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PROFESSIONAL EXPERIENCE

Assistant Professor 08/2009 - present
Department of Management
Mendoza College of Business, University of Notre Dame Notre Dame, IN

EDUCATION

Ph.D. in Business Administration 2009
Department of Information Systems and Operations Management (ISOM)
Warrington College of Business, University of Florida Gainesville, FL

M.S. in Business Administration 2005
Simon School of Business, University of Rochester Rochester, NY

B.Eng. / M.Eng. in Management Information Systems 1999 / 2002
School of Information, Renmin University of China Beijing, China

JOURNAL PUBLICATIONS

Cheng, H.K., Bandyopadhyay, S. and Guo, H. "The Debate on Net Neutrality: A Policy Perspective," *Information Systems Research*, Vol. 22, Issue 1, 2011, pp. 1-27.

Guo, H., Bandyopadhyay, S., Cheng, H.K., and Yang, Y.C. "Net Neutrality and Vertical Integration of Content and Broadband Services," *Journal of Management Information Systems*, Vol. 27, Issue 2, Fall 2010, pp. 249-281.

Guo, H., Zhang, J., and Koehler, G.J. 2008. "A Survey of Quantum Games," *Decision Support Systems*, Vol. 46, Issue 1, 2008, pp. 318-332.

REFEREED CONFERENCE PROCEEDINGS

Guo, H., Bandyopadhyay, S., and Cheng, H.K. 2010. "Net Neutrality and Its Implications" *Proceedings of the Sixteenth Americas Conference on Information Systems (AMCIS 2010)*, Lima, Peru.

Guo, H., Bandyopadhyay, S., and Cheng, H.K. 2009. "A Different Angle on Net Neutrality – Should We Charge Broadband Users Rather Than Content Providers?" *Proceedings of the Nineteenth Annual Workshop on Information Technologies and Systems (WITS 2009)*, Phoenix, AZ.

Guo, H., Bandyopadhyay, S., and Cheng, H.K. 2009. "User Discrimination and Net Neutrality," *Proceedings of the Eighth Workshop on e-Business (WeB 2009)*, Phoenix, AZ.

Guo, H., Li, S., and Pathak, P. 2009. "Personal Event Detection in Social Networking Sites," *Proceedings of the Eighth Workshop on e-Business (WeB 2009)*, Phoenix, AZ.

Bandyopadhyay, S., Cheng, H.K., Guo, H., and Yang, Y. 2009. "The Vertical Integration of Content and Broadband Services: The Net Neutrality Debate," *Proceedings of the Thirteenth Pacific Asia Conference on Information Systems (PACIS 2009)*, Hyderabad, India.

Guo, H., Pathak, P., and Cheng, H.K. 2008. "Computer-Mediated Social Interactions and Virtual Community Participation," *Proceedings of the Seventh Workshop on e-Business (WeB 2008)*, Paris, France.

Cheng, H.K., and Guo, H. 2008. "A Study of Computer Virus Propagation: The Interplay between Social and Technological Networks," *Proceedings of the Eighteenth Annual Workshop on Information Technologies and Systems (WITS 2008)*, Paris, France.

- Guo, H., Pathak, P., and Cheng, H.K. 2008. "Social Network Discovery and Customer Network Value Assessment," *The 2008 Winter Conference on Business Intelligence*, David Eccles School of Business, University of Utah.
- Guo, H., and Cheng, H.K. 2007. "Computer Virus Propagation in Social Networks," *Proceedings of the Twenty Eighth Annual International Conference on Information Systems (ICIS 2007)*, Montreal, Canada.
- Guo, H., Pathak, P., and Cheng, H.K. 2007. "Discovering Composite Social Networks from Social Networking Websites," *Proceedings of the Seventeenth Annual Workshop on Information Technologies and Systems (WITS 2007)*, Montreal, Canada.
- Cheng, H.K., Bandyopadhyay, S., Guo, H. 2007. "The Debate on Net Neutrality," *Proceedings of the First International Conference on Information Systems Technology and Management (ICISTM 2007)*, New Delhi, India.

TEACHING EXPERIENCE

- University of Notre Dame, Department of Management, Mendoza College of Business
Undergraduate Level Core Courses:
 BAMG20100 Statistics in Business, Spring 2010 (Sect 6&7), Spring 2011 (Sect 6&7)
 BAMG30700 Introduction to Process Analytics, Fall 2009 (Sect 9&10), Fall 2010 (Sect 7&8)
- University of Florida, Department of ISOM, Warrington College of Business
Undergraduate Level Core Courses:
 ISM 4220 Business Data Communications, Spring 2009
 ISM 4210 Database Management, Fall 2008
 QMB 4701 Managerial Operations Analysis I, Spring 2008
 ISM 4210 Database Management, Fall 2006
- Master Level Core Courses:*
 ISM 6222 Business Telecom Strategy and Applications, Spring 2008

HONORS, GRANTS, AND AWARDS

- Faculty Research Scholarship Program (FRSP) Initiation Grant*, for "Would Carrier Competition Maintain the Neutrality of Mobile Net?" Office of the Vice President for Research, University of Notre Dame, 2011
- Second Runner-Up in the ACM SIGMIS Doctoral Dissertation Award Competition*, ACM SIGMIS, Phoenix, AZ, 2009
- NET Institute Summer Research Grant*, for "The Economic Effect of Broadband User Discrimination," (with Subhajyoti Bandyopadhyay and Hsing Kenneth Cheng), Networks, Electronic Commerce and Telecommunications (NET) Institute, 2009
- PURC Research Grant*, for "Usage-Based Pricing and Broadband Users Differentiation," (with Subhajyoti Bandyopadhyay and Hsing Kenneth Cheng), Public Utility Research Center (PURC), 2009
- ICIS PhD Consortium Participant*, Association of Information Systems, Paris, France, 2008
- INFORMS Future Academician Colloquium Participant*, INFORMS, Washington D.C., 2008
- NET Institute Summer Research Grant*, for "Computer Virus Propagation in a Network Organization: The Interplay between Social and Technological Networks," (with Hsing Kenneth Cheng), Networks, Electronic Commerce and Telecommunications (NET) Institute, 2008
- Outstanding International Student*, one of the five recipients from Warrington College of Business, University of Florida, 2007
- Graduate Assistantship*, Warrington College of Business, University of Florida, 2005-2009

PRESENTATIONS AND INVITED TALKS

- "Net Neutrality and Vertical Integration of Content and Broadband Services," The Tenth Big Ten Information Systems Research Symposium, Stephen M. Ross School of Business, University of Michigan, 05/2010

- “Net Neutrality and Vertical Integration of Content and Broadband Services,” Management Seminar Series, Department of Management, Mendoza College of Business, University of Notre Dame, 04/2010
- “Net Neutrality and Vertical Integration of Content and Broadband Services,” The MIS Seminar Series, Krannert School of Management, Purdue University, 04/2010
- “A Different Angle on Net Neutrality – Should We Charge Broadband Users Rather Than Content Providers?” Poster, *The Nineteenth Annual Workshop on Information Technologies and Systems (WITS 2009)*, Phoenix, AZ, 12/2009
- “User Discrimination and Net Neutrality,” *The Eighth Workshop on e-Business (WeB 2009)*, Phoenix, AZ, 12/2009
- “Personal Event Detection in Social Networking Sites,” Poster, *The Eighth Workshop on e-Business (WeB 2009)*, Phoenix, AZ, 12/2009
- “Net Neutrality and Vertical Integration of Content and Broadband Services,” ITM Research Symposium, Department of Management, Mendoza College of Business, University of Notre Dame, 05/2009
- “The Debate on Net Neutrality: A Policy Perspective,” Sauder School of Business, University of British Columbia, 02/2009
- “The Debate on Net Neutrality: A Policy Perspective,” Department of Management, Mendoza College of Business, University of Notre Dame, 01/2009
- “The Debate on Net Neutrality: A Policy Perspective,” Department of Information, Risk, & Operations Management, McCombs School of Business, University of Texas at Austin, 01/2009
- “The Debate on Net Neutrality: A Policy Perspective,” Department of Operations and Information Management, David Eccles School of Business, University of Utah, 11/2008
- “Net Neutrality, Broadband Market Coverage, and Innovations at the Edge,” invited talk, *INFORMS Annual Meeting*, Washington D.C., 10/2008
- “The Impact of Net Neutrality on Broadband Penetration,” *The Ninth INFORMS Telecommunications Conference*, Robert H. Smith School of Business, University of Maryland, 03/2008
- “Social Network Discovery and Customer Network Value Assessment,” *The 2008 Winter Conference on Business Intelligence*, Department of Operations and Information Management, David Eccles School of Business, University of Utah, 03/2008
- “Computer Virus Propagation in Social Networks,” *The Twenty Eighth Annual International Conference on Information Systems (ICIS 2007)*, Montreal, Canada, 12/2007
- “Discovering Composite Social Networks from Social Networking Websites,” *The Seventeenth Annual Workshop on Information Technologies and Systems (WITS 2007)*, Montreal, Canada, 12/2007
- “The Debate on Net Neutrality: A Policy Perspective,” *DIS Forum*, Department of ISOM, Warrington College of Business, University of Florida, 04/2007
- “Using GA and GRASP to Maximize Network Value of Customers,” *INFORMS Annual Meeting*, Pittsburgh, PA, 11/2006