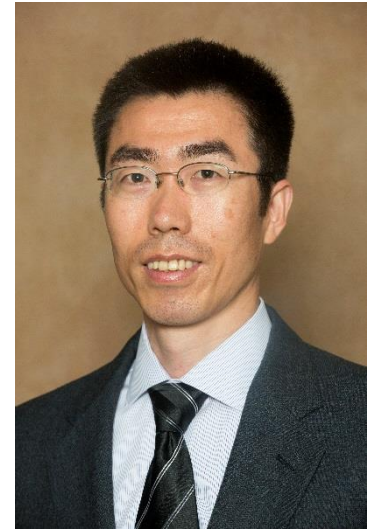


De Liu

Associate Professor, Ph.D. Coordinator



EDUCATION

- **PhD 2004**
Management Science and Information Systems, University of Texas at Austin
- **Master of Science 2000**
Management Science and Engineering, Tsinghua University
- **Bachelor of Engineering 1998**
Management Information System, Tsinghua University

EXPERTISE

- Economics of Internet Auctions and Contests
- Gamification in Digital Health and Learning
- Social Media and Social Commerce
- Crowdfunding and Internet Finance

ABOUT

Dr. De Liu is an Associate professor of Information Decision Sciences Systems at Carlson School of Management, University of Minnesota. His general research interests lie in combining economic thinking with sociological and psychological perspectives in analyzing and designing mechanisms for digital markets and platforms. His current research deals with economics of Internet auctions & contests, gamification, social media and social commerce, crowdfunding and Internet finance. His research has appeared in *MIS Quarterly*, *Information Systems Research*, *Journal of Marketing*, and *Journal of Market Research*. He currently serves as an associate editor for *Information Systems Research* and *Journal of Organizational Computing and Electronic Commerce*. He teaches in the MSBA, MBA, and PHD programs at Carlson School.

RECENT WORKS

1. Radhika Santhanam, De Liu, and Wei-cheng Shen. Gamification of Technology-Mediated Training: Not All Competition Is the Same. *Information Systems Research*, 27(2):453-465, 2016
2. De Liu, Daniel J Brass, Yong Lu, and Dongyu Chen. Friendships in Online Peer-to-Peer Lending: Pipes, Prisms, and Relational Herding. *MIS Quarterly*, 39(3):729-742, 2015
3. De Liu and Siva Viswanathan. Information Asymmetry and Hybrid Advertising. *Journal of Marketing Research*, 51(5):609-624, 2014