society of Information Economics of China

Professional Experiences:

IT project management, Large scale data processing, Software engineering, International collaboration coordination

Appendix: Publications

Journal publications (before 2015)

1. Siming Li, Zhangxi Lin, Jiaxian Qiu, Binjie Luo, and Zhongyi Xiao, "How friendship network works in online P2P lending market," *Nankai Business Review* (International), accepted 2014.
2. Haichao Zheng, Jui-long Hung, and Zhangxi Lin, "THE VALUE OF GUARANTEE IN SERVICE E-COMMERCE," *Nankai Business Review* (International), accepted 2014.
3. Qing Li, Tiejun Wang, Qixu Gong, Yuanzhu Chen, Zhangxi Lin, Sa-kwang Song, "Media-aware quantitative trading based on public Web information," *Decision Support Systems*, 57 (2014) pp93-105.
4. Dongyu Chen, Fujun Lai, and Zhangxi Lin, "A trust model for online peer-to-peer lending: A lender's perspective," *Information Technology and Management*, (2014): 1-16 , May 31, 2014
5. Zhongyi Xiao, Zhangxi Lin, Siming Li, "Expected Return, Time-varying Risk, and Hedging demand in US REITs market," *Journal of Management Analytics*, Volume 1, Issue 1, 2014, pp78-98.
6. Zhongyi Xiao, Rui He, Zhangxi Lin, Hamilton Elkins, "CEO compensation in China: Accounting performance, corporate governance, and the gender gap," *Nankai Business Review* (International), Vol. 4 Iss: 4, pp309 - 328.
7. Jiangtao Qiu, Zhangxi Lin, "D-HOCS: an algorithm for discovering the hierarchical overlapping community structure of a social network," *Journal of Intelligent Information Systems*, (2014) 42:353-370.
8. Xiaolin Zheng, Shuai Zhu, Zhangxi Lin, "Capturing the essence of word-of-mouth for social commerce: Assessing the quality of online e-commerce reviews by a semi-supervised approach," *Decision Support Systems*, 56 (2013) 211 - 222.
9. Cheng Yang, Jui-long Hong, and Zhangxi Lin, "An Analysis View on Password Patterns of Chinese Internet Users," *Nankai Management Review*, Vol. 4 Iss: 1, 66 - 77.
10. Kai Li, Jianyuan Yan, and Zhangxi Lin, "A Knowledge-based System for Supply Chain Process Modeling, Reuse, and Redesign," *International Journal of Electronic Business*, Vol. 10, No. 2, 2012, 144-162.
11. Flores, R., Inan, F., & Lin, Z. "How do the Different Types of Computer Use Affect Math Achievement?" *Journal of Computers in Mathematics and Science Teaching*, 32(1), 2013, 67-87.
12. Binjie Luo, and Zhangxi Lin, "A Decision Tree Model for Herd Behavior and Empirical Evidence from the Online P2P Lending Market", *Information Systems and e-Business Management*, (2013) 11:141–160
13. Jiangtao Qiu and Zhangxi Lin, "A Framework for Exploring Organizational Structure in Dynamic Social Networks," *Decision Support Systems*, Volume 51, Issue 4, November 2011, Pages 760-771.
14. Qing Li, Jia Wang, Yuanzhu Chen, Zhangxi Lin, "User Comments for News Recommendation in Forum-based Social Media," *Information Sciences*, Volume 180, Issue 24, 15 December 2010, Pages 4929–4939.
15. Bo Xu, Zhangxi Lin, Bingjia Shao, "Factors affecting consumer behaviors in online buy-it-now auctions," *Internet Research*. Bradford: 2010. Vol. 20, Iss. 5

16. Dongyu Chen, Zhangxi Lin, and Fujun Lai, "Crossing the Chasm -- Understanding China's Rural Digital Divide," *Journal of Global Information Technology Management*, Vol. 13, No.2, April 2010
17. Bo Xu, Zhangxi Lin, and Yan Xu, "A Study of Open Source Software Development from Control Perspective," *Journal of Database Management*, 01/2011; 22:26-42.
18. Kai Li, Zhangxi Lin, Efosa Idemudia, and Yang Yu, "A Framework for Intermediated Online Targeted Advertising with Banner Ranking Mechanism," *Journal of Information Systems and e-Business*, June 2012, Volume 10, Issue 2, 183-200.
19. Fumin Zou, Xinhua Jiang, Tongsen Wang, and Zhangxi Lin, "A Novel Topology for the Zonal Network with Wireless Coverage," *Communications and Network*, Nov. 2009, 57-62.
20. Jianzhi Li, Hongchao Zhang, and Zhangxi Lin, "Asymmetric Negotiation Based Collaborative Product Design for Component Reuse in Disparate Products," *Journal of Computers & Industrial Engineering* 57 (2009) 80–90.
21. Bo Xu, Bingjia Shao, Zhangxi Lin, and Yifei Shi, "What Factors Drive Enterprise Adoption of Internet Banking in China," *Journal of Global Information Technology Management*, v12, n3, 2009, 7-28.
22. Dahui Li, Jun Li, and Zhangxi Lin, "Online Consumer-to-Consumer Market in China - A Comparative Study of Taobao and eBay," *Electronic Commerce Research and Applications*, Volume 7, Issue 1, Spring 2008, 55-67.
23. Zhangxi Lin, Dahui Li, and Wayne W. Huang, "Traders beware: an examination of the distribution of eBay sellers' online reputation," *International Journal of Electronic Business*, Vol. 5, No. 5, 2007, 499-517.
24. Han Zhang, Zhangxi Lin, and Xiaorui Hu, "Escrow Services in Online Consumer-to-Consumer Auction Markets: System Dynamics and Experimental Exploration," *Journal of Organization Computing and Electronic Commerce*, 17(2), 1-25, 2007.
25. Solomon Antony, Zhangxi Lin, and Bo Xu, "Risk Relief Services in Online Customer-to-Customer Auctions: An Empirical Study", *Decision Support Systems*, 42 (2006) 1889–1900.
26. Mei Lin, and Zhangxi Lin, "The Cost-Effective Critical Path Approach for Service Priority Optimization in the Grid Computing Economy," *Decision Support Systems*, 42 (2006) 1628–1640.
27. Zhangxi Lin, Dahui Li, Balaji Janamanchi, and Wayne Huang, "Reputation Distribution and Consumer-to-Consumer Online Auction Market Structure," *Decision Support Systems*, 41 (2006) 435-448.
28. Radha Appan, and Zhangxi Lin, "Sellers in Online Auction Markets: Introducing a Feedback-Based Classification," *Journal of International Technology and Information Management*, Vol. 5, No. 1, 2006, 27-41.
29. Karma Sherif, Radha Appan, and Zhangxi Lin, "A Resource Based Model for Systematic Software Reuse: A Contingency Approach," *International Journal of Information Management* 26 (2006), 70-80.
30. Zhangxi Lin, Sathya Ramanathan, and Huimin Zhao, "Usage-based dynamic pricing of web services for optimizing resource allocation," *Journal of Information Systems and e-Business*, 3(3), 221-242, Oct 2005.
31. Mingzhi Li, Zhangxi Lin, and Mu Xia, "Leveraging the Open Source Software Movement for Development of China's Software Industry," *Information Technology and Industry Development*, 2005.
32. Xiaorui Hu, Zhangxi Lin, Andrew B. Whinston, and Han Zhang, "Hope or Hype: On the Viability of Escrow Services as Trusted Third Parties in Online Auction Environments" *Information Systems Research* 15(3), September 2004, 236-249.

33. John Gordon, Chongrong Li, Zhangxi Lin, and Dehua Yang, "Developing A Modern Infrastructure for Open Distance Education in China – The Implementation of NCEC project," **Communications of AIS**, v14, 2004, 92-127.
34. Hongli Hu, Qi Li, and Zhangxi Lin, "E-Government in China: From Concept towards Implementation," **Comparative Management Review** (ISSN 1703-4639), Volume 3 Issue No.12. December 2004, 921-931.
35. John Gordon, and Zhangxi Lin, "A Journey through China," **eLearning Age**, October 2004, 16-18.
36. Xianfeng Zhang, Qi Li, and Zhangxi Lin, "E-commerce Education in China: Current Situation, Main Problems and Future Perspectives," **Journal of Electronic Commerce in Organizations**, Vol.9, No.1, 2004, 163-180.
37. Wayne Huang, H.Q. Wang, Zhangxi Lin, and J.H. Huang, "How to Compete in Global Education Market Effectively? - A Conceptual Framework for Designing a Next Generation eEducation System," **Journal of Global Information Management**, 12(2), 85-107, April-June 2004.
38. Michael Gibson, Zhangxi Lin, and James Burns (2003), "E-commerce Deployment - A Transaction Cost Viewpoint," **Information System Management**, 20(3), 8-21.
39. Hu, Xiaorui, Zhangxi Lin, and Han Zhang (2002), "Trust Promoting Seals in Electronic Markets: An Exploratory Study of Their Effectiveness for Online Sales Promotion," **Journal of Promotion Management**, Vol. 9, No.1, 163-180.
40. Zhangxi Lin, Peng Si Ow, Dale O. Stahl, and Andrew B. Whinston (2002), "Exploring Traffic Pricing for the Virtual Private Network", **Information Technology and Management**, No.3, October, 8-21.
41. Zhangxi Lin, Matti Hämäläinen, and Andrew B. Whinston (1996), "Knowledge-based HTML Document Generation for Automating Web Publishing", **Expert Systems with Applications**, V10, N3-4, 381-391.

Business magazine publications

42. Jun Li, and Zhangxi Lin, "Taobao – A Chinese way of making Money in the C2C electronic market," **Business Forum China**, 2006.
43. Tongsen Wang, Lei Wu, and Zhangxi Lin, "The Rising Mozilla in the Web Browser War against Internet Explorer," **Business Forum China**, 2006

Journal publications in Chinese

44. Jiaxian Qiu, Zhangxi Lin, and Mu Tong, "Third-Party Electronic Market's Pricing Strategies in the Early Stage - An Empirical Study of Online Peer-to-Peer Lending Marketplace," **Chinese Journal of Management Science**, v22, n9, September 2014, pp57-65.
45. Dongyu Chen and Zhangxi Lin, "The influencing mechanism of dual trust on lending intension to the network loan," **Journal of Fuzhou University**, 2013, 27(1), pp22-29
46. Jiaxian Qiu, Zhangxi Lin, and Mu Tong, "Pricing strategy of in third-party electronic market," **Journal of Jilin University**, 2011
47. Fumin Zou, Xinhua Jiang, Zhangxi Lin, and Tongsen Wang, "An Optimizing Scheme for WiFi based Broadband Train-Ground Internetworking", **Journal of the China Railway Society**, 2011,33(4):59-65
48. Fumin Zou, Xinhua Jiang, Zhangxi Lin, and Tongsen Wang, "A General Inter-AP Handoff Model for Broadband Train-Ground Internetworking," **Journal of the China Railway Society**, 2011,33(2):45-51.

49. Fumin Zou, Xinhua Jiang, Zhangxi Lin, and Tongsen Wang, "A Banyan-tree Topology Based Railway Wireless Mesh Network Architecture," *Journal of the China Railway Society*, 2010,32 (2):47-54.
50. Yang Yu, Zhangxi Lin, and Guoping Xia, "Subject Searching Based on Links Structure Analysis," *Journal of Beijing University of Technology*, 2009
51. Yang Yu, Zhangxi Lin, and Guoping Xia, "Refining semantic relationship from open content," *Journal of Information*, 2009
52. Yang Yu, Zhangxi Lin, and Guoping Xia, "Extracting Thematic Communities from Wikipedia," *Journal of Beijing University of Aeronautics and Astronautics*, 2009.
53. Yang Yu, Zhangxi Lin, and Guoping Xia, "Combating Web Spam in Open Content," *Journal of Wuhan University of Science and Technology*, v32, 2009, 89-92.
54. Fumin Zou, Xinhua Jiang, Tongsen Wang, and Zhangxi Lin, "Quantitative Analyze and Improve the Performance of IEEE 802.11a for Fast Moving Applications," *Computer Engineering and Applications*, 2008, 44(23):93-97.
55. Xinhua Jiang, Fumin Zou, Zhangxi Lin, and Tongsen Wang, "A Survey on Internet Application on Passenger Train," *Journal of the China Railway Society*, v29, n5, October, 2007, p103-110.
56. Lijun Luo, Xinhua Jiang, Fumin Zou, Zhangxi Lin, and Tongsen Wang, "Experiment based Research on Mobile IPv6 Handover Performance," *Computer Engineering*, August, 2007, v33, n 16, p92-94.
57. Yonghui Zhang, Xinhua Jiang, and Zhangxi Lin, "A Comparison between IPv6 and IPv9," *Journal of Computer Engineering*, 2006 (04) 32: 116-118.
58. Tongsen Wang, Jiashan Huang, Matti Hämäläinen, Zhangxi Lin, and Fuqiang Liu, "WiMAX-based Metropolitan Area Broadband Wireless Network – Towards Ubiquitous Commerce," *Journal of Electronic Commerce Research* (Chinese journal but the paper is in English), June 2006.
59. Yonghui Zhang, Xinhua Jiang, Zhangxi Lin, and Fumin Zou, "Handoff Techniques for Mobile IP," *Journal of Fujian University of Technology*, June 2005.
60. Jiang, Xinhua, Fumin Zou, Yonghui Zhang, and Zhangxi Lin, "IPv6—A Boost for Implementing Mobile IP Applications," *Journal of Fujian University of Technology*, Vo.2, No.4, 2004, 379-389.

Book/Chapters

61. Matti Hämäläinen, Qing Li, Zhangxi Lin, Alin Tomoiaga, Jia Wang (2011), "An Idealet-Centric Scheme for Large Scale Open Innovation Systems (this is an extended version of the paper published in Web2009) ," in *Lectures Notes in Business Information Processing* (LNBIP), Springer, 2011, Vol. 52, 1st Edition., 2011, XIII, 312 p., ISBN: 978-3-642-17448-3, pp19-29
62. Xiaorui Hu, Zhangxi Lin, and Han Zhang (2004), " Perceived Risk and Escrow Adoption in Online Consumer-to-Consumer Auction Markets: An Economic Analysis," to appear in Kerem Tomak (eds), *Advances in the Economics of Information System*, Ideal Group Inc., 132-151.
63. Xiaorui Hu, Zhangxi Lin, and Han Zhang (2003), " Myth or Reality: Effect of Trust-Promoting Seals in Electronic market," in Otto Petrovic, Reinhard Posch, and Franz Marhold (ed), *Trust in Network Economy*, Ideal Group Inc., 3, pp143-150.
64. Zhangxi Lin, Dahui Li, and Wayne Huang (2003), "Reputation System and Reputation Distribution – An Exploratory Study in Online Consumer-to-Consumer Auctions," in Rasool

Azari (eds), **Current Security Management Ethical Issues of Information Technology**, Ideal Group Inc., pp249-266.

65. Zhangxi Lin, Peng Si Ow, and Dale O. Stahl (2001), "Pricing Virtual Private Networks - An Economic, Engineering and Experimental Approach," in Holsapple, Jacob and Rao (eds), **Business Modeling: Multidisciplinary Approaches**, ch 17, Kluwer, 235-260.
66. Zhangxi Lin, Matti Hamalainen, and Andrew B. Whinston (2001), "Knowledge-Based Approach for Automating Web Publishing from Databases," in Cornelius T. Leonades (eds), **Expert Systems**, 14:33, Academic Press, 1155-1173.
67. Ruiyao Zhang, Shunian Lu, Zhangxi Lin, and Xi Cai (1991), **A Practical Handbook for the Balance of International Payments**, Fujian Science and Technology Publisher. (in Chinese)

Patents

68. **Application Patent: A Rapid Handover System with Multiple Modules for Mobile Broadband Wireless Access**, ZL200820102693.5, by Xinhua Jiang, Fumin Zou, Tongsen Wang, and Zhangxi Lin, granted by National Intellectual Property Bureau, P. R. of China, April 8, 2009.
69. **Invention Patent: A Rapid Handover System with Multiple Modules for Mobile Broadband Wireless Access**, ZL2008 1 071237.3, by Xinhua Jiang, Fumin Zou, Tongsen Wang, and Zhangxi Lin, granted by National Intellectual Property Bureau, P. R. of China, April 27, 2011.

Refereed conference papers since 2011

2014

1. Roozmehr Safi and Zhangxi Lin , "Using Non-Financial Data to Assess the Creditworthiness of Businesses in Online Trade," **PACIS 2014**, Chengdu, China, June 26-29, 2014.
2. Kai Li, Mei Lin, and Zhangxi Lin, " Running and Chasing - The Competition between Paid Search Marketing and Search Engine Optimization," **HICSS-47**, January 7-9, 2014

2013

3. Jing Wu, Jun Tan, and Zhangxi Lin, "Mobile Credit Payment –Innovation for Leadership in E-Commerce," **ICEC 2013**, Turku, Finland, August 12-15, 2013.
4. Siming Li, Zhangxi Lin, Jiaxian Qiu, and Binjie Luo, "How friendship network works in online P2P lending market: evidence from PPDai," **ICEC 2013**, Turku, Finland, August 12-15, 2013.
5. Haochao Zheng, Ruilong Hong, and Zhangxi Lin, "AN EMPIRICAL STUDY OF GUARANTEE IN SERVICE E-COMMERCE," **PACIS 2013**, Jeju, Korea, June 18-21, 2013.
6. Binjie Luo, Siming Li, and Zhangxi Lin, "SOCIAL NETWORK EFFECT ON BIDDING STRATEGY ADOPTION IN ONLINE P2P LENDING MARKET," **PACIS 2013**, Jeju, Korea, June 18-21, 2013.
7. Ying Wang, Siming Li, and Zhangxi Lin, "Revealing Key Non-financial Factors for Online Credit-Scoring in e-Financing," **ICSSSM 2013**, to be held at Hong Kong, July 17-19, 2013
8. Meiju Cai, Zhangxi Lin, Hao Su, "Dynamic Vehicle Routing Services with Anticipatory Optimization – A Decentralized Scheme Based on MapReduce," **ICEC 2013**, Turku, Finland, August 12-15, 2013.

2012

9. Yonghui Zhang, Zhangxi Lin, Liwen Chen, and Quan Liang, "Wireless Access and Mobility Support for Automated Storage/Retrieval System and Logistics on Aluminum Profile," **Applied Mechanics and Materials**, Vols. 236-237 (2012) pp 1026-1031
10. Yonghui Zhang, Zhangxi Lin, Jianhua Liu, and Quan Liang, "Trust Transfer Mechanism for Mobile Internet Access," **Advanced Engineering Forum**, Vols. 6-7 (2012) pp 813-818

11. Yang Yu, and Zhangxi Lin, "Multiple Dimension Customer Service Metrics and Their Impact on Performance - A Study of B2B E-market Calling Center by Sentiment Analysis Approach," **CSWIM 2012**
12. Xiaolin Zheng, Shuai Zhu, and Zhangxi Lin, "Capturing the Sense of Word-of-Mouth for Social Commerce: Revealing the Quality of Online Reviews in e-Commerce using the Semi-supervised Approach," **ICMSE 2012**

2011

13. Jiaxian Qiu, Zhangxi Lin, Binjie Luo, "Effects of Borrower-Defined Conditions in the Online Peer-to-Peer Lending Market," **Web 2011**, Dec 4, 2011, Shanghai.
14. Tianxi Dong, Matti Hamalainen, Zhangxi Lin, and Binjie Luo, "Exploration of a Multi-dimensional Evaluation of Books based on Online Reviews: A Text Mining Approach," **Web 2011**, Dec 4, 2011, Shanghai.
15. Yun Xu, Jiaxian Qiu, Zhangxi Lin, "How Does Social Capital Influence Online P2P Lending? A Cross-Country Analysis," **ICMeCG 2011**, Wuhan, Hubei, 5 – 6 November 2011.
16. Li, S., J. Qiu, Z. Lin & J. Qiu, "Do Borrowers Make Homogeneous Decisions in Online P2P Lending Market?", Paper presented at **the 8th International Conference on Service System and Service Management**. Tianjin, 2011.
17. Binjie Luo, Jiaxian Qiu and Zhangxi Lin, "Imagination or Reality — The Direction of Price Dispersion in the E-commerce Era". In **Proceedings of the Fifth China Summer Workshop on Information Management (CSWIM 2011)** Harbin, China, June, 2011.
18. Tianxi Dong, Zhangxi Lin, Matti Hämäläinen, Hongchao Liu, Hao Xu, Binjie Luo, "DEVELOPING A REAL-TIME DECISION SUPPORT SYSTEM FOR DISASTER EVACUATION", In **Proceedings of the 11th International DSI and the 16th APDSI Joint Meeting**, Taipei, Taiwan, July, 2011.
19. Binjie Luo, Jiaxian Qiu and Zhangxi Lin, "Price Dispersion in Electronic Market: An Empirical Study on Taobao". In **Proceedings of the 4th Workshop on E-businessman and E-business Ecosystem**. July, 2011, Xi'an, China. (Best paper award), 2011.

2010

20. Yonghui Zhang, Xinhua Jiang, Tongsen Wang, and Zhangxi Lin, "A Uniform Utility Function for Delay and Disruption Tolerant Mobile Internet Access Service," **2010 International Conference on E-Business and E-Government**. (Chinese)
21. Peng Wang, Yu Wang, Matti Hamalainen, and Zhangxi Lin, "The Propagation of Events in Small-World Networks Driven by Noise," **2010 International Conference on Management of e-Commerce and e-Government**, Chengdu, Sichuan China, Oct 23-24
22. Qing Li et al, "News Recommendation in Forum-Based Social Media," **AAAI 2010**, Atlanta, July 11–15, 2010, Atlanta, Georgia, USA
23. Yang Yu, Zhangxi Lin, "Reveal User Search Patterns in B2B Marketplace - Towards Optimized Advertising Services," **Web2010**, Dec 11, 2010, St. Louis, MO.
24. Pei Li, Zhangxi Lin, Jun Dai, "Optimize the Internal Search Engine Revenue in the Electronic Market," **ICEB 2010**, Dec 1-4, 2010, Shanghai, China
25. Binjie Luo, Jun Tan, Jiaxian Qiu, and Zhangxi Lin, "Survival Comparison between online sellers in Taobao and eBay," best paper award, **2010 Workshop on e-Businessman**, Aug 17-18, 2010, Hangzhou, China
26. Binjie Luo, Zhangxi Lin, "Age Effect on Firm Exit in the Online C2C Market," **CSWIM 2010**.