TRUONG (JACK) P. LUU
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SUMMARY

Truong (Jack) Luu, Ph.D., is a tenure-track Assistant Professor in the Department of Information Systems and Analytics, McCoy College of Business at Texas State University. Jack combines socio-technical theoretical training with a robust computational background, equipping him with the skills to conduct research using diverse and large-scale datasets. His work has been published in leading outlets, including the *Information Systems Research (ISR), Journal of Management Information Systems (JMIS), Computers in Human Behavior (CHB), Personality and Individual Differences (PAID).*

Jack's research has consistently earned recognition, receiving the University of Cincinnati's Digital Futures Fellowship for three consecutive funding cycles (2022-2025). This award is given to only four graduate students university-wide and highlights his contributions to decentralized finance and cybersecurity research. He was also one of nine PhD students university-wide to receive the Dean's Dissertation Completion Fellowship for his dissertation on privacy. Since starting his PhD program in 2021, Jack has received over $132,000 in research awards and grants. He enjoys teaching computer programming, applied machine learning/AI, and cybersecurity courses.

ACADEMIC QUALIFICATIONS

PhD, Information Systems, University of Cincinnati	2026
MS, Information Systems, Illinois State University	2021
Associate of Applied Science, Heartland Community College	2019
BS, International Business, Can Tho University	2015

SCHOLARLY CONTRIBUTION

Overview: 8 journal articles (2 FT50, 1 UTD24, 6 ABDC A/A*) | 3 CORE A proceedings (1 Best Paper Award)

Publications in premier journals:

[8] Luu, TJ. and Harrison, A. (2026). Understanding information privacy concerns: A meta-analysis of three decades of research. *Information Systems Research*. https://doi.org/10.1287/isre.2023.0797. ABDC: A*; FT50; UTD24.

[7] Harrison, A., Mirsadikov, A., and Luu, TJ. (2023). Influence of Media Capabilities on Trust in the Sharing Economy. *Journal of Management Information Systems (JMIS)*. https://doi.org/10.1080/07421222.2023.2229118. ABDC A*; FT50.

Publications in high-quality journals:

[6] Jones, M., Nadler, A., Samuel, BM., and Luu, TJ. (Forthcoming) Best practices for university-startup partnerships: A teaching tip. Accepted. *Journal of Financial Education.* ABDC: B.

[5] Luu, TJ., Samuel, BM., Jones, M., and Barnes, JC. (2025). Exploring how the Dark Triad shapes cybercrime responses. *Personality and Individual Differences*, 244, 113250. https://doi.org/10.1016/j.paid.2025.113250. ABDC: A.

[4] Jones, M., Luu, TJ., and Samuel, BM. (2025). Measuring crypto literacy. *Journal of Consumer Affairs*, 59(4), e70029. https://doi.org/10.1111/joca.70029. ABDC: A

[3] Jones, M., Luu, TJ., and Samuel, BM. (2024). The interdependence of financial literacy and crypto literacy. *Economics Letters*, 239, 111737. https://doi.org/10.1016/j.econlet.2024.111737. ABDC: A.

[2] Philip, SJ., Luu, TJ., and Carte, T. (2023). There's no place like home: Understanding users' intentions toward securing internet-of-things (IoT) smart home networks. *Computers in Human Behavior (CHB)*, 139, 107551. https://doi.org/10.1016/j.chb.2022.107551. ABDC: A

[1] Luu, TJ. and Follmann, R. (2023). The relationship between sentiment score and COVID-19 cases in the United States. *Journal of Information Science (JIS)*, 49(6), 1615-1630. https://doi.org/10.1177/01655515211068167. SJR Q1; Google Scholar ranks JIS #6 in Lib. & Info. Sci.

Manuscripts under review and preparation

[1-6] The list of manuscripts here is omitted for blind review.

Peer-reviewed conference publications:

[3] Luu, TJ., Harrison A., Jones, M., and Samuel, BM. (2025). Proposing A Unified Concept of Information Privacy: An Actor/Action-Oriented Approach. In Proceedings of the *58th Hawaii International Conference on System Sciences (HICSS).* Core A.

[2] Luu, TJ., Jones, M., and Samuel, BM. (2024). The Effects of Dark Triad Traits and Perceived Law Enforcement Competence in Responding to Ransomware Attacks. In Proceedings of the *57th Hawaii International Conference on System Sciences (HICSS).* Core A. (**BEST PAPER AWARD; 12 out of 764 = 1.6%**).

[1] Daniel S., Maruping L., Zhao R., and Luu TJ. (2023). To Assert or Defend My Role as an OSS Developer: How IT Infrastructure Access Changes the Effect of Digital Platform Behavior on Firm Mobility. In Proceedings of the *Americas Conference on Information Systems (AMCIS)*. Core A.

Invited talks and scholarly presentations:

[19] Luu, TJ. (presenter), Jones, M. and Samuel, BM. Dissecting Pig Butchering Scams: A Computational Design Science Artifact for Discovering Tactical Patterns in Pig Butchering Scam Narratives. *AOM-ND workshop on Computational Methods in Management Research*. University of Notre Dame, Indiana (06/2026)

[18] Luu, TJ. (presenter). Advancing cryptoeconomics and Cybersecurity? *Digital Futures Fellow Poster Session*. University of Cincinnati, Cincinnati, Ohio (12/2025)

[17] Luu, TJ. (presenter), Jones, M. and Samuel, BM. Dissecting Pig Butchering Scams: A Topic Modeling and Abductive Reasoning Approach. *UC National Security Research Symposium* poster competition (05/2025).

[16] Luu, TJ. (presenter), Harrison A., Jones, M., and Samuel, BM. Proposing A Unified Concept of Information Privacy: An Actor/Action-Oriented Approach. The *58th Hawaii International Conference on System Sciences (HICSS)*, Big Island, Hawaii (01/2025).

[15] Luu, TJ. (presenter). Rethinking Information Privacy: A Multilevel Perspective. *2024 International Graduate Research Symposium*, Cincinnati, Ohio (12/2024).

[14] Luu, TJ. (presenter). Truong (Jack) Luu, Information Privacy: A Multilevel Framework for the Digital Age. *OBAIS Department Brown Bags*, Cincinnati, Ohio (10/2024).

[13] Luu, TJ. (presenter). Conducting Meta-Analyses in Social Science: A Demonstration from Privacy Research. *OBAIS PhD Students Meeting*. University of Cincinnati, Cincinnati, Ohio (09/2024).

[12] Luu, TJ. (presenter). Information Privacy: A Multilevel Framework. *8th US-Japan Digital Innovation Hub and Advanced Technology Workshop*, Ohio State University, Columbus, Ohio (09/2024).

[11] Luu, TJ. (presenter) and Samuel, BM. The Impact of Gen AI on Cybercrime: An Investigation into the Dark Side. *20th Annual Big XII+ MIS Research Symposium*. Texas A&M, College Station, Texas (04/2024).

[10] Luu, TJ. (co-presenter) and Samuel, BM (co-presenter). The Impact of Generative AI on Cybercrimes. *OBAIS Brown Bag Research Series*. University of Cincinnati, Cincinnati, Ohio (02/2024).

[9] Luu, TJ. (presenter), Jones, M., and Samuel, BM. The Effects of Dark Triad Traits and Trust in Responding to Ransomware Attacks. *2023 International Graduate Research Symposium*, Cincinnati, Ohio (11/2023).

[8] Luu, TJ. (presenter). Crash Course on Blockchain, Cryptocurrency, and Crypto-Related Cybercrimes. *UC MoneyCon*, Cincinnati, Ohio (10/2023).

[7] Luu, TJ. (presenter). The Psychology of Cryptocurrency Ransomware Attacks. *University of Cincinnati Hackathon*, Cincinnati, Ohio (10/2023).

[6] Luu, TJ. (presenter). How to prepare your future for the next disruptive innovation? Invited talk at the *Ohio Blockchain Council*. Columbus, Ohio (08/2022).

[5] Luu, TJ. (presenter). How does blockchain help solve future business problems? *Digital Futures Fellow Research Session*. University of Cincinnati, Cincinnati, Ohio (08/2022).

[4] Luu, TJ. (presenter), Harrison A., and Mirsadikov A. Would you take a ride from a stranger? How Information Communication Technologies Influence Trust-based Decisions. *18th Annual Big XII+ MIS Research Symposium*. Houston (U of Houston), Texas (04/2022).

[3] Luu, TJ. (presenter). Using machine learning to measure sentiment during the COVID-19 pandemic. *Illinois State University Research Symposium*, Illinois State University, Normal, Illinois (04/2021).

[2] Luu, TJ. (presenter). How did you feel during the pandemic? Twitter sentiment analysis. Partial fulfillment of requirements for the Master of Science degree. *Illinois State University*, Normal, Illinois (03/2021).

[1] Luu, TJ. (presenter) & Follmann, R. (2020). A study of the sentiment of COVID-19-related tweets in the USA. *13th International Symposium on Biomathematics and Ecology Education and Research (BEER)*, Normal, Illinois (11/2020).

Whitepapers/technical reports:

[2] Jones, M., & Luu, T. J. (2025). Monthly crypto market report. The Crypto Digest. In partnership with Global Stake (under the affiliation of the *UC's Kautz-Uible Cryptoeconomics Lab)*. 7 issues completed (06/2025-12/2025).

[1] Jones, M., Luu, T. J., & Samuel, B. M. (2023). Education and financial integration are the real solutions to crypto's setbacks. *Response to a Notice of Request for Information from the White House Office of Science and Technology Policy* (02/2023).

TEACHING AREAS OF EXPERTISE

IS security (both technical and management-based)
System analyses and design
Applied ML/AI for business (e.g., app development with LLMs, build and optimize agentic apps)
Full-stack web development (front-end, back-end, and databases)
Business analytics/Statistics
Database management systems and data mining (structured and unstructured data)
Blockchain technology/cryptocurrencies
Mathematics for AI/ML and data science (e.g., linear algebra, calculus, probability, and statistics)

TEACHING EXPERIENCE

Course Title	Role	Semester	Instructor Rating
Texas State University:			
ISAN3360 Web Design and Development (Undergrad)	Course Instructor	Fall 2026	Pending
ISAN3374 System Analysis and Design (Undergrad)	Course Instructor	Fall 2026	Pending
University of Cincinnati:			
IS8044 Information System Security (Graduate)	Course Instructor	Spring 2024	7.87/8.0
IS3050 Web Development with .NET (Undergrad)	Course Instructor	Summer 2022	7.88/8.0
IS8044 Information Systems Security (Graduate)	TA	Spring 2022	-
BANA7012 Decision Modeling (Graduate)	TA	Spring 2022	-
IS6030 Data Management (Graduate)	TA	Fall 2021	-
BANA7012 Decision Modeling (Graduate)	TA	Fall 2021	-
Illinois State University:			
IT150 Microcomputer Productivity Tools	Lab Instructor	Fall 2020	-
IT150 Microcomputer Productivity Tools	Lab Instructor	Spring 2020	-
IT150 Microcomputer Productivity Tools	Lab Instructor	Fall 2019	-
Heartland Community College:			
Chemistry, programming, and mathematics	Master Tutor	2017 – 2019	-

SCHOLARLY SERVICE

Journal review:

Journal of Management Information Systems (JMIS)	2023, 2024 (x2), 2026 (x2)
American Journal of Criminal Justice (AJCI)	2026
Computers in Human Behavior (CHB)	2026
International Journal of Electronic Commerce (IJEC)	2023, 2024 (x2), 2025
European Journal of Information Systems (EJIS)	2024
Finance Research Letters (FRL)	2024
Information & Management (I&M)	2022
AIS Transactions on Replication Research (AIS-TRR)	2021

Conference review:

International Conference on Information Systems (ICIS)	2022, 2023, 2024, 2025 (x2), 2026
Hawaii International Conference on System Sciences (HICSS)	2023, 2024, 2025 (x4), 2026 (x3)
Pacific Asia Conference on Information Systems (PACIS)	2022, 2023, 2026
Saudi Conference on Information Systems (Saudi CIS)	2026
Americas Conference on Information Systems (AMCIS)	2023, 2025
European Conference on Information Systems (ECIS)	2023, 2024 (x2), 2025 (x2), 2026 (x2)

Research conference/ Research committee service:

Served as editorial board, IS Research in Vietnam: A Shared Vision and New Frontiers (4th volume)	2026
Coordinated the Information Security/Privacy and Trust track, Big XII+ MIS Research Symposium	2026
Program Committee: 33rd International Conference on Information Systems Development (ISD)	2025
Review coordinator: Americas Conference on Information Systems (AMCIS)	2023

LEADERSHIP AND COMMUNITY SERVICE

Volunteered as a Market Assistant at the Bea Taylor, Cincinnati Freestore Foodbank	05/2026
Served on a university-wide committee for selecting the Excellence in Teaching Award	12/2025 – 01/2026
Facilitated logistics and delivered opening remarks for UC Research + Innovation Week	03/2025 – 05/2025
Served as a blockchain mentor for the 2024 Future of Data Hackathon (700+ participants)	08/2024 – 09/2024
Served as research tutor/advisor for the Crypto Club (4 projects) at U of Cincinnati	02/2024 – 08/2024
Elected and served as Campus Rep. for Lindner Graduate Students Association	09/2021 – 05/2025
Served at Cincinnati Parks: Alms Park Service Projects	10/2023 – 11/2023
Founded/coordinated Blockchain/Crypto Research Brown Bag Series	08/2022 – 05/2023
Elected and served as a Board Member of the Illinois Board of Higher Education (IBHE)	05/2018 – 06/2019
Founded and administered English Language Intensive Program (ELIP)	01/2019 – 12/2019
Elected and served as Executive Rep. of the Student Advisory Committee (IBHE)	05/2018 – 06/2019
Elected and served as Student Body President at Heartland Community College (HCC)	05/2018 – 05/2019
Elected and served as President of the International Student Association (HCC)	10/2016 – 05/2018

FELLOWSHIP, AWARDS, AND HONORS

Total awards amount (since year 01 of PhD program at U of Cincinnati): $132,000+

New Lindner Doctoral Student Award (NLDS) ($1,000)	07/2025
2nd place at 2025 National Security Research Symposium poster competition ($625)	05/2025
UC Dean's Dissertation Completion Fellowship (1 of 9 awarded university-wide) ($20,000)	02/2025
UC Digital Futures Research Fellow Award (1 of 4 awarded university-wide) ($30,000)	01/2025
New Lindner Doctoral Student Award (NLDS) ($1,000)	08/2024
Carl H. Lindner Outstanding Doctoral Student Research Award (1 awarded college-wide) ($1,000)	04/2024
Graduate Student Stipend Enhancement award ($500)	03/2024
University Research Council Graduate Student Stipend program, 2024 ($7,500)	02/2024
Best Paper award at Hawaii International Conference on System Sciences (HICSS)	01/2024
UC Digital Futures Research Fellow Award 2024 ($30,000 + $3,300 fringe benefit)	10/2023
New Lindner Doctoral Student Award (NLDS) ($1,000)	09/2023
Graduate Student Government (GSG) Conference award ($200) (for meta-analysis workshop)	04/2023
Lindner Research Excellence Research grant, w/Dr. Binny Samuel ($3,000)	12/2022
Lindner Research Excellence Research grant, w/Dr. Michael Jones ($3,000)	12/2022
New Lindner Doctoral Student Award (NLDS) ($500)	08/2022
GSG Research Fellowship Award for interdisciplinary projects Spring 2023 ($2,000)	02/2023
UC Digital Futures Research Fellow Award, 2022-2023, UC's Office of Research ($17,500)	08/2022
Lindner Research Excellence Research Grant, w/Dr. Andrew Harrison ($2,500)	04/2022
GSG Conference award ($600)	04/2022
GSG Research Fellowship Award for interdisciplinary projects Spring 2022 ($2,000)	02/2022
New Lindner Doctoral Student Award ($500)	08/2021
Lindner PhD Student's Siddall Fund ($2,000)	08/2021
Outstanding Graduate Assistant Award, School of IT, Illinois State University ($500)	04/2021
8th place at the National Leadership Conference in Community Service Project (Maryland)	06/2018
Gary Riepe Memorial Scholarship ($500)	05/2018
1st place at the State Leadership Conference for Community Service Project (Illinois)	04/2018
8th place at National Leadership Conference in Small Business Management Plan (California)	06/2017
1st place at the National Leadership Conference for Small Business Management (Illinois)	04/2017

Grant experience:

Year: 2025. Grant title: Measuring the Impact of Artificial Intelligence on Entry-Level Jobs Across Disciplines. Funding source: Microsoft. Funding amount: $75,000. Status: Preparing. Role: Lead grant writer.

Year: 2025. Grant title: Feasibility Study on Surplus Energy Utilization for Crypto Mining and Waste Heat Reuse for Heating Systems. Funding source: Fidelity Center for Applied Technology® (“FCAT”). Funding amount: $100,000. Status: Declined. Role: Lead grant writer.

PROFESSIONAL EXPERIENCE

Digital Research Fellow at Kautz-Uible Cryptoeconomics Lab, UC	08/2022 – 12/2025
Course Instructor | Department of OBAIS, Lindner College of Business, UC	05/2022 – 05/2024
Graduate Assistant | Department of OBAIS, Lindner College of Business, UC	08/2021 – 05/2026
Graduate Assistant | School of Information Technology, ISU	08/2019 – 05/2021
Lab Instructor | School of Information Technology, ISU	08/2019 – 12/2020
STEM Master Tutor | Heartland Tutoring Services, HCC	12/2017 – 05/2019
Office Assistant | Student Engagement Department, HCC	08/2017 – 05/2019

MEDIA COVERAGE

[11] The Graduate College (2025). Dean's Dissertation Completion Fellowship Recipients. https://grad.uc.edu/student-life/awards/dissertation-completion/recipients.html

[10] Freking, G. (2024). Engaged Experts: Research that fuels real-world business problem solving. Portfolio Magazine. 2024. https://business.uc.edu/about/portfolio/engaged-experts.html.

[9] Fite, H. (2024). Lindner faculty and staff awarded college, university recognitions 2023-24 awardees celebrated. University of Cincinnati News, April 30, 2024. https://www.uc.edu/news/articles/2024/04/lindner-faculty-and-staff-awarded-college-university-recognitions.html.

[8] Shaner, K. (2023). Cincinnati Edition: A new tool to protect cryptocurrency investors. UC researchers have created a free resource to measure cryptoeconomics literacy. University of Cincinnati News, October 3, 2023. https://www.uc.edu/news/articles/2023/10/a-new-tool-to-protect-cryptocurrency-investors.html.

[7] NPR Network – Cincinnati Edition (2023). How much do you know about crypto? A new tool could show you. 91.7 WVXU NPR Network, October 3, 2023. https://www.wvxu.org/show/cincinnati-edition/2023-10-03/tool-measure-cryptocurrency-literacy.

[6] Shaner, K. (2023). UC researchers develop scale to measure individuals' cryptoeconomics literacy. University of Cincinnati News, September 19, 2023. https://www.uc.edu/news/articles/2023/09/do-you-understand-cryptoeconomics.html.

[5] Greene, T. (2023). "Researchers develop crypto literacy scale to measure consumer financial awareness". Cointelegraph, August 29, 2023. https://cointelegraph.com/news/researchers-develop-crypto-literacy-scale-to-measure-consumer-financial-awareness.

[4] Binance News (2023). "Researchers Develop Crypto Literacy Scale to Measure Knowledge and Understanding". Binance, August 30, 2023. https://www.binance.com/en/feed/post/2023-08-29-researchers-develop-crypto-literacy-scale-to-measure-knowledge-and-understanding-1052500.

[3] Kautz-Uible Cryptoeconomics Lab (2023). Innovation Interview. February 3, 2023. https://www.youtube.com/watch?v=N0jiCSCS_zA&t=1235s.

[2] Robinson, L. (2022). "Crypto conversation – Jack Luu." Amalgamation of Minds, October 26, 2022. https://spotify.link/dCB6I3w0fDb.

[1] Lenore, S. (2018). "Heartland student leaders have influence beyond campus". The Pantagraph. December 15, 2018. https://pantagraph.com/news/article_0905167b-ffd3-547d-a86b-0a8c34d3e7b2.html.

Updated 08/14/2026.