

Jingbo Hou

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[Google Scholar](#)

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Employment

Assistant Professor, Department of ISA, Leavey School of Business, Santa Clara University

EDUCATION

W. P. Carey School of Business, Arizona State University, Tempe, The United States

Ph.D. in Business Administration (Information Systems) 2018-2023

Dissertation: [Towards Better Social Interaction: The Potential for the Design and Usage of IT Artifacts on Improving Performance Efficiency, and Equity of Social Interaction](#)

Committee Chair: Dr. [Pei-yu Chen](#)

Committee Members: Dr. [Bin Gu](#), Dr. [Yili \(Kevin\) Hong](#)

RESEARCH INTEREST

Main Areas: Digital Platforms, Digital Media, Information and Communication Technology, Future of Work, Innovation and Crowdsourcing, Economics of AI/ML, Online Labor Market, Crowdsourcing Contest

Developing Areas: Digital Finance (e.g., Cryptocurrency), GenAI

Methodologies: Econometrics Analysis, Machine Learning (e.g., Natural Language Processing, Deep Neural Networks)

RESEARCH PAPERS

1. **Jingbo Hou**, Chen Liang, Pei-yu Chen, Bin Gu, “Can Telework Adjustment Help Reduce Disaster-Induced Gender Inequality in Job Market Outcomes?” *forthcoming*, [Information Systems Research](#).
 - ISR Disaster Management Special Issue Workshop.
 - [2021 International Conference on Information Systems \(ICIS 2021\), Austin, TX](#). **Best Paper Nominee**.
 - 2021 Workshop on Information Systems and Economics (WISE 2021), Austin, TX.
 - Conference on Information Systems and Technology 2021 (CIST 2021), Newport Beach, CA.
 - [2022 Hawaii International Conference on System Sciences \(HICSS 2022\), Maui, HI](#).
 - 17th Annual Symposium on Statistical Challenges in Electronic Commerce Research (SCECR 2021), Virtual Conference.
 - 2021 INFORMS Annual Meeting (INFORMS 2021), Newport Beach, CA.
 - This research was also presented by Dr. Bin Gu at Boston University.
2. **Jingbo Hou**, Chen Liang, Pei-yu Chen, “How Socially Perceived Threat Shapes Preventive Behavior in the Context of COVID-19,” *forthcoming*, [Production and Operations Management](#).
 - [2021 International Conference on Information Systems \(ICIS 2021\), Austin, TX](#).
 - 2022 INFORMS Annual Meeting (INFORMS 2022), Indianapolis, IN.

WORKING PAPERS

1. **Jingbo Hou**, Amin Sabzehzar, Yili Hong, Pei-yu Chen, “Can Machine-generated Content Improve Equality in Online Two-sided Platforms?” **Under Review**.
 - [2021 International Conference on Information Systems \(ICIS 2021\), Austin, TX](#).

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- 17th Annual Symposium on Statistical Challenges in Electronic Commerce Research (SCECR 2021), Virtual Conference.
 - 2021 Conference on Artificial Intelligence, Machine Learning, and Business Analytics (AIML 2021), Virtual Conference.
 - 32nd Annual POMS Conference (POMS Conference 2022), Virtual Conference.
 - This research was also presented by Dr. Pei-yu Chen at the University of Washington, University of Wisconsin-Milwaukee, McGill University, and the University of Science and Technology of China.
2. **Jingbo Hou**, Pei-yu Chen, Bin Gu, “Strategic Engagement and Innovation Dynamics in Crowdsourcing Contests: The Role of High-Quality Shared Solutions”
 - INFORMS Conference on Information Systems and Technology 2020 (CIST 2020), Virtual Conference.
 - 16th Annual Symposium on Statistical Challenges in Electronic Commerce Research (SCECR 2020), Virtual Conference.
 - 2020 INFORMS Annual Meeting (INFORMS 2020), Virtual Conference.
 - [2021 Hawaii International Conference on System Sciences \(HICSS 2021\), Maui, HI.](#)
 - Conference on Information Systems and Technology 2024 (CIST 2024), Seattle, WA
 3. **Jingbo Hou***, Yi Gao*, Yingxin Zhou*, Pei-yu Chen, “How Does Crowdsourced Fact-Checking Approach Tackling Misinformation Affect Audience Engagement? Evidence from Twitter’s Community Notes Program” (* These authors contributed equally)
 - 2023 Workshop on Information Systems and Economics (WISE 2023), Hyderabad, India. Best Paper Nominee.
 - Conference on Information Systems and Technology 2024 (CIST 2024), Seattle, WA
 - 2024 INFORMS ISR-ISS Workshop, Seattle, WA
 - 2025 Hawaii International Conference on System Sciences (HICSS 2025), Maui, Hawaii.
 4. Amin Sabzehzar*, Yingxin Zhou*, **Jingbo Hou***, Likoebe Maruping, “Redefining Financial Boundaries: The Impact of Social Contextual Moderators on Overcoming Social Distance in Digital Lending” (* These authors contributed equally)
 - [2023 International Conference on Information Systems \(ICIS 2023\), Hyderabad, India.](#)
 - Conference on Information Systems and Technology 2023 (CIST 2023), Phoenix, AZ
 - [2024 Hawaii International Conference on System Sciences \(HICSS 2024\), Honolulu, HI.](#)
 - 2023 INFORMS Annual Meeting (INFORMS 2023), Phoenix, AZ
 5. Wen Ya Shen, **Jingbo Hou**, Tian Lu, Pei-yu Chen, “Understanding the Drivers of Digital Assets Investment: An Investigation of Environmental-Friendly Cryptocurrencies”
 - 2023 INFORMS Annual Meeting (INFORMS 2023), Phoenix, AZ
 - 2024 ASU Department of Information Systems Research Workshop, Tempe, AZ
 - 2nd Annual Conference for the Business of Blockchain Technology (BBT 2024), Coral Gables, FL
 - The 17th China Summer Workshop on Information Management (CSWIM 2024), Xiamen, China
 6. **Jingbo Hou**, “Digital Echoes and Social Tides: Unraveling the Dynamics of Protest Diffusion in the Age of Social Connectivity”
 - Target at major IS conferences in the year 2025.
 7. **Jingbo Hou**, Ni Huang, Gordon Burtch, Yili Hong, Pei-yu Chen, “Evaluating the Efficacy of Platform-

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Imposed Application Costs for Managing Congestion in Online Matching Markets”

- INFORMS Conference on Information Systems and Technology 2019 (CIST 2019), Seattle, WA.
- 29th Workshop on Information Technologies and Systems (WITS 2019), Munich, Germany.
- 2019 INFORMS Annual Meeting (INFORMS 2019), Seattle, WA.

TEACHING

Instructor, Science, Information Technology, Business and Society (OMIS 34), Santa Clara University
Spring 2024

Course Evaluation of the First Session: 4.5/5.0

Course Evaluation of the Second Session: 4.4/5.0

Course Evaluation of the Third Session: 4.2/5.0

Instructor, Database Management Systems (OMIS 105), Santa Clara University Fall 2023

Course Evaluation of the First Session: 4.0/5.0

Course Evaluation of the Second Session: 3.9/5.0

Instructor, Intro Business Data Analytics (CIS 315), Arizona State University Summer 2022

Course Evaluation of the First Session: 6.1/7.0

Course Evaluation of the Second Session: 6.2/7.0

Teaching Assistant, Data Mining (CIS 508), Arizona State University 2018, 2019

Instructed business data analytics using Python for business data analytics, covering widely used supervised machine learning algorithms.

Teaching Assistant, Business Data Mining (CIS 375), Arizona State University Fall 2018

SELECTED HONORS AND AWARDS

Best Paper Nominee of Workshop on Information Systems and Economics (WISE) 2023 2023

ICIS Doctoral Consortium Fellow 2021

Outstanding Research Award of IS Department, W. P. Carey School of Business 2022

Best Paper Nominee of International Conference on Information Systems (ICIS) 2021 2021

Best Paper in Track Award (IS and the Future of Work Track), ICIS 2021 2021

SELECTED GRANTS

Leavey School of Business Research Grant (\$4,000) @SCU Jun 2024

University Research Grant (\$2,500) @SCU July 2024

Leavey School of Business Research Grant (\$5,000) @SCU Dec 2023

Faculty-mentored Undergraduate Research Support Grant (\$500) @SCU Nov 2023

Startup Grant (\$15,000) @Leavey School of Business Sep 2023

Ph.D. Summer Research Grant from the Information Systems Department @ASU 2019-2022

REFEREE SERVICES

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(Ad-hoc) Journal: *Management Science (MS)*, *MIS Quarterly (MISQ)*, *Information Systems Research (ISR)*, *Electronic Commerce Research and Applications (ECRA)*, *Decision Support Systems (DSS)*, *Information Systems Frontiers (ISF)*, *Information Systems Journal (ISJ)*

Conferences: International Conference on Information Systems (ICIS) 2019-2022&2024, Hawaii International Conference on System Sciences (HICSS) 2019-2024, Americas Conference on Information Systems (AMCIS) 2020, European Conference on Information Systems (ECIS) 2020&2022, Pacific Asia Conference on Information Systems (PACIS) 2020-2021 & 2024, Workshop on Information Technologies and Systems (WITS) 2022, INFORMS Conference on Information Systems and Technology (CIST) 2019&2022, China Summer Workshop on Information Management (CSWIM) 2019&2021&2023, Annual Conference - Decision Sciences Institute (DSI) 2021

PROFESSIONAL SERVICES

Program Committee: China Summer Workshop on Information Management (CSWIM) 2019&2021

Associate Editor: Pacific Asia Conference on Information Systems (PACIS) 2024

Discussant: Workshop on Information Systems and Economics (WISE) 2023

Session Chair: Workshop on Information Technologies and Systems (WITS) 2019, International Conference on Information Systems (ICIS) 2022