Revised Sep 10th, 2026

Curriculum Vitaes

Che-Wei Liu

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Academic Position

- 2024 – Present: Associate Professor of Department of Information Systems, W. P. Carey School of Business, Arizona State University
- 2018 – 2024 (Promoted to Associate Professor in 2024): Assistant Professor of Department of Operations and Decision Technologies, Kelley School of Business, Indiana University

Education

- Ph.D. (2013 – 2018), Robert H. Smith School of Business, University of Maryland (UMD), College Park, USA; Major: Information Systems, Minor: Economics.
- Master of Business Administration in Management of Technology (2005 – 2007), National Tsing Hua University (NTHU), Hsinchu, Taiwan; Major: Information Systems.
- Bachelor of Business Administration in Management Information Systems (2001 – 2005), National Sun Yat-sen University (NSYSU), Kaohsiung, Taiwan.

Research Interest

- **Research Interests**: IT Labor & IT Management, Emerging Technology (Fintech, Artificial Intelligence, and Platform), Healthcare IT, LLM
- **Methodology**: Econometrics, Field Experiments, Lab Experiments

Journal Publications

1. Thomas Kude, Sunil Mithas, Kai Spohrer, Armin Heinzl, and **Che-Wei Liu**. Are Team Relationships "too-much-of-a-good-thing"? Toward Disciplined Autonomy in Software Development via Agile Quality Assurance. ***MIS Quarterly*** (Forthcoming)
2. Shenyang Jiang, Akshat Lakhiwal, **Che-Wei Liu**, and Jiang Duan. (2026) Seeing Less, Engaging More: Rethinking Early User Experience on GenAI Co-Creation Platforms—Findings from a Field Experiment. ***Information Systems Research*** (Forthcoming)
3. Akshat Lakhiwal, **Che-Wei Liu**, Hillol Bala, and Hung-Yue Suen. (2026) From Opacity to Transparency: User Behavior and Downstream Effects in Algorithmic Evaluation. ***Information Systems Research*** (Forthcoming)
4. Jisun Yu, Kunsoo Han, Sunil Mithas, and **Che-Wei Liu**. (2026) R&D Intensity, Geographic Dispersion and Production Costs in the Global Operations of Multinational Manufacturers: The Moderating Role of Information Technology Investments. ***Production and Operations Management*** (Forthcoming)
5. **Che-Wei Liu**, Yang Pan, Sunil Mithas, and JJ Po-An Hsieh. (2026) How Online Trading Intensity and Financial Advisors Influence Investors' Gambling Preferences. ***MIS Quarterly*** (Forthcoming)

6. Yanzhen Chen, **Che-Wei Liu**, and Ming-Hui Wen (2026). Alert for Alerts: How Investment Price Tracking Alerts Affect Retail Investors. ***MIS Quarterly*** (Forthcoming)
7. Antino Kim, and **Che-Wei Liu**. (2025) When Good Intentions Backfire: The Asymmetric Effects of Minority-Ownership Markers for Businesses on Online Review Platforms. ***Journal of Management Information Systems*** 42(4), 1243-1278.
8. **Che-Wei Liu**, Sunil Mithas, Yang Pan, and JJ Po-An Hsieh. (2025) Mobile Apps, Trading Behaviors, and Portfolio Performance: Evidence from a Quasi-Experiment in China. ***Information Systems Research*** 36(2): 828-846.
9. **Che-Wei Liu**, Sunil Mithas, and Terence Saldanha. (2025) Can Digital Skills Empower Disadvantaged Castes and Women? Evidence from India. ***Production and Operations Management*** 34(4): 760-776.
10. **Che-Wei Liu**, Sunil Mithas, and Terrence Saldanha. (2024) Do Technology Resources Influence Income Mobility? The Role of Regional and Caste Spillovers from Computer Ownership. ***MIS Quarterly*** 48(4): 1423-1452.
11. Hung-Yue Suen, Kuo-En Hung, **Che-Wei Liu**, Yu-Sheng Su, and Han-Chih Fan. (2024) Artificial Intelligence Can Recognize Whether a Job Applicant Is Selling and/or Lying According to Facial Expressions and Head Movements Much More Correctly Than Human Interviewers, ***IEEE Transactions on Computational Social Systems*** 11(5): 5949-5960.
12. Wenchang Zhang, **Che-Wei Liu**, Liu Ming, and Yue Cheng. (2024) The Sales Impacts of Traffic Acquisition Promotion in Live Streaming Commerce. ***Production and Operations Management*** 10591478231224938.
13. **Che-Wei Liu**, Weiguang Wang, Guodong Gao, and Ritu Agarwal. (2023) The Value of Virtual Engagement: Evidence from Runners. ***Management Science*** 70(9):6179-6201.
14. **Che-Wei Liu**, Mochen Yang, and Ming-Hui Wen. (2023) Judge Me on My Losers: Do Robo-Advisors Outperform Human Investors during the COVID-19 Financial Market Crash? ***Production and Operations Management*** 32(10): 3174-3192.
15. Yang Pan, Sunil Mithas, JJ Po-An Hsieh, and **Che-Wei Liu**. (2023) Do Risk Preferences Shape the Effect of Online Trading on Trading Frequency, Volume, and Portfolio Performance? ***Journal of Management Information Systems*** 40(2): 440-469.
16. Sunil Mithas, Yanzhen Chen, **Che-Wei Liu**, and Kunsoo Han. (2022) Are Foreign and Domestic Information Technology Professionals Complements or Substitutes? ***MIS Quarterly*** 46(4): 2351-2366.
17. **Che-Wei Liu**, Guodong Gao, and Ritu Agarwal. (2022) Reciprocity or Self-Interest? Leveraging Digital Social Connections for Healthy Behavior. ***MIS Quarterly*** 46(1): 261-298.
18. **Che-Wei Liu**, Peng Huang, and Hank Lucas. (2020) Centralized IT Decision Making and Cybersecurity Breaches: Evidence from US Higher Education Institutions. ***Journal of Management Information Systems*** 37(3): 758-787.
19. **Che-Wei Liu**, Guodong Gao, and Ritu Agarwal. (2019) Unraveling the "Social" in Social Norms: The Conditioning Effect of User Connectivity. ***Information Systems Research*** 30(4):1272-1295.
20. Jonathan Whitaker, Sunil Mithas, and **Che-Wei Liu**. (2019) Beauty is in the Eye of the Beholder: Toward a Contextual Understanding of Compensation for IT Professionals Within

and Across Geographies. ***Information Systems Research*** 30(3):892-911.

21. Ritu Agarwal, **Che-Wei Liu**, and Kislaya Prasad. (2019) Personal Research, Second Opinions, and the Diagnostic Effort of Experts. ***Journal of Economic Behavior & Organization*** (158): 44-61.

Working Paper

1. Wang Jin, and **Che-Wei Liu**. The Impact of Immigration Policy Shift on the Labor Market of IT Professionals.
2. Akshat Lakhiwal, **Che-Wei Liu**, Hillol Bala, and Hung-Yue Suen. Interviewing with Algorithms: The Role of Non-functional Attributes in Shaping Algorithmic Evaluation Experience.
3. Jisu Cao, Keran Zhao, Xiaowei Liu, **Che-Wei Liu**, and Jiang Duan. Balancing Compliance, Creativity, and Engagement: Evaluating the Impact of NSFW Governance on User Behaviors for Gen AI Platforms.
4. Akshat Lakhiwal, **Che-Wei Liu**, Hillol Bala, and Arun Rai. The Imitation Game: How Generative Artificial Intelligence Enables Questionable Behaviors as Moral Boundaries Blur Under Stress.
5. Yi Yang, **Che-Wei Liu**, Sunil Mithas, and Terrence Saldanha. Dual IT Strategy and Firm Performance: New Insights from a Deep Learning Approach.
6. Jiding Zhang, Xiaowei Liu, **Che-Wei Liu**, Mingwei Sun, and Jiang Duan. Signals of Efforts or Evidence of Automation? The Counter-Signaling Effect of Prompt Disclosure.
7. Xiaowei Liu, **Che-Wei Liu**, Julian Lehmann, Jie Mei, and Lijia Wei. Governing The Social Vacuum: How Vulnerability and Social Norms Shape Prosocial Behavior in Unsupervised Service Environments.
8. **Che-Wei Liu**, Li Wang, Ling Zhang, Shenyang jiang, Jiang Duan. Free First vs. Trial First: Onboarding Design and Premium Discovery in Freemium Services.

Selected Work in Progress

1. From Ideation to Curation: Stochastic Reliance in Gen AI Content Creation. *with Jisu Cao, Xiaowei Liiu, Mingwei Sun, Jiang Duan.*
2. From Popularity to Legitimacy: How Generative AI Reweights Trust Signals in Digital Marketplaces. *with Jie Mei, Shenyang Jiang*.
3. Cheap Talk or Real Commitment? Measuring Substantive AI Disclosure in 10-K Filings. *with Jie Mei.*
4. Automation for News, Gains for All: A Lift for the Small Market Participants with a Caution Call. *with* Yanzhen Chen, and Qianqian Zhuang.
5. Empowering Generative AI: The Art of Crafting Effective Prompts Through Social Learning. *with* Shenyang Jiang, Xiaowei Liu, and Jiang Duan.
6. How No-Poaching Collusion among Big Tech Firms Influences Wages of IT Professionals: Theory and Evidence. *with* Sunil Mithas, Arjun Kadian, and Chunmian Ge.
7. The Free Mentality Effect: A Large-Scale Field Experiment on Premium Label Absence in Freemium Platforms. *with* Xiaowei Liu, Shenyang Jiang, and Jiang Duan.
8. How Information Technology Investments Influence Quality of Management Forecasts: Evidence from the United States. *with* Sunil Mithas, Yanzhen Chen, Michael Kimbrough

9. AI Agents in Charge: How Reputational Considerations Shape Reciprocity in AI-administered Rewards and Punishments. *with* Akshat Lakhiwal, and Hillol Bala.
10. In Pursuit of Lost Subscribers: A Field Experiment on Effective Recovery Strategies *with* Xiaowei Liu, Shenyang Jiang, Jiang Duan, and Li Kang.
11. Virtual Reality and Irrational Bidding Behavior: Evidence from a Property Auction Platform. *with* Shenyang Jiang, Wenchang Zhang.
12. Tenure and Wage Trajectories in Online Gig Platforms: A Study of Marginalized Workers in India. *with* Sandeep Seshadrinath, and Sunil Mithas.
13. When Sons Outperform Fathers: How Digital Mobility Unlocks Occupational and Educational Mobility. *with* Nidhi Kalani, Sunil Mithas, and Terrence Saldanha.

Peer-Reviewed Conferences and Workshops (underline indicates doctoral student co-author)

1. Jiding Zhang, Xiaowei Liu, **Che-Wei Liu**, Mingwei Sun, and Jiang Duan. Signals of Efforts or Evidence of Automation? The Counter-Signaling Effect of Prompt Disclosure. *Biz AI Conference 2026*, Dallas, USA
2. Xiaowei Liu, **Che-Wei Liu**, Julian Lehmann, and Lijia Wei. Governing The Social Vacuum: How Vulnerability and Social Norms Shape Prosocial Behavior in Unsupervised Service Environments. *Biz AI Conference 2026*, Dallas, USA
3. Jisu Cao, Keran Zhao, Xiaowei Liu, Che-Wei Liu, and Jiang Duan. Balancing Safety, Engagement, and Compliance: Evaluating the Impact of NSFW Governance on AI-Generated Content, *International Conference on Information Systems (ICIS'25)*, Nashville, USA
4. Jisu Cao, Keran Zhao, Xiaowei Liu, Che-Wei Liu, and Jiang Duan. Balancing Safety, Engagement, and Compliance: Evaluating the Impact of NSFW Governance on User Behaviors for Gen-AI Platforms, Conference of Information Systems and Technology (*CIST'25*), Atlanta, USA
5. Jisu Cao, Keran Zhao, Xiaowei Liu, Che-Wei Liu, and Jiang Duan. Balancing Safety, Engagement, and Compliance: Evaluating the Impact of NSFW Governance on User Behaviors for Gen-AI Platforms, *China Summer Workshop on Information Management (CSWIM'25)*, Xi'an, China
6. Che-Wei Liu, Nidhi Kalani, Sunil Mithas, and Terrence Saldanha. When Sons Outperform Fathers: How Digital Mobility Unlocks Educational and Occupational Mobility, *Workshop on Information Systems and Economics (WISE'24)*, Thailand
7. Yanzhen Chen, Che-Wei Liu, and Qianqian Zhuang. (2024) News by AI, Gains for All: Retail Investors' Ride with Caution's Call, Conference of Information Systems and Technology (*CIST'24*), Seattle, USA
8. Alysson Silveira, Sunil Mithas, and Che-Wei Liu. (2024) How do Digital Nudges Influence Pro-Environmental Behavior: Insights from a Field Experiment *Academy of Management (AOM'24)*, Chicago, USA
9. Yanzhen Chen, Che-Wei Liu and Qianqian Zhuang. (2024) News by AI, Gains for All: Retail Investors' Ride with Caution's Call, *Statistical Challenges in Electronic Commerce Research (SCECR'24)*, Lisbon, Portugal
10. Zheyi Xu, Che-Wei Liu, and Sunil Mithas. (2023) How Do Firms Adjust IT Investments in Response to Revenue Changes? The Role of Computing Eras and Aspiration Level,

International Conference on Information Systems (ICIS'23), Hyderabad, India

11. Xiaowei Liu, Che-Wei Liu, Shenyang Jiang, and Jiang Duan. (2023) Does Less Mean More? A Large-Scale Randomized Field Experiment Investigating the Impact of VIP Label Absence on User Conversion in Freemium Platforms, *Conference of Information Systems and Technology (CIST'23)*, Phoenix, USA (**Best Student Paper Nomination**)
12. Akshat Lakhiwal, Che-Wei Liu, Hillol Bala, and Hung-Yue Suen. (2023) Artificial Choice with Artificial Intelligence: Examining the Impact of Choice in AI-Managed Processes, *Conference of Information Systems and Technology (CIST'23)*, Phoenix, USA
13. Che-Wei Liu, and Wang Jin. (2022) The Impact of President Trump's Immigration Policies on IT Professionals Labor Market, *Workshop on Information Systems and Economics (WISE'22)*, Denmark
14. Che-Wei Liu, and Yanzhen Chen. (2022) Alert for Alerts: How Investment Price Tracking Alerts Affect Retail Investors, *Workshop on Information Systems and Economics (WISE'22)*, Denmark
15. Sunil Mithas, Kunsoo Han, Jisun Yu, and Che-Wei Liu. (2022) Firm-Specific Advantage, Global Expansion and Production Costs: The Role of Information Technology in Multinational Enterprises, *Workshop on Information Systems and Economics (WISE'22)*, Denmark
16. Akshat Lakhiwal, Che-Wei Liu, and Hillol Bala. (2022) Humans, AI Agents, and Reputational Considerations: Reciprocity to Kind and Unkind Actions, *Workshop on Information Technology and Systems (WITS'22)*, Indianapolis, USA
17. Che-Wei Liu, and Wang Jin. (2022) The Impact of President Trump's Immigration Policies on IT Professionals Labor Market, *Conference of Information Systems and Technology (CIST'22)*, Indianapolis, USA
18. Akshat Lakhiwal, Che-Wei Liu, and Hillol Bala. (2022) Humans, AI Agents, and Reputational Considerations: Reciprocity to Kind and Unkind Actions, *Conference of Information Systems and Technology (CIST'22)*, Indianapolis, USA
19. Che-Wei Liu, Sandeep Seshadrinath, and Sunil Mithas. (2022) Tenure and Wage Trajectories in Online Gig Platforms: A Study of Marginalized Workers in India, *Academy of Management (AOM'22)*, Seattle, USA
20. Yi Yang, Che-Wei Liu, and Sunil Mithas. (2022) Dual Information Technology Strategy and Firm Performance: Insights from a Deep Learning Approach, *Statistical Challenges in Electronic Commerce Research (SCECR'22)*, Madrid, Spain
21. Che-Wei Liu, Mochen Yang, and Ming-Hui Wen (2021), Judge Me on My Losers: Does Adaptive Robo-Advisors Outperform Human Investors during the COVID-19 Financial Market Crash? *Conference of Information Systems and Technology (CIST'21)*, Newport Beach, USA
22. Akshat Lakhiwal, Che-Wei Liu, Hillol Bala, and Hung-Yue Suen (2021), AI is hiring – Apply now! Examining the Effect of Artificial Intelligence on Candidate's Deception in Job Interviews? *Conference of Information Systems and Technology (CIST'21)*, Newport Beach, USA
23. Yi Yang, Sunil Mithas, and Che-Wei Liu (2021), Dual Information Technology Strategy and Firm Performance: Insights from a Deep Learning Approach, *Academy of Management*

(AOM'21), USA (Virtual Conference)

24. Arjun Kadian, Che-Wei Liu, Sunil Mithas. (2020) How No-Poaching Collusion among Big Tech Firms Influences Wages of IT Professionals: Theory and Evidence, *Workshop on Information Systems and Economics (WISE'20)*, India (Virtual Conference)
25. Che-Wei Liu, Po-An Hsieh, Sunil Mithas, Yang Pan. (2020) The Effect of Financial Advisers on Investors' Gambling Preference in the Digital Era, *International Conference on Information Systems (ICIS'20)*, India (Virtual Conference)
26. Che-Wei Liu, Sunil Mithas, Michael Kimbrough, Ali Tafti. (2020) Information Technology Investments and Management Forecasts: Theory and Evidence, *International Conference on Information Systems (ICIS'20)*, India (Virtual Conference)
27. Che-Wei Liu, Weiguang Wang, Guodong Gao, and Ritu Agarwal. (2020) The Virtualization of Large Social Events: Effects on Platform Users, *Conference of Information Systems and Technology (CIST'20)*, National Harbor, USA(Virtual Conference)
28. Che-Wei Liu, Weiguang Wang, Guodong Gao, and Ritu Agarwal. (2020) The Virtualization of Large Social Events: Effects on Platform Users, *Conference on Health IT and Analytics (CHITA'20)*, DC, USA (Virtual Conference)
29. Che-Wei Liu, Sunil Mithas, Yang Pan, Po-An Hsieh. (2019) The Effect of Financial Advisers on Investors' Gambling Preference in the Digital Era, *Conference of Information Systems and Technology (CIST'19)*, Seattle, USA
30. Che-Wei Liu, Guodong Gao, and Ritu Agarwal. (2017) Can Reciprocity Outrun Self-interest? Leveraging Social Connections for Healthy Behavior, *Workshop on Information Systems and Economics (WISE'17)*, Seoul, South Korea
31. Che-Wei Liu, Peng Huang and Hank Lucas. (2017) IT Governance, Outsourcing, and Cybersecurity: Evidence from the U.S. Higher Education, *International Conference on Information Systems (ICIS'17)*, Seoul, South Korea
32. Che-Wei Liu, Guodong Gao, and Ritu Agarwal. (2017) Is It Better to Give Than to Receive? Leveraging Mobile Social Connections for Precision Motivation, *Conference on Health IT and Analytics (CHITA'17)*, DC, USA
33. Che-Wei Liu, Guodong Gao, and Ritu Agarwal. (2017) Can Reciprocity Outrun Self-interest? Leveraging Social Connections for Healthy Behavior, *Conference of Information Systems and Technology (CIST'17)*, Houston, USA
34. Che-Wei Liu, and Sunil Mithas. (2017) The Spillover Effect of Digitization on Entrepreneurship: Evidence from India, 2005-2011, *the 77th Annual Meeting of the Academy of Management (AOM'17)*, Atlanta, USA
35. Che-Wei Liu, Guodong Gao, and Ritu Agarwal. (2017) Leveraging Social Norms and Implementation Intentions for Better Health, *International Conference for Smart Health (ICSH'17)*, Hong Kong, China (***ICSH 2017 Best Paper Runner-up***)
36. Che-Wei Liu, Peng Huang and Hank Lucas. (2017) IT Governance, Outsourcing, and Cybersecurity: Evidence from the U.S. Higher Education, *China Summer Workshop on Information Management (CSWIM'17)*, Nanjing, China
37. Che-Wei Liu, Guodong Gao, and Ritu Agarwal. (2017) Unraveling the "Social" in Social Norms: The Conditioning Effect of User Connectivity, *China Summer Workshop on Information Management (CSWIM'17)*, Nanjing, China

38. Che-Wei Liu, Guodong Gao, and Ritu Agarwal. (2016) The Dark Side of Positive Social Influence, *International Conference on Information Systems (ICIS'16)*, Dublin, Ireland (***ICIS 2016 Best Paper Runner-up***)
39. Che-Wei Liu, and Sunil Mithas. (2016) The Returns to Digital Skills: Evidence from India, 2005-2011, *International Conference on Information Systems (ICIS'16)*, Dublin, Ireland
40. Che-Wei Liu, Peng Huang and Hank Lucas. (2016) IT Governance, Outsourcing, and Cybersecurity: Evidence from the U.S. Higher Education, *Workshop on Information Technology and Systems (WITS'16)*, Dublin, Ireland
41. Che-Wei Liu, and Sunil Mithas. (2016) Information Technology and Income Mobility: Evidence from India, *Workshop on Information Systems and Economics (WISE'16)*, Dublin, Ireland
42. Che-Wei Liu, and Sunil Mithas. (2016) Information Technology and Income Mobility: Evidence from India, *Conference of Information Systems and Technology (CIST'16)*, Nashville, USA, poster session
43. Che-Wei Liu, Thomas Kude, Sunil Mithas, Charles Colby, and Tony Orlando. (2016). How Strategy and Governance Choices Influence Innovation Success in Software Products and Services. *Frontiers in Service Conference (June23-26)*, Bergen, Norway (presented by co-author)
44. Che-Wei Liu, Ritu Agarwal and Kislaya Prasad. (2015). Information Acquisition, Second Opinions, and the Effort of Experts, *Workshop on Information Systems and Economics (WISE'15)*, Dallas, USA
45. Yang Pan, Sunil Mithas, Po-An Hsieh and Che-Wei Liu. (2015). Online Channel, Trading Behavior and Customer Profitability in Financial Services: Evidence from an Emerging Market, *Workshop on Information Systems and Economics (WISE'15)*, Dallas, USA (presented by co-author)
46. Che-Wei Liu, Thomas Kude, and Sunil Mithas. (2015). How Strategy and Governance Choices Influence Innovation Success in Software Products and Services. *International Conference on Information Systems (ICIS'15)*, Fort Worth, USA

Invited Conference Presentation (underline indicates doctoral student co-author)

1. Jie Mei, Che-Wei Liu, Wang Jin, Pricing Human Capital under a Regulatory Information Process: Degrees, Skills, and Wages in H1-B Market. *POMS Annual Meeting 2026*, Reno, USA
2. Jisu Cao, Keran Zhao, Xiaowei Liu, Che-Wei Liu, and Jiang Duan. Balancing Safety, Engagement, and Compliance: Evaluating the Impact of NSFW Governance on User Behaviors for Gen-AI Platforms, *INFORMS Annual Meeting 2025*, Atlanta, USA (***INFORMS ISS Cluster Best Paper Runner-up***)
3. From Seeing to Signing Up: The Co-Creative Dance of Humans and AI in Cultivating Symbiotic Uniqueness for Enhanced User Engagement. with Shenyang Jiang, and Jiang Duan. *INFORMS Annual Meeting 2024*, Seattle, USA
4. The Sales Impacts of Traffic Acquisition Promotion in Live Streaming Commerce, with Wenchang Zhang, Ming Liu, and Yue Cheng. *INFORMS Annual Meeting 2023*, Phoenix, USA
5. Humans, AI Agents, and Reputational Considerations: Reciprocity to Kind and Unkind

Actions, with Akshat Lakhiwal, and Hillol Bala. *POMS Annual Meeting 2023*, Orlando, USA (presented by co-authors)

6. Humans, AI Agents, and Reputational Considerations: Reciprocity to Kind and Unkind Actions, with Akshat Lakhiwal, and Hillol Bala. *INFORMS Annual Meeting 2022*, Indianapolis, USA (presented by co-authors)
7. The Virtualization of Large Social Events: Effects on Platform Users, with Weiguang Wang, Guodong Gao, and Ritu Agarwal, *INFORMS Annual Meeting 2020*, National Harbor, USA (Virtual Conference)
8. AI is hiring – Apply now! Examining the Effect of Artificial Intelligence on Candidate's Deception in Job Interviews?, with Akshat Lakhiwal, and Hillol Bala. *INFORMS Annual Meeting 2020*, National Harbor, USA (Virtual Conference) (presented by co-authors)
9. Does Mobile App Use Increase Stock Portfolio Diversification? Evidence from a Quasi-Natural Experiment, with Sunil Mithas, Yang Pan, and JJ Po-An Hsieh. *INFORMS Annual Meeting 2019*, Seattle, USA
10. Does Mobile App Use Increase Stock Portfolio Diversification? Evidence from a Quasi-Natural Experiment, with Sunil Mithas, Yang Pan, and JJ Po-An Hsieh. *Big 10 MIS Consortium & Analytics Research Conference 2019*, Lafayette, USA
11. Unraveling the "Social" in Social Norms: The Conditioning Effect of User Connectivity, with Guodong Gao, and Ritu Agarwal. *INFORMS Annual Meeting 2017*, Houston, USA
12. The Dark Side of Positive Social Influence, with Guodong Gao, and Ritu Agarwal. *INFORMS Annual Meeting 2016*, Nashville, USA

Invited Talks (underline indicates doctoral student co-author)

1. Signals of Efforts or Evidence of Automation? The Countersignaling Effect of Prompt Disclosure, *University of Miami*, Miami, USA, 2026
2. Balancing Compliance, Creativity, and Engagement: Evaluating the Impact of NSFW Governance on User Behaviors for Gen AI Platforms. *University of Texas at Austin*, Austin, USA, 2025
3. The Impact of Immigration Policy Shift on the Labor Market of IT Professionals. *University of Arizona*, Tucson, USA, 2025
4. The Impact of Immigration Policy Shift on the Labor Market of IT Professionals. *Arizona State University*, Phoenix, USA, 2023
5. The Impact of Immigration Policy Shift on the Labor Market of IT Professionals. *Southern Methodist University*, Dallas, USA, 2023
6. The Impact of Immigration Policy Shift on the Labor Market of IT Professionals. *University of South Florida*, Tampa, USA, 2023
7. Adaptive Robo-Advisors Outperform Human Investors during the COVID-19 Financial Market Crash, with Mochen Yang, and Ming-Hui Wen. *Simon Fraser University,* 2021 (Virtual)
8. Resilience in the Storm: Adaptive Robo-Advisors Outperform Human Investors during the COVID-19 Financial Market Crash, with Mochen Yang, and Ming-Hui Wen. *Virtual Consortium Spring Seminar Series among 19 Consortium Universities,* 2021 (Virtual)
9. Is It Better to Give Than to Receive? Leveraging Digital Social Connections for Healthy

Behavior, with Guodong Gao, and Ritu Agarwal. *National Taiwan University 2018*, Taipei

10. Is It Better to Give Than to Receive? Leveraging Digital Social Connections for Healthy Behavior, with Guodong Gao, and Ritu Agarwal. *National Tsing Hua University 2018*, Hsinchu
11. Is It Better to Give Than to Receive? Leveraging Digital Social Connections for Healthy Behavior, with Guodong Gao, and Ritu Agarwal. *Indiana University 2017*, Bloomington, USA
12. Is It Better to Give Than to Receive? Leveraging Digital Social Connections for Healthy Behavior, with Guodong Gao, and Ritu Agarwal. *The University of Texas at Dallas 2017*, Dallas, USA
13. Is It Better to Give Than to Receive? Leveraging Digital Social Connections for Healthy Behavior, with Guodong Gao, and Ritu Agarwal. *The University of Georgia 2017*, Athens, USA
14. Is It Better to Give Than to Receive? Leveraging Digital Social Connections for Healthy Behavior, with Guodong Gao, and Ritu Agarwal. *University of Arizona 2017*, Tucson, USA
15. Is It Better to Give Than to Receive? Leveraging Digital Social Connections for Healthy Behavior, with Guodong Gao, and Ritu Agarwal. *University of Illinois Urbana-Champaign 2017*, Champaign, USA

Teaching Experience

- **W. P. Carey School of Business, Arizona State University**
  - Machine Learning in Business, 2024, 2025, 2026
  - Transforming Business with AI, 2025, 2026
  - Ph. D. Seminar, 2026
- **Kelley School of Business, Indiana University**
  - Business Application Development, 2018 - 2023
  - Data Management, 2018 - 2021
  - PhD Seminar, 2019, 2023
- **Robert H. Smith School of Business, University of Maryland**
  - Database Systems, 2016, 2017
- **National Tsing Hua University**
  - Teaching Assistant, Information Retrieval and Text Mining, 2007
  - Teaching Assistant, Management Information System, National Tsing Hua University, 2006
  - Teaching Assistant, Accounting, National Tsing Hua University, 2006

Professional Experience

- Associate Principal Engineer, Mobile Connectivity Development, CyberLink Corp., 2012
- Senior Software Engineer, Media Experience Development, CyberLink Corp., 2010 – 2011
- Software Engineer, Digital Home Entertainment Development, CyberLink Corp., 2007 – 2010
- Research Assistant, Prof. Fu-Ren Lin, National Tsing Hua University, 2006 – 2007

- Summer Intern, Department of Process Engineering Integration, United Microelectronics Corporation (UMC), Summer 2005
- Research Assistant, Prof. Fen-Hui Lin, National Sun Yat-sen University, 2004 –2005
- Website Developer, Department of Management Information Systems, National Sun Yat-sen University, 2003 – 2004
- Software Engineer, Computer Center, National Sun Yat-sen University, 2002 – 2003

Honors, Awards, Fellowships, and Grants

- AI Catalyst Grant Funding, ASU ($13,327), 2026
- NAIRR Pilot Start-Up Allocation (2,000 SU on TACC Vista), NSF, 2026
- ACCESS Explore Allocation (400,000 credits across multiple HPC systems), NSF, 2026
- Lambda Research Grant ($2,000 GPU compute credits), Lambda Inc., 2026
- Cohere Labs Catalyst Grant ($1,000 API credits), Cohere Labs, 2026
- INFORMS ISS Cluster Best Paper Award Runners-up, INFORM, 2025
- AIDA Summer Research Grant (Co-PI, $5,000), Center for AI and Data Analytics (AIDA), Arizona State University, 2025
- Jerome Bess Faculty Fellowship ($10,000), Kelley School of Business, Indiana University, 2024
- INFORMS Information Systems Society Gordon B. Davis Young Scholar Award, 2023
- Best Student Paper Nomination, Conference of Information Systems and Technology (CIST), Phoenix, USA, 2023
- Kelley School of Business Research Data Grant, 2022, $10,000 (with H. Bala and A. Lakhiwal).
- Kelley School of Business Research Data Grant, 2022, $8,000 (with H. Bala and A. Lakhiwal).
- Kelley School of Business Research Data Grant, 2022, $1,500 (with H. Bala and A. Lakhiwal).
- ODT Faculty Scholar Award, Kelley School of Business, Indiana University, 2021
- Frank T. Paine Award for Academic Achievement, Robert H. Smith School of Business, University of Maryland, 2018
- Invited Participant, Doctoral Consortium of International Conference on Information Systems (ICIS), Seoul, South Korea, 2017
- Organizational Communication & Information Systems (OCIS) Doctoral Consortium, Academy of Management 2017 Annual Meeting, Atlanta, USA, 2017
- International Conference for Smart Health (ICSH) Best Paper Nominee, 2017
- All-S.T.A.R. Fellowship ($10,000), *awarded by the graduate school to only 16 out of approximately 4000 graduate students at UMD and the only recipient from the Business School*, 2017
- CIBER PhD Research Award ($4,000), Center for International Business Education and Research, 2017

- International Conference on Information Systems (ICIS 2016) Best Paper (Runner-up), 2016
- Jacob K. Goldhaber Travel Award ($600), University of Maryland, 2016
- International Conference Student Support Award (ICSSA) ($380), University of Maryland, 2016
- Summer Research Fellowship ($5,000), University of Maryland Graduate School, June 2016
- Outstanding Graduate Assistantship Award, *Top 2% of Graduate Assistants of approximately 4,000 UMD graduate students*, University of Maryland Graduate School, 2016
- Taiwanese Study Abroad Scholarship for Outstanding Student ($32,000), The Ministry of Education of Taiwan, 2015
- Graduate Assistantship, Decision, Operations & Information Technologies, University of Maryland, 2013-2018
- Deans' Fellowship, Robert H. Smith School of Business, University of Maryland, 2013-2014
- Academic Achievement Awards, National Sun Yat-sen University, 2004
- 1st Place, The First Intercollegiate Contest of the Administration and Integration of E-Commerce and Public Welfare, Taiwan, 2004

Departmental Service at Arizona State University

- PhD Program Committee (24', 25')
- Tenured-Track Recruiting Committee (24', 25')
- Tenured-Promotion Review Committee (24')
- MS-AIB Curriculum Review Committee (24', 25')

Departmental Service at Indiana University

- Dissertation Committee Member
  - Akshat, Lakhiwal (2023; Operations and Decision Technologies): AI, Agency, and Action: The Application of Intelligent Technologies and its Effect on Morality, Deception, and Control
- Chair – Information Systems Course Review Committee (2023)
- Ph.D. Recruiting Committee (2019, 2020, 2022)
- Chair – ODT Faculty Scholar Selection Committee (2022)
- Case Competition Judge for MSIS Program (2019)

Academic Service

- **Editorial Appointments**
  - Associate Editor, *Production and Operations Management*, 2026-2029
  - Associate Editor, *Decision Sciences Journal*, 2026-2029
  - Editorial Review Board, *Information Systems Research*, 2023-
- **Conference Track Chair**
  - *International Conference of Information Systems (ICIS 26')*

- **Conference Track Associate Editor**
  - *International Conference of Information Systems (ICIS 19', 20', 22', 23', 24')*
- **Conference Program Committee Member**
  - *Conference of Information Systems and Technology (CIST 18', 22', 23', 24', 25', 26')*
- **Reviewer for Journals**
  - *Management Science (MS)*
  - *Management Information Systems Quarterly (MISQ)*
  - *Information Systems Research (ISR)*
  - *IT Professional (IEEE Publication)*
  - *Journal of Management Information Systems (JMIS)*
  - *Journal of the Association for Management Information Systems (JAIS)*
  - *Production and Operations Management (POMS)*
- **Reviewer for Conferences and Workshops**
  - *International Conference of Information Systems (ICIS)*
  - *Conference of Information Systems and Technology (CIST)*
  - *Workshop of Information Systems and Economics (WISE)*
  - *Workshop on Information Technologies and Systems (WITS)*
  - *Hawaii International Conference System Sciences (HICSS)*
  - *Pacific Asia Conference on Information Systems (PACIS)*
  - *China Summer Workshop on Information Management (CSWIM)*
- **Discussant**
  - *China Summer Workshop on Information Management (CSWIM 17')*

Skills

- Language: Mandarin Chinese, English
- Econometrics & Causal Inference: Stata, R (field/lab experiments, panel & quasi-experimental methods)
- LLM & Machine Learning: Python (PyTorch, Hugging Face Transformers, PEFT); LLM fine-tuning (LoRA/QLoRA); embeddings, RAG, and vector databases
- High-Performance Computing: SLURM-based multi-GPU training
- Programming: C, C++, JAVA, PHP, Python, Objective-C, Visual Basic, C#
- Data: SQL (PostgreSQL, MySQL), large-scale data pipelines