

# **Jiayi (Jesse) Luo**

## **Curriculum Vitae**

Assistant Professor of Management Information Systems

Dillard College of Business Administration

Midwestern State University

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## **Education Background**

Ph.D., Information Technology Management, University of Wisconsin - Milwaukee, Wisconsin, 2016

M.S., Internet Computing, Group-T University College, Leuven, Belgium, 2009

B.E., Electronic Engineering, Group-T University College, Leuven, Belgium, 2008

B.E., Computer Science, Beijing Jiaotong University, Beijing, China, 2008

## **Professional Experience**

Assistant Professor of MIS, Midwestern State University, 2017 – 2023

Instructor of MIS, Midwestern State University, 2015 – 2017

Graduate Assistant, University of Wisconsin - Milwaukee, 2009 – 2015

## **Teaching Responsibilities**

### **Courses Taught**

#### Midwestern State University

Undergraduate Level:

MIS 3003: Management Information Systems

MIS 3203: e-Commerce

MIS 4163: Business Systems Analysis and Design

MIS 4663: Special Topic: Mobile App Development

MIS 4173: Advanced Excel

Graduate Level:

MIS 5603: Data Visualization

MIS 5613: Data Mining and Text Analytics in Business

#### University of Wisconsin - Milwaukee

Undergraduate Level:

Bus Adm 230: Introduction to Information Technology Management

Bus Adm 210: Introduction to Business Statistics

Bus Adm 335: Visual System Development

Bus Adm 536: Business Intelligence

Bus Adm 530: Introduction to eBusiness

Graduate Level:

Bus Adm 735: Advanced Spreadsheet Tools

## Research and Scholarly Activity

### Peer Reviewed Journal Publications

- Luo, J. (2023). Novel Friend Recommendations Based on User-generated Contents in Online Social Media Sites. In *Journal of Management Policy and Practice*, **Published** in June 2023
- Luo, J. (2023). An Empirical Analysis of the Influence of Different Types of Metadata on the Usefulness of Online Reviews for Healthcare Businesses. In *Journal of Applied Business and Economics*, **Published** in May 2023
- Luo, J. (2022). A Bibliometric Review on Artificial Intelligence for Smart Buildings. In *Sustainability Journal*, **Published** in Aug 2022.
- Chou, S., Luo, J., Ramser, C. (2022). Influence of COVID-19 on Student Campus Ratings: A Sentiment Analysis. In *Journal of Applied Research in Higher Education*, **Published** in June 2022
- Chou, S., Luo, J., Ramser, C. (2020). High-Quality vs. Low-Quality Teaching: A Text-Mining Study to Understand Student Sentiments in Public Online Teaching Reviews. In *Journal of International Education in Business*, **Published** in Feb 2020.

### Conference Presentations

- Chou, S.Y., Luo, J., Ramser, C. Impact Of Covid-19 On Consumer Sentiments In The Automotive Industry: A Text-mining Approach. In INFORMS 2023 Annual Meeting, Phoenix, United States.
- Chou, S., Luo, J., Ramser, C. (2022). Influence of COVID-19 on Student Campus Ratings: A Sentiment Analysis. In INFORMS 2022 Annual Meeting, Indianapolis, United States.
- Luo, J., Sinha, A. (2021). An Empirical Analysis of the Influence of Different Types of Metadata on the Usefulness of Online Reviews for Healthcare Businesses. In INFORMS 2021 Annual Meeting, Anaheim, United States.
- Luo, J., Sinha, A., Zhao, H (2020). Location-sensitive Friend Recommendations in Online Social Networks. In Pacific Asia Conference on Information Systems (PACIS), Dubai, UAE
- Luo, J., Sinha, A., Zhao, H (2019). A Novel Friend Recommendation based on User-Generated Contents. In INFORMS 2019 Annual Meeting, Seattle, United States.

### PhD Dissertation

Three Research Essays on Friend Recommendation Systems for Online Social Networks. University of Wisconsin - Milwaukee, Wisconsin, 2016

## **Professional Involvement**

### Reviewer for Peer Reviewed Journals (2014 – Present)

- Reviewer of " A Review of Use of Multimedia Data Mining for Surveillance" at Artificial Intelligence and Applications (May. 2023)
- Reviewer of "Comparing BERT against Traditional Machine Learning Models in Text Classification" at Journal of Computational and Cognitive Engineering (Apr. 2023)
- Reviewer of "Serendipitous, Open Big Data Management and Analytics: The SeDaSOMA Framework" at Artificial Intelligence and Applications (Dec. 2022)
- Reviewer of "A Predictive Model of Ischemic Heart Disease in Over Middle-Aged Women Using Data Mining Technique" at Health Informatics Journal (Dec. 2022)
- Reviewer of Behaviour & Information Technology (Aug. 2021)
- Reviewer of Journal: Journal of Electronic Commerce Research (Apr. 2020)
- Reviewer of Conference: Association for Information Systems Conference (AMCIS) 2015
- Reviewer of Journal: The DATABASE for Advances in Information Systems (2014)

### Professional Memberships

Editorial Board, Midwestern Business and Economic Review, 2023 - Present

Reviewer Group for Journal of Computational and Cognitive Engineering, 2022 – Present

Reviewer Group for Archives of Advanced Engineering Science (AAES), 2022 - Present

Decision Sciences Institute, Southwest Region (SWDSI), 2020 – Present

Association of Information Systems (AIS), 2019 – Present

Institute of Operations Research and Management Science (INFORMS), 2019 – Present

## **Services**

### University Committees

2017 – Present: Who’s who Committee  
2018 – Present: College Research Committee  
2018 – Present: Student Conduct Committee  
2019 – 2020: Outstanding Student Awards Committee  
2020 – 2021: Quality Enhancement Plan (QEP) Topic Identification Committee

### College Committees

2018 – Present: International Week Committee, Coordinator for “Food from Home” day

### Work

2017 Work with Mr. Wong Newman and Mrs. Garrison Kristen on creating a new Working Center Sign-In App.

### Profession

2019 Hold an excel workshop to Delta Sigma  
2020 – Present: Campus Representative, Decision Sciences Institute, Southwest Region (SWDSI)  
2023 Editorial Board, Midwestern Business and Economic Review

## **References**

Upon Request.