TONGXIN ZHOU

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EDUCATION

University of Washington *August 2021*
Ph.D. in Information Systems *Seattle, WA*
Minor in Econometrics, Economics, and Operations Management

Shanghai University of Finance and Economics *June 2016*
B.S. in Mathematical Statistics *Shanghai, China*

EXPERIENCE

Arizona State University, W. P. Carey School of Business *August 2021 - Present*
Assistant Professor of Information Systems *Tempe, AZ*

RESEARCH INTEREST

Topics: Healthcare, Behavioral Intervention, Online Communities, Data-Driven Decision Making, System Dynamics, Human-Centered AI Design

Methodologies: Econometrics, Statistics, Machine Learning

JOURNAL PUBLICATIONS

1. Spoiled for Choice? Personalized Recommendation for Healthcare Decisions: A Multi-Armed Bandit Approach

· **Tongxin Zhou**, Yingfei Wang, Lucy Yan, Yong Tan
· **Information Systems Research** 34(4) 1493–1512

2. Turn Your Online Weight Management from Zero to Hero: A Multi-Dimensional Continuous-Time Evaluation

· **Tongxin Zhou**, Lucy Yan, Yingfei Wang, Yong Tan
· **Management Science** 68(5) 3507-3527

3. Understanding Physicians' Online-Offline Behavior Dynamics: An Empirical Study

· Liuan Wang, Lucy Yan, **Tongxin Zhou**, Xitong Guo, Gregory R. Heim
· **Information Systems Research** 31(2) 537-555

4. Learning to be Proficient? A Structural Model of User Dynamic Engagement in eHealth Intervention Programs

· **Tongxin Zhou**, Yingfei Wang, Lucy Yan, Yong Tan
· **Information Systems Research**, forthcoming

5. Ripples of Emotion: Unraveling the Dynamics of Emotion Flows and User Engagement in Online Healthcare Communities

· **Tongxin Zhou**, Jingyi Sun
· **Information Systems Research**, forthcoming

UNDER REVIEW / R&R

1. Beyond Stars: On Estimating Reviews-Induced Demand Shift and Demand Distortion

- **Tongxin Zhou**, Jisu Cao, Wen Ya Shen, Victor Benjamin, Pei-yu Chen
- Under 2nd round of revision at **Information Systems Research**

2. Beyond Reactive Empathy: Efficient RL for Proactive, Emotion-Adaptive, and LLM-based Mental Health Chatbot Design

- Wanning Chen, Yingfei Wang, **Tongxin Zhou**; (authors contributed equally)
- under revision at **Management Science**

3. Empathic AI in the Wild: The Impact of Empathy and Disclosure on User Engagement and Evaluation for Support Use

- Reihane Boghrati, Thomas Ware III, Tongxin Zhou
- under review at **Information Systems Research**

WORKING PAPERS

1. Private Enjoyment or Profit Pursuit? Understanding Skin-Tone Price Disparities in CryptoPunks NFTs

- Sungeun (Selena) Han, Zhan (Michael) Shi, **Tongxin Zhou**
- Accepted for presentation at CIST 2025, ISMS Marketing Science Conference 2024, CSWIM 2024
- Prepare for submission

2. How You Play Matters: An Empirical Study of Game Engagement Dynamics in Massively Multiplayer Online Role-Playing Games

- **Tongxin Zhou**
- Prepare for submission

3. Impacts of Accountability Partners on Users' Online Learning Behaviors

- with Xiaohui Zhang, Amin Sabzehzar and Hong Guo
- Accepted for presentation at HICSS 2025, CSWIM 2025, and CIST 2024
- Working in progress

4. Help or Hurt? How Response Satisfaction Shapes the Impact of Managerial Responses on Future Customer Engagement

- Yuqing Hu, Lin Jia, **Tongxin Zhou**, Yong Tan
- Prepare for submission

SELECTED REFEREED CONFERENCE PUBLICATIONS & PRESENTATIONS

1. Ware, T., Zhou, T., and Boghrati, R. (2026). "Examining the Impact of EmpathicAI Among Vulnerable Communities." ***Proceedings of the 59th Hawaii International Conference on System Sciences (HICSS)***, Maui, January.
2. Chen, W., Wang, Y., and Zhou, T. (2025). "Emotionally-Aware Conversational Agents." ***Conference on Information Systems and Technology (CIST)***, Atlanta, October. *(Authors contributed equally).*
3. Han, S., Shi, Z., and Zhou, T. (2025). "Private Enjoyment or Profit Pursuit? Understanding Skin-Tone Price Disparities in CryptoPunks NFTs." ***Conference on Information Systems and Technology (CIST)***, Atlanta, October.

4. Zhang, X., Sabzehzar, A., Zhou, T., and Guo, H. (2025). "Impacts of Accountability Partners on Users' Online Learning Behaviors." ***Proceedings of the 18th China Summer Workshop on Information Management (CSWIM)***, Xi'An, June.
5. Chen, W., Wang, Y., and Zhou, T. (2025). "Emotionally-Aware Conversational Agents." ***Proceedings of the 15th Conference on Health IT & Analytics (CHITA)***, Austin, April. *(Authors contributed equally).*
6. Zhang, X., Sabzehzar, A., Zhou, T., and Guo, H. (2025). "Impacts of Accountability Partners on Users' Online Learning Behaviors." ***Proceedings of the 58th Hawaii International Conference on System Sciences (HICSS)***, Big Island, January.
7. Hu, Y., Jia, L., Zhou, T., and Tan, Y. (2025). "Customer Satisfaction as a Moderator: Unpacking the Effects of Managerial Response on Future Review Engagement." ***Proceedings of the 58th Hawaii International Conference on System Sciences (HICSS)***, Big Island, January.
8. Zhang, X., Sabzehzar, A., Zhou, T., and Guo, H. (2024). "Impacts of Accountability Partners on Users' Online Learning Behaviors." ***Conference on Information Systems and Technology (CIST)***, Seattle, October.
9. Han, S., Shi, M., and Zhou, T. (2024). "Private Enjoyment or Profit Pursuit? Understanding Skin-Tone Price Disparities in CryptoPunks NFTs." ***ISMS Marketing Science Conference***, Sydney, June.
10. Han, S., Shi, M., and Zhou, T. (2024). "Private Enjoyment or Profit Pursuit? Understanding Skin-Tone Price Disparities in CryptoPunks NFTs." ***Proceedings of the 17th China Summer Workshop on Information Management (CSWIM)***, Xiamen, June.
11. Shen, W., Zhou, T., Benjamin, V., and Chen, P. (2023). "A Hidden Cost of Online Reviews: An Investigation and Mitigation." ***Conference on Information Systems and Technology (CIST)***, Phoenix, October.
12. Zhou, T., Wang, Y., Yan, L., and Tan, Y. (2021). "A Structural Model of User Dynamic Engagement in Healthcare-Intervention Programs: A Bayesian Learning Perspective." ***Conference on Information Systems and Technology (CIST)***, Anaheim, November.
13. Zhou, T., Wang, Y., Yan, L., and Tan, Y. (2020). "Making SMART Healthcare Decisions: A Deep-Learning and Diversity-Enhanced Bandit Model." ***Proceedings of the Workshop on Information Technology and Systems (WITS)***, Online, December.
14. Zhou, T., Wang, Y., Yan, L., and Tan, Y. (2020). "Personalizing Healthcare Interventions in Online Healthcare Platforms: Design Paradigm and Applications." ***Conference on Information Systems and Technology (CIST)***, Online, November.
15. Zhou, T., Wang, Y., Yan, L., and Tan, Y. (2020). "A Novel Recommendation Design for Personalizing Healthcare Interventions." ***Proceedings of the 11th Conference on Health IT & Analytics (CHITA)***, Online, November.

INVITED TALKS & SEMINARS

1. "Emotionally-Aware Conversational Agents: Design and Application in Mental Health Counseling." ***School of Management, Fudan University***, Shanghai, China, May 2025.
2. "Emotionally-Aware Conversational Agents: Design and Application in Mental Health Counseling." ***Antai College of Economics & Management, Shanghai Jiao Tong University***, Shanghai, China, May 2025.
3. "E-Health Interventions: User Engagement, Implications, and Recommendation Design." ***Kelley School of Business, Indiana University***, Bloomington, IN, April 2024.
4. "Learning to be Proficient? A Structural Model of User Dynamic Engagement in eHealth Interventions." ***School of Management, Fudan University***, Shanghai, China, May 2023.
5. Healthcare Recommendations Lightning Talk. ***Data Science in a Digital World: Methodology, Organization, and Management (MOM) Workshop, Harvard Business School***, Boston, MA, May 2022.

6. Invited job market talks (2020–2021): Cornell, UC San Diego, Minnesota, Purdue, Wisconsin, ASU, Tulane, etc.

TEACHING EXPERIENCE

Arizona State University

CIS 591 Programming for AI and Data Analysis in Business Fall 2025
Instructor

- MBA & MSBA course on Python programming for data analytics in business contexts and mindful use of AI
- Evaluation of Instructor: 6.6/7.0

CIS 325 Programming for Business Analytics Fall 2021–2024
Instructor

- Undergrad course on fundamental Python programming techniques for data analytics, including data manipulation, processing, cleaning, and scientific computing
- Evaluation of Instructor: 6.0/7.0

CIS 791 Doctoral Seminar in Information Systems Fall 2024
Guest Lecturer

- Topic: Structural Models: Essential Elements and Implementations
- Instructor: Zhongju (John) Zhang

CIS 791 Doctoral Seminar in Information Systems Spring 2022
Guest Lecturer

- Topic: Hidden Markov Models and Applications
- Instructor: Pei-yu Chen

CIS 791 Doctoral Seminar in Information Systems Fall 2022
Guest Lecturer

- Topic: Users' Dynamic Participation in Online Healthcare Interventions: A Bayesian Learning Framework
- Instructor: Sang-Pil Han

University of Washington

IS 445 Database Management Spring 2021
Instructor

- Database design, development, administration, and database queries using SQL
- Evaluation of Instructor: 4.5/5.0

IS 451 Business Data Analytics Spring 2020
Teaching Assistant

- Introduction to business data analytics concepts and techniques, including association rules, classification, cluster analysis, decision trees, regression, and text mining
- Instructor: Debabrata Dey

IS 460 System Analysis and Design Winter 2020
Teaching Assistant

- Instructor: Uttara M. Ananthakrishnan

IS 445 Database Management 2018–2019
Teaching Assistant

- Database design, development, administration, and database queries using SQL
- Instructors: Elina Hwuang, Shan Huang

IS 410 Business Data Communications 2017–2018
Teaching Assistant

- Technology and applications of business data communication networks and cybersecurity
- Instructor: Sean Freyholtz

IS 300 Introduction to Information Systems 2016–2017
Teaching Assistant

- Fundamentals of information systems, using software toolbox (Excel, Access, etc.) to analyze, coordinate, and solve organizational decision-making problems
- Instructor: Shaosong Ou

HONORS & AWARDS

W. P. Carey School of Business AI and Data Analytics Summer Grant	2023–2025
INFORMS ISS Nunamaker-Chen Dissertation Award, Runner-Up	2022
INFORMS ISS Cluster Best Session Chair Award	2022
Outstanding Research Award of ISOM Department, Foster School of Business	2020
The Foster School of Business Dean's Achievement Award	2019
Finalist for INFORMS eBusiness Best Paper Award	2018
CHITA Best Student Paper Award, Runner-Up	2018, 2020
Foster School of Business PhD Program Fellowship	2016–2020
Woori Bank Scholarship	2014–2015
SHUFE Undergraduate Scholarship (merit-based) for Academic Excellence	2013–2015
The People's Scholarship in China	2012–2015

SERVICE

Journal Reviewer
Information Systems Research; Management Information Systems Quarterly; Management Science; Journal of Management Information Systems; Manufacturing & Service Operations Management; Production and Operations Management; Journal of Electronic Commerce Research; BioMed Central

Conference Reviewer
Conference on Information Systems and Technology (CIST); Hawaii International Conference on System Sciences (HICSS); International Conference on Information Systems (ICIS); INFORMS Data Science Workshop (WDS); Workshop on Information Technologies and Systems (WITS); Workshop on Multi-Armed Bandits and Reinforcement Learning (MarbleKDD); Pacific Asia Conference on Information Systems (PACIS)

Conference/Workshop Organization
Organizing Committee, CIST 2023;
Associate Editor, ICIS 2023, 2024, 2025;

Session Chair, POMS 2023 Disruptive Technologies and Operations Management Track;
Session Chair, INFORMS 2022 Information System Society Cluster;
Session Chair, INFORMS 2021 Artificial Intelligence Cluster;
Session Chair, CIST 2021 Patient Welfare and Healthcare IT Session;
Guest Mentor, AIS Doctoral Student College 2021

Departmental Service at Arizona State University
Dept. of Information Systems Personnel Advisory Team (elected) (2022–2023);
Faculty Recruiting Committee (2022–2023);
Ph.D. Committee (Spring 2022, 2023–2024);
Research Workshop Committee (2021–2022, 2024–2026)