XUE (JANE) TAN

July 2025

Cox School of Business
6210 Bishop Blvd #382
Dallas, TX 75275, USA

Phone: (214) 768-7119
Email: janetan@smu.edu
https://sites.google.com/view/janetanxue

ACADEMIC POSITIONS

Cox School of Business, Southern Methodist University, Dallas, Texas
- Assistant Professor of Information Systems, (2023 - present)

Kelley School of Business, Indiana University, Bloomington, Indiana
- Assistant Professor of Information Systems, 2017-2023

EDUCATION

Foster School of Business, University of Washington, Seattle, Washington
- PhD in Business Administration, 2017
- Major: Information Systems
- Minors: Economics, Operations Management, Statistics and Research Methods
- Advisor: Prof. Yong Tan

Renmin University of China, School of Information, Beijing, China
- B.Eng. in Management Information Systems, 2009

RESEARCH INTERESTS

- Social Networking and Charitable Fundraising
- Civic Technology
- Online Marketplace
- Artificial Intelligence and Knowledge Discovery

PUBLICATIONS

1. **Tan, X**., Wang, Y., and Tan, Y. (2019). Impact of Live Chat on Purchase in Electronic Markets: The Moderating Role of Information Cues. Information Systems Research, 30(4), 1107-1452.

2. **Tan, X**., Lu, Y., and Tan, Y. (2021). The Impact of Subscription Reciprocity on Charitable Content Creation and Sharing: Evidence from Twitter on Giving Tuesday. Management Information Systems Quarterly, 45(2), 535-562.

3. Fang, Z.[*], Ho, Y.C.[*], **Tan, X**.[*], and Tan, Y. (2021). Show Me the Money: The Economic Impact of Membership-Based Free Shipping Programs on E-Tailers, Information Systems Research, 32(4), 1115-1127. [*]Authors contributed equally to this work.

4. **Tan, X**., Jin, F., and Dennis, A.R. (2022). How Appreciation and Attention Affect Contributions to Electronic Networks of Practice. Journal of Management Information Systems, 39(4), 1037-1063.

5. **Tan, X.**, Yan, L., and Pedraza-Martinez., A. (2024). Navigating the Digital Terrain of Prosocial Announcements and Likability. Management Information Systems Quarterly, 48(2), 613-644.

6. Yu, Y., **Tan, X.**, and Tan, Y. (2024). Understanding Volunteer Crowdsourcing from a Multiplex Perspective. Information Systems Research, 36(1) 107-125.

7. Cheng, X., Bala, H., and **Tan, X.** (2025), From Links to Likes: Evidence from a Social Commerce Platform. Journal of Association of Information Systems, forthcoming.

8. **Tan, X.**, Lu, Y., Tan, Y., and Wu, J. (2025), Priming Donor Identity in Digital Profiles of Online Networking Sites: Evidence from a Quasi-Experiment. Management Information Systems Quarterly, forthcoming.

WORKING PAPERS

1. **Tan, X.** and Tan, Y., The Effect of Crypto Rewards in Fundraising: Evidence from a Quasi-Experiment.

2. **Tan, X.**, Sun, H., and Yao, O., Can Kindness be Matched? Dynamic Matching and Goal Matching in Civic Crowdfunding.

3. **Tan, X.**, Xiao, S., Liu, Y., and Olivola, C., A Gift to Give: The Impact of Charitable Gift Cards.

WORK-IN-PROGRESS

1. **Tan, X.**, Gan, R., and Lee, K., When Crowdsourcing Meets Crowdfunding: The Work-Donation Interplay and Its Implications for User Engagement.

2. **Tan, X.**, Basu, A., and Zhang, J., Improving the Design of Generative Retrieval Systems with Dynamic Recommendations.

3. Fang, Z., **Tan, X.**, Xiao, S., and Tan, Y., More Than Double Your Impact: An Empirical Study of Match-offer on Charitable Crowdfunding Platforms.

4. **Tan, X.** and Bala, H., Inviting Friends to Join Prosocial Lending? An Empirical Examination of the Referral Program on Kiva.

5. Cheng, X., Bala, H., **Tan, X.**, Co-viewing Experience: Danmaku and Viewer Participations on Video Sharing Platforms.

HONORS

- ISS Gordon B. Davis Young Scholar Award, Information Systems Society, 2024

- Data Science and Research Computing Institute (DSRCI) Seed Grant, Southern Methodist University, 2023

- CIBER Grant, Kelley School of Business, 2022-2023

- Best Short Paper Nomination, Informs Workshop on Data Science, 2022

- ODT Faculty Scholar, Kelley School of Business, 2021

- Runners-up, Best Paper Award, Informs e-Business Section, 2019

- Runners-up, Nunamaker-Chen Dissertation Award, Information Systems Society, 2018

- Best Reviewer Nomination, the 11th China Summer Workshop on Information Management, 2017

- Bertauche Transportation Fellowship in Business Fund, University of Washington, 2016

- Doctoral Student Excellence in Research Award, ISOM Department, University of Washington, 2014

- Selected to attend the Structural Modeling Approaches to Research on Technology (SMART) workshop, 2014

- Wayne and Anne Gittinger Fellow, 2012 – 2017

- Outstanding Student Leadership (Renmin University of China), 2009

PROFESSIONAL ACTIVITIES:

Editorial Review Board:
Information Systems Research (ISR), 2023 - present

Reviewer:
Management Science, Management Information Systems Quarterly (MISQ), Production and Operations Management (POM), Journal of Business Analytics, AIS Transactions on Human-Computer Interaction, Workshop on Information Technologies and Systems (WITS), Americas Conference on Information Systems (AMCIS), International Conference on Information Systems (ICIS)

Associate Editor:

International Conference on Information Systems (2019, 2025)
Electronic Commerce Research (2023 - present)

<u>Session Chair:</u>
INFORMS Annual Conference (2018, 2019, 2020, 2022, 2024, 2025)
Production & Operations Management Society (2018, 2020)

<u>Program Committee:</u>
Conference on Information Systems and Technology (CIST) (2017-2025)
China Summer Workshop on Information Management (CSWIM) (2017, 2018, 2019, 2021)

<u>Discussant:</u>
Institute for Digital Enterprise (IDE) Research-Practice Virtual Roundtable (2020)
Workshop on Information Systems and Economics (WISE) (2021)
China Summer Workshop on Information Management (CSWIM) (2021, 2024)

INVITED TALKS

- Statistics Department of Southern Methodist University (2025)

- Desautels Faculty of Management of McGill University (2024)

- University of Connecticut (2022)

- Georgia Institute of Technology (2022)

- Southern Methodist University (2022)

- Shanghai University of Finance and Economics (2021)

- National University of Singapore (2021)

- University of Illinois at Chicago (2018)

- Indiana University (2017)

- University of Memphis (2017)

MEDIA MENTIONS:

1. To Keep Volunteers, Connect Them, *McCombs News and Medium*, 2024
2. Crypto Fundraising and Thank-You Gifts: Lessons Learned from Ukraine, *Cox Today Magazine*, 2024
3. New Information Systems Study Findings Has Been Reported by a Researcher at University of Texas Austin, *Information Technology News Weekly*, 2024
4. University of Washington Researcher Describes Advances in Information Systems, *Information Technology News Weekly*, 2023
5. Findings from Indiana University Broaden Understanding of Information Technology, *Information Technology News Weekly*, 2021
6. New Research Shows Live Chats Can Increase Sales by Nearly 16%, *Phys News*, 2020

PUBLIC SPEAKING

1. Panelist at Mini-Symposium: Statistical Computing in Action, 2024

2. Panelist at Social Media and Ethics Panel at Sheldon School in Dallas, TX, 2025

CONFERENCE/WORKSHOP PAPERS

1. "How Work Success Drives Donation Choices: Evidence from GitCoin," with Rowena Gan and Kyunghee Lee. MSOM, London, UK, 2025. (Scheduled to be presented by co-author)

2. "Will the Fork Be with You? How Forks Drive User Contributions on Open-Source Platforms," with Jiarui Yan and Yong Tan. POMS, Atlanta, GA, 2025. (Presented by co-author)

3. "Chatbot Versus Search Engine: A Task-Technology Fit Perspective," with Amit Basu and Jingjing Zhang. BizAI Conference, Dallas, Texas 2025

4. "Improving the Design of Retrieval-Augmented Generation Systems with Dynamic Recommendations," with Amit Basu and Jingjing Zhang. The 34th Workshop on Information Technologies and Systems (WITS), Bangkok, Thailand, 2024

5. "The Effect of Crypto Rewards in Fundraising: From a Natural Experiment to a Dictator Game," with Yong Tan. Conference on Information Systems and Technology (CIST), Seattle, WA, 2024

6. "The Effect of Crypto Rewards in Fundraising: From a Natural Experiment to a Dictator Game," with Yong Tan. The 17th China Summer Workshop on Information Management (CSWIM), Xiamen, China, 2024

7. "Understanding Volunteer Crowdsourcing from a Multiplex Perspective," with Yifan Yu and Yong Tan. Biz AI Conference, Dallas, Texas, 2024. (Presented by co-author)

8. "When Crowdsourcing Meets Crowdfunding: The Work-Donation Interplay and Its Implications for User Engagement," INFORMS Annual Meeting, Seattle, WA, 2024

9. "When Crowdsourcing Meets Crowdfunding: The Work-Donation Interplay and Its Implications for User Engagement," Rowena Gan and Kyunghee Lee. POMS, Minneapolis MN, 2024

10. "Crypto Rewards in Fundraising: Evidence from Crypto Donations to Ukraine," with Yong Tan, INFORMS Annual Meeting, Phoenix, AZ, 2023

11. "A Gift to Give: The Impact of Charitable Gift Cards," with Shengsheng Xiao and Christopher Olivola, Conference on Information Systems and Technology (CIST), Indianapolis, IN, 2022

12. "Government-generated Health Content and User Participation: Evidence from COVID-19," with Lijia Ma and Yingfei Wang, INFORMS Workshop on Data Science, Indianapolis, IN, 2022

13. "The Role of Match Offers in Charitable Crowdfunding: A Neoclassical Economics Perspective," with Zhen Fang, Shengsheng Xiao, and Yong Tan, Conference on Information Systems and Technology (CIST), Newport Beach, CA, 2021 (presented by co-author)

14. "Can Kindness be Matched? Dynamic Matching and Goal Matching in Charitable Crowdfunding," with Haoyan Sun, Oliver Yao, Conference on Information Systems and Technology (CIST), Newport Beach, CA, 2021 (presented by co-author)

15. "Attention or Appreciation? The Impact of Feedback on Online Volunteering," with Fujie Jin and Alan Dennis, Hawaii International Conference on System Sciences (HICSS), Maui, Hawaii, 2020

16. "How to Share Prosocial Behavior without Being Considered a Braggart?" with Lucy Yan and Alfonso Pedraza-Martinez, Hawaii International Conference on System Sciences (HICSS), Maui, Hawaii, 2020

17. "More Than Double Your Impact: An Empirical Study of Match-offer on Charitable Crowdfunding Platforms," with Zhen Fang, Shengsheng Xiao, and Yong Tan, POMS, 2021 (presented by co-author)

18. "Inviting Friends to Join Prosocial Lending? An Empirical Examination of the Referral Program on Kiva," with Jiahui Wang and Hillol Bala, INFORMS Annual Meeting, 2020

19. "A Gift to Give: The Impact of Charitable Gift Cards," with Shengsheng Xiao, INFORMS Annual Meeting, Virtual, 2020

20. Managing Adoption of Artificial Intelligence in the Presence of Human Intelligence: A Field Study. Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Philadelphia, Pennsylvania, 2019

21. "The Impact of Subscription Reciprocity on Charitable Content Generation and Sharing: Evidence from Twitter," with Yingda Lu and Yong Tan, INFORMS Annual Meeting, Seattle, Washington, 2019

22. "How to Share Prosocial Behavior without Being Considered a Braggart?" with Lucy Yan and Alfonso Pedraza-Martinez, INFORMS Annual Meeting, Seattle, Washington, 2019

23. "Managing Adoption of Artificial Intelligence in the Presence of Human Intelligence: A Field Study," with Mochen Yang and Gang Wang, INFORMS Annual Meeting, Seattle, Washington, 2019

24. "The Impact of Online Platforms on Social Integration: Evidence from a Large-Scale Volunteer Network," with Yifan Yu and Yong Tan, INFORMS Annual Meeting, Seattle, Washington, 2019 (presented by co-author)

25. "How to Share Prosocial Behavior without Being Considered a Braggart?" with Lucy Yan and Alfonso Pedraza-Martinez, POMS, Washington, DC, 2019

26. "You Run, I Donate: Shared Social Responsibility through a Distance Tracker Mobile Application", with Lucy Yan and Alfonso Pedraza-Martinez, Conference on Information Systems and Technology (CIST), Phoenix, Arizona, 2018

27. "You Run, I Donate: Shared Social Responsibility through a Distance Tracker Mobile Application", with Lucy Yan and Alfonso Pedraza-Martinez, the 5th Science of Philanthropy Initiative Conference (SPI), Indianapolis, IN, 2018

28. "Learning from Project Failure in Kickstarter", with Yingda Lu, Lin Hao, and Yong Tan, 38th International Conference on Information Systems (ICIS), Seoul, Korea 2017

29. "An Examination of Social Comparison Triggered by Higher Donation Visibility over Social Media Platforms", with Yingda Lu and Yong Tan, 37th International Conference on Information Systems (ICIS), Dublin, Ireland, 2016

30. "The Value of Live Chat on Online Purchase", with Youwei Wang and Yong Tan, 37th International Conference on Information Systems (ICIS), Dublin, Ireland, 2016

31. "User-Generated Charitable Content in Social Media: Evidence from a Field Experiment", Conference on Information Systems and Technology (CIST), Nashville, Tennessee, 2016

32. "User-Generated Charitable Content in Social Media: Evidence from a Field Experiment", with Yingda Lu and Yong Tan, INFORMS Annual Meeting, Nashville, Tennessee, 2016

33. "Users' Resilience to Kickstarter Scam", with Yingda Lu and Yong Tan, INFORMS Annual Meeting, Nashville, Tennessee, 2016

34. "Why Should I Donate? Examining Reputation, Peer Effect and Popularity Effect on Charitable Giving over Social Media Platforms", Workshop on Information Systems Economics (WISE), Dallas, Texas, 2015

35. "Loyalty Program: The Dilemma of Shipping Fee", Conference on Information Systems and Technology (CIST), Philadelphia, Pennsylvania, 2015

36. "Loyalty Program: The Dilemma of Shipping Fee", China Summer Workshop on Information Management (CSWIM), Hefei, China, 2015

37. "Building Reputation through Charitable Giving in Online Social Networking Environment", with Yingda Lu and Yong Tan, INFORMS Annual Meeting Philadelphia, Pennsylvania, 2015

38. "Loyalty Program: the Dilemma of Shipping Fee", with Yi-Chun Ho and Yong Tan, INFORMS Annual Meeting Philadelphia, Pennsylvania, 2015

39. "The Value of Live Chat on Online Purchase", with Youwei Wang and Yong Tan, INFORMS Annual Meeting Philadelphia, Pennsylvania, 2015

40. "How to design your project on the crowdfunding platform? Evidence from Kickstarter", 35th International Conference on Information Systems (ICIS), Auckland, New Zealand, 2014

41. "An Empirical Examination of the Survivability of New Sellers in an Online Marketplace" , Workshop on Information Systems Economics (WISE), Auckland, New Zealand, 2014

42. "Design of Effective Reward Scheme on Crowdfunding Platform", with Shengsheng Xiao and Yong Tan, San Francisco, California, 2014

43. "An Empirical Examination of the Survivability of New Sellers in an Online Marketplace", with Ming Fan and Yong Tan, INFORMS Annual Meeting Minneapolis, Minnesota, 2013

UNIVERSITY SERVICE - SOUTHERN METHODIST UNIVERSITY

- Search Committee Member of the Scurlock University Chair (2025)
- Faculty Hiring Committee of ITOM (2024)
- Department Seminar Coordinator (2023 - present)

UNIVERSITY SERVICE - INDIANA UNIVERSITY

- Dissertation Committee Member of Akshat Lakhiwal (2023)
- Faculty Hiring Committee of ODT (2021)
- Dissertation Committee Member of Xiaoye Cheng (2019)
- Ph.D. Recruiting Committee (2019, 2020)
- Case Competition Judge for MSIS Program (2018, 2019)
- Case Competition Judge for Kelley Direct (2018)

TEACHING EXPERIENCE

Southern Methodist University

- ITOM 6202 – Management Decision Analysis (Summer 2024, Summer 2025)
- ITOM 6219 – Predictive Modeling with Web and Social Media Data (Spring 2024, Spring 2025)

Indiana University

- S326 – Social Media and Web Analytics (Spring 2018, Fall 2018, Fall 2019, Fall 2020, Fall 2021, Fall 2022)
- S307 – Data Management (Spring 2018)

University of Washington

- IS 451 – Instructor for Business Data Analytics (Spring, 2016)
- IS 300 – Lab Instructor for Introduction to Information Systems (2013)
- IS 451 – Teaching Assistant for Business Data Analytics (2014-2016)
- IS 460 – Teaching Assistant for Systems Analysis and Design (2015)

INDUSTRY EXPERIENCE

- Pactera Technologies Inc, IT Consultant, 2009−2012
- Teradata Corporation, IT Consultant Intern, 2009