

Chen Liang

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EMPLOYMENT

- Assistant Professor August 2019 – Present
Department of Operations and Information Management (OPIM)
School of Business, University of Connecticut

EDUCATION

- Ph.D. in Information Systems August 2015 – August 2019
W. P. Carey School of Business, Arizona State University
Advisors: Bin Gu and Yili (Kevin) Hong
GPA: 4.0/4.0
- M.S. in Information Science September 2013 – June 2015
School of Information Management, Sun Yat-sen University
GPA: 4.0/4.0
- B.S. in Information Management and Information System September 2009 – June 2013
School of Information Management, Sun Yat-sen University
GPA: 3.9/4.0

RESEARCH INTERESTS

Topics: Future of Work, Artificial Intelligence, FinTech, Bias and Discrimination, Platform Economy
Methodologies: Econometrics, Field and Lab Experiments, Machine Learning, Analytical Modeling

RESEARCH GRANTS

Research Excellence Program Fund (PI), University of Connecticut, 2022-2023
NSF Doctoral Dissertation Improvement Grant (Co-PI), 2018-2020
NET Institute Grant (PI), 2016, 2017, 2018
Center for the Study of Economic Liberty Research Grant (PI), Arizona State University, 2017-2018
Robert Wood Johnson Foundation, Future of Work (Research Assistant), 2017-2019

REFEREED JOURNAL PUBLICATIONS

1. Chen Liang, Ji Wu, and Xinxin Li. Do ‘Likes’ in a Brand Community Make You Buy Less? Conditionally accepted at *Information Systems Research*.
2. Chen Liang, Yili Hong, and Bin Gu. Does Monitoring Lead to a ‘Warm’ Start in Online Platforms? Conditionally accepted at *Information Systems Research*.

3. Jingbo Hou*, Chen Liang*, Pei-yu Chen, and Bin Gu. Can Telework Adjustment Help Reduce Disaster-Induced Gender Gap in Job Market Outcomes? (* Equal Authorship) Conditionally accepted at *Information Systems Research*.
4. Chen Liang, Yili Hong, and Bin Gu. Can Monitoring Help Flatten the World? An Empirical Examination of Online Hiring. Conditionally accepted at *Information Systems Research*.
5. Jing Peng, and Chen Liang. (2023). On the Differences Between View-Based and Purchase-Based Recommender Systems. *Management Information Systems Quarterly*, 47(2), 875-900.
6. Chen Liang, Yili Hong, Pei-yu Chen, and Benjamin Shao. (2022). The Screening Role of Design Parameters for Service Procurement Auctions in Online Service Outsourcing Platforms. *Information Systems Research*, 33(4), 1324-1343.
7. Chen Liang, Jing Peng, Yili Hong, and Bin Gu. (2022). The Hidden Costs and Benefits of Monitoring in the Gig Economy. *Information Systems Research*, 34(1), 297-318.
8. Ziru Li*, Chen Liang*, Yili Hong*, and Zhongju Zhang* (* Equal contribution). (2021). How Do On-demand Ridesharing Services Affect Traffic Congestion? The Moderating Role of Urban Compactness. *Production and Operations Management*, 31(1), 239-258.
9. Chen Liang, Zhan (Michael) Shi, and Raghu Santanam. (2019). The Spillover of Spotlight: Platform Recommendation in the Mobile App Market. *Information Systems Research*, 30(4), 1296-1318.
10. Ni Huang, Bin Gu, Gord Burtch, Yili Hong, Chen Liang, Kanliang Wang, Dongpu Fu, Bo Yang. (2019). Motivating User-Generated Content with Performance Feedback: Evidence from Randomized Field Experiments. *Management Science*, 65(1), 327-345.

WORKING PAPERS

1. Jingbo Hou, Chen Liang, and Pei-yu Chen. Local vs. Social: How Social Information Intensity Shapes Preventive Behavior in the Context of COVID-19. Minor revision at *Production and Operations Management*.
2. Tong Shen, Chen Liang, Jing Peng, Mengchen Guang, and Jianbin Li. Impact of Medical AI on Drug Purchases.
Conferences: CSWIM 2023, HICSS 2023, CIST 2022, AIML 2022, INFORMS 2022
3. Chen Liang, Murat Tunç, and Gordon Burtch. Market Punishment of Strategic Generosity: An Empirical Examination of NFT Charity Auctions.
Conferences: WDM 2023, INFORMS 2023
4. Xinru Wang, Chen Liang, and Ming Yin. Effects of AI Biases and Explanations on Human Decision Fairness: A Case Study in Rental Markets.
Conferences: **IJCAI 2023 (International Joint Conference on Artificial Intelligence)**, a top-tier CS conference on AI, acceptance rate: 15%)
5. Tong Shen, Chen Liang, Chunxiao Li, Shuliu Yuan, and Bin Gu. AI Versus Human Decision-Making: Evidence from A Large-Scale Randomized Field Experiment.

Conferences: SCECR 2023, CSWIM 2023, INFORMS 2023

6. Chen Liang[§], Bowen Lou[§], and Mengwei Qu[§]. (§ Authors by alphabetical order) COVID-19 and Platform Switching of Multihoming Workers in the Gig Economy.

Conferences: CIST 2023

7. Stan (Chenbo) Shi, and Chen Liang. Breaking the Glass Ceiling or Breaking Trust: How Does a Female Fraudster Affect Crowdfunding for Female Entrepreneurs?
8. Ming Gao[§], Chen Liang[§], Tong Shen[§], and Zhou Zhou[§]. (§ Authors by alphabetical order) Can AI-powered Translation Help You Find a Match? — Evidence from A Field Experiment on A Global Matchmaking Platform.
9. Zhuoyan Li, Chen Liang, Jing Peng, and Ming Yin. The Value, Benefits, and Concerns of Generative AI-Powered Assistance in Writing.
10. Chen Liang, Jing Peng, Yili Hong, and Bin Gu. Gender Wage Gap in Online Labor Markets.
Conferences: WISE 2018 (*Best Paper Award*), ICIS 2018, CIST 2018, CODE@MIT 2018
Funding: NSF Doctoral Dissertation Improvement Grant, NET Institute Grant 2018, Center for the Study of Economic Liberty Research Grant 2018
11. Zhenhua Wu, Chen Liang, and Bin Gu. How Much Monitoring is Optimal in the Online Labor Market- A Signaling Perspective?
Conferences: WISE 2017, CSWIM 2018, ICIS 2019

CONFERENCE PAPERS AND PRESENTATIONS

1. Chen Liang, Murat Tunç, and Gordon Burch. Market Punishment of Strategic Generosity: An Empirical Examination of NFT Charity Auctions. INFORMS Annual Meeting (INFORMS 2023), Phoenix, AZ.
2. Chen Liang, Bowen Lou, Mengwei Qu. COVID-19 and Platform Switching of Multihoming Workers in the Gig Economy. Conference on Information Systems and Technology 2023 (CIST2023), Phoenix, AZ.
3. Chen Liang, Tong Shen, Chunxiao Li, Shuliu Yuan, and Bin Gu. Stimulating Consumption on a Limited Budget with AI vs. Human: Evidence from A Large-Scale Randomized Field Experiment. INFORMS Annual Meeting (INFORMS 2023), Phoenix, AZ.
4. Xinru Wang, Chen Liang, and Ming Yin. The Effects of AI Biases and Explanations on Human Decision Fairness: A Case Study of Bidding in Rental Housing Markets. The 32nd International Joint Conference on Artificial Intelligence (IJCAI), acceptance rate: 15%.
5. Tong Shen, Chen Liang, Jing Peng, Mengchen Guang, Jianbin Li. Impact of Medical AI on Drug Purchases. The China Summer Workshop on Information Management 2023 (CSWIM2023), Changsha, China.
6. Chen Liang, Tong Shen, Chunxiao Li, Xi Jing, Shuliu Yuan, Bin Gu. Stimulating Consumption on a Limited Budget with AI vs. Human: Evidence from A Large-Scale Randomized Field Experiment. The China Summer Workshop on Information Management 2023 (CSWIM2023), Changsha, China.

7. Mengwei Qu, Chen Liang, Chunxiao Li, Shuliu Yuan, Bin Gu. Moral Hazard on Ride-Hailing Platforms. The Statistical Challenges in Electronic Commerce Research (SCECR2023), Bogotá, Colombia.
8. Chen Liang, Tong Shen, Chunxiao Li, Xi Jing, Shuliu Yuan, Bin Gu. Stimulating Consumption on a Limited Budget with AI vs. Human: Evidence from A Large-Scale Randomized Field Experiment. The Statistical Challenges in Electronic Commerce Research (SCECR2023), Bogotá, Colombia.
9. Chunxiao Li, Xi Jing, Chen Liang, Shuliu Yuan, Bin Gu. Measuring Cross Side Network Effect in Ride-hailing Platform. The Statistical Challenges in Electronic Commerce Research (SCECR2023), Bogotá, Colombia.
10. Xinru Wang, Chen Liang, and Ming Yin. The Effects of AI Biases and Explanations on Human Decision Fairness: A Case Study of Bidding in Rental Housing Markets. The Data Science in a Digital World: Methodology, Organization, and Management (MOM), Boston.
11. Tong Shen, Chen Liang, Jing Peng, Mengchen Guang, Jianbin Li. AI Assistant in Online Pharmacy, 2023 Hawaii International Conference on System Sciences (HICSS 2023), Hawaii, USA.
12. Tong Shen, Chen Liang, Jing Peng, Mengchen Guang, Jianbin Li. AI Assistant in Online Pharmacy. 2022 Conference on Artificial Intelligence, Machine Learning, and Business Analytics (AIML2022), Boston, MA.
13. Tong Shen, Chen Liang, Jing Peng, Mengchen Guang, Jianbin Li. AI Assistant in Online Pharmacy. Conference on Information Systems and Technology 2022 (CIST2022), Indianapolis, IN.
14. Tong Shen, Chen Liang, Jing Peng, Mengchen Guang, Jianbin Li. AI Assistant in Online Pharmacy. INFORMS Annual Meeting (INFORMS 2022), Indianapolis, IN.
15. Tong Shen, Chen Liang, Jing Peng, Mengchen Guang, Jianbin Li. AI Assistant in Online Pharmacy. Data Science in a Digital World: Methodology, Organization, and Management (MOM) workshop, Harvard Business School, Boston, MA.
16. Jingbo Hou, Chen Liang, Pei-yu Chen, and Bin Gu. Gender Heterogeneity in the Effect of Teleworkability on Labor Market Outcomes During the COVID-19 Pandemic, 2022 Hawaii International Conference on System Sciences (HICSS 2022), Hawaii, USA.
17. Jingbo Hou, Chen Liang, Pei-yu Chen, and Bin Gu. Gender Heterogeneity in the Effect of Teleworkability on Labor Market Outcomes During the COVID-19 Pandemic, 2021 Workshop on Information Systems and Economics (WISE 2021), Austin, TX.
18. Jingbo Hou, Chen Liang, Pei-yu Chen, and Bin Gu. Gender Heterogeneity in the Effect of Teleworkability on Labor Market Outcomes During the COVID-19 Pandemic, 2021 International Conference on Information Systems (ICIS 2021), Austin, TX. **Best Paper in Track Award**
19. Jingbo Hou, Chen Liang, Pei-yu Chen, and Bin Gu. Gender Heterogeneity in the Effect of Teleworkability on Labor Market Outcomes during the COVID-19 Pandemic, Conference on Information Systems and Technology 2021 (CIST2021), Newport Beach, CA.
20. Jing Peng, and Chen Liang. View-Also-View or Purchase-Also-Purchase: Which Is Better? Conference on Information Systems and Technology 2021 (CIST2021), Newport Beach, CA.
21. Jingbo Hou, Chen Liang, Pei-yu Chen, and Bin Gu. Gender Heterogeneity in the Effect of Teleworkability on Labor Market Outcomes During the COVID-19 Pandemic, the 17th annual Symposium on Statistical Challenges in Electronic Commerce Research (SCECR 2021), Zoom.

22. Chen Liang, Ji Wu, Xinxin Li, Do ‘Likes’ in a Brand Community Make You Buy Less?. Conference on Information Systems and Technology (CIST2020), Zoom.
23. Zhenhua Wu, Chen Liang, Bin Gu, Online Labor Market Signaling with App-based Monitoring. International Conference on Information Systems (ICIS 2019), Munich, Germany.
24. Chen Liang, Jing Peng, Yili Hong, Bin Gu, Economic Cost of Monitoring, Conference on Digital Experimentation (CODE 2019), MIT, MA.
25. Chen Liang, Jing Peng, Yili Hong, Bin Gu, Economic Cost of Monitoring. Conference on Information Systems and Technology (CIST2019), Seattle, WA. **Best Conference Paper Award Nominee**
26. Chen Liang, Yili Hong, Bin Gu, Home Bias in Hiring: Evidence from an Online Labor Market, 2019 INFORMS Annual Meeting (INFORMS 2019), Seattle, USA.
27. Zhenhua Wu, Chen Liang, Bin Gu, Online Labor Market Signaling with App-based Monitoring, China Workshop on Economics of Information Systems Theory (CWEIST 2019), Xi’an, China.
28. Zhenhua Wu, Chen Liang, Bin Gu, Online Labor Market Signaling with App-based Monitoring, the 13th China Summer Workshop on Information Management (CSWIM 2019), Shenzhen, China.
29. Chen Liang, Jing Peng, Yili Hong, and Bin Gu, Avoidance of Monitoring and Gender Wage Gap, the 15th annual Symposium on Statistical Challenges in Electronic Commerce Research (SCECR 2019), Hong Kong.
30. Chen Liang, Yili Hong, Bin Gu, Jing Peng, Gender Differences in Job Preferences, 2018 Workshop on Information Systems and Economics (WISE 2018), San Francisco, CA. **Best Paper Award**
31. Chen Liang, Yili Hong, Bin Gu, Jing Peng, Gender Wage Gap in Online Gig Economy and Gender Differences in Job Preferences, International Conference on Information Systems (ICIS 2018), San Francisco, CA.
32. Yili Hong, Pei-yu Chen, Benjamin Shao, Chen Liang, Effect of Auction Design on Bidder Entry: Evidence from An Online Labor Market, Workshop on Information Systems and Economics (WIST 2018)
33. Chen Liang, Yili Hong, Bin Gu, Jing Peng, Gender Wage Gap in Online Gig Economy and Gender Differences in Job Preferences, Conference on Information Systems and Technology (CIST 2018), Phoenix, AZ.
34. Chen Liang, Yili Hong, Bin Gu, Jing Peng, Gender Differences in Job Preferences and Gender Wage Gap in Online Gig Economy, Conference on Digital Experimentation (CODE 2018), MIT, MA.
35. Chen Liang, Yili Hong, Bin Gu, Effects of IT-enabled Monitoring Systems in Online Labor Markets, Platform Strategy Research Symposium, Boston University, MA.
36. Chen Liang, Yili Hong, Bin Gu, Home Bias in Online Employment: A Quasi-Natural Experiment, Workshop on Experimental and Behavioral Economics in Information Systems (WEBEIS 2018), Arlington, VA.
37. Chen Liang, Yili Hong, Bin Gu, Home Bias in Hiring: Evidence from an Online Labor Market, Pacific Asia Conference on Information Systems (PACIS 2018), Yokohama, Japan. **Best Paper Nominee**
38. Chen Liang, Yili Hong, Bin Gu, What Drives Home Bias? Evidence from Global Online Labor Markets, Statistical Challenges in eCommerce Research (SCECR 2018), Rotterdam, Netherlands.
39. Chen Liang, Yili Hong, Bin Gu, Home Bias in Online Labor Markets, the 12th China Summer Workshop on Information Management (CSWIM 2018), Qingdao, China. **Best Paper Award**

40. Zhenhua Wu, Chen Liang, Bin Gu, How Much Monitoring is Optimal in the Online Labor Market- A Signaling Perspective, the 12th China Summer Workshop on Information Management (CSWIM 2018), Qingdao, China.
41. Chen Liang, Yili Hong, Bin Gu, What Drives Home Bias? Evidence from Global Online Labor Markets, Workshop on Information Systems and Economics (WISE 2017), Seoul, South Korea.
42. Zhenhua Wu, Chen Liang, Bin Gu, How Much Monitoring is Optimal in the Online Labor Market- A Signaling Perspective, Workshop on Information Systems and Economics (WISE 2017), Seoul, South Korea.
43. Chen Liang, Yili Hong, Bin Gu, Home Bias in Online Employment, International Conference on Information Systems 2017 (ICIS 17), Seoul, South Korea.
44. Chen Liang, Yili Hong, Bin Gu, Home Bias in Online Employment, Conference on Information Systems and Technology (CIST 2017), Houston, TX.
45. Chen Liang, Yili Hong, Bin Gu, Home Bias in Online Employment, Hawaii International Conference on System Sciences 2018 (HICSS 18), Hawaii, US.
46. Yili Hong, Pei-yu Chen, Benjamin Shao, Chen Liang, Effect of Auction Design on Bidder Entry: Evidence from An Online Labor Market, Hawaii International Conference on System Sciences 2018 (HICSS 18), Hawaii, US.
47. Chen Liang, Yili Hong, Bin Gu, Effects of IT-enabled Monitoring Systems: Evidence from Fixed and Time-based Contracts in An Online Labor Market, Workshop on Information Systems and Economics (WISE 2017), Dublin, Ireland.
48. Chen Liang, Zhan (Michael)Shi, Raghu S. T., The Spillover of Spotlight: Platform Recommendation in the Mobile App Market. Statistical Challenges in eCommerce Research (SCECR 2017), Vietnam.
49. Chen Liang, Zhan (Michael)Shi, Raghu S. T., The Spillover of Spotlight: Platform Recommendation in the Mobile App Market. Winter Conference on Business Analytics (WCBA 17), Utah, US.
50. Ni Huang, Bin Gu, Gord Burtch, Yili Hong, Chen Liang, Kanliang Wang, Dongpu Fu, Bo Yang, Stimulating User-Generated Content via Performance Feedback: A Randomized Mobile Field Experiment, in CODE@MIT Conference, Cambridge, MA.
51. Chen Liang, Yili Hong, Bin Gu, Effects of IT-enabled Monitoring Systems in Online Labor Markets, in Conference on Information Systems and Technology (CIST 2016), Nashville, TN.
52. Ni Huang, Bin Gu, Gord Burtch, Yili Hong, Chen Liang, Kanliang Wang, Dongpu Fu, & Bo Yang, Stimulating User-Generated Content via Performance Feedback: A Randomized Mobile Field Experiment, in Conference on Information Systems and Technology (CIST 2016), Nashville, TN.
53. Chen Liang, Yili Hong, Bin Gu, Effects of IT-enabled Monitoring Systems in Online Labor Markets, Proceedings of the International Conference on Information Systems (ICIS 2016), Dublin, Ireland.
54. Ni Huang, Bin Gu, Gord Burtch, Yili Hong, Chen Liang, Kanliang Wang, Dongpu Fu, & Bo Yang, Stimulating User-Generated Content via Performance Feedback: A Randomized Mobile Field Experiment, Proceedings of the International Conference on Information Systems (ICIS 2016), Dublin, Ireland.
55. Chen Liang, Yili Hong, Bin Gu, Moral Hazards and Effects of IT-enabled Monitoring Systems in Online Labor Markets, the 50th Hawaii International Conference on System Sciences (HICSS 2017), Hawaii, US. **Best Paper Award**

56. Ni Huang, Bin Gu, Gord Burtch, Yili Hong, Chen Liang, Kanliang Wang, Dongpu Fu, Bo Yang, Stimulating User-Generated Content via Performance Feedback: A Randomized Mobile Field Experiment, 50th Hawaii International Conference on System Sciences (HICSS 2017), Hawaii, US. **Best Paper Nominee**
57. Chen Liang, Zhan (Michael) Shi, Raghu S. T., When Your App Is Under the Spotlight, the 15th Workshop on e-Business (WeB 2016), Dublin, Ireland.
58. Yili Hong, Bin Gu, Chen Liang, Gord Burtch, Ni Huang, Stimulating UGC Contribution via Performance Feedback: A Randomized Mobile Field Experiment, Statistical Challenges in eCommerce Research (SCECR 2016), Naxos, Greece.

TEACHING

Graduate-level Course.

Statistics in Business Analytics, University of Connecticut, 2022 Fall (Rating: 4.8/5.0)

Undergraduate-level Course.

Business Information Systems, University of Connecticut, 2023 Spring (Rating: 4.5/5.0)

Business Information Systems, University of Connecticut, 2022 Spring (Rating: 4.8/5.0)

Business Information Systems, University of Connecticut, 2021 Spring (Rating: 4.6/5.0)

Business Information Systems, University of Connecticut, 2020 Spring (Rating: 4.5/5.0)

Business Information Systems, University of Connecticut, 2019 Fall (Rating: 4.4/5.0)

Business Database Concepts, Arizona State University, 2018 Fall (Rating: 6.1/7.0)

Business Database Concepts, Arizona State University, 2018 Spring (Rating: 6.5/7.0)

AWARDS & HONORS

Best Research Paper Award, UConn School of Business, 2023

Research Excellence Program Fund, University of Connecticut, 2022

Best Paper in Track Award (IS and the Future of Work Track), International Conference on Information Systems, 2021

INFORMS eBusiness Best Paper Award Runner-up, 2021

Best Reviewer Award, International Conference on Information Systems (ICIS), 2019

Best Paper Nominee, Conference on Information Systems and Technology (CIST), 2019

NSF Doctoral Dissertation Research Improvement Grant (DDRIG), 2018

Best Paper Award, Workshop on Information Systems and Economics (WISE), 2018

Best Paper Award, China Summer Workshop on Information Management (CSWIM), 2018

Best Paper Award, Hawaii International Conference on System Sciences (HICSS), 2017

Best Paper Nominee, Hawaii International Conference on System Sciences (HICSS), 2017

Best Paper Nominee, Pacific Asia Conference on Information Systems (PACIS), 2018

Graduate & Professional Student Association (GPSA) Outstanding Research Award, ASU, 2018

Outstanding Research Award, Department of Information Systems, W. P. Carey School of Business, 2018

National Scholarship, Ministry of Education, China, 2014 (top 1%)

Excellent Dissertation for the bachelor's degree, SYSU, 2013

Excellent Graduate, SYSU, 2013

PROFESSIONAL ACTIVITIES

- **Referee for Journals**

Information Systems Research, Management Science, Management Information Systems Quarterly, Production and Operations Management, Journal of Management Information Systems

- **Referee for Conferences**

International Conference on Information Systems (2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023)

Conference on Information Systems and Technology (2016, 2017, 2018, 2019, 2020, 2022, 2023)

Hawaii International Conference on System Sciences (2016, 2017, 2018, 2022)

China Summer Workshop on Information Management (2018, 2019, 2020, 2021, 2023)

Pacific Asia Conference on Information Systems (2017, 2018)

PROGRAMMING SKILLS

Computer Languages: C++, Python, LATEX

Statistical Analysis: Stata, R, Matlab, GAUSS, SPSS & AMOS, Mplus

Database: SQL Server, MySQL, Access

Last updated: September 2023