

Curriculum Vitae

Che-Wei Liu

300 E Lemon St, Tempe, AZ 85287

Email: cheweiliu@asu.edu

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
- **Methodology:** Econometrics, Field Experiments, Lab Experiments

Journal Publications

1. Yanzhen Chen, **Che-Wei Liu**, and Ming-Hui Wen (2026). Alert for Alerts: How Investment Price Tracking Alerts Affect Retail Investors. *MIS Quarterly*
2. 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*
3. **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.
4. **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.
5. **Che-Wei Liu**, Sunil Mithas, and Terence Saldanha. (2024) Do Technology Resources Influence Income Mobility? The Role of Regional and Caste Spillovers from Computer Ownership. *MIS Quarterly* 48(4): 1423-1452.
6. 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.

7. 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.
8. **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.
9. **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.
10. 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.
11. 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.
12. **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.
13. **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.
14. **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.
15. 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.
16. 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.

Manuscripts under Review

1. **Che-Wei Liu**, JJ Po-An Hsieh, Sunil Mithas, and Yang Pan. Online Channels and Investors’ Holdings of Lottery-like Securities: The Role of Financial Advisors.
2. **Che-Wei Liu**, and Wang Jing. The Impact of Immigration Policy Shift on the Labor Market of IT Professionals.
3. Akshat Lakhiwal, **Che-Wei Liu**, Hillol Bala, and Hung-Yue Suen. From Opacity to Transparency: Examining the Impact of Transparent and Non-Transparent AI in Asynchronous Video Interviews.
4. Shenyang Jiang, Akshat Lakhiwal, **Che-Wei Liu**, and Jiang Duan. Seeing Less, Engaging More: Rethinking Early User Experience on GenAI Co-Creation Platforms—Findings from a Field Experiment.
5. 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.

6. Sunil Mithas, Kunsoo Han, Jisun Yu, and **Che-Wei Liu**. The Role of Information Technology in the Global Operations of Multinational Manufacturers: Impact on Geographic Dispersion and Performance.
7. Akshat Lakhiwal, **Che-Wei Liu**, Hillol Bala, and Hung-Yue Suen. Artificial Choice with Artificial Intelligence: Examining the Impact of Choice in AI-Managed Processes.
8. 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.
9. 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.
10. Yanzhen Chen, Qianqian Zhuang, and **Che-Wei Liu**. Automation for News, Gains for All: A Lift for the Small Market Participants with a Caution Call.

Selected Work in Progress

1. Dual IT Strategy and Firm Performance: New Insights from a Deep Learning Approach. *with* Yi Yang, Terrence Saldanha, and Sunil Mithas.
2. Empowering Generative AI: The Art of Crafting Effective Prompts Through Social Learning. *with* Shenyang Jiang, Xiaowei Liu, and Jiang Duan.
3. How No-Poaching Collusion among Big Tech Firms Influences Wages of IT Professionals: Theory and Evidence. *with* Sunil Mithas, Arjun Kadian, and Chunmian Ge
4. The Free Mentality Effect: A Large-Scale Field Experiment on Premium Label Absence in Freemium Platforms. *with* Xiaowei Liu, Shenyang Jiang, and Jiang Duan.
5. How Information Technology Investments Influence Quality of Management Forecasts: Evidence from the United States. *with* Sunil Mithas, Yanzhen Chen, Michael Kimbrough
6. AI Agents in Charge: How Reputational Considerations Shape Reciprocity in AI-administered Rewards and Punishments. *with* Akshat Lakhiwal, and Hillol Bala.
7. In Pursuit of Lost Subscribers: A Field Experiment on Effective Recovery Strategies *with* Xiaowei Liu, Shenyang Jiang, Jiang Duan, and Li Kang.
8. Virtual Reality and Irrational Bidding Behavior: Evidence from a Property Auction Platform. *with* Shenyang Jiang, Wenchang Zhang.
9. From Trial to Refund: The Unintended Consequences of the Trial Prompt Page. *with* Jiang Duan, Ling Zhang, Shenyang Jiang
10. Navigating Live-Streaming Commerce: A Tale of Two Strategies – Price Discounts and Short Videos. *with* Yue Cheng, Liu Ming, and Wenchang Zhang.
11. Tenure and Wage Trajectories in Online Gig Platforms: A Study of Marginalized Workers in India. *with* Sandeep Seshadrinath, and Sunil Mithas.
12. When Sons Outperform Fathers: How Digital Mobility Unlocks Educational and Occupational and Educational Mobility. *with* Nidhi Kalani, Sunil Mithas, and Terrence Saldanha.
13. Signals of Efforts or Evidence of Automation? The Counter-Signaling Effect of Prompt Disclosure, *with* Jiding Zhang, Xiaowei Liu, Jiang Duan, and Mingwei Sun.

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

1. 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
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, *Conference of Information Systems and Technology (CIST'25)*, Atlanta, 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 User Behaviors for Gen-AI Platforms, *China Summer Workshop on Information Management (CSWIM'25)*, Xi'an, China
4. 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
5. 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
6. 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
7. Yanzhen Chen, Che-Wei Liu and Qianqian Zhuang. (2024) Yanzhen Chen, Che-Wei Liu and Qianqian Zhuang News by AI, Gains for All: Retail Investors' Ride with Caution's Call, *Statistical Challenges in Electronic Commerce Research (SCECR'24)*, Lisbon, Portugal
8. 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
9. 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**)
10. 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
11. 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
12. 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
13. 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

14. 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
15. 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
16. 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
17. Che-Wei Liu, Mysore 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
18. 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
19. 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
20. 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
21. 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)
22. 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)
23. 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)
24. 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)
25. 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)
26. 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)
27. 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

28. 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
29. 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
30. 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
31. 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
32. 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
33. 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**)
34. 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
35. 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
36. 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**)
37. 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
38. 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
39. 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
40. 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
41. 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)

42. 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
43. 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)
44. 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. 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***)
2. 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
3. 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
4. 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)
5. 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)
6. 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)
7. 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)
8. 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
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. *Big 10 MIS Consortium & Analytics Research Conference 2019*, Lafayette, USA
10. Unraveling the “Social” in Social Norms: The Conditioning Effect of User Connectivity, with Guodong Gao, and Ritu Agarwal. *INFORMS Annual Meeting 2017*, Houston, USA
11. 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. 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
2. The Impact of Immigration Policy Shift on the Labor Market of IT Professionals. *University of Arizona*, Tucson, USA, 2025
3. The Impact of Immigration Policy Shift on the Labor Market of IT Professionals. *Arizona State University*, Phoenix, USA, 2023
4. The Impact of Immigration Policy Shift on the Labor Market of IT Professionals. *Southern Methodist University*, Dallas, USA, 2023
5. The Impact of Immigration Policy Shift on the Labor Market of IT Professionals. *University of South Florida*, Tampa, USA, 2023
6. 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)
7. 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)
8. 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
9. 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
10. 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
11. 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
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 Georgia 2017*, Athens, USA
13. 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
14. 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
 - Transforming Business with AI, 2025
- **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

Fellowships, Prizes, and Awards

- 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, *Decision Sciences Journal*, 2026-2029 (expected)
 - Editorial Review Board, *Information Systems Research*, 2023-2026
- **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')*
- **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
- Analytics: STATA, R
- Programming: C, C++, JAVA, PHP, Python, Objective-C, Visual Basic, C#
- Database: SQL Lite, MySQL, SQL Server, Visual FoxPro, MS Access, Oracle