Minghong Xu

Curriculum Vitae
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Carey Business School
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Academic Positions

Assistant Professor of Practice	Carey Business School	2018-Present

Academic areas: Information Systems, Operations Management and Business Analytics

Education

Ph.D., Management Information Systems	University of Illinois-Chicago	2018
M.Sc., Operations Research	Columbia University	2009
B.Sc., Computer Science	University College Dublin	2006
B.Eng., Software Engineering	Fudan University	2006

Awards and Honors

Teaching Innovation Award	Carey Business School	2023

Project title: Utilization of Cloud Platform for Teaching Technology in Business Education

Dean's Award for Faculty Excellence	Carey Business School	2019

Teaching and Curriculum Development

Course Development and Instruction

-Instructor for the following four foundational courses for MS IS and MS BARM programs, introducing disruptive technologies, the Python programming language, and their business usages.

BU.350.620 Information Systems (2018-2023)
BU.510.615 Python for Data Analysis (2023)
BU.330.705 Telecom Clouds and Mobile Applications (2018)
BU.350.710 IT and Global Sourcing Strategy (2018)

-Course developer, course lead, and instructor of two courses for MS IS and MS BARM programs using advanced technologies, such as cloud computing and deep neural network models, to equip business students with trending technical skills. Utilized experiential

learning approaches to provide students with hands-on opportunities on AWS and Google Colab, using real-world datasets.

BU.330.740 Large Scale Computing on the Cloud (2019-2023)
BU.330.760 Deep Learning with Unstructured Data (2019-2023)

-Course lead and instructor of two MS IS courses on web application design and enterprise information system architecture framework.

BU.300.700 Developing Internet Systems and Services (2018-2023)
BU.330.790 Applied IS Architecture (2018-2023)

Extra-curricular Activities

-Faculty advisor of a Flex MBA student on her independent research project focused on an online healthcare mentoring system using expertise in platform strategies.

BU.001.700 Flex MBA Independent Study (Fall, 2021)

-Designer and instructor of a pilot AWS workshop to help students preparing for AWS Cloud Practitioner Certificate exam.

Summer 2023 AWS Workshop

-Faculty coordinator of a Students' Project Expo, invited industry sponsors to serve as judges for the students' presentations.

MS IS 2019 Project Expo

Research

Journals

Xu, M., & Bhattacharyya, S. (2021). Taste Transitivity for Collaborative Filtering: A Stochastic Network Dynamics Approach. *Decision Sciences*, *52*(3), 629-660.

Xu, M., & Bhattacharyya, S. (2018, June). Inferring Brand Knowledge from Online Consumer Associative Brand Networks. In *Workshops at the Thirty-Second AAAI Conference on Artificial Intelligence,* 113-121.

Book Chapters

Miller, T., de Matta, R., & Xu, M. (2016). High level inventory network modeling approaches. In *Handbook of Research on Global Supply Chain Management*, B. Christiansen (Ed.) (pp. 15-44). IGI Global.

Working Papers

Xu, M., & Bhattacharyya, S., Social Brand Network for Decision Sciences (2022)

Presentations

Inferring Brand Knowledge from Online Consumer Associative Brand Networks

- Theory + Practice in Marketing (TPM) Conference, Columbia Business School, Columbia University, May 2019
- Thirty-Second AAAI Conference on Artificial Intelligence (AAAI-18), New Orleans LA, February 2018
- 2018 AMA Winter Academic Conference, New Orleans LA, February 2018

Taste Transitivity for Collaborative Filtering: A Stochastic Network Dynamics Approach

- INFORMS 2016 Workshop on Data Mining and Decision Analytics, Nashville TN, November 2016

Dynamic Pricing in E-Commerce Setting

- INFORMS 2016 Conference on Information Systems and Technology, Nashville TN, November 2016

Referee

25th ACM SIGKDD Conference on Knowledge Discovery and Data Mining 2019

Service: Carey Business School

Curriculum Subcommittee for Information Systems	2020-Present
Amazon Web Services (AWS) Academy-Johns Hopkins University Liaison	2021-Present
Teaching & Learning Faculty Advisory Committee	2022-Present
Faculty Marshal, Summer Graduation Ceremony	2023
Operations Management and Business Analytics Practice Track Faculty Search Committee	2022-2023
MS IS Orientation Faculty Panel	2021&2022
MS BARM Orientation Faculty Panel	2021&2022
Information Systems Practice Track Faculty Search Committee	2019-2020
Academic Ethics Board	2019-2020

Membership

Institute for Operations Research and Management Sciences (INFORMS)	since 2016
Databricks University Alliance Member	since 2023
AWS Educate Educator	2019-2021