

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: Gig Economy, Gender Wage Gap, Platform Economy, Artificial Intelligence

Methodologies: Econometrics, Field and Lab Experiments, Machine Learning, Analytical Modeling

RESEARCH GRANTS

NSF Doctoral Dissertation Improvement Grant, 2018-2020 (\$15,914)

NET Institute Grant, 2018 (\$3,000)

Center for the Study of Economic Liberty Research Grant, ASU, 2018 (\$1,0000)

AWS Cloud Credits for Research Grant, 2017 (\$12,200)

NET Institute Grant, 2017 (\$4,500)

Robert Wood Johnson Foundation, Future of Work, 2017-2019 (\$120,024, Research Assistant)

Center for the Study of Economic Liberty Research Grant, ASU, 2017 (\$3,000)

NET Institute Grant, 2016 (\$4,500)

REFEREED JOURNAL PUBLICATIONS

1. 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.

2. 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.

Media Mentions: W. P. Carey Magazine, ASU Now, a letter from President of ASU

WORKING PAPERS

1. Chen Liang, Jing Peng, Yili Hong, and Bin Gu. Economic Cost of Monitoring.
Conferences: SCECR 2019, CIST 2019 (*Best Paper Nominee*)
Funding: NSF Doctoral Dissertation Improvement Grant, Robert Wood Johnson Foundation
2. Chen Liang, Yili Hong, Benjamin Shao, and Pei-yu Chen. Effect of Auction Design on Bidder Entry: Evidence from An Online Labor Market.
Conferences: HICSS 2018, WIST 2018
3. Chen Liang, Yili Hong, and Bin Gu. Effects of IT-enabled Monitoring on Labor Contracting in Online Platforms: Evidence from a Natural Experiment.
Conferences: CIST 2016, WISE 2016, ICIS 2016, HICSS 2017 (*Best Paper Award*)
Funding: NET Institute Grant 2016
4. Chen Liang, Yili Hong, and Bin Gu. Home Bias in Online Employment: Evidence from an Online Labor Market.
Conferences: WISE 2017, ICIS 2017, CIST 2017, CSWIM 2018 (*Best Paper Award*), SCECR 2018, PACIS 2018 (*Best Paper Nominee*), HICSS 2018
Funding: NET Institute Grant 2017, Robert Wood Johnson Foundation, Center for the Study of Economic Liberty Research Grant 2017
5. 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
6. Chen Liang, Yili Hong, Bin Gu, and Jing Peng. 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
Media Mentions: ASU Now, a letter from US senator (Kyrsten Sinema)

WORK-IN-PROGRESS

7. Getting Consumers to Bond with Brand Communities (with Ji Wu, Xinxin Li)
8. Feature Removal or Feature Fatigue (with Jing Peng, Alvin Zheng, Xinxin Li)
9. Financial Investment Performance and Social Volumn Index in Social Media (with Chewei Liu)
10. Artificial Intelligence and Music Recommendation (with Xueyan Yin, Peiyu Chen, Bin Gu)

CONFERENCE PAPERS AND PRESENTATIONS

1. Zhenhua Wu, Chen Liang, Bin Gu, Online Labor Market Signaling with App-based Monitoring, International Conference on Information Systems (ICIS 2019), Munich, Germany.
2. Chen Liang, Jing Peng, Yili Hong, Bin Gu, Economic Cost of Monitoring, Conference on Digital Experimentation (CODE 2019), MIT, MA.
3. Chen Liang, Jing Peng, Yili Hong, and Bin Gu, Economic Cost of Monitoring. Conference on Information Systems and Technology (CIST2019), Seattle, WA. **Best Conference Paper Award Nominee**
4. Chen Liang, Yili Hong, Bin Gu, Home Bias in Hiring: Evidence from an Online Labor Market, 2019 INFORMS Annual Meeting (INFORMS 2019), Seattle, USA.
5. 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.
6. 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.
7. 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.
8. 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**
9. 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.
10. 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)
11. 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.
12. 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.
13. Chen Liang, Yili Hong, Bin Gu, Effects of IT-enabled Monitoring Systems in Online Labor Markets, Platform Strategy Research Symposium, Boston University, MA.
14. 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.
15. 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**
16. 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.
17. 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**

18. 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.
19. 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.
20. 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.
21. Chen Liang, Yili Hong, Bin Gu, Home Bias in Online Employment, International Conference on Information Systems 2017 (ICIS 17), Seoul, South Korea.
22. Chen Liang, Yili Hong, Bin Gu, Home Bias in Online Employment, Conference on Information Systems and Technology (CIST 2017), Houston, TX.
23. Chen Liang, Yili Hong, Bin Gu, Home Bias in Online Employment, Hawaii International Conference on System Sciences 2018 (HICSS 18), Hawaii, US.
24. 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.
25. 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.
26. 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.
27. 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.
28. 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.
29. 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.
30. 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.
31. 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.
32. 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.
33. 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**

34. 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
35. 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.
36. 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

■ Instructor

- 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)

■ Teaching Assistant

- Executive Development Programs, Sun Yat-sen University, 2011

AWARDS & HONORS

- Best Reviewer Nominee, International Conference on Information Systems (ICIS), 2019
- Best Paper Nominee, Conference on Information Systems and Technology (CIST), 2019
- 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
- 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 bachelor's degree, SYSU, 2013
- Excellent Graduate, SYSU, 2013
- Grand Prize, "Challenge Cup" Extracurricular and Academic Contest, Guangdong, 2013
- First Prize Scholarship, SYSU, 2011

PROFESSIONAL ACTIVITIES

■ Referee for Journals

- Management Science, Information Systems Research, Journal of Management Information Systems

■ Referee for Conferences

- International Conference on Information Systems (2016, 2017, 2018, 2019)
- Conference on Information Systems and Technology (2016, 2017, 2018, 2019)
- China Summer Workshop on Information Management (2018, 2019)

Pacific Asia Conference on Information Systems (2017, 2018)

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

PROGRAMMING SKILLS

Computer Languages: C++, Python, LATEX

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

Programming and Data Ming: Weka, SQL Server, MySQL

Last updated: Jul 2020