

Xue Guo

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EDUCATION

Fox School of Business, Temple University Philadelphia, PA
Ph.D. Student in Management Information Systems Expected 2020

- Presidential Fellowship
- Research Assistant

Robert H. Smith School of Business, University of Maryland College Park, MD
Master of Management Information Systems 2012-2014

- Core Courses: Business Process Analysis for IS, Database Management, Data Networks and Infrastructures, Data Mining & Predictive Analytics, Computer Simulation, Decision Analytics, Strategic & Transformational IT, Managing Digital Business Markets

Capital University of Economics and Business Beijing, China
Bachelor of Public Finance 2008-2012

- People's Scholarship for Outstanding Academic Performance in four successive years
- Outstanding Student Leaders Award in 2009, 2010

RESEARCH INTERESTES

Online Labor Markets, Human Capital of IT, Information Privacy, Digital Marketing, Consumer Behaviors in Online Markets

CONFERENCE PROCEEDINGS

Guo, Xue, Jing Gong, and Paul A. (2017) "Call for Bids to Improve Matching Efficiency: Evidence from Online Labor Markets." 2017 Proceedings of the International Conference on Information Systems (ICIS), Seoul, South Korea.

PAPER UNDER REVIEW

Guo, Xue, Jing Gong, and Paul A. (2017) "Enhancing the "Call for Bids" to Improve Matching Efficiency in Online Labor Markets: Capturing the Meaning of Unstructured Textual Content with Machine Learning" (Under review at Management Science)

WORKING PAPERS

- Consumer Privacy Tradeoffs: Neural Mechanisms Underlying the Privacy Paradox (with Crystal Reeck, Angelika Dimoka, Paul Pavlou and Anthony Resnick)

- Skill-Biased Technical Change Again? The Impacts of Matching Platforms on Local Labor Markets (with Aaron (Zhi) Cheng and Paul Pavlou)
- Creation or Destruction? U.S. Visa Policies and Employment of Information Technology Professionals (with Jing Gong and Min-Seok Pang)

CONFERENCE PRESENTATIONS

- Call for Bids to Improve Matching Efficiency: Evidence from Online Labor Markets (with Jing Gong and Paul Pavlou)
 - INFORMS Annual Conference, Nashville, Tennessee, November 2016.
 - International Conference on Information Systems (ICIS), Seoul, December 2017.
 - Workshop on Information Technologies and Systems (WITS), Seoul, December 2017.
 - Conference on Information Systems and Technology (CIST), Phoenix, AZ, November 2018 (scheduled).
- Skill-Biased Technical Change Again? The Impacts of Matching Platforms on Local Labor Markets (with Aaron (Zhi) Cheng and Paul Pavlou)
 - INFORMS Annual Conference, Phoenix, AZ, November 2018 (scheduled).
- Consumer Privacy Tradeoffs: Neural Mechanisms Underlying the Privacy Paradox (with Crystal Reeck, Angelika Dimoka, Paul Pavlou and Anthony Resnick)
 - Consumer Neuroscience Satellite Symposium, Philadelphia, October 2017.
 - Interdisciplinary Symposium on Decision Neuroscience, Ann Arbor, MI 2018.
 - Society for NeuroEconomics, Philadelphia, October 2018.

RESEARCH & TEACHING EXPERIENCE

Instructor (Temple University) MIS0855 Data Science	Fall 2018
Teaching Assistant (Temple University) MIS0855 Data Science	Spring 2018
Teaching Assistant (University of Maryland) Data Mining and Predictive Analytics Data Models and Decisions <ul style="list-style-type: none">• Graded students' homework and exams• Answered students' questions and cleared their confusions• Instructed students to use data analytic software such as R Studio	2013-2015
Research Assistant (University of Maryland) Center for Health, Information and Decision Systems.	2013-2015

- Understanding Emergency Department utilization of Under-Served Populations (with Margret Bjarnadottir and Sean Barnes)
- Centers for Medicare and Medicaid Services Provider Characteristics Fail to Explain Billing Variability (with Sean Barnes and Margret Bjarnadottir)
- Second CMS Data Release Confirms Unexplained Variability in Sticker Prices and Steady Cost Increases (with Sean Barnes and Margret Bjarnadottir).

AWARDS AND FUNDING

First Place in the 8 th Annual PhD Student Research Competition (Third/Forth Year)	2018
First Place in the 7 th Annual PhD Student Research Competition (Second Year)	2017
First Place in the 6 th Annual PhD Student Research Competition (First Year)	2016
15 th Young Scholars Interdisciplinary Funding (\$1000+\$2000)	2018
14 th Young Scholars Interdisciplinary Funding (\$3000+\$5000)	2017
12 th Young Scholars Interdisciplinary Funding (\$3000)	2016
Presidential Fellowship (\$30, 000 Per Year)	2015- Present

INDUSTRY EXPERIENCE

Business Development Analyst , Teranga Hospitality Solutions, Washington DC	2014
Team Member , Google Online Marketing Challenge, University of Maryland	2013
▪ Used Google AdWords and Analytics to analyze and design client's online marketing strategy including customer segmentation, ad groups design, keyword selection and budget planning	
Personal Loan Department Assistant , China Merchant Bank, Beijing	2013
Project Analyst , Beijing Yong Da Xin Construction Cost Consulting Co., Ltd, Beijing	2012

PUBLICATIONS

Barnes, Sean, Bjarnadóttir, Margrét and **Guo, Xue**. "Centers for Medicare and Medicaid Services Provider Characteristics Fail to Explain Billing Variability." Health Systems (2015).

SOFTWARE AND PROGRAMMING SKILLS

Statistics Tool: R, Stata, MATLAB, SPSS

Database: MySQL, SQL Server

Programming Language: Python

PROFESSIONAL ASSOCIATIONS

Association of Information Systems (AIS)

Institute for Operations Research and the Management Sciences (INFORMS)