

Zhi (Aaron) Cheng

Department of Management
London School of Economics and Political Science
Houghton St, London WC2A 2AE, United Kingdom

ACADEMIC POSITION

London School of Economics

Assistant Professor of Information Systems and Innovation (September 2019 – Present)

HONORS AND AWARDS

AIS Distinguished Member, Association for Information Systems, 2024

INFORMS Senior Member, Institute for Operations Research & Management Sciences (INFORMS), 2024

Teaching Award (*Highly Commended Teacher*), Department of Management, LSE 2024

Teaching Award (*Honorable Mention Teacher*), Department of Management, LSE 2023

Teaching Award (*Top 10 Teacher*), Department of Management, LSE, 2021

LSE Student's Union Teaching Award Nominee, LSE, "*Mentoring & Personal Development*," 2021

LSE "Annual Contribution Award" for outstanding research, teaching and service, LSE, 2022, 2023

Best Associate Editor Award, European Conference on Information Systems (ECIS), 2023

Best Research-in-Progress, 1st Runner Up, European Conference on Information Systems (ECIS), 2023

Best Associate Editor Award, International Conference on Information Systems (ICIS), 2022

Best Paper (Finalist), China Summer Workshop on Information Management (CSWIM), 2021

Best Paper (Finalist), Conference of Information Systems and Technology (CIST), 2020

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

Best Paper in "*Human-Computer Interaction*" Track, ICIS, 2016

Selected Attendee, the MISQ Reviewer Workshop, ICIS, 2019

Selected Attendee, the Junior Faculty Workshop, ICIS, 2019

Selected Attendee, S.M.A.R.T. Workshop, University of Washington, Seattle, 2017

1st Runner up in Completed Dissertation, Temple Fox Student Research Competition, 2019

1st Place in 2nd, 3rd & 4th Year Paper, Temple Fox PhD Student Research Competition, 2016-17

Presidential Fellowships, Temple University, 2014 – 2019

Excellent Academic Performance Scholarship, Renmin University of China, 2012 – 2014

National Fellowships for Graduate Students, Ministry of Education, China, 2013

Excellent Graduate & Excellent Thesis Awards, University of International Relations, 2013

Best Student Leader Award, University of International Relations, 2011 – 2012

EDUCATION

Temple University

Ph.D. in Business Administration

Major: Management Information Systems

Philadelphia, PA, USA

May 2019

Renmin University of China

Master of Management

Major: Management Science and Engineering

Beijing, China

July 2015

University of International Relations

Bachelor of Management

Major: Information Management and Information Systems

Minor: International Economics and Trade

Beijing, China

July 2012

RESEARCH

Doctoral Dissertation

Title: Digital Citizenship: The Role of Information, Automation, and Transformation

PhD Committee: Paul A. Pavlou, Min-Seok Pang, Ting Li, Catherine Maclean

Topics: AI/Algorithms/Automation in Business and Society; IT and Public Policy; Digital Business Strategy; Healthcare IS; Future of Work; Technology Innovation and Entrepreneurship

Methodology: Causal Inference; RCT; Observational Study; Applied Econometrics; Machine Learning

Peer-Reviewed Publications

1. Zhi (Aaron) Cheng, Zhanyu Dong, and Min-Seok Pang. (2025). “Automated Enforcement and Traffic Safety.” *Management Science*. ([weblink](#))
2. Zhe Deng, Zhi (Aaron) Cheng, Pedro Ferreira, and Paul A. Pavlou. (2025). “From Smart Phones to Smart Students: Learning versus Distraction with Smartphones in the Classroom.” Forthcoming in *Information Systems Research*. ([weblink](#))
3. Xue Guo, Zhi (Aaron) Cheng, and Paul A. Pavlou. (2024) “Skill-Biased Technological Change, again? Online Gig Platforms and Local Employment.” *Information Systems Research*. ([weblink](#))
4. Zhi (Aaron) Cheng, Brad N. Greenwood, and Paul A. Pavlou (2022). “Location-Based Mobile Gaming and Local Depression Trends: A Study of Pokémon Go.” *Journal of Management Information Systems*, 39(1), 68-101. ([weblink](#))
5. Zhi (Aaron) Cheng, Min-Seok Pang, and Paul A. Pavlou (2020). “Mitigating Traffic Congestion: The Role of Intelligent Transportation Systems.” *Information Systems Research*, 31(3), 653-674. (Lead Article). ([weblink](#))
6. Zhi (Aaron) Cheng, Angelika Dimoka, and Paul A. Pavlou (2016). “Context May Be King, but Generalizability Is the Emperor!” *Journal of Information Technology*, 31(3), 257-264. ([weblink](#))

Papers Under Revision/Review

1. Zhi (Aaron) Cheng, Ting Li, and Paul A. Pavlou. “Information Transparency, Switching Cost and Customer Churn: Field and Lab Evidence from Insurance Industry” (Under the 2nd round revision, *Management Science*)
2. Zherui Yang, Zhi (Aaron) Cheng, and Ting Li. “Firms’ Consent Elicitation Strategy and Customer Segmentation under Privacy Regulation” (Major Revision, *MIS Quarterly*)

Selected Work-in-Progress

1. Weiwei Sun, Aaron Cheng, and Xitong Guo. “Initial Communication Media, Sustained Patient Engagement, and Health Outcomes: Evidence from an Online Mental Healthcare Platform”
2. Zhi (Aaron) Cheng and Ting Li. “Consumer Heterogeneity and Mobile Advertising Effectiveness: Evidence from a Randomized Field Experiment”
3. Xiaoye Li, Jiancheng Wang, Zhi (Aaron) Cheng, and Rongwei Ren. “E-Commerce Live Streaming, Local Entrepreneurship, and Poverty Reduction: The Role of Government Officials’ Participation”
4. Susanne Klausning and Zhi (Aaron) Cheng. “Responsible AI Innovation as a Response to Privacy Regulation? Evidence from the California Consumer Privacy Act”
5. Guohao Zhu, Zhi (Aaron) Cheng, Ning Zhao. “Open Government Data and Healthcare AI Adoption: Evidence from China”

Peer-Reviewed Proceedings

1. Susanne Klausing and Zhi (Aaron) Cheng. (2025). "Privacy Regulation and Data Processing Innovation: The Impact of the California Consumer Privacy Act" *Proceedings of the 2025 European Conference on Information Systems*.
2. Xiaoye Li, Jiancheng Wang, Zhi (Aaron) Cheng, and Qian Fang. (2024). "E-Commerce Live Streaming, Local Entrepreneurship, and Poverty Reduction: The Role of Government Officials' Participation" *Proceedings of 17th China Summer Workshop on Information Management*.
3. Xiaoye Li, Jiancheng Wang, Zhi (Aaron) Cheng, and Qian Fang. (2023). "E-Commerce Live Streaming and Local Entrepreneurship: The Role of Government Officials' Participation" *Proceedings of the 2023 European Conference on Information Systems*.
4. Weiwei Sun, Zhi (Aaron) Cheng, and Xitong Guo. (2021). "How Shall We Start? Initial Communication Media and Subsequent Patient Engagement on a Mental Mobile Healthcare Platform" *Proceedings of the 2021 International Conference on Information Systems*.
5. Weiwei Sun, Zhi (Aaron) Cheng, and Xitong Guo. (2021). "First Service Communication Media and Subsequent Patient Engagement: Evidence from a Mental Mobile Healthcare Platform" *Proceedings of 14th China Summer Workshop on Information Management*.
6. Weiwei Sun, Zhi (Aaron) Cheng, and Xitong Guo. (2021). "First Service Communication Media and Subsequent Patient Engagement: Evidence from a Mobile Mental Healthcare Platform" *Proceedings of the 2021 Pacific Asia Conference on Information Systems*.
7. Xue Guo, Zhi (Aaron) Cheng, and Paul A. Pavlou. (2019). "Skill-Biased Technical Change Again? Estimating the Effect of TaskRabbit on Local Employment in the Housekeeping Industry" *Proceedings of the 2019 International Conference on Information Systems*.
8. Zherui Yang, Zhi (Aaron) Cheng, and Ting Li. (2019). "Still Targeting Younger Customers? A Field Experiment on Digital Communication Channel Migration" *Proceedings of the 2019 International Conference on Information Systems*.
9. Ting Li, Dimitrios Tsekouras, and Zhi (Aaron) Cheng. (2019). "Free Shipping Promotion: Leveraging Scarcity and Popularity Information" *Academy of Management Proceedings 2019*.
10. Ting Li, Dimitrios Tsekouras, and Zhi (Aaron) Cheng. (2018). "Free Shipping Promotion – Leveraging Scarcity and Popularity Information" *Proceedings of the 2018 International Conference on Information Systems*.
11. Zhi (Aaron) Cheng, Ting Li, and Paul A. Pavlou. (2016). "Information Transparency and Customer Churn: Evidence from the Insurance Industry" *Proceedings of the 2016 International Conference on Information Systems*.
12. Zhi (Aaron) Cheng, Min-Seok Pang, and Paul A. Pavlou. (2016). "On Intelligent Transportation Systems and Road Congestion" *Proceedings of the 2016 International Conference on Information Systems*.
13. Zhi (Aaron) Cheng (2015). "On Smartphone Indispensability: A Country-level Exploratory Study." *Proceedings of the 2015 Americas Conference on Information Systems*.

PRESENTATIONS

Conference Presentations (* presenter)

1. Susanne Klausing and Aaron Cheng (2025). "From Regulatory to Institutional Information Assurance in Artificial Intelligence Innovation: Evidence from the California Consumer Privacy Act." (Invited to present at the "Paper Development Workshop" for MIS Quarterly Special Issue on "AI-IA Nexus: The Future of Information Systems Security, Privacy, and Quality" (Scheduled, July 2025)

2. Susanne Klausing and Aaron Cheng (2025). "The Evolution of AI and Privacy-Preserving Innovation Under Regulatory Change: Evidence from the California Consumer Privacy Act" 21st Symposium on Statistical Challenges in Electronic Commerce Research, Paphos, Cyprus. (Scheduled, June 2025)
3. *Susanne Klausing and Aaron Cheng (2025). "The Impact of Privacy Regulation on Data Processing Innovation: Evidence from the California Consumer Privacy Act" *European Conference on Information Systems (ECIS)*, Amman, Jordan. (Scheduled, June 2025)
4. *Susanne Klausing and Aaron Cheng (2025). The Impact of Privacy Regulation on Data Processing Innovation: Evidence from the California Consumer Privacy Act. *Digital Economy Workshop*, Berlin, Germany. (March 2025)
5. *Xiaoye Li, Jiancheng Wang, Zhi (Aaron) Cheng, and Rongwei Ren. (2024). "E-Commerce Live Streaming, Local Entrepreneurship, and Poverty Reduction: The Role of Government Officials' Participation" The 17th *China Summer Workshop on Information Management (CSWIM)*, Xiamen, China. (June 2024)
6. *Zhi (Aaron) Cheng, Zhanyu Dong, and Min-Seok Pang. (2024). "Automated Enforcement and Traffic Safety" *AI and the Future of Work @ Wharton*, Philadelphia, USA. (March 2024)
7. *Xiaoye Li, Jiancheng Wang, Zhi (Aaron) Cheng, and Rongwei Ren. (2023). "E-Commerce Live Streaming, Local Entrepreneurship, and Poverty Reduction: The Role of Government Officials' Participation" *Conference on Information Technology and Systems (CIST)*, Phoenix, Arizona. (October 2023)
8. *Xiaoye Li, Jiancheng Wang, Zhi (Aaron) Cheng, and Qian Fang. (2023). "E-Commerce Live Streaming and Local Entrepreneurship: The Role of Government Officials' Participation" *European Conference on Information Systems (ECIS)*, Kristiansand, Norway. (June 2023)
9. Zherui Yang, *Zhi (Aaron) Cheng, and Ting Li. (2022). "Digital Migration and Customer Consent After GDPR: Field Evidence from Digital Laggards" *Workshop on Information Systems and Economics (WISE)*, Copenhagen, Denmark. (December 2022)
10. *Weiwei Sun, Zhi (Aaron) Cheng, and Xitong Guo. (2022). "Initial Communication Media and Subsequent Patient Engagement on a Mobile Mental Healthcare Platform" *2022 Health Information Technology Symposium (HITS)*, Copenhagen, Denmark. (December 2022)
11. *Zhi (Aaron) Cheng and Ting Li. (2022). "Consumer Heterogeneity and Mobile Advertising Effectiveness: Evidence from a Field Experiment" *Conference on Information Systems and Technology (CIST)*, Indianapolis, Indiana. (October 2022)
12. *Zhi (Aaron) Cheng, Zhanyu Dong, and Min-Seok Pang. (2021). "Automated Enforcement on the Road: Surveillance Technology and Traffic Safety" *Workshop on Information Systems and Economics (WISE)*, Austin, Texas. (December 2021)
13. *Weiwei Sun, Zhi (Aaron) Cheng, and Xitong Guo. (2021). "How Shall We Start? Initial Communication Media and Subsequent Patient Engagement on a Mobile Mental Healthcare Platform" *International Conference on Information Systems*, Austin, Texas. (December 2021)
14. *Weiwei Sun, Zhi (Aaron) Cheng, and Xitong Guo. (2021). "First Service Communication Media and Subsequent Patient Engagement: Evidence from a Mobile Mental Healthcare Platform" *Pacific Asia (Virtual) Conference on Information Systems (PACIS)*, Dubai, United Arab Emirates. (July 2021)
15. *Weiwei Sun, Zhi (Aaron) Cheng, and Xitong Guo. (2021). "How Shall We Start? First Service Communication Modes and Subsequent Patient Engagement in Mental Health Care on a Mobile Platform" *(Virtual) Symposium on Statistical Challenges in Electronic Commerce Research, Madrid, Spain*. (June 2021)
16. *Weiwei Sun, Zhi (Aaron) Cheng, and Xitong Guo. (2021). "First Service Communication Media and Subsequent Patient Engagement: Evidence from a Mental Mobile Healthcare Platform" *China Summer (Virtual) Workshop on Information Management (CSWIM)*, Chongqing, China. (June 2021)
17. *Xue Guo, Zhi (Aaron) Cheng, and Paul A. Pavlou. (2020). "Skill-Biased Technical Change Again? Estimating the Effect of TaskRabbit on Local Employment in the Housekeeping Industry," *INFORMS*

(Virtual) Conference on Information Technology & Systems (CIST), Washington D.C., USA. (November 2020)

18. *Zhi (Aaron) Cheng, Zhanyu Dong, and Min-Seok Pang. (2020). “Automated Enforcement: Surveillance Technology and Traffic Safety,” *The 16th (Virtual) Symposium on Statistical Challenge in E-commerce Research (SCECR)*, Madrid, Spain. (June 2020)
19. *Zhi (Aaron) Cheng, Ting Li. (2019). “Mobile Advertising as a Customer Retention Strategy: Evidence from a Randomized Field Experiment,” *Workshop of Information Systems and Economics (WISE)*, Munich, Germany. (December 2019)
20. Xue Guo, *Zhi (Aaron) Cheng, and Paul A. Pavlou. (2019). “Skill-Biased Technical Change Again? Estimating the Effect of TaskRabbit on Local Employment in the Housekeeping Industry,” *International Conference on Information Systems (ICIS)*, Munich, Germany. (December 2019)
21. *Zherui Yang, Zhi (Aaron) Cheng, and Ting Li. (2019). “Still Targeting Younger Customers? A Field Experiment on Digital Communication Channel Migration,” *International Conference on Information Systems (ICIS)*, Munich, Germany. (December 2019)
22. *Zherui Yang, Zhi (Aaron) Cheng, and Ting Li. (2019). “Still Targeting Younger Customers? A Field Experiment on Digital Communication Channel Migration,” *INFORMS Conference on Information Technology and Systems (CIST)*, Seattle, USA. (October 2019)
23. *Zherui Yang, Zhi (Aaron) Cheng, and Ting Li. (2019). “Still Targeting Younger Customers? A Field Experiment on Digital Communication Channel Migration,” *Conference on Digital Experimentation (CODE@MIT)*, Cambridge, USA. (October 2019)
24. *Ting Li, Dimitrios Tsekouras, and Zhi (Aaron) Cheng. (2019). “Free Shipping Promotion – Leveraging Scarcity and Popularity Information,” *Annual Meeting of the Academy of Management (AOM)*, Boston, USA. (August 2019)
25. Xue Guo, *Zhi (Aaron) Cheng, and Paul A. Pavlou. (2019). “Skill-Biased Technical Change Again? Estimating the Effect of TaskRabbit on Local Employment in the Housekeeping Industry,” *The 15th Symposium on Statistical Challenge for E-Commerce (SCECR)*, Hong Kong, China. (June 2019)
26. *Zhe Deng, Zhi (Aaron) Cheng, Pedro Ferreira, and Paul A. Pavlou. (2018) “Mobile Device Policy, Attention Allocation, and Student Performance: Evidence from a Video-Tracking Randomized Experiment,” *Workshop on Information Systems and Economics (WISE)*, San Francisco, USA. (December 2018)
27. Ting Li, Dimitrios Tsekouras, and *Zhi (Aaron) Cheng. (2018). “Free Shipping Promotion – Leveraging Scarcity and Popularity Information,” *International Conference on Information Systems (ICIS)*, San Francisco, USA. (December 2018)
28. *Zhe Deng, Zhi (Aaron) Cheng, Pedro Ferreira, and Paul A. Pavlou. (2018) “Mobile Device Policy, Attention Allocation, and Student Performance: Evidence from a Video-Tracking Randomized Experiment,” *INFORMS Conference on Information Technology and Systems (CIST)*, Phoenix, USA. (November 2018)
29. *Zhi (Aaron) Cheng, Brad N. Greenwood, and Paul A. Pavlou. (2018). “Should We Play A Game? An Empirical Investigation on Location-Based Mobile Gaming on Mental Illness,” *INFORMS Workshop on Data Science*, Phoenix, USA. (November 2018)
30. *Zhi (Aaron) Cheng, Zhanyu Dong, and Min-Seok Pang. (2018). “Automated Enforcement on the Road: Surveillance Technology and Traffic Safety,” *INFORMS Conference on Information Technology and Systems (CIST)*, Phoenix, USA. (November 2018)
31. *Zhi (Aaron) Cheng, Brad N. Greenwood, and Paul A. Pavlou. (2018). “Should We Play A Game? An Empirical Investigation on Location-Based Mobile Gaming on Mental Illness,” *Conference on Health Information Technology and Analytics (CHITA)*, D.C., USA. (October 2018)
32. *Zhi (Aaron) Cheng and Ting Li. (2018). “Mobile Advertising as a Customer Retention Strategy: Evidence from a Randomized Field Experiment,” *Conference on Digital Experimentation (CODE@MIT)*, Cambridge, USA. (October 2018)

33. *Zhi (Aaron) Cheng, Zhanyu Dong, and Min-Seok Pang. (2018). "Automated Enforcement on the Road: Surveillance Technology and Traffic Safety," *Conference on Health Information Technology and Analytics (CHITA)*, D.C., USA. (October 2018)
34. *Zhe Deng, Zhi (Aaron) Cheng, Pedro Ferreira, and Paul A. Pavlou. (2018) "Mobile Techonology Policy, Attention Allocation, and Student Performance: Evidence from a Video-Tracking Randomized Experiment," *Conference on Digital Experimentation (CODE@MIT)*, Cambridge, USA. (October 2018)
35. *Zhi (Aaron) Cheng, Brad N. Greenwood, and Paul A. Pavlou. (2018). "Should We Play A Game? An Empirical Investigation on Location-Based Mobile Gaming on Mental Illness," *The 14th Symposium on Statistical Challenge in E-commerce Research (SCECR)*, Rotterdam, Netherland. (June 2018)
36. *Zhe Deng, Zhi (Aaron) Cheng, Pedro Ferreira, and Paul A. Pavlou. (2018) "Mobile Distraction in Class: An Empirical Investigation on Smartphone Use Policies," *The 14th Symposium Statistical Challenge in E-commerce Research (SCECR)*, Rotterdam, Netherland. (June 2018)
37. *Zhi (Aaron) Cheng, Ting Li, and Paul A. Pavlou. (2017). "Information Transparency and Customer Churn: Evidence from the Insurance Industry," *Workshop on Information Systems and Economics (WISE)*, Seoul, South Korean. (December 2017)
38. *Zhi (Aaron) Cheng, Ting Li, and Paul A. Pavlou. (2017). "Information Transparency and Customer Churn: Evidence from the Insurance Industry," *Conference on Information Systems and Technology (CIST)*, Houston, USA. (October 2017)
39. *Zhe Deng, Zhi (Aaron) Cheng, Pedro Ferreira, and Paul A. Pavlou. (2017) "Mobile Distraction in Class: An Empirical Investigation on Smartphone Use Policies," *Conference on Digital Experimentation (CODE@MIT)*, Cambridge, USA. (October 2017)
40. Ting Li, Dimitrios Tsekouras, and *Zhi (Aaron) Cheng. (2017). "Free Shipping Promotion – Leveraging Scarcity and Popularity Information," *Conference on Digital Experimentation (CODE@MIT)*, Cambridge, USA. (October 2017)
41. *Zhi (Aaron) Cheng, Min-Seok Pang, and Paul A. Pavlou. (2017). "Intelligent Transportation Systems, Traffic Congestion, and Environmental Sustainability," *Erasmus Energy Forum (EEF)*, Erasmus University, Rotterdam, Netherlands. (June 2017)
42. *Zhi (Aaron) Cheng, Ting Li, and Paul A. Pavlou. (2016). "Information Transparency and Customer Churn: Evidence from the Insurance Industry," *International Conference on Information Systems (ICIS)*, Dublin, Ireland. (December 2016)
43. *Zhi (Aaron) Cheng, Min-Seok Pang, and Paul A. Pavlou. (2016). "On Intelligent Transportation Systems and Road Congestion," *International Conference on Information Systems (ICIS)*, Dublin, Ireland. (December 2016)
44. *Zhi (Aaron) Cheng, Ting Li, and Paul A. Pavlou. (2016). "Information Transparency and Customer Churn: Evidence from the Insurance Industry," *INFORMS Annual Meeting*, Nashville, USA. (November 2016)
45. *Zhi (Aaron) Cheng, Min-Seok Pang, and Paul A. Pavlou. (2016). "Intelligent Transportation Systems and Traffic Congestion: Evidence from US Cities," *Conference on Information Systems and Technology (CIST)*, Nashville, USA. (November 2016)
46. *Zhi (Aaron) Cheng, Ting Li, and Paul A. Pavlou. (2016). "Information Transparency and Customer Churn: Evidence from the Insurance Industry," *The 12th Symposium Statistical Challenge in E-commerce Research (SCECR)*, Naxos, Greece. (June 2016)
47. *Zhi (Aaron) Cheng. (2015). "On Smartphone Indispensability: A Country-level Exploratory Study," *Americas Conference on Information Systems (AMCIS)*, Puerto Rico. (August 2015)

Invited Presentations

- (Dec 2024) **School of Business Administration, South China University of Technology.** (Guangzhou, China). “Initial Communication Media, Sustained Patient Engagement, and Health Outcomes: Evidence from a Mental Healthcare Digital Platform”
- (Dec 2023) **Business School, Sun Yet-sen University** (Shenzhen, China). “Initial Communication Media and Patient Revisit: Evidence from a Mental Healthcare Digital Platform”
- (Oct 2023) **INFORMS Annual Meeting** (Phoenix, USA). “Skill-biased technical change, again? Online gig platforms and Local Employment”
- (June 2022) **Niantic** (virtual). (a leading augmented reality software development company that developed Pokémon GO). “Location-Based Gaming and Mental Health”
- (Oct 2021) **INFORMS Annual Meeting** (virtual). “Mobile Advertising as a Customer Retention Strategy: Evidence from a Randomized Field Experiment”
- (Feb 2020) **Temple University (Fox MIS Distinguished Speaker Series)** (Philadelphia, USA). “Automated Enforcement: Surveillance Technology and Traffic Safety”
- (Aug 2019) **Harbin Institute of Technology (eHealth Research Center)** (Harbin, China). “Location-Based Mobile Gaming on Mental Well-Being”
- (June 2019) **University of Hong Kong (HKU Business School).** “Automated Enforcement: Surveillance Technology and Traffic Safety”
- (Feb 2019) **London School of Economics (Information Systems and Innovation Group).** “Mitigating Traffic Congestion: The Role of Intelligent Transportation Systems”
- (Feb 2019) **Erasmus University (Rotterdam School of Management).** “Mitigating Traffic Congestion: The Role of Intelligent Transportation Systems”
- (Dec 2018) **Chinese University of Hong Kong (CUHK Business School).** “Mitigating Traffic Congestion: The Role of Intelligent Transportation Systems”
- (Nov 2018) **Nanyang Technological University (Nanyang Business School).** “Mitigating Traffic Congestion: The Role of Intelligent Transportation Systems”
- (June 2017) **Erasmus University (Rotterdam School of Management).** “Information Transparency and Customer Churn: Evidence from the Insurance Industry”

RESEARCH COLLABORATIONS WITH INDUSTRY

MobPro, Amsterdam, Netherland. (May 2018 to December 2019)

External researcher on mobile advertising targeting.

TalkingData, Beijing, China. (December 2017 to June 2019)

External researcher on smart city, and cross-app user behavior

Vivat Insurance, Amsterdam, Netherland. (June 2017 to June 2019)

External researcher on churn management, multi-channel attribution, digital migration.

Hersha Hospitality Trust, Philadelphia, PA, USA. (March 2016 - May 2016)

External researcher on revenue management

IBM, Beijing, China. (May 2014 - July 2014)

Data management intern on human capital data analytics

TEACHING

@London School of Economics

MG4J8: Managing Artificial Intelligence

- Master's level elective course for MSc Management Information Systems and Digital Innovation (MISDI) Programme ([details](#)); # students taught: 90 (2025), 88 (2024), 68 (2023)
- As course leader and developer, I integrate technical and managerial AI concepts in the course, and assess student learning by their group projects of AI strategy and independent essays.
- Media coverage: [LSE leads the way with new AI Management course](#) (LSE News)
- Spring 2025: Course Evaluation (4.7/5.0)
- Spring 2024: Course Evaluation (4.6/5.0)
- Spring 2023: Course Evaluation (4.8/5.0)

MY401: Research Design for Studies in Digital Innovation

- Master's level required course for MSc MISDI Programme; # students taught: 24 (2025), 52 (2024), 53 (2023), 17 (2022), 29 (2020)
- Spring 2025: Instructor Evaluations Score for *Seminar* (Groups 5 and 6) (4.8/5.0)
- Spring 2024: Instructor Evaluations Score for *Seminar* (Groups 4, 5, and 6) (4.9/5.0)
- Spring 2023: Instructor Evaluations Score for *Seminar* (Groups 4, 5, and 6) (4.8/5.0)
- Spring 2022: Instructor Evaluations Score for *Seminar* (Group 3) (4.8/5.0)
- Spring 2020: Instructor Evaluations Score for *Seminar* (Group 5) (Group 6) (4.5/5.0) (4.6/5.0)

MG486: Social Computing, Data Analytics, and Information Services

- Master's level elective course for MSc MISDI Programme; # students taught: 79 (2022), 90 (2021)
- As a course co-leader and developer, I integrated data analytics curriculum with experiential student projects for digital platform design
- Spring 2022: Integrated Evaluations Scores per Seminar Group 1-5 (4.5|4.6|4.4|4.3|4.6/5.0)
- Spring 2021: Instructor Evaluation for *Essay Workshop* (Groups 3-5) (4.7/5.0)
- Spring 2021: Instructor Evaluation Score for *Seminar* (Groups 1-5) (4.7/5.0)
- Spring 2021: Instructor Evaluation for *Lecture* (4.6/5.0)

MG487: Information Systems and Innovation: Concepts and Perspectives

- Required course for MSc MISDI Programme; # students taught: 53 (2023), 43 (2020), 29 (2019).
- Autumn 2020: Instructor Evaluations Score for *Seminar* (4.7/5.0) (4.4/5.0)
- Autumn 2019: Instructor Evaluations Score for *Seminar* (4.6/5.0) (4.1/5.0)

MG5A1: A Social Sciences Perspective of Academic Research in Management

- PhD-level required course for MPhil/Ph.D. Programme in IS; # students taught: 5 (2024)
- Developed and hosted a session on "Context and Generalizability" in management and IS research

MG509: Contemporary Digital Innovation Research

- PhD-level required course for MPhil/Ph.D. Programme in IS; # students taught: 1 (2024)
- Developed and led a seminar session around IS literature on "IT Value"

MG522: Research Traditions and Paradigms in IS and Organizations

- PhD-level required course for MPhil/Ph.D. Programme in IS; # students taught: 3 (2021)
- Course co-developers for MPhil/Ph.D. level lecture/seminar sessions, covering the methodological considerations for designing quantitative and computational social science research
- Autumn 2021: Three lecture/seminar sessions on Quantitative Research in IS

@Temple University

MIS 2502: [Data Analytics](#)

- Core Course for the MIS Undergraduate Programme; # students taught: 62 (Autumn 2018)
- Autumn 2018: Instructor Evaluations Score (MIS-2502.003) (4.3/5.0)
- Spring 2018: Teaching assistant for MIS-2502.002 and 004

MIS 0855: Data Science

- Undergraduate elective course, Temple University
- Autumn 2017: Teaching Assistant (Ratings not collected for TA)

BA 9011: MIS Pro-Seminar

- Core Course for PhD Programme (MIS Concentration), Fox School of Business
- Autumn 2015: Teaching Assistant (Ratings not collected for TA)

EXTERNAL SERVICE

Editorial Board

- Information Systems Research 2024 – Present
- Journal of Association for Information Systems 2024 – Present

Ad Hoc Reviewer for Journal Submissions

- Management Science 2019 – Present
- Information Systems Research 2019 – Present
- MIS Quarterly 2019 – Present
- Production and Operations Management 2019 – Present
- Journal of Management Information Systems 2022 – Present
- Journal of Association for Information Systems 2024 – Present
- Journal of Strategic Information Systems 2024
- Information Systems Journal 2021, 2022
- Communications of the ACM 2017
- Information Technology & People 2021

Ad Hoc Reviewer and Discussant for Conference Submissions

- International Conference on Information Systems (ICIS) 2015 – Present
- Workshop on Information Systems and Economics (WISE) 2021 – Present
- Conference on Information Technology and Systems (CIST) 2017 – Present
- Academy of Management Annual Meeting (AoM) 2019 – Present
- European Conference on Information Systems (ECIS) 2018 – Present
- Hawaii International Conference on System Sciences (HICSS) 2018, 2019
- Workshop on Information Technologies and Systems (WITS) 2017
- Pacific Asia Conference on Information Systems (PACIS) 2017
- Americas Conference on Information Systems (AMCIS) 2015

Associate Editor / Session Chair for Conferences

- ECIS “Information Systems Policy and Impact” (proposed track) 2026
- ICIS “Sharing Economy” Track 2025
- ECIS “AI anthropomorphism” Track 2025
- ICIS “Societal Impact of IT” Track 2024

- PACIS “Health IT and IS for Healthcare” Track 2024
- ECIS “Social and Ethical Implications of ICT Use” Track 2024
- ECIS “Social and Ethical Implications of ICT Use” Track 2023
- ICIS “AI in Business and Society” Track 2022
- WISE “Sustainability” Track 2022
- ECIS “Social and Ethical Implications of ICT Use” Track 2022
- PACIS “Mobile, IoT, and Ubiquitous Computing” Track 2022
- ICIS “IoT, Smart Cities, Services, and Government” Track 2021
- ECIS “IS Innovation, Adoption and Diffusion” Track 2021
- ICIS “Societal Impact of IS” Track 2020
- ECIS “Business Analytics and Big Data” Track 2019

Conference Organizing and Coordination

- Mentor, *Creating Policy Impact through IS Research* (virtual workshop), JAIS Mar 2025
- Session Organizer/Chair, INFORMS ISS Cluster Session on “*AI for Social Good*” Oct 2024
- Academic Chair, LSE Future Impact Summit Oct 2022
- Statistical Challenges in Electronic Commerce Research (SCECR) June 2018
- Conference on Information Systems and Technology (CIST) Nov 2016
- Americas Conference on Information Systems (AMCIS) Aug 2015
- NSF Workshop on “Privacy in an Era of Big Data” May 2015

External Examiner

- Postgraduate Diploma on AI for Business, University of Oxford 2024 – Present

Public Engagement

- Panelist, *Protesting Gig workers in the Age of AI*, UK Houses of Parliament May 2025

INTERNAL SERVICE

- Co-chair, Equity, Diversity and Inclusion Committee, LSE Dept. of Management 2023 – Present
- Member, PhD Student Recruitment Committee, LSE ISI Group 2020 – Present
- Member, Faculty Recruitment Committee, LSE ISI Group 2019 – Present
- Teaching Faculty, MSc MISDI Programme, LSE ISI Group 2019 – Present
- Coordinator, Doctoral Student Presentation Series, Temple Dept. of MIS 2016 – 2019
- Vice President, Doctoral Student Association, Temple Fox School of Business 2016 – 2018

FUNDING AND GRANTS

Research and Impact Support Fund (RISF) (spotlight AI call), LSE, £5000	2024 – 2025
National Science Foundation (NSF) funded project (Award number #1449619)	2014 – 2016
14th Young Scholars Interdisciplinary Funding, Temple University, \$7500.	2017
13th Young Scholars Interdisciplinary Funding, Temple University, \$3000.	2016
12th Young Scholars Interdisciplinary Funding, Temple University, \$2600.	2016
10th Young Scholars Interdisciplinary Funding, Temple University, \$750.	2015

PROFESSIONAL ASSOCIATIONS

Association of Information Systems (AIS)

Institute for Operations Research and the Management Sciences (INFORMS)