

# Mingfeng Lin, PhD

Information Technology Management, Scheller College of Business  
Georgia Institute of Technology  
800 W Peachtree St. NW, Atlanta, GA 30308  
Office: +1(404)894-4921  
[mingfeng.lin@scheller.gatech.edu](mailto:mingfeng.lin@scheller.gatech.edu)

## EDUCATION

- PhD (Business & Management), Robert H. Smith School of Business, University of Maryland, College Park (2010). Dissertation: “Decisions under Uncertainty in Decentralized Online Markets: Empirical Studies of Peer-to-Peer Lending and Software Outsourcing.” (Dissertation committee chairs: Hank Lucas and Siva Viswanathan)
- MA (Economics), University of Maryland, College Park (2004)
- MA (Economics), Peking University, Beijing, China (2002)
- BA (Economics), Peking University, Beijing, China (2000)

## APPOINTMENTS AND PROFESSIONAL AFFILIATIONS

- Associate Professor (with tenure), Scheller College of Business, Georgia Institute of Technology (since June 2018)
- Associate Professor (with tenure) & Eller Fellow, Department of Management Information Systems, Eller College of Management, University of Arizona (2017-2018)
- Assistant Professor, Department of Management Information Systems, Eller College of Management, University of Arizona (2010-2017)
- Fellow, Judge School of Business, University of Cambridge (since 2015)
- Fellow, Cambridge Centre for Alternative Finance, University of Cambridge (since 2015)
- Research Affiliate, Center for Analytical Finance, Department of Economics, University of California Santa Cruz (since 2015)

## PEER-REVIEWED JOURNAL PUBLICATIONS

- **Lin, Mingfeng**, Sias, Richard, and Wei, Zaiyan. Experts vs. Non-Experts in Online Crowdfunding Markets. *MIS Quarterly*, forthcoming.
- Gao, Qiang, **Lin, M.**, and Sias, Richard (2021). Words Matter: The Role of Readability, Tone, and Deception Cues in Online Credit Markets. *Journal of Financial and Quantitative Analysis*, forthcoming.
- Gao, Qiang, **Lin, Mingfeng**, and Wu, D-J (2020). Education Crowdfunding and Student Performance: An Empirical Study. *Information Systems Research*, 32 (1): 53-71.
- Lin, Yukai, **Lin, Mingfeng**, and Chen, Hsinchun (2019). Do Electronic Health Records Affect Quality of Care? Evidence from the HITECH Act. *Information Systems Research* 30 (1):306-318.
- Goes, Paulo, Ilk, Noyan, **Lin, Mingfeng**, and Zhao, Leon. (2018). When More is Less: Field Evidence on Unintended Consequences of Multitasking. *Management Science* 64 (7):3033-3054.
- **Lin, Mingfeng**, Liu, Yong, and Viswanathan, Siva. (2018). Effectiveness of Reputation in Contracting for Customized Production: Evidence from Online Labor Markets. *Management Science* 64(1):345-359.
- Wei, Zaiyan. and **Lin, Mingfeng**. (2017). Market Mechanisms in Online Peer-to-Peer Lending. *Management Science* 63 (12): 4236-4257.
- Goes, Paulo, Guo, Chenhui, and **Lin, Mingfeng** (2016). Do Incentive Hierarchies Induce User Effort? Evidence from an Online Knowledge Exchange. *Information Systems Research* 27(3) pp. 497-516.
- **Lin, Mingfeng** and Viswanathan, Siva (2016). Home Bias in Online Investments: An Empirical Study of an Online Crowdfunding Market. *Management Science* 62(5) pp.1393-1414.
- Goes, Paulo, **Lin, Mingfeng**, and C-M Au Yeung (2014). “Popularity effect” in user-generated content: Evidence from online product reviews. *Information Systems Research* 25(2) pp. 222-238.

- **Lin, Mingfeng**, Prabhala, N.R., Viswanathan, Siva. (2013). Judging borrowers by the company they keep: Friendship networks and information asymmetry in online peer-to-peer lending. *Management Science* 59(1) pp.17-35.
  - Winner of *Management Science* Best Paper Award in Information Systems, 2015
- **Lin, Mingfeng**, Lucas, Henry C, Shmueli, Galit. (2013). Too Big to Fail: Large Samples and the p-Value Problem. *Information Systems Research* 24(4) pp. 906-917.

### PAPERS INVITED FOR REVISIONS

- Third-Party Certifications in an Online Labor Market (with Paulo Goes and Qiang Gao). “Reject & resubmit” at *Management Science*.
- Do Online Service-pitchers’ Words of Certainty and Rapport-building Boost their Transactional Success? An Empirical Investigation (with Qiang Gao and Debra Shapiro). Major revision at *Organizational Behavior and Human Decision Processes*.
- Exploitation and Exploration: Improving Search Precision on E-Commerce Platforms (with Wei Zhou, Mo Xiao and Lu Fang). R&R at *Management Science*.
- Revealed Wisdom of the Crowd: Informational Value of Bids (with Jiayu Yao and DJ Wu). R&R at *Management Science*.

### PAPERS UNDER REVIEW & WORKING PAPERS

- The Effect of Secondary Market Existence on Primary Market Liquidity: Theory and Evidence from a Natural Experiment in Peer-to-Peer Lending (with Craig Holden, Kai Lu, Jun Yang, and Zaiyan Wei). Revising for resubmission.
- Lower Taxes, Smarter Crowd? The Impact of Tax Incentives on Equity Crowdfunding (with Wei Chen and Bryan Zhang).
- Spatial Distribution of Online Alternative Finance: Field Evidence from the UK Crowdfunding Industry (with Bryan Zhang).
- Auction Formats in Online Labor Markets (with Qiang Gao, Paulo Goes, and Chenhui Guo).
- A Structural Analysis of Search and Contracting in an Online Labor Market (with Madhu Viswanathan, Xiaolin Li and Qiang Gao).

### INVITED BOOK CHAPTERS

- Lin, Mingfeng (2018). "Out of the shadow? Promises and challenges of peer-to-peer lending". In Iris H. Chiu & Iain MacNeil (Eds.), *Research Handbook on Shadow Banking: Legal and Regulatory Aspects*. Cheltenham, UK: Edward Elgar Publishing. doi: <https://doi.org/10.4337/9781785362637.00019>
- Brown, David and Lin, Mingfeng (forthcoming). "An Overview of Technologically-Enabled Finance". In Raghavendra Rau, Robert Wardrop, & Luigi Zingales (Eds.), *Handbook of Alternative Finance*.

### HONORS, AWARDS AND COMPETITIONS

- Melvyn P. and Eleanor N. Galin Creativity Award, Scheller College of Business, Georgia Tech (2022)
- Best Track Paper, International Conference on Information System (ICIS) 2020
- Nomination for Best Student Paper, INFORMS Conference on Information Systems and Technology (2020)
- Keynote Speaker, CrowdInvest Symposium (November 2019, Berlin, Germany)
- Sandy Slaughter Early Career Award, INFORMS Information Systems Society (2017)
- Kauffman Foundation, research grant on online labor markets (2017, 2019)
- Kalt Prize for Best Doctoral Student Placement, Eller College of Management, University of Arizona (2016)
- Emerald Citations of Excellence (2016)
- *Management Science* Best Paper Award in Information Systems (2015)

- *Management Science* Meritorious Service Award (2016, 2019)
- *Management Science* Distinguished Service Award (2014, 2015)
- Kauffman Foundation, research grant on gender issues in equity crowdfunding (2015)
- Eller College Dean's small research grant (2015, 2016)
- University of California Santa Cruz, Center for Analytical Finance research grant (2015)
- Wharton Customer Analytics Initiative, research proposal competition winner (twice, 2015)
- Junior Faculty Consortium, International Conference on Information Systems (2015)
- McGuire Center for Entrepreneurship, Interdisciplinary Research Award (2013) (with Yong Liu, Department of Marketing, University of Arizona).
- NET Institute Summer Research Grant (2010, 2012)
- Nomination for Best Conference Paper award, Conference on Information Systems and Technology (CIST), (2012, 2013, 2014, 2015).
- Co-investigator, Natural National Science Foundation of China Grant Key International Project: Growth Patterns and Key Factors for SMEs (Online Merchants) on Emerging e-Business Platforms (2012-2016)
- McGuire Center for Entrepreneurship, Small Research Grant (2011).
- Ewing Marion Kauffman Foundation, Entrepreneurship Dissertation Fellowship (2009)
- Economic Club of Washington Doctoral Fellowship (2009)
- Best Doctoral Student Paper, Conference on Information Systems and Technology (CIST) (2009).
- Oxford Summer Doctoral Program, Oxford University, UK (2008).
- Paine Award for Academic Excellence, Smith School of Business, University of Maryland (2010).
- Research Grant on Social Value Creation, Smith School of Business (2009).
- Best Entrepreneurship Paper Award, Dingman Center for Entrepreneurship (2008, 2009).
- Doctoral Consortium, Communities & Technologies Conference (2009).
- Doctoral Consortium, America's Conference on Information Systems (AMCIS) (2009).
- Goldhaber Travel Grant, Graduate School, University of Maryland College Park (2008)
- Graduate Research Assistantship, Smith School of Business, University of Maryland (2005-2010)
- Dean's Research Fellowship, Smith School of Business, University of Maryland (2005-2010)
- Honored Graduate of Beijing; Beijing, China (2000).
- Honored Graduate of Peking University (2000).
- Academic Excellence Awards, Peking University, Beijing, China (1996-2000).

#### PEER-REVIEWED CONFERENCE PROCEEDINGS

- "Can Social Networks Mitigate Information Asymmetry in Online Markets?" with Siva Viswanathan and N. Prabhala, in the *Proceedings of the 30<sup>th</sup> International Conference on Information Systems*. Nominated for Best Conference Paper.
- "Peer-to-peer Lending: An Empirical Investigation", in the *Proceedings of the 2009 America's Conference on Information Systems*.
- "Bidder Migration", with Wolfgang Jank, in the *Proceedings of the 2008 America's Conference on Information Systems*.

#### INVITED TALKS AND CONFERENCE PRESENTATIONS (SINCE 2010)

- Erasmus University (Spring 2022)
- University of Connecticut (Spring 2022)
- University of Illinois Urbana Champaign (Spring 2021)
- Purdue University (March 2021)
- Auburn University (November 2020)
- Georgia State University (to be rescheduled due to pandemic)
- Western Finance Association Annual Meeting (2020)

- Finance in the 2020s: Innovation, Risk and Inclusion, a workshop organized by the Center for Alternative Finance, University of California, Santa Cruz (March 2020, cancelled due to pandemic.)
- American University (February 2020)
- Stevens Institute of Technology (October 2019)
- University of Pittsburgh (September 2019)
- University of Georgia (March 2019)
- University of Texas at Dallas (March 2019)
- Temple University (November 2019)
- Shanghai University of Finance and Economics (June 2018)
- National Taiwan University (June 2018)
- Michigan State University (September 2017)
- China Summer Workshop on Information Management (CSWIM), 2017, Nanjing, China
- "Gender biases and differences in equity crowdfunding." Production and Operations Management Conference, Seattle, May 2017
- Georgia Institute of Technology, Scheller College of Business, February 2017
- Federal Reserve Board, research and policy conference on financial innovation, December 2016
- Tsinghua University, PBC School of Finance, December 2016
- Conference on Information Systems and Technologies, November 2016
- Carnegie Mellon University, Tepper School of Business, April 2016
- Kauffman Emerging Scholars Conference, February 2016
- University of Arizona, Department of Marketing, Weiland Speaker Series, November 2015
- University of Rochester, Simon School of Business, October 2015
- University of Arizona, MIS Speaker Series, October 2015
- Third Annual Academic Symposium on Crowdfunding, University of California, Berkeley, CA, September 2015
- Industry Studies Conference, Kansas City, Kansas, May 2015
- Invited speaker, workshop on "Financial Access, New Platforms for Finance," organized by the Center for Analytical Finance at the University of California, Santa Cruz, April 2015
- University of California San Diego, Rady School of Business, February 2015
- Georgia Institute of Technology, Scheller College of Business, January 2014
- Pennsylvania State University, Department of Supply Chain and Information Systems, October 2013
- "Home bias in online investments"; Academic symposium on crowdfunding, University of California at Berkeley, October 2013
- "Auctions vs. posted-prices", INFORMS Conference on Information Systems and Technology, October 2013.
- "Information unraveling." Workshop on Information Systems and Economics, Orlando, FL., December 2012. Also presented in INFORMS 2012 and INFORMS CIST Conference 2012 in Phoenix, AZ, and in Department of Economics, University of Arizona.
- "From clickstream to search-stream: Evidence from a B2B market." 14th International Conference on Electronic Commerce, Singapore; August 2012
- "Certification Effects: Evidence from Natural Experiments." International Industrial Organization Conference (IIOC 2012), Fairfax, VA; March 2012
- "All that glitters: certification in online micro contracting." INFORMS Annual Meeting, Charlotte, NC; November 2011
- "Word-of-mouth in online micro contracting." INFORMS Annual Meeting, Charlotte, NC; November 2011
- Invited Speaker at the Marketing Colloquium, Department of Marketing, Eller College of Management, University of Arizona; October 2011

- "Social influence and product reviews." School of Information Resources and Library Science, University of Arizona; September 2011
- "Is home bias always preferential? Evidence from a natural experiment." International Industrial Organization Conference (IIOC). Boston, MA; April 2011.
- "Home bias in online investment decisions." INFORMS Annual Meeting, Austin, TX; November 2010

## SERVICES AND OUTREACH

- **PhD Coordinator**, Information Technology Management, Scheller College of Business, Georgia Institute of Technology (since November 2019)
- Organizer for the ITM Distinguished Guest Speaker series (Since November 2019)
- **Member**, Scheller College Technical Review Committee (2021)
- **Member**, Scheller College Honors Committee (since 2020)
- **Co-Chair**, 2021 IT Teaching Workshop
- **Conference Co-Chair**, INFORMS Conference on Information Systems and Technologies (CIST) 2020
- **Program Committee Member**, Financial Management Association (FMA) Annual Meeting 2019, 2020
- **Track Co-Chair**, *Economics and Information Systems*, International Conference on Information Systems (ICIS) 2018.
- **Associate Editor**, *Information Systems Research* (since January 1<sup>st</sup>, 2017)
- **Associate Editor**, *Information Systems Research*, Special Issue on Digital Infrastructure and Platforms
- **Associate Editor**, *Information Systems Research*, Special Issue on Fintech
- **Guest Associate Editor**, *Journal of Management Information Systems* Special Section on Fake News on the Internet
- **Dissertation Committee Chairs / PhD student advising**
  - Jiayu Yao (currently fourth year student at Georgia Tech).
  - Qiang Gao (co-advising with Paulo Goes; graduated in 2016 from University of Arizona; placed at City University of New York)
  - Chenhui Guo (co-advising with Paulo Goes; graduated in 2016 from University of Arizona; placed at Michigan State University)
- **Dissertation Committee Member**
  - **Coauthors**
    - Noyan Ilk (2012, Department of MIS, University of Arizona; placed at Florida State University)
    - Zaiyan Wei (2014, Department of Economics, University of Arizona; placed at Purdue University)
    - Yu-Kai Lin (2015, Department of MIS, University of Arizona; placed at Florida State University, currently at Georgia State University)
    - Quan Zhang (2019, Statistics Group at the Department of Information, Risk and Operations Management, McCombs School of Business, University of Texas at Austin; placed at Michigan State University)
    - Wei Zhou (2019, Department of Economics, University of Arizona; fourth year student)
  - **Non-coauthors**
    - David Zimbra (2012, Department of MIS, University of Arizona)
    - Chang Heon Lee (2012, Department of MIS, University of Arizona)
    - Jie Si Chen (2013, Department of MIS, University of Arizona)
    - Shan Jiang (2015, Department of MIS, University of Arizona)
    - Peng Wang (2018, Department of Marketing, University of Arizona)
    - Wenli Zhang (2018, Department of MIS, University of Arizona)
    - Katja Siamionava (2020, Scheller College of Business, Georgia Tech)
    - Yunyoung Hur (2020, Scheller College of Business, Georgia Tech)
    - Katja Siamionava (2022, Scheller College of Business, Georgia Tech)

- Elizabeth Han (2022, Scheller College of Business, Georgia Tech)
- **Program Committee**, INFORMS Conference on Information Systems and Technologies (CIST) (since 2010)
- **Mentor**, Kauffman Entrepreneurship Mentoring Workshop 2016, 2017
- **Department representative**, Eller College Graduate and Professional Services Committee (GPSC) (2016-2018)
- **Faculty recruiting committee member**, MIS Department, University of Arizona (2016-2018)
- **Master's Program Committee**, MIS Department, University of Arizona (2015-2018)
- **Cluster co-chair**, INFORMS Annual Meeting 2015, eBusiness cluster
- **Associate Editor**, International Conference on Information Systems (ICIS) 2013, 2014, 2016; European Conference on Information Systems (ECIS) 2016
- **Track Co-Chair**, PACIS 2012 (Pacific-Asia Conference on Information Systems), Economics of Information Systems Track; ICEC 2014 (International Conference on Electronic Commerce)
- **Program Committee**, China Summer Workshop on Information Management (CSWIM) (since 2014)
- **Conference Co-Chair**, Statistical Challenges in Electronic Commerce Research; June 2011, Rio de Janeiro, Brazil
- **Program Committee**, Hawaii International Conference on System Sciences (2016), Big Data Engineering Mini Track
- **External Examiner for IS PhD Thesis**, Nanyang Business School, Nanyang Technological University
- **Reviewer for Journals**: Management Science; MIS Quarterly; Information Systems Research; Production and Operations Management Journal; European Journal of Information Systems; Journal of Management Information Systems; Decision and Support Systems; Nature Human Behavior; and others.
- **External Grant Review for**: Kauffman Foundation; Research Grant Council of Hong Kong
- **Reviewer for Conferences**: International Conference on Information Systems (ICIS); Pacific Asia Conference on Information Systems (PACIS); Hawaii International Conference on System Sciences (HICSS); America's Conference on Information Systems (AMCIS)
- **PhD Program Director**, MIS Department, University of Arizona (2017-2018)
- **Coordinator**, MIS Department Seminars, University of Arizona (2011-2013)

## TEACHING (SINCE 2010)

### *Georgia Institute of Technology*

- MGT 4803 (undergraduate), **Business Data Preparation and Visualization**
- MGT 8803 (full time MBA and evening MBA), **Business Data Preparation and Visualization**
- MGT 8803 (PhD seminar): **Economics of Information Systems**
- MGT 6450 (MBA), **Project Management**, Georgia Institute of Technology (Fall 2018)

### *University of Arizona*

- MIS 611C (PhD), **Economics of Information Systems**, University of Arizona (2016-2017)
- MIS 478 (undergraduate), **Project Management**, University of Arizona (2012-2017)
- MIS 578E (online MBA), **Project Management**, University of Arizona (2014-2018)
- MIS 578 (MIS Online), **Project Management**, University of Arizona (2014-2018)
- MIS 513 (MS in MIS), **Business Foundations for IT**, University of Arizona (2010-2017)

## PROFESSOR ORGANIZATION MEMBERSHIPS

- INFORMS (The Institute for Operations Research and the Management Sciences)
- AEA (American Economic Association)
- AIS (Association for Information Systems)