RESEARCH STATEMENT

Research Interest

My major interests in research are economics of information technologies, sentiment extraction from textual content, automatic negotiation between agents in electronic commerce era, and pricing strategies in cloud computing market.

With the development of technology, there is rapid and enormously change in the way people communicating, the way people learning, the way people doing business, and so forth. Studying the economics of emerging technologies will enable adopters to better understand these technologies and get more efficient management and usage of them. Discovering the facts affect online trust in online communities such as online business site based on service and products and online communities based on user generated content will facilitate the formation of better reputation systems which furnish more reliable trust among users. Exploring the development of social contribution structure in online communities enables us to get to know the characteristics of nodes in the community and the network structure based on their interactions. Furthermore we can uncover and predict what kind of nodes contributes to the development of the community most.

Previous Work

My previous research focused on the *economy of emerging technologies* such as trusted computing and virtual world technologies. I focus on the capital market and accounting perspective to measure how these emerging technologies are evaluated by customers and investors based on the analysis of stock market data and accounting data of related firms. Event study is the main method used to capture variance in the stock market, which signaling the evaluation of investors to the technologies being studied. For the accounting perspective, comparison of a set of classic ratios (return on asset, sales over assets, et. al) is employed to measure the difference of performance between emerging technologies adopters and non-adopters. This part of study aims at solves to 2 questions: a). to confirm with the results of stock market research; b). to study the characteristics of the adopters; c). to make it clear that whether the adoption of emerging technologies benefit related firms. Besides the comparison part, several econometrics models are used to exam the relationship between the adoption of emerging technologies and the performance of firms, such as growth rate, book to market value, operational cost efficiency and so forth.

Current Work & Future Work

My current research focuses on the *pricing strategies cloud computing market*. This study will mainly answer this question: are these pricing strategies existing in the market efficient for the cloud service industry? Is there any other possible pricing

scheme that can enhance welfare of both provider and consumer? By answering these questions, we will get clear insights of the current status of cloud computing market. And shed lights on the evaluation of efficiency of existing pricing strategies in the market. We will also proposal a framework to analyze and evaluate new pricing schemes.

Future research would focus on the study of possible pricing models utilize automated negotiation technique. User study will be of great help to identify the key issues in promoting this pricing scheme. Efficiency and profit change induced by new pricing schemes will be analyzed and evaluated with a proper designed framework.

Publications

"Wake up or fall asleep-value implication of trusted computing". Nan Hu, Jianhui Huang, Ling Liu, Yingjiu Li and Dan Ma. *Information Technology and Management*, Springer US, Oct 2009, 10 (4), pp. 177-192.

Working Papers

"Are they valued by the board?-an investigation of relative performance evaluation of chief information officers" by Nan Hu, Jianhui Huang, Dan Ma, 2010.
"Growth Option and Relative Performance Evaluation-are growth options firms less likely to use relative performance evaluation?" by Nan Hu, Jianhui Huang, 2010.

Projects in progress

Pricing strategies in cloud computing market. Collaborated with Prof Ma Dan, Dr Yang Yinping, and Dr Qin Zhen, 2010.

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(updated at Dec 17, 2010)