

Mei Lin

CONTACT INFORMATION	Singapore Management University School of Information Systems 80 Stamford Road Singapore 178902	http://www.mysmu.edu/faculty/mlin/ mlin@smu.edu.sg Office: +65 6808 5284
ACADEMIC POSITIONS	<i>Assistant Professor</i> School of Information Systems, Singapore Management University	Aug. 2012 - current
	<i>Assistant Professor</i> School of Business, the University of Hong Kong	Aug. 2009 - Jul. 2012
EDUCATION	The University of Texas at Austin, Austin, TX, USA	
	Ph.D., Information Systems Dissertation: <i>Essays on Technology and Innovation</i> Advisor: Dr. Andrew B. Whinston	Aug. 2004 - Jul. 2009
	M.S., Economics	Aug. 2004 - Jul. 2006
	B.S., Computer Science; B.S., Mathematics	Aug. 2000 - May 2004
RESEARCH INTERESTS	Platforms strategy, pricing, online and offline markets, payments settlement systems, innovation.	
JOURNAL PUBLICATIONS	Lin, M. and R. Wu, "Production Cost Heterogeneity in the Circular City Model," <i>Operations Research Letters</i> , 43(4), 2015, pp. 401-404. [SSRN]	
	Lin, M., X. Ke, and A. B. Whinston, "Vertical Differentiation and a Comparison of Online Advertising Models," <i>Journal of Management Information Systems</i> , 29(1), summer 2012, pp. 195-236. [PDF][SSRN]	
	Lin, M., S. Li, and A. B. Whinston, "Innovation and Price Competition in a Two-Sided Market," <i>Journal of Management Information Systems</i> , 28(2), fall 2011, pp. 171-202. [PDF]	
	Lin, M. and Z. Lin, "A Cost-effective Critical Path Approach for Service Priority Selections in a Grid Computing Economy," <i>Decision Support Systems</i> 42, 2006, pp. 1628-1640.	
OTHER PUBLICATIONS	Lin, M. and C. Dula, "Grab Taxi: Navigating New Frontiers," <i>Asian Management Insights</i> , 3(6), November 2016, pp. 40-45.	
	Lin, M. and C. Dula, "Grab: Discovering New Frontiers for Growth in the Southeast Asian Sharing Economy," Case Writing Initiative at Singapore Management University, April 2016, SMU-16-0012. [Case][Teaching Note]	
WORKING PAPERS	"Endogenous Network Effects, Platform Pricing and Market Liquidity" (with R. Wu and W. Zhou). [SSRN]	
	"Near Real-Time Retail Payment and Settlement Systems Mechanism Design" (with Z. Guo, R. J. Kauffman, and D. Ma), SWIFT Institute Working Paper No. 2014-004.	

[[SWIFT](#)][[SSRN](#)]

“Showrooming vs. Competing: The Roles of Product Assortment and Price” (with Q. Tang and Y. Kim). [[Podcast](#)][[SSRN](#)]

“Dynamic Platform Pricing: Production Cost and Network Effects” (with X. Pan). [[SSRN](#)]

“Managing Seller Heterogeneity in a Competitive Marketplace” (with R. Wu). [[SSRN](#)]

“How does a Nearby Offline Superstore Opening Affect Consumers Online Buying Behavior?” (with Y. Kim and Q. Tang).

“Income, Endogenous Market Structure, and Innovation,” (with S. Li and A. B. Whinston). [[SSRN](#)].

CONFERENCE PRESENTATIONS AND PROCEEDINGS Tang, Q., M. Lin, and Y. Kim, “Showrooming vs. Competing: The Roles of Product Assortment and Price,” *Workshop on Information Systems and Economics (WISE)* Dec. 2015, Dallas, Texas, U.S.A.

Tang, Q. and M. Lin, “Showrooming vs. Competing: How does Brand Selection Matter?” *China Summer Workshop on Information Management (CSWIM)*, Jun. 27-28, 2015, Hefei, China.

Wu, R. and M. Lin, “Managing Seller Heterogeneity in an Online Marketplace,” *2015 Workshop on Analytics for Business, Consumer and Social Insights (BCSI)*, Mar. 14-15, 2015, Singapore.

Guo, Z., R. J. Kauffman, M. Lin, and D. Ma, “Mechanism Design for Near Real-Time Retail Payment and Settlement Systems,” *Hawaii International Conference on System Sciences (HICSS-48)*, Jan. 5-8, 2015, Kauai, Hawaii. U.S.A.

Lin, M., R. Wu, and W. Zhou, “Platform Pricing with Endogenous Network Effects,” *Workshop on Information Systems and Economics (WISE)* Dec. 17-19, 2014, Auckland, New Zealand.

Li, K., M. Lin, Z. Lin, and B. Xing, “Running and Chasing - The Competition Between Paid Search Marketing and Search Engine Optimization,” *Hawaii International Conference on System Sciences (HICSS-47)*, Jan. 6-9, 2014, Waikoloa, Hawaii. U.S.A.

Lin, M., R. Wu, and W. Zhou, “Platform Subsidy with Endogenous Network Effects,” *Multi-sided Platform Workshop*, National University of Singapore, Dec. 10-12, 2013, Singapore.

Wu, R. and M. Lin, “Platform Regulation on Seller Heterogeneity,” *Second Workshop on Analytics for Business, Consumer and Social Insights (BCSI)*, Aug. 3-4, 2013, Singapore.

Wu, R. and M. Lin, “Seller Diversity on a Technology-Based Platform,” *25th Anniversary Symposium for the Competitive Strategy, Economics and Information Systems Mini-Track, HICSS-46*, Jan. 8, 2013, Maui, HI. U.S.A.

Lin, Mingfeng, Mei Lin, and R. Kauffman, “From Clickstreams to Searchstreams: Search Graph Evidence from a B2B E-Market,” *14th Annual International Conference on Electronic Commerce (ICEC)*, Aug. 7-8, 2012, Singapore.

Lin, M., “Computational Approaches for Discovering Economic Knowledge in Internet Data,” *Workshop on Analytics for Business, Consumer and Social Insights (BCSI)*, Aug.

4-5, 2012, Singapore.

Lin, M. and X. Pan, "Dynamic Pricing of Innovative Products and Implications for a Two-Sided Business Model," *INFORMS 2011 Annual Meeting*, Nov. 13-16, 2011, Charlotte, NC.

Lin, M., S. Li, and A. B. Whinston, "Dynamic Innovation in a Two-Sided Platform," *Hawaii International Conference on System Sciences (HICSS-44)*, Jan. 4-7, 2011, Kauai, Hawaii. U.S.A.

Lin, M., X. Ke, and A. B. Whinston, "Platform Business Model Competition: Exclusive vs. Open Distribution," *Conference on Information Systems Technology (CIST)*, Nov. 6-7, 2010, Austin, TX.

Lin, M., X. Ke, and A. B. Whinston, "Open Innovation in Platform Competition," *the 8th Annual International Industrial Organization Conference (IIOC)*, May 2010, Vancouver, Canada.

Yu, Y., M. Lin, and Z. lin, "Reveal User Search Patterns in B2B Marketplace - Towards Optimized Advertising Services," *Proceedings of the Nineth Workshop on e-Business (WeB)*, Dec. 11, 2010, St. Louis, MO.

Lin, M., S. Li, and A. B. Whinston, "Regulatory Policies for Demand-Driven Innovation by Heterogeneous Firms," *Hawaii International Conference on System Sciences (HICSS-43)* 2010, Kauai, Hawaii.

Lin, M., X. Ke, and A. B. Whinston, "Open Innovation and Platform Pricing," *Proceedings of the Seventh Workshop on e-Business (WeB)* 2009, Phoenix, AZ.

Lin, M., X. Ke, and A. B. Whinston, "Strategic Differentiation in Ad-Supported Competition," *Workshop on Information Systems and Economics (WISE)* Dec. 2008, Paris, France.

Lin, M., A. Yurko, and A. B. Whinston, "Market Structure and Innovation in Dynamic Markets," *Proceedings of the Seventh Workshop on e-Business (WeB)* 2008, Paris, France.

Chen, J., M. Lin, and A. B. Whinston, "Reputation Stretching in Online Auctions," *Proceedings of the Fifth Workshop on e-Business (WeB)* 2006, Milwaukee, WI, p. 44.

Huang, Y., M. Lin, A. B. Whinston, and A. Gupta, "oPlexus - A Distributed Platform for IS research and Education," *Proceedings of Fifteenth Annual Workshop on Information Technologies and Systems (WITS)* 2005, Las Vegas, NV. p. 255.

Lin, M. and Z. Lin, "The Cost-Effective Critical Path Approach for Service Priority Optimization in the Grid Computing Economy," *International Conference on Information Technology (ITCC)* 2004.

GRANTS

"Near Real-Time Retail Payment and Settlement Systems Mechanism Design" (with Z. Guo, R. Kauffman, and D. Ma), SWIFT Institute, *CFP on Transformation in the Payment and Settlement Infrastructure*, 2014, EUR 15,000.

"Open License in Platform Business Model Competition" (Co-I: A.B. Whinston and X. Ke), General Research Fund (GRF), Research Grants Council, 2011-2012, HKD 319,700.

"Alibaba B2B Online Market Mechanism" (Co-I: Y. Yu and K. Li), Alibaba Live Water Program, Alibaba Group, Mar. 16, 2010. RMB 30,000.

"Regulatory Policies for Demand-Driven Innovation by Heterogeneous Firms," URC/CRCG - Conference Grants for Teaching Staff, School of Business at HKU, Jan. 11, 2010. HKD

13,500.

“Technology Innovation and Public Policy” (Co-I: S. Li and A.B. Whinston), Seed Funding Programme for Basic Research, School of Business at HKU, Oct. 8, 2009. HKD 100,000.

INVITED TALKS

“Platform Regulation on Seller Heterogeneity,” National University of Singapore, Dec. 6, 2013, Singapore.

“Leveraging Future Cost Reductions: A Dynamic Two-Sided Pricing Model,” University of Florida, Dec. 12, 2012, Gainesville, FL, U.S.A.

“Dynamic Pricing of Innovative Products and Implications for a Two-Sided Business Model,” McMaster University, Nov. 18, 2011, Hamilton, ON, Canada.

“Regulatory Policies for Demand-Driven Innovation by Heterogeneous Firms,” City University of Hong Kong, Mar. 2010, Hong Kong.

TEACHING
EXPERIENCE

Singapore Management University, Singapore

Seminars on Information Systems Management (Undergrad., fall 2012-current)

The University of Hong Kong, Hong Kong

Quantitative Analysis for Management Decisions (Undergrad., spring 2010-2012)

The University of Texas at Austin, Austin, TX, USA

Intro. to Prob. Solv. and Programming (Undergrad., spring 2009), *Jointly taught with Katie Gray.*

Intro. to Prob. Solv. and Programming (Undergrad., fall 2008)

Information Technology for Business (Undergrad., spring 2007)

Guest speaker

Information Technology for Business (Undergrad., fall 2006)

Decision Support Systems (Doctoral/MBA, fall 2005, fall 2006, fall 2008)

Introduction to E-commerce (Doctoral/MBA, spring 2006, spring 2007, spring 2009)

PROFESSIONAL
ACTIVITIES

Associate editor for *ICIS 2012, 2013, 2015* (Track: the Economics and Value of IS)

Adhoc Reviewer for academic journals

Management Information Systems Quarterly

Information Systems Research

Production Operations Management Journal

Electronic Commerce Research and Applications

Journal of Management Information Systems

Review of Network Economics

Journal of Economics Management and Strategy

Decision Support Systems

Communications of the Association for Information Systems

ACM Transactions on Management Information Systems

Journal of Industrial Economics

Program Committee member

The 10th China Summer Workshop on Information Management (CSWIM 2016)

Pacific Asia Conference on Information Systems (PACIS 2016)

Pacific Asia Conference on Information Systems (PACIS 2015)

The 9th China Summer Workshop on Information Management (CSWIM 2015)

The 8th China Summer Workshop on Information Management (CSWIM 2014)
The First International Conference on Theory and Applications of Social Networks (ICSN 2011)
The 4th China Summer Workshop on Information Management (CSWIM 2010)
Workshop for eBusiness (WeB 2010)

Reviewer for conferences

International Conference on Information Systems (ICIS 2010, 2011, 2013-2014, 2016)
Hawaii International Conference on System Sciences (HICSS 2010-2012)
Pacific Asia Conference on Information Systems (PACIS 2010)

Session Chair for conferences

2015 Workshop on Analytics for Business, Consumer and Social Insights (BCSI 2015)
International Conference on Information Systems (ICIS 2012, 2013)
The First International Conference on Theory and Applications of Social Networks (ICSN 2011)
Workshop for eBusiness (WeB 2009)

Supervisor and Committee Chair for Deserina Sulaeman at Singapore Management University

Thesis Examining Committee member for PhD students

Doctoral student Yan Lu at the University of Hong Kong
Doctoral students Kustini Lim, Jun Liu, and Jianhui Huang at Singapore Management University

External Committee member for doctoral student Bo Shen (Economics) at National University of Singapore

Committee member for Communication Advisory Committee, Centre for English Communication, Singapore Management University

OTHER
PROFESSIONAL
EXPERIENCE

Microsoft Corporation, Redmond, WA, USA May 2004 - Aug. 2004

Software Test Engineer (Intern)

- Developed automated test suites for the SharePoint product
- Developed test methods for the Workflow feature

IBM Corporation, Austin, TX, USA Jan. 2004 - Mar. 2004

Software Engineer (Coop)

- Data analysis for WebSphere services

Adams Technical Translations, Austin, TX, USA July 2001 - May 2002

Software Technician

- Quality control of Chinese/English translation

AWARDS

Nomination for Most Promising Teacher by School of Information Systems, 2014
McCombs School of Business Dean's Fellowship, 2008-2009
Information Systems Dean's Fellowship Award, 2008-2009
Information Systems Dean's Fellowship Award, 2007-2008
Burham Fund, Burham Fellowship, 2005-2006
McCombs School of Business Dean's Fellowship, 2004-2006