

BIOSKETCH

ZHANGXI LIN

PROFESSIONAL PREPARATION:

The University of Texas at Austin, Information Systems, Ph.D., 1999
The University of Texas at Austin, Economics, M.S., 1996
Tsinghua University (Beijing, China), Computer Applications, M.Eng., 1982
Tongji University (Shanghai, China), Electrical Engineering, Certificate, 2/78-9/79

APPOINTMENTS:

02/07-present	Director, Center for Advanced Analytics and Business Intelligence, Texas Tech University
04/07-04/13	Honorary Dean, School of Economic Information Engineering, Southwestern University of Finance and Economics
09/05-present	Associate Professor, Department of ISQS, Texas Tech University
09/99-08/05	Assistant Professor, Department of ISQS, Texas Tech University
11/87-08/95	Deputy Director, Fujian Economic Information Center (on leave since 6/93) (150 employees), China
11/83-11/87	Deputy Director, Computation Center for Fujian Provincial Planning Commission (100 employees), China
03/82-11/83	Senior System Analyst, Computation Center for Fujian Provincial Planning Commission, China

RESEARCH:

Research disciplines

Big data management, FinTech, targeted marketing, e-commerce

Major Research Initiatives:

- Knowledge discovery and automatic text report generation from databases (1988)
- Online escrow services in electronic market (1999)
- Electronic market structure (2003)
- Internet based credit risk management (2012)

Major effort in big data analytics research, which made up the important component in Texas Tech's big data effort, allied with TTU teams in computing resource provision and applications.

200+ refereed publications including 70+ journal papers and 2 patents. Since 2015, 14 journal papers have been accepted, of which 50% are of A rating.

MAJOR ON-GOING PROJECTS:

- Co-PI, *A Test Platform and Pilot Application System for Online Transaction in a Trustworthy Network Environment*, Key Project of Natural Science Foundation of China, 20 million RMB (about \$3,200,000), 2012-2016.

TEACHING:

Taught 14 courses since joining Texas Tech University. Contributed to the MIS-BI STEM master program during 2007-2015, by teaching three core courses out of five, two of them being the newly created ones at TTU.

Made the Rawls College of Texas Tech University the first business school in North America in teaching big data courses, e.g. Hadoop, in 2013, and set up the first Hadoop system in Texas Tech.

Multi-disciplinary PhD Education Services (33 counts): MIS (served as a committee Chair/Co-Chair for 9 times), Economics, Engineering, Finance, Education, POM, Marketing, and Hospitality management; and Dissertation Examiner for City University of Hong Kong

TEXAS TECH SERVICES (SELECTED)

Served as a coordinator and member in the Texas Tech University's delegation led by Dr. Lawrence Schovanec to visit China for a half month in mid May 2014. I arranged the visit to 6 Chinese universities (total 10) in four cities.

Made the involvement of Texas Tech University into the Big Data Education Program launched by China Scholarship Council and IBM University Partnerships in 2014.

Leader, Faculty China Task Force (one of three task forces in Texas Tech University), since March 2014.

Initiator/Organizer, Annual TTU/Rawls College Symposium on Big Data, since 2013

MIS-MS Master program (now data science) committee, 2007-present

MIS PhD program committee, 2006-2013

Committee member of Institutional Review Board for the Protection of Human Subjects, 2000-2010.

Coach, TTU Teams for SAS Data Mining Shootout, 2010-2014, total 6 teams, won the third place award in 2010, \$2,000.

INTERNATIONAL/INDUSTRY OUTREACHES

One of the four founders of eBusiness Education and Research for Europe and Asia (eBEREA) in 2006. This is an active academic organization involving 20 European and 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).

20+ year collaborative research on information technology commercialization with Finnish universities (Aalto University, EVITech, etc) and DIGILE (government sponsored Finnish IT alliance)

Good connections to more than 20 top Chinese universities (Tsinghua, Tongji, Zhejiang, Nankai, Xi'an Jiaotong, Xiamen, Harbin Institute of Technology, etc.)

Advisory services (free of charge) for research partners in Alibaba, IBM Shanghai Research Labs, etc. since 2009.

PROFESSIONAL SERVICES

Editorships: One A journal, one B+ journal, and three B journals

Conference Services: More than 10 counts of international conference services, e.g. Co-Chair, 2014 Pacific Asia Conference on Information System (PACIS) (648 submissions), which is one of top three international conferences in the information systems area.

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*, *Journal of Association of Information Systems*
- Conferences: ICIS, AMCIS, IRMA, ICEB, ICEC, GITM, WITS, CSWIM, etc.

ACADEMIC MEMBERSHIPS:

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

SAMPLE PUBLICATIONS IN A-RATED JOURNALS:

- Cuiqing Jiang, Shixi Liu, Zhangxi Lin, Guozhu Zhao, Rui Duan, and Kun Liang, "Domain-aware trust network extraction for trust propagation in large-scale heterogeneous trust networks," *Information Sciences*, accepted in 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
- 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.
- 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.
- 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*, 61 (2014), 93-105.
- 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.
- 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.
- 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.
- 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.
- 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.

SYNERGISTIC ACTIVITIES:

Case 1

Online credit scoring for suppliers in the B2B market, granted 50,000 RMB (about \$8,000) by Alibaba, in 2011. Alibaba budgeted 15 million RMB for compensating the buyers who suffer losses with the suppliers with assured services by Alibaba. In this way, Alibaba is able to stimulate the transactions in its B2B market. Since the previous credit scoring model was unable to provide good

estimate, this program did not work effectively. This project developed a new model with SAS Enterprise Miner based on suppliers' historical performance and other non-financial data.

Alibaba's B2B business was publicly listed in Hong Kong stock market in 2007, but reversed in 2014 and became a part of its IPO in NASDAQ with a market cap of \$25 billion.

Case 2

eBEREA International Research Staff Exchange Scheme, 2010-2012, total 880,000 euro granted by European Union's FP-7, Call#: FP7-PEOPLE-2009-IRSES. Five European universities and four Chinese universities are involved. This project is intended to transfer the latest information technologies, specifically in e-business, between Europe and China. The related research topics include open innovation, electronic payment, mobile services, online targeted advertising, service science and engineering, etc.

I am one of the four initiators of eBEREA program inaugurated in 2006, focusing on the cooperation between European and Asian universities in electronic business education and research.

Case 3

Knowledge-based Knowledge Discovery from Databases, started 1988. Artificial intelligence techniques are applied to understand data stored in periodically updated databases. A knowledge-based system automatically generated verbal reports in natural language for users. Later this research is combined with Internet techniques to generate html pages automatically after the computer checked the constantly updated databases.

This is my first academic research project when I was working at China. My first paper in this project was presented in an international conference in January 1989 (AIEM 1989). The techniques developed in this project were applied to a bi-week government report generation for commodity price studies, which automatically produced report drafts from a database for further editing.

REFERENCES:

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