

TRUONG (JACK) P. LUU

Department of Operations, Business Analytics, and Information Systems (OBAIS)

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SUMMARY

Truong (Jack) Luu is a Ph.D. candidate in Information Systems at the University of Cincinnati. His research focuses on information privacy, cybersecurity, and ethics/trust associated with disruptive and emerging technologies, including AI/ML. 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 *Journal of Management Information Systems (JMIS)* and *Computers in Human Behavior (CHB)*, and one of his papers is currently under review at *Information Systems Research (ISR)*.

Jack's research has consistently earned recognition, receiving the University of Cincinnati's Digital Futures Fellowship for three consecutive years (2022-2025). This award is given to only four graduate students university-wide and highlights the 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	expected May 2026
MS, Information Systems, Illinois State University	2021
AAS, Computer Science, Heartland Community College	2019
BS, International Business, Can Tho University	2015

Doctoral dissertation proposal successfully defended on 02/21/2025.

SCHOLARLY CONTRIBUTION

Publications in premier journals:

[1] Harrison, A., Mirsadikov, A., and Luu, TJ. (2023). The Influence of Media Capabilities on Trust in the Sharing Economy. *Journal of Management Information Systems (JMIS)*. ABDC A*; FT50

Papers under review in premier journals:

[3] Luu, TJ. and Harrison, A. Understanding Information Privacy Concerns: A Meta-Analysis of Three Decades of Research. Revising for the 4th round review at *Information Systems Research (ISR)*. ABDC: A*; FT50.

[2] Luu, TJ., Harrison, A., Jones, M., and Samuel, BM. The Elephant in the Room of Privacy: Proposing a unified concept of information privacy in the AI era. Initial findings published at *HICSS 58*; Under review at *MIS Quarterly (MISQ)*. ABDC: A*; FT50.

[1] Luu, T.J., Harrison, A., and Summers, JK. Deceptive by Design? Fine-Tuned AI Agent Learns to Lie. Under review at *Journal of Applied Psychology (JAP)*. ABDC: A*; FT50.

Working papers (full drafts available upon request):

[2] Luu, T.J., Jones, M., and Samuel, BM. Dissecting Pig Butchering Scams: A Topic Modeling and Abductive Reasoning Approach. Placed 2nd at the 2025 National Security Research Symposium competition: to be submitted to *Journal of Management Information Systems (JMIS)*.

[1] Luu, T.J. and Samuel, BM. The Impact of Generative AI on Cybercrime: An Investigation into the Dark Side. Targeting the *AIS Senior Scholars* list of premier journals.

Publications in high-quality journals:

[5] Jones, M., Luu, T.J., and Samuel, B.M. (2025). Measuring Crypto Literacy. *Journal of Consumer Affairs (JCA)*. ABDC rating: A.

[4] Luu, T.J., Samuel, BM., Jones, M., and Barnes, J.C. (2025). How The Dark Triad Shapes Cybercrime Responses. *Personality and Individual Differences (PAID)*. ABDC rating: A.

[3] Jones, M., Luu, T.J., and Samuel, BM. (2024). The Interdependence of Financial Literacy and Crypto Literacy. *Economics Letters*. ABDC rating: A.

[2] Philip S.J., Luu, T.J., 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)*. ABDC rating: A.

[1] Luu, T.J. & Follmann, R. (2023). The Relationship Between Sentiment Score and COVID-19 Cases in the United States. *Journal of Information Science (JIS)*. SJR Q1. JIS ranked #4 in Lib. & Info. Sci. (Google Scholar, 2021).

Publications in educational journals:

[1] Jones, M., Nadler, A., Samuel, BM., and Luu, T.J. Best Practices for University-Startup Partnerships: A Teaching Tip. Minor revision at *Journal of Financial Education (JFED)*.

Selected work in progress:

[2] With Samuel, BM. and Yoon S. Predicting Cybercrime Victimization from Behavioral and Dispositional Traits. Conceptualization and planning.

[1] With Daniel S., Maruping L., and Zhao R. To Assert or Defend My Role as an OSS Developer: How IT Infrastructure Access Changes the Effect of Digital Platform Behavior on Firm Mobility. Initial findings published at AMCIS.

Peer-reviewed conference publications:

[3] Luu, T.J., 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)*.

[2] Luu, T.J., 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)* (**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)*.

Invited talks and scholarly presentations:

[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 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, T.J. (presenter). How did you feel during the pandemic? Twitter sentiment analysis. Partial fulfillment of requirements for the Master of Information Technology degree. *Illinois State University*, Normal, Illinois (03/2021).

[1] Luu, T.J. (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*. 07 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)
- 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
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:

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

Conference review:

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

Conference committee service:

Program Committee: 33rd International Conference on Information Systems Development (ISD)	2025
Review coordinator: Americas Conference on Information Systems (AMCIS)	2023

LEADERSHIP AND COMMUNITY SERVICE

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 need: 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
2 nd 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
8 th place at the National Leadership Conference in Community Service Project (Maryland)	06/2018
Gary Riepe Memorial Scholarship (\$500)	05/2018
1 st place at the State Leadership Conference for Community Service Project (Illinois)	04/2018
8 th place at National Leadership Conference in Small Business Management Plan (California)	06/2017
1 st 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 – present
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 – present
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
Contributing Editor Vietnam Education and Times	09/2017 – 07/2018
General Manager Nguyen Anh Grocery	05/2012 – 07/2015

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.

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