

De Liu

Assistant Professor of Information Systems
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Research Interests

Economics of electronic commerce, including Internet advertising auctions, and interactive digital entertainment; design of competitive mechanisms such as tournaments and contests; knowledge sharing networks

Education Background

Ph.D., University of Texas at Austin, Management Science and Information Systems, 2004
M.A., Tsinghua University, Management Science and Engineering, 2000
B.E., Tsinghua University, Management Information Systems, 1998

Academic Experience

Assistant Professor of Information Systems, University of Kentucky, 2004 – Present
Assistant Instructor, University of Texas at Austin, 2004

INTELLECTUAL CONTRIBUTIONS

Refereed Journal Articles

- Liu, De, Gautam Ray, and Andrew B. Whinston. The Interaction between Knowledge Codification and Knowledge Sharing Networks. Accepted at *Information Systems Research*.
- Chen, Jian-Qing, De Liu, and Andrew B. Whinston. How to Slice the Pie? Optimal Share Structure Design in Internet Advertising Auctions. Forthcoming in *Journal of Marketing*.
- Liu, De, Jian-Qing Chen, and Andrew B. Whinston. Ex-Ante Information and Design of Keyword Auctions. Forthcoming in *Information Systems Research*.
- Liu, De, Xianjun Geng, & Whinston, Andrew B. (2007). Optimal Design of Consumer Contests. *Journal of Marketing*, 71, 140-155.
- Wu, Ji-Ming and Liu, De (2007). The Effects of Trust and Enjoyment on Intention to Play Online Games. *Journal of Electronic Commerce Research*, 8 (2), 128-140.
- Liu, De & Chen, Jian-Qing (2006). Designing online auctions with past performance information. *Decision Support Systems*, 42 (3), 1307-1320.

Chen, G., Qiang, W., Liu, D., & Geert, W. (2002). Simple Association Rules (SAR) and the SAR-based Rule Discovery. *Computers & Industrial Engineering*, 43, 721-733.

Book Chapters

Liu, D., Chen, J., & Whinston, A. B. Current Issues in Keyword Auctions. Accepted in *Handbooks of Information Systems: Business Computing*.

Liu, D., Geng, X., & Whinston, A. B. (2007). Status Seeking and the Design of Online Entertainment Communities. In Apte Uday and Uday Karmarkar (Ed.) *Managing in the Information Economy: Current Research Issues*, (pp. 281-304). New York NY: Springer.

Susarla, A., Liu, D., & Whinston, A. B. (2002). Peer-to-Peer Enterprise Knowledge Management. In C. W. Holsapple (Ed.) *Handbook on Knowledge Management*, (pp. 129-139). Berlin Germany: Springer.

Refereed Conference Proceedings

Liu, D., Li, X., & Santhanam, R. (2007). What makes Game Players Want to Play More? A Mathematical and Behavioral Understanding of Online Game Design. *Human Computer Interface International Conference*. Beijing, China.

Chen, J., Liu, D., & Whinston, A. B. (2006). Resource packaging in keyword auctions. *International Conference on Information Systems*.

Liu, D., Chen, J., & Whinston, A. B. (2006). Weighted Unit-Price Auctions. *ACM Conference on E-Commerce: 2nd Workshop on Sponsored Search Auctions*.

Chen, J., Liu, D., & Whinston, A. (2005). Designing Share Structure in Auctions of Divisible Goods. *ACM Conference on E-Commerce: Workshop on Sponsored Search Auctions*.

Whinston, A., Hamalainen, M., Liu, D., Geng, X., & Garriott, R. (2005). Interactive Digital Entertainment: A New Direction for Information Systems Research. *International Conference on Information Systems*. Las Vegas, NV.

Chen, G., Liu, D., & Li, J. (2001). Influence and Conditional Influence - New Interestingness Measures in Association Rule Mining. *IEEE International Fuzzy Systems Conference*.

Liu, D. & Chen, G. (2000). Association Rule Mining Based on a Simple Rule Set. *IFIP World Computer Congress*. Beijing, China.

Presentation of Refereed Papers

Liu, D. & Mehra, A. (2008). Social Embeddedness, Achievement, and Enjoyment in Online Games. *Sunbelt X International Social Network Conference*, St Pete, Florida.

Liu, D., Chen, J., & Whinston, A. B. (2007). Competing Keyword Auctions. *Workshop on Information Systems and Economics (WISE)*, Montreal, Canada.

- Liu, D., Chen, J., & Whinston, A. B. (2007). Competing Keyword Auctions. *INFORMS Conference on Information Systems and Technology (CIST)*, Seattle, Washington.
- Liu, D., Chen, J., & Whinston, A. B. (2007). Competing Keyword Auctions. *China Summer Workshop on Information Management*, Shanghai, China (**Best Paper Award**).
- Liu, D., Chen, J., & Whinston, A. (2006, November). Competing Keyword Auctions. *INFORMS Fall 2006 Meeting*, Pittsburgh, Pennsylvania.
- Liu, D., Chen, J., & Whinston, A. (2006). Weighted Unit-Price Auctions as Keyword Auctions. *Workshop on Information Systems and Economics (WISE)*, Milwaukee, Wisconsin.
- Liu, D., Chen, J., & Whinston, A. (2004). Designing online auctions with past performance information. *Workshop on Information Systems and Economics (WISE)*, Washington, D.C..
- Liu, D. & Whinston, A. (2003, April). An all-pay auction model of contest promotions and its testing using wireless gaming data. *Big XII Information Systems Research Symposium*, Stillwater, Oklahoma.

Courses Taught

- 2005–Present: DIS 450 Information Technologies in Organizational Decision Making, University of Kentucky (4 sessions).
- 2005–Present: DIS 350 Quantitative Analysis In Management, University of Kentucky (8 sessions).
- 2006-2007: DIS 300 Quantitative Analysis in Management, University of Kentucky (3 sessions).
- 2005-Present: DIS 395 Independent Studies on Information Systems (7 students).
- 2004: MIS 304 Business Programming using VB.net, University of Texas at Austin (2 sessions).

Professional Memberships

- Institute for Operations Research and the Management Sciences (INFORMS)
 Association of Information Systems (AIS)

Honors and Awards

- 2007: Best Paper Award, China Summer Workshop on Information Systems.
- 2001-2004: Graduate Research Fellowship, Center for Research in Electronic Commerce.
- 2000: Honored Graduate, Tsinghua University (1%).
- 1999: Academy of Science Fellowship, Tsinghua University.
- 1994-1998: Outstanding Undergraduate Student, HSBC Scholarship, Jiang Nan-Xiang Scholarship, Distinguished Freshman Fellowship, and other awards. Tsinghua University.