Revised Nov 3rd, 2026

Curriculum Vitae

Che-Wei Liu

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Orcid: https://orcid.org/0000-0001-7483-6271

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

Administrative Position

- 2026 – Present: Faculty Program Director, MS in Business Analytics (MSBA) and MS in Artificial Intelligence in Business (MSAIB), W. P. Carey School of Business, Arizona State 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. Vandith Pamuru, Tanushree Jain, Harsha Tadikonda, Sunil Mithas, and **Che-Wei Liu**. How Does Firm-Level Artificial Intelligence Adoption Influence Demand for Feeling, Thinking, and Mechanical Skills? Evidence from U.S. Job Postings, 2020-2026.

Selected Work in Progress

1. Free First vs. Trial First: Onboarding Design and Premium Discovery in Freemium Services. *with* Li Wang, Ling Zhang, Shenyang jiang, Jiang Duan.
2. From Ideation to Curation: Stochastic Reliance in Gen AI Content Creation. *with* Jisu Cao, Xiaowei Liu, Mingwei Sun, Jiang Duan.
3. From Popularity to Legitimacy: How Generative AI Reweights Trust Signals in Digital Marketplaces. *with* Jie Mei, Shenyang Jiang.
4. Cheap Talk or Real Commitment? Measuring Substantive AI Disclosure in 10-K Filings. *with* Jie Mei.
5. Automation for News, Gains for All: A Lift for the Small Market Participants with a Caution Call. *with* Yanzhen Chen, and Qianqian Zhuang.

6. Empowering Generative AI: The Art of Crafting Effective Prompts Through Social Learning. *with* Shenyang Jiang, Xiaowei Liu, and Jiang Duan.
7. How No-Poaching Collusion among Big Tech Firms Influences Wages of IT Professionals: Theory and Evidence. *with* Sunil Mithas, Arjun Kadian, and Chunmian Ge.
8. The Free Mentality Effect: A Large-Scale Field Experiment on Premium Label Absence in Freemium Platforms. *with* Xiaowei Liu, Shenyang Jiang, and Jiang Duan.
9. How Information Technology Investments Influence Quality of Management Forecasts: Evidence from the United States. with Sunil Mithas, Yanzhen Chen, Michael Kimbrough
10. AI Agents in Charge: How Reputational Considerations Shape Reciprocity in AI-administered Rewards and Punishments. *with* Akshat Lakhiwal, and Hillol Bala.
11. In Pursuit of Lost Subscribers: A Field Experiment on Effective Recovery Strategies *with* Xiaowei Liu, Shenyang Jiang, Jiang Duan, and Li Kang.
12. Virtual Reality and Irrational Bidding Behavior: Evidence from a Property Auction Platform. *with* Shenyang Jiang, Wenchang Zhang.
13. Tenure and Wage Trajectories in Online Gig Platforms: A Study of Marginalized Workers in India. *with* Sandeep Seshadrinath, and Sunil Mithas.
14. 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. Katsiaryna Siamionava, Lisa Slevitch, Che-Wei Liu, and Olivia Liu Sheng. Beauty Is in the "AI" of the Beholder: When Co-Created Robot Personas Buffer Service Failure. *Workshop on Information Technologies and Systems (WITS'26)*, Lisbon, Portugal
2. Akshat Lakhiwal, Katsiaryna Siamionava, and Che-Wei Liu. Devalued by Design? How Counterfactual Fairness Perceptions Shape Wage Expectations in Algorithmic Evaluation. *Workshop on Information Systems and Economics (WISE'26)*, Lisbon, Portugal
3. Che-Wei Liu and Jie Mei. Cheap Talk or Real Commitment? Measuring Substantive AI Disclosure in 10-K Filings. *Conference on Information Systems and Technology (CIST'26)*, San Francisco, USA
4. Jie Mei, Che-Wei Liu, and Shenyang Jiang. From Popularity to Legitimacy: How Generative AI Reweights Trust Signals in Digital Marketplaces. *Conference on Information Systems and Technology (CIST'26)*, San Francisco, USA
5. 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
6. 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
7. 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
8. 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

9. 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
10. 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
11. 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
12. 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
13. 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
14. 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
15. 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**)
16. 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
17. 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
18. 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
19. 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
20. 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
21. 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

22. 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
23. 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
24. 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
25. 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
26. 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
27. 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)
28. 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)
29. 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)
30. 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)
31. 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)
32. 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)
33. 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
34. 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

35. 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
36. 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
37. 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
38. 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
39. 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***)
40. 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
41. 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
42. 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***)
43. 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
44. 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
45. 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
46. 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
47. 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)
48. 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
49. 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)

50. 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, and Shenyang Jiang. From Popularity to Legitimacy: How Generative AI Reweights Trust Signals in Digital Marketplaces. *Decision Sciences Institute Annual Conference (DSI'26)*, San Francisco, USA
2. Jie Mei, Che-Wei Liu, and Shenyang Jiang. Democratizing Production, Unequalizing Credit: Race Misfit and Human Attribution in AI Co-Created Music. *INFORMS Annual Meeting 2026*, San Francisco, USA
3. 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
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, *INFORMS Annual Meeting 2025*, Atlanta, USA (***INFORMS ISS Cluster Best Paper Runner-up***)
5. 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
6. 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
7. 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)
8. 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)
9. 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)
10. 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)
11. 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
12. 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

13. Unraveling the "Social" in Social Norms: The Conditioning Effect of User Connectivity, with Guodong Gao, and Ritu Agarwal. *INFORMS Annual Meeting 2017*, Houston, USA
14. 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

- INFORMS Information Systems Society Sandra A. Slaughter Early Career Award, 2026
- Outstanding Editorial Review Board Member, Information Systems Research (ISR), 2026
- 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
- Google Antigravity Scientific Workflows Program (6-month highest-tier Gemini/Antigravity compute access), Google, 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

- Experiential Learning Co-Coordinator, MS in Business Analytics (26')
- Chair, MS-BA Curriculum Committee (26')
- Program Assessment, MS-BA (26')
- Graduate Course Quality Review (26')
- PhD Program Committee (24', 25', 26')
- Tenured-Track Recruiting Committee (24', 25')
- Tenured-Promotion Review Committee (DISPAT) (24', 26', 27')
- MS-AIB Curriculum Committee (24', 25', 26')

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