

CURRICULUM VITAE

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Education

- **Ph.D.** in Management Information Systems, Joseph M. Katz Graduate School of Business, University of Pittsburgh.
- **M.A.** in Economics, Tulane University, New Orleans, LA
- **B.A.** in Economics, Xiamen University, Xiamen, China

Academic Appointments

- 2014-Present, *Associate Professor*, Department of Information Systems and Cyber Security
College of Business, University of Texas at San Antonio
- 2008-2014, *Assistant Professor*, Department of Information Systems and Cyber Security
College of Business, University of Texas at San Antonio

Awards and Honors

- 2011-2014 UTSA College of Business Summer Research Grant
- 2007 NET Institute (NYU) Summer Research Grant
- 2007 Katz Graduate School of Business Dissertation Research Grant
- 2006 ICIS 2006 Doctoral Consortium Fellow
- 2006 *Beta Gamma Sigma* Honor Society
- 2003-2007 Doctoral Fellowship, University of Pittsburgh, Katz School of Business
- 2003-2007 Katz Graduate School of Business Travel Grant
- 2003-2007 University of Pittsburgh Graduate Student Travel Grant
- 2000-2002 Graduate Fellowship, Tulane University, Department of Economics
- 1995-1999 Dean's List and Scholarship for Academic Excellence, Xiamen University

Refereed Journal Articles

- "Effects of Freemium Strategy in the Mobile App Market: An Empirical Study of Google Play", with Yoris A. Au and Hoon Seok Choi, forthcoming at *Journal of Management Information Systems*.
- "Rethinking FS-ISAC: An IT Security Information Sharing Network Model for the Financial Services Sector", Charles Z. Liu, Humayun Zafar and Yoris A. Au, *Communications of the Association for Information Systems*, vol. 34, no.1, January, 2014.
- "A Multilevel Investigation of Participation within Virtual Health Communities ", Nima Kordzadeh, Charles Z. Liu, Yoris A. Au and Jan G. Clark, *Communications of the Association for Information Systems*, vol. 34, no.1, January, 2014
- "Strategies for Tomorrow's 'Winners-Take-Some' Digital Goods Markets", Chris, F. Kemerer, Charles Z. Liu, and Michael D. Smith, *Communications of the ACM*, vol. 56, no. 5, pp.76-82, May 2013.
- "Standards Competition in the Presence of Conversion Technology: An Empirical Analysis of the Flash Memory Card Market", Charles Z. Liu, Chris, F. Kemerer, Sandra A. Slaughter and Michael D. Smith, *MIS Quarterly*, vol.36, no.3, pp.921-942, September 2012.
- "Compatibility and Proprietary Standards: The Impact of Conversion Technologies in IT Markets with Network Effects", Charles Z. Liu, Esther Gal-Or, Chris, F. Kemerer and Michael D. Smith, *Information Systems Research*, vol.22, no.1, pp.188-207, March 2011.
- "Method Effects In IS Survey Research: An Assessment and Recommendations", William R. King, Charles Z. Liu and Mark Haney, *Communications of the Association for Information Systems*, vol. 20, no.30, October, 2007.

Working Papers and Work-in-Progress

- "There Is No Free Lunch but There Are Free Apps: An Empirical Study of the Freemium Strategy in the Android Mobile App Market", with Yoris A. Au.
- "Platform Competition and Technology Adoption in the Mobile Era, a Multi-Sided Market Perspective", with Chris F. Kemerer.
- "Are Free Apps the New Solution to Software Piracy? The Impact of the Freemium Strategy on Mobile App Piracy in the Presence of Network Effects", with Yoris A. Au and Hoon Seok Choi
- "Exploring Factors that Influence Agile Method Fit", with Diana Young, Nicole Beebe and Glenn Dietrich.
- "Strategies for Risk Management in Packaged Software Upgrade: A Social-Technical Perspective", with Huoy Min Khoo.

Refereed Conferences Papers and Presentations

- "Is Digital Piracy An Enemy of the Mobile App Industry? An Empirical Study on Piracy of Mobile Apps", with Hoon Seok Choi and Yoris A. Au, the 20th Americas Conference on Information Systems (AMCIS), Savannah, GA, August 2014.
- "An Empirical Study of the Freemium Strategy for Mobile Apps: Evidence from the Google Play Market", with Yoris A. Au and Hoon Seok Choi, the 33rd International Conference on Information Systems (ICIS), Orland, FL, December 2012.
- "Investigating the Reciprocal Relationships Within Health Virtual Communities", with Nima Kordzadeh, Yoris A. Au, and Jan G. Clark, the 18th Americas Conference on Information Systems (AMCIS), Seattle, WA, August 2012.
- Standards Competition in the Presence of Conversion Technology: An Empirical Analysis of the Flash Memory Card Market", NET Institute Conference on Network Economics, New York, NY, April 2008.
- "Network Effects in the Flash Memory Market: A Preliminary Analysis", the 18th Workshop on Information Systems and Economics (WISE), Montreal, Canada, December 2007.
- "Winners-Take-Some: the Impact of Conversion Technologies on Network Externalities in Digital Goods Markets", Doctoral Consortium, the 27th International Conference on Information Systems (ICIS), Milwaukee, WI, December 2006.
- "Winners-Take-Some: the Impact of Conversion Technologies on Network Externalities in Digital Goods Markets", the 17th Workshop on Information Systems and Economics (WISE), Evanston, Illinois, December 2006.
- "A Sequential Game on the Introduction of Conversion Technologies to Markets Characterized with Network Effects", the Institute for Operations Research and The Management (INFORMS) Annual Meeting, Pittsburgh, PA, November 2006.

Invited Presentations

- "There Is No Free Lunch but There Are Free Apps: An Empirical Study of the Freemium Strategy in the Google Play's Android Mobile App Market", Information Systems Seminar, Bauer College of Business, University of Houston, Houston, Texas, March, 2013.
- "An Empirical Study of the Freemium Strategy for Mobile Apps: Evidence from the Google Play Market", Information Systems Seminar, University of Texas at San Antonio, April, 2012.
- "User Participation in Online Healthcare Social Networks", Information Systems Seminar, University of Texas at San Antonio, November, 2011.
- "Investigating the Reciprocal Relationships in Social Support Networks", Information Systems Seminar, University of Texas at San Antonio, April, 2010.

- "*Rethinking FS-ISAC: An IT Security Information Sharing Model for the Financial Sector*", Information Systems Seminar, University of Texas at San Antonio, November, 2009.
- "*Compatibility and Proprietary Standards: The Impact of Conversion Technologies in IT Markets with Network Effects*", Information Systems Seminar, University of Texas at San Antonio, San Antonio, TX, December, 2008.
- "*Standards Competition in the Presence of Conversion Technology: An Empirical Analysis of the Flash Memory Card Market*", College of Business, University of Texas at San Antonio, San Antonio, TX, February, 2008.
- "*Standards Competition in the Presence of Conversion Technology: An Empirical Analysis of the Flash Memory Card Market*", Haskayne School of Business, University of Calgary, Calgary, Canada, February, 2008.
- "*Winners-Take-Some: the Impact of Conversion Technologies on Network Externalities in Digital Goods Markets*", School of Information Systems, Singapore Management University, Singapore, January, 2008.
- "*Winners-Take-Some: the Impact of Conversion Technologies on Network Externalities in Digital Goods Markets*", Katz Graduate School of Business Information Systems Seminar Series, University of Pittsburgh, Pittsburgh, PA, November 2007.
- "*A Discussion of 'Platform Battle with Lock-In'*", the 27th International Conference on Information Systems (ICIS), Milwaukee, WI, December 2006.
- "*Winners-Take-Some: the Impact of Conversion Technologies on Network Externalities in Digital Goods Markets*", Information Systems Speaker Series, Tepper School of Business, Carnegie Mellon University, Pittsburgh, PA, November, 2006.

Research Grants

- Summer Seed Grant, "*Are Free Apps the New Solution to Software Piracy? The Impact of the Freemium Strategy on Mobile App Piracy in the Presence of Network Effects*", College of Business, University of Texas at San Antonio, June 2014.
- Summer Research Grant, "*An Empirical Study of the Freemium Strategy for Mobile Apps: Evidence from the Google Play Market*", College of Business, University of Texas at San Antonio, June 2013.
- Summer Research Grant, "*Rethinking FS-ISAC: An IT Security Information Sharing Network Model for the Financial Services Sector*", College of Business, University of Texas at San Antonio, June 2012.
- Summer Research Grant, "*Investigating the Reciprocal Relationships in Online Healthcare Social Networks*", College of Business, University of Texas at San Antonio, June 2011.

- Research Grant, “*Standards Competition in the Presence of Conversion Technology: An Empirical Analysis of the Flash Memory Card Market*”, Networks, Electronic Commerce, and Telecommunications (NET) Institute (www.netinst.org), University of New York, June 2007.
- Katz Dissertation Research Grant, “*Winners-Take-Some: the Impact of Conversion Technologies on Network Effects in Digital Goods Markets*”, Katz Graduate School of Business, University of Pittsburgh, January 2006.

Courses Taught

- **University of Texas at San Antonio, College of Business**
 - IS 6503 Principles of Database Management (graduate level)
 - IS 4813 Advanced Database Concepts
 - IS 3037 Application Development
- **University of Pittsburgh, Katz Graduate School of Business**
 - BMIS 2595 Current Topics in MIS: IT, Markets, and Acquisitions (MBA elective)
 - BMIS 1625 Electronic Commerce (IS elective)
 - BMIS 1060 Intro to Management Information Systems (core course)
 - BMIS 1060 IT and Business Process Management (core course)

Student Advising

- Emmanuel Ayaburi, 2nd year ISCS doctoral student, UTSA.
- Marton Gergely (dissertation committee member), 4th year ISCS doctoral student
- Diana Young (dissertation committee member), Ph.D., graduated December 2013.
- Nima Kordzadeh, Ph.D., graduated August 2014.
- Humayun Zafar, Ph.D., graduated 2010 (Kennesaw State University)
- Trent Moore (thesis committee member), master student, graduated December 2012.

Editorial and Professional Service

- Associate Editor, *International Conference on Information Systems (ICIS)*, Economics of Information Systems Track, 2010, 2011, 2012.
- Program Committee Member, *Conference on Information Systems and Technology (CIST)*, an INFORMS conference, 2011-2014.
- Program Committee Member, *International Conference on Electronic Commerce (ICEC)*, 2014
- Session Chair, *International Conference on Information Systems (ICIS)*, Economics of Information Systems Track, 2010.

- Referee, *MIS Quarterly*, *Information Systems Research (ISR)*, *Electronic Commerce Research and Applications (ECRA)*, *Journal of Electronic Commerce Research (JECR)*, *Conference on Information Systems and Technology (CIST)*, and *International Conference on Information Systems (ICIS)*.
- Discussant, *International Conference on Information Systems (ICIS)*, 2006.
- Book Reviewer, "Visual Basic 2010 How to Program" by Deitel, Pearson Education.

Academic Service

- **Univ. of Texas at San Antonio, College of Business**
 - *Undergraduate Programs Committee*, College of Business, UTSA, 2011–present.
 - *Undergraduate Curriculum Committee for the Provost Office Technology Initiative*, College of Business, UTSA, 2011–present.
 - *Executive Programs Committee*, College of Business, UTSA, 2012–present.
 - *Research Grants Committee*, College of Business, UTSA, 2013–present.
- **Univ. of Texas at San Antonio, Department of Information Systems and Cyber Security**
 - *Faculty Advisor*, Association for Information Systems (AIS) UTSA Student Chapter, 2011–present.
 - *Faculty Advisor*, Armed Forces Communications and Electronics Association (AFCEA) UTSA Student Chapter, 2013–present.
 - *Information Systems Seminar Coordinator*, Department of Information Systems and Cyber Security, College of Business, University of Texas at San Antonio, 2010, 2012, 2014.
 - *Ph.D. Admission Committee*, Department of Information Systems and Cyber Security, College of Business, University of Texas at San Antonio, 2009 – present.
- **Univ. of Pittsburgh, Katz Graduate School of Business**
 - *Information Systems Seminar Coordinator*, Katz Graduate School of Business, 2007–2008
 - *Undergraduate Information System Curriculum Committee*, Katz Graduate School of Business, University of Pittsburgh, 2006–2008.

Academic Membership

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

Industry Experience

- 2007-2008 *Consultant*, Association of Directory Marketing (ADM) Inc.
- 1998-2000 *Project Manager*, Xiamen International Airport, Xiamen, China.