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Dr. Gu's research interests include information systems (IS) user behavior, social media, electronic commerce, and human-computer interaction. His work has appeared in renowned IS and electronic commerce journals, such as *Information & Management*, *DATA BASE for Advances in Information Systems*, *Internet Research*, *Journal of Electronic Commerce Research*, and *Journal of Organizational Computing and Electronic Commerce*, and top IS conference *International Conference on Information Systems (ICIS)*. Dr. Gu has served Associate Editor for the premier IS conference in Asia-Pacific region *Pacific Asia Conference on Information Systems (PACIS)*, and Session Chair for *International Conference on Digital Health and Medical Analytics (DHA 2020)* and *PACIS 2020*. He has served as a reviewer for renowned journals such as *Information & Management*, *Decision Support Systems*, *Journal of the Association for Information Science and Technology*, *Information Processing and Management*, and *Internet Research*. He won the Best Reviewer Award of ICIS 2021.

Dr. Gu has taught courses for undergraduates (Introduction to Information Management, Business Data Processing and Analysis, Fundamentals of Computer Science), master students (Applied Statistics (in English), Frontiers in Management Science and Engineering), and doctoral students (Frontiers in Management Science). He has won the top 10% of teaching evaluation award (2018, 2022) and the first-class teaching achievement award (2021). One of the undergraduate theses under his supervision has won the 2022 Excellent Thesis Award of UIBE.