

Huaxia Rui

Professor, Xerox Chair of Computer and Information Systems at University of Rochester
Rochester, NY, US

Huaxia Rui conducts research on topics related to social media, health IT, and optimal contract design.

Biography

Huaxia Rui is professor and Xerox Chair of Computer and Information Systems at the Simon Business School. He is also one of the inaugural Distinguished Researcher and Scholar of the Center of Excellence in Data Science at The University of Rochester. He is interested in social media analytics, big data, economics of information systems, optimal contract design, and health economics. His research has been published in leading academic journals such as (alphabetically), Information Systems Research, Journal of Financial Economics, Journal of Mathematical Economics, Management Science, MIS Quarterly, and Production and Operation Management.

Areas of Expertise

Data Science, Social Media Analytics, Health IT, Optimal Contract Design, Healthcare Economics

Education

The University of Texas at Austin
PhD Business Administration

Tsinghua University
ME Control Theory and Engineering

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