Chen Liang

Email: chenliang@uconn.edu | Tel: (860) 486 1578
Address: 2100 Hillside Road Unit 1041, Storrs, Connecticut 06269-1041

ACADEMIC POSITIONS

- Associate Professor (with tenure) August 2025 – Present
  Department of Operations and Information Management
  School of Business, University of Connecticut
- Visiting Scholar October 2025 – June 2026
  Marketing Department
  Wharton School, University of Pennsylvania
- Assistant Professor August 2019 – July 2025
  Department of Operations and Information Management
  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 Systems September 2009 – June 2013
  School of Information Management, Sun Yat-sen University
  GPA: 3.9/4.0

RESEARCH INTERESTS

Topics: Future of Work, Human-AI Interaction, Digital Platforms, Healthcare, FinTech
Methodologies: Econometrics, Field and Lab Experiments, Machine Learning, Analytical Modeling

AWARDS & HONORS

Outstanding ERB member, Information Systems Research, 2026
Outstanding Research Award, UConn School of Business, 2026
Dean's Ackerman Scholar, UConn School of Business, 2026-2028
The POM J. George Shanthikumar Best Data Science and E-Operations Paper Award Runner-up, 2025
Management Science Distinguished Service Award, 2024
Dean's Ackerman Scholar, UConn School of Business, 2024-2026
Best Paper Nominee, China Summer Workshop on Information Management (CSWIM), 2024
ACM CHI (a premier CS conference on HCI) Best Paper Honorable Mention Award, 2024

Association for Information Systems (AIS) Early Career Award, 2023

INFORMS Information Systems Society (ISS) Gordon B. Davis Young Scholar Award, 2023

INFORMS eBusiness Best Paper Award Runner-up, 2023

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 (ICIS), 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 Award Nominee, Hawaii International Conference on System Sciences (HICSS), 2017

Best Paper Award 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

RESEARCH GRANTS

Research Excellence Program Fund (PI), University of Connecticut, 2022-2024

NSF Doctoral Dissertation Improvement Grant (Co-PI), 2018-2020

NET Institute Grants (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**, Murat Tunç, and Gordon Burtch. Market Punishment of Strategic Generosity: An Empirical Examination of NFT Charity Auctions. (Forthcoming at *Information Systems Research*)

   Conferences: WDM 2023, INFORMS 2023

2. **Chen Liang**, Yili Hong, and Bin Gu. (2024). Monitoring and Home Bias in Global Hiring: Evidence from an Online Labor Platform. *Information Systems Research*, 36(2), 736-760.

   Conferences: CIST 2017, ICIS 2017, WISE 2017, CSWIM 2018 (***Best Paper Award***), SCECR 2018, PACIS 2018 (***Best Paper Nominee***), HICSS 2018, WEBEIS 2018

   Funding: NET Institute Grant, Robert Wood Johnson Foundation, Center for the Study of Economic Liberty Research Grant

3. **Chen Liang**, Ji Wu, and Xinxin Li. (2024). Do 'Likes' in a Brand Community Always Make You Buy More? *Information Systems Research*, 35(4), 1681-1700.

   Conferences: CIST 2020

4. **Chen Liang**, Yili Hong, and Bin Gu. (2024). Monitoring and the Cold Start Problem in Digital Platforms: Theory and Evidence from Online Labor Markets. *Information Systems Research*, 36(1), 600-620.

   Conferences: CIST 2016, ICIS 2016, WISE 2016, HICSS 2017 (***Best Paper Award***), BU Platform Symposium 2018

   Funding: NET Institute Grant, Robert Wood Johnson Foundation

5. Jingbo Hou, **Chen Liang**, and Pei-yu Chen. (2024). How Socially Perceived Threat Shapes Preventive Behavior in the Context of COVID-19. *Production and Operations Management*, Forthcoming.

6. Jingbo Hou*, **Chen Liang***, Pei-yu Chen*, and Bin Gu. (2023). Can Telework Adjustment Help Reduce Disaster-Induced Gender Gap in Job Market Outcomes? (* Equal Authorship) *Information Systems Research*, Forthcoming.

   Conferences: SCECR 2021, CIST2021, ICIS 2021 (***Best Paper in Track Award***), WISE 2021, HICSS 2022

7. 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.

   Conferences: CIST 2021

8. **Chen Liang**, Jing Peng, Yili Hong, and Bin Gu. (2023). The Hidden Costs and Benefits of Monitoring in the Gig Economy. *Information Systems Research*, 34(1), 297-318.

   Conferences: SCECR 2019, CIST 2019 (***Best Paper Award Nominee***), CODE 2019, INFORMS 2021 (***eBusiness Best Paper Runner-up***)

   Funding: NSF Doctoral Dissertation Improvement Grant, Robert Wood Johnson Foundation

9. **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.

   Conferences: HICSS 2018, WIST 2018

10. 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.

11. **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.

    Conferences: WeB 2016

12. 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.

    Conferences: SCECR 2016, CIST 2016, CODE 2016, ICIS 2016, HICSS 2017 (***Best Paper Award***

Nominee)

SELECTED REFEREED CONFERENCE PROCEEDINGS

1. Zhuoyan Li, **Chen Liang**, Jing Peng, and Ming Yin. (2024). How Does the Disclosure of AI Assistance Affect the Perceptions of Writing? The 2024 Conference on Empirical Methods in Natural Language Processing, Main Conference (***EMNLP 2024 Main***), Miami, Florida, November 2024. (*EMNLP* is a top-tier CS conference on NLP and AI, h-5 index: 193, h5-median: 310)
2. Zhuoyan Li, **Chen Liang**, Jing Peng, and Ming Yin. (2024). The Value, Benefits, and Concerns of Generative AI-Powered Assistance in Writing. The 42nd ACM Conference on Human Factors in Computing Systems (***ACM CHI 2024***), Honolulu, HI, May 2024. (*ACM CHI* is a top-tier CS conference on HCI, h-5 index: 129, h5-median: 183) ***Best Paper Honorable Mention Award***
3. Xinru Wang, **Chen Liang**, and Ming Yin. (2023). The Effects of AI Biases and Explanations on Human Decision Fairness: A Case Study of Bidding in Rental Housing Markets. In *Proceedings of the Thirty-Second International Joint Conference on Artificial Intelligence (**IJCAI-23**)* Edith Elkind (Ed.). International Joint Conferences on Artificial Intelligence Organization, 3076-3084. (*IJCAI* is a top-tier CS conference on AI, h5-index: 136, h5-median: 192)
4. Jingbo Hou, **Chen Liang**, Pei-yu Chen, and Bin Gu. (2021). Gender Heterogeneity in the Effect of Teleworkability on Labor Market Outcomes During the COVID-19 Pandemic. In *Proceedings of International Conference on Information Systems (ICIS 2021)*, Austin, TX. ***Best Paper in Track Award***
5. **Chen Liang**, Yili Hong, Bin Gu, and Jing Peng. (2018). Gender Wage Gap in Online Gig Economy and Gender Differences in Job Preferences. In *Proceedings of International Conference on Information Systems (ICIS 2018)*, San Francisco, CA.

SELECTED WORKING PAPERS (Underline Indicates Doctoral Student Co-Author)

1. Tong Shen, **Chen Liang**, Jing Peng, Mengchen Guang, and Jianbin Li. Breaking the Stigma: The Role of AI in Drug Purchases for Sensitive Health Conditions. (Conditionally accepted at *Information Systems Research*)

   Conferences: CIST 2022, AIML 2022, CODE@MIT 2022, CSWIM 2023, HICSS 2023

2. **Chen Liang**, Zhuoyan Li, and Ming Yin. AI Disclosure and Content Evaluation. (Under revision for 3rd round review at *Information Systems Research*)
3. Stan (Chenbo) Shi, Wang Jin, and **Chen Liang**. Breaking the Glass Ceiling or Breaking Trust: How Does a Female Fraudster Affect Crowdfunding for Female Entrepreneurs? (Under revision for 2nd round review at *Management Science*)

   Conferences: INFORMS 2022, WITS 2023, CSWIM 2025

4. **Chen Liang**, Jing Peng, Zhuoyan Li, and Ming Yin. The Valuation of Generative AI in Content Creation: Evidence from Gig Workers. (Under revision for 3rd round review at *MIS Quarterly*)

   Conferences: ACM CHI 2024 (***Best Paper Honorable Mention Award***), UF ISOM workshop 2024

5. Ning Wang, and **Chen Liang**. How to Disclose? Strategic AI Disclosure in Crowdfunding. (Under revision for 2nd round review at *MIS Quarterly*)

   Conferences: CIST 2025

6. Tong Shen, **Chen Liang**, Chunxiao Li, Shuliu Yuan, and Bin Gu. Human versus AI Decision-Making — Evidence from A Large-Scale Randomized Field Experiment. (Under 2nd round review at *Information Systems Research*)

   Conferences: CIST 2023, INFORMS 2023 (***eBusiness Best Paper Runner-up***), CODE@MIT 2023, AIML 2023, SCECR 2023, CSWIM 2023

7. Ming Gao§, **Chen Liang**§, Tong Shen§, and Zhou Zhou§. (§ Authors by alphabetical order) Breaking Language Barriers: A Field Experiment on the Impact of Machine Translation on a Global Matchmaking Platform. (Under revision for 2nd round review at *Information Systems Research*)

   Conferences: WITS 2023, BU Platform Symposium 2024, CIST 2025

8. Mengwei Qu, Bowen Lou, **Chen Liang**, and Milan Miric. Algorithmic Orchestration in Gig Work: How Information Restriction and Matching Coordination Improve System Efficiency. (Under revision for 2nd round review at *MIS Quarterly*)

   Conferences: USC AIM 2025, CIST 2025

9. **Chen Liang**, and Fasheng Xu. When LLM Agents Negotiate: Private Information and Dynamic Bargaining in Supply Chains. (Under review)

   Conferences: BizAI 2026, SCECR 2026

10. Tong Shen, **Chen Liang**, Xinxin Li, and Chunxiao Li. Beyond Automation: The Impact of Robotaxi Services on Ride-Hailing Consumer Behavior.

    Conferences: CIST 2024, SCECR 2024, CSWIM 2024 (***Best Paper Award Nominee***), WISE 2024

SELECTED CONFERENCE PRESENTATIONS

1. Chen Liang, and Fasheng Xu. The Invisible Handshake: Dynamic Bargaining with LLM Agents in Supply Chains. BizAI Conference (BizAI 2026), Dallas, TX.
2. Mingyu Zheng, Tong Shen, Chen Liang, and Chunxiao Li. Do AI Agents Create Value? Evidence from a Ride-Hailing Platform. BizAI Conference (BizAI 2026), Dallas, TX.
3. Ning Wang, and Chen Liang. How to Disclose? Strategic AI Disclosure in Crowdfunding. Conference on Information Systems and Technology 2025 (CIST 2025), Atlanta, GA.
4. Mengwei Qu, Bowen Lou, Chen Liang, and Milan Miric. Improving Platform Efficiency by Limiting Complementor Choice: Evidence from the Introduction of PIN-Based Matching in Ride Hailing. Conference on Information Systems and Technology 2025 (CIST 2025), Atlanta, GA.
5. Tong Shen, Chen Liang, Xinxin Li, and Chunxiao Li. Beyond Automation: The Impact of Robotaxi Services on Ride-Hailing Consumer Behavior, 2025 Conference on Artificial Intelligence, Machine Learning, and Business Analytics (AIML 2025), New York, NY.
6. Tong Shen, Chen Liang, Xinxin Li, and Chunxiao Li. Beyond Automation: The Impact of Robotaxi Services on Ride-Hailing Consumer Behavior, 2024 Workshop on Information Systems and Economics (WISE 2024), Bangkok, Thailand.
7. Chen Liang, Jing Peng, Zhuoyan Li, and Ming Yin. To Disclose or Not: The Impact of AI Assistance Disclosure on Content Evaluation. Conference on Information Systems and Technology 2024 (CIST 2024), Seattle, USA.

8. Tong Shen, Chen Liang, Xinxin Li, Chunxiao Li, and Shuliu Yuan. Beyond Automation: The Impact of Robotaxi Services on Ride-Hailing Consumer Behavior. Conference on Information Systems and Technology 2024 (CIST 2024), Seattle, USA.
9. Ming Gao, Chen Liang, Tong Shen, and Zhou Zhou. Impact of Machine Translation on a Large Global Matchmaking Platform. BU Platform Strategy Research Symposium, Boston, USA.
10. Tong Shen, Chen Liang, Xinxin Li, Chunxiao Li and Shuliu Yuan. Beyond Automation: The Impact of Robotaxi Services on Ride-Hailing Consumer Behavior. The China Summer Workshop on Information Management 2024 (CSWIM 2024), Xiamen, China. ***Best Paper Award Nominee***
11. Tong Shen, Chen Liang, Chunxiao Li, Shuliu Yuan, and Bin Gu. AI Versus Human Decision-Making: Evidence from A Large-Scale Randomized Field Experiment. 2023 Conference on Artificial Intelligence, Machine Learning, and Business Analytics (AIML 2023), Philadelphia, PA.
12. Tong Shen, Chen Liang, Chunxiao Li, Shuliu Yuan, and Bin Gu. AI Versus Human Decision-Making: Evidence from A Large-Scale Randomized Field Experiment. Conference on Digital Experimentation (CODE 2023), MIT, MA.
13. 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 (CIST 2023), Phoenix.
14. 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) (***eBusiness Best Paper Runner-up***), Phoenix, AZ.
15. 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 (AIML 2022), Boston, MA.
16. Tong Shen, Chen Liang, Jing Peng, Mengchen Guang, Jianbin Li. AI Assistant in Online Pharmacy. Conference on Information Systems and Technology 2022 (CIST 2022), Indianapolis, IN.
17. 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 2022) workshop, Harvard Business School, Boston, MA.
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 Workshop on Information Systems and Economics (WISE 2021), Austin, TX.
19. Jing Peng, and Chen Liang. View-Also-View or Purchase-Also-Purchase: Which Is Better? Conference on Information Systems and Technology 2021 (CIST 2021), Newport Beach, CA.
20. Chen Liang, Ji Wu, Xinxin Li, Do 'Likes' in a Brand Community Make You Buy Less?. Conference on Information Systems and Technology (CIST 2020), Zoom.
21. Chen Liang, Jing Peng, Yili Hong, Bin Gu, Economic Cost of Monitoring. MIT Conference on Digital Experimentation (CODE 2019), MIT, MA.
22. Chen Liang, Jing Peng, Yili Hong, Bin Gu, Economic Cost of Monitoring. Conference on Information Systems and Technology (CIST 2019), Seattle, WA. ***Best Conference Paper Award Nominee***
23. 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***

24. Chen Liang, Yili Hong, Bin Gu, Effects of IT-enabled Monitoring Systems in Online Labor Markets, Platform Strategy Research Symposium 2018, Boston University, MA.
25. 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***
26. 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***
27. 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.
28. 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***
29. Ni Huang, Bin Gu, Gord Burtch, Yili Hong, Chen Liang, Kanliang Wang, Dongpu Fu, Bo Yang, Designing Effective Performance Feedback Notification Systems to Stimulate Content Contribution: Evidence from a Crowdsourcing Recipe Platform, 50th Hawaii International Conference on System Sciences (HICSS 2017), Hawaii, US. ***Best Paper Nominee***
30. 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.

INVITED SEMINARS AND TALKS

Huazhong University of Science and Technology, July 2026

Sun Yat-sen University, July 2026

Tilburg University, January 2025

Ludwig-Maximilians-Universität München (LMU), January 2025

Fudan University, July 2024

Nankai University, July 2024

University of Florida, ISOM workshop, February 2024

Thunderbird School of Global Management, October 2023

The Chinese University of Hong Kong, Shenzhen (CUHK–Shenzhen), July 2023

Huazhong University of Science and Technology, July 2023

Fudan University, The 2023 Academic Symposium on Digital Platform Management, January 2023

University of Wisconsin–Madison, November 2022

Shanghai Jiao Tong University, November 2020

University of Connecticut, January 2019

University of South California, November 2018

TEACHING

PhD-level Course.
Seminar in Management Information Systems, University of Connecticut, 2024 Spring

Graduate-level Course.
Statistics in Business Analytics, University of Connecticut, 2022 Fall (Rating: 4.8/5.0)

Undergraduate-level Course.

Analytics for Business Intelligence, University of Connecticut, 2024 Fall (Rating: 4.9/5.0)
Business Information Systems, University of Connecticut, 2024 Spring (Rating: 4.6/5.0)
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)

PROFESSIONAL ACTIVITIES

- **University Services**

  Interim PhD Coordinator (Fall 2024)
  Research Seminar Coordinator (2022-2024)
  Undergraduate Major Advisor (15-20 advisees per year, 2019-2025)
  School-level Research Computing Committee, Member (2019-2025)
  AIM Committee (formerly MIS Committee), Member (2019-2025)
  PhD Qualifying Paper Committee, Member (2022-2023)
  BDA Committee, Member (2021-2022)
  MIS Scholarship Committee, Member (2020-2022)
  MIS Alumni and Corporate Outreach Committee, Member (2019-2020)

- **Referee for Journals**

  Information Systems Research (ERB Member, Ad hoc AE), Management Science, MIS Quarterly, Manufacturing & Service Operations Management, Production and Operations Management, Nature Communications, Journal of Management Studies, Journal of Management Information Systems

- **Referee/Associate Editor/ Program Committee for Conferences**

  International Conference on Information Systems (2016–2024, 2026)
  Conference on Information Systems and Technology (2016–2025)
  China Summer Workshop on Information Management (2018–2025)
  Hawaii International Conference on System Sciences (2016–2018, 2022)
  Pacific Asia Conference on Information Systems (2017–2018)

- **Doctoral Dissertation Committees**

  Chair or Co-Chair:
  Chenbo Shi (2024, University of Hawaii at Hilo), Tong Shen (2027, expected), Mengwei Qu (2028, expected)

PROGRAMMING SKILLS

R, Python, Stata, Matlab, C++, GAUSS, SAS, LATEX, MySQL, SPSS & AMOS, Mplus, etc.

Last updated: Oct 2026