Tong Shen

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EDUCATION

University of Connecticut Storrs, Connecticut, U.S.

- Ph.D. in Business Administration (Concentration: Information Systems) 2021 – 2027 (Expected)
- Committee: Chen Liang (major advisor), Jing Peng (co-advisor), and Xinxin Li

Zhejiang University Hangzhou, China

- M.Eng. in Computer Science 2016 – 2019
- Recipient of National Scholarship (Top 2%)

Nanjing University Nanjing, China

- B.S. in Computer Science 2012 – 2016

RESEARCH INTERESTS

- **Empirical Research** on Artificial Intelligence and Digital Platforms
- **Design** of Econometric Methods and Algorithms for Machine Learning and Optimization

RESEARCH PAPERS

1. **Tong Shen**, Chen Liang, Jing Peng, Mengcheng Guan, and Jianbin Li. Breaking the Stigma: The Role of AI in Drug Purchases for Sensitive Health Conditions. **Conditionally Accepted** at ***Information Systems Research*.**
2. **Tong Shen**, Chen Liang, Chunxiao Li, Shuliu Yuan, and Bin Gu. Algorithmic versus Human Decision-Making in Consumer Targeting — Evidence from a Large-Scale Randomized Field Experiment. **Major Revision** at ***Information Systems Research*.**
   - **INFORMS 2023 eBusiness Best Paper Award Runner-up**
3. **Tong Shen**, Qingyu Xu, Hongfei Li, and Xinxin Li. When Helpful Feels Hurtful: The Impact of Evaluative AI in Digital Fitness. **Major Revision** at ***Information Systems Research*.**
   - **INFORMS 2026 eBusiness Best Paper Award**
4. Ming Gao*, Chen Liang*, **Tong Shen***, and Zhou Zhou* (*Authors by alphabetical order). Breadth vs. Depth: Impacts of Limited and Unlimited Access to Machine Translation in a Global Field Experiment. **Major Revision** at ***Information Systems Research*.**
5. **Tong Shen**, Chen Liang, Xinxin Li, and Chunxiao Li. Beyond Automation: The Impact of Robotaxi Services on Ride-Hailing Consumer Behavior. **In Preparation for Submission.**
   - **CSWIM 2024 Best Paper Award Nominee**
6. **Tong Shen** and Jing Peng. A Sample Selection Model for Polarized Ratings. **Work-in-Progress.**

PRE-DOCTORAL PUBLICATIONS IN ALGORITHM DESIGN

1. Zhaoquan Gu, Yuexuan Wang, **Tong Shen**, and F. C. Lau. (2020). On heterogeneous sensing

capability for distributed rendezvous in cognitive radio networks. *IEEE Transactions on Mobile Computing* (**IEEE TMC**), 20(11), 3211-3226. (IF: 7.7; top EE/CS journal)

2. Zhaoquan Gu, **Tong Shen**, Yuexuan Wang, and F. C. Lau. (2019). Efficient rendezvous for heterogeneous interference in cognitive radio networks. *IEEE Transactions on Wireless Communications* (**IEEE TWC**), 19(1), 91-105. (IF: 8.9; top EE/CS journal)
3. **Tong Shen**, Zhaoquan Gu, Yuexuan Wang, Sivan Toledo, Senran Zhang, and Mingli Song. Where to Rendezvous? Preferring Quiet Channels in Cognitive Radio Networks. *21st ACM International Conference on Modeling, Analysis, and Simulation of Wireless and Mobile Systems* (**MSWiM 2018**), Montreal, Canada.
4. **Tong Shen**, Yuexuan Wang, Zhaoquan Gu, Dongda Li, Zhen Cao, Heming Cui, and Francis CM Lau. Alano: An Efficient Neighbor Discovery Algorithm in an Energy-restricted Large-Scale Network. *15th IEEE International Conference on Mobile Ad Hoc and Sensor Systems* (**MASS 2018**), Chengdu, China.

SELECTED CONFERENCE PAPERS AND PRESENTATIONS

1. Ming Gao, Chen Liang, **Tong Shen**, and Zhou Zhou. From Understanding to Connection: Evidence from a Global Field Experiment. *2026 Workshop on Information Systems and Economics* (**WISE 2026**), Lisbon, Portugal. (Scheduled)
2. **Tong Shen**, Qingyu Xu, Hongfei Li, and Xinxin Li. When Helpful Feels Hurtful: The Impact of Evaluative AI in Digital Fitness. *2026 INFORMS Annual Meeting* (**INFORMS 2026**), San Francisco, USA. (Scheduled)
3. **Tong Shen**, Qingyu Xu, Hongfei Li, and Xinxin Li. When Helpful Feels Hurtful: The Impact of Evaluative AI in Digital Fitness. *The 22nd annual Symposium on Statistical Challenges in Electronic Commerce Research* (**SCECR 2026**), Tokyo, Japan.
4. **Tong Shen**, Qingyu Xu, Hongfei Li, and Xinxin Li. When Helpful Feels Hurtful: The Impact of Evaluative AI in Digital Fitness. *2025 Conference on Artificial Intelligence, Machine Learning, and Business Analytics* (**AIML 2025**), New York, USA.
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, USA.
6. Ming Gao, Chen Liang, **Tong Shen**, and Zhou Zhou. Breadth vs. Depth: Impacts of Limited and Unlimited Access to Machine Translation in a Global Field Experiment. *Conference on Information Systems and Technology 2025* (**CIST 2025**), Atlanta, USA.
7. **Tong Shen**, Chen Liang, Chunxiao Li, Shuliu Yuan, and Bin Gu. AI Versus Human Decision-Making: Evidence from a Large-Scale Randomized Field Experiment. *Workshop on AI and the Future of Collaborative Innovation* (**WAICI 2025**), New York, USA.
8. **Tong Shen**, Chen Liang, Xinxin Li, and Chunxiao Li. Beyond Automation: The Impact of Robotaxi Services on Ride-Hailing Consumer Behavior. *BU Platform Strategy Research Symposium* (**BU PlatStrat 2025**), Boston, USA.
9. **Tong Shen**, Chen Liang, Xinxin Li, and Chunxiao Li. Beyond Automation: The Impact of Robotaxi Services on Ride-Hailing Consumer Behavior. 2025 *Biz AI Conference: AI Applications in Business Research* (**BizAI 2025**), Dallas, USA.
10. **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.

11. **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.
12. **Tong Shen**, Chen Liang, Xinxin Li, Chunxiao Li and Shuliu Yuan. Beyond Automation: The Impact of Robotaxi Services on Ride-Hailing Consumer Behavior. *2024 INFORMS Annual Meeting* (**INFORMS 2024**), Seattle, USA.
13. **Tong Shen**, Chen Liang, Jing Peng, Mengcheng Guan, and Jianbin Li. Breaking the Stigma: The Role of AI in Drug Purchases for Sensitive Health Conditions. *2024 INFORMS Annual Meeting* (**INFORMS 2024**), Seattle, USA.
14. Ming Gao, Chen Liang, **Tong Shen**, and Zhou Zhou. Impact of Machine Translation on a Large Global Matchmaking Platform. *BU Platform Strategy Research Symposium* (**BU PlatStrat 2024**), Boston, USA.
15. **Tong Shen**, Chen Liang, Xinxin Li, Chunxiao Li, and Shuliu Yuan. Beyond Automation: The Impact of Robotaxi Services on Ride-Hailing Consumer Behavior. *2024 China Summer Workshop on Information Management* (**CSWIM 2024**), Xiamen, China. (**Best Paper Nominee**)
16. **Tong Shen**, Chen Liang, Xinxin Li, Chunxiao Li, and Shuliu Yuan. Beyond Automation: The Impact of Robotaxi Services on Ride-Hailing Consumer Behavior. *The 20th annual Symposium on Statistical Challenges in Electronic Commerce Research* (**SCECR 2024**), Lisbon, Portugal.
17. Ming Gao, Chen Liang, **Tong Shen**, and Zhou Zhou. Can AI-powered Translation Help You Find a Match? – Evidence from a Field Experiment on A Global Matchmaking Platform. *The 33rd Workshop on Information Technologies and Systems* (**WITS 2023**), Hybrid: Virtual and Hyderabad, India.
18. **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, USA.
19. **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@MIT 2023**), Boston, USA.
20. 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. *Conference on Information Systems and Technology 2023* (**CIST 2023**), Phoenix, USA.
21. 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. *2023 INFORMS Annual Meeting* (**INFORMS 2023**), Phoenix, USA. **(eBusiness Best Paper Runner-Up)**
22. Chen Liang, **Tong Shen**, Chunxiao Li, Xi Jing, Shuliu Yuan, and Bin Gu. Stimulating Consumption on a Limited Budget with AI vs. Human: Evidence from a Large-Scale Randomized Field Experiment. *The 19th annual Symposium on Statistical Challenges in Electronic Commerce Research* (**SCECR 2023**), Bogotá, Colombia.
23. **Tong Shen**, Chen Liang, Jing Peng, Mengcheng Guan, and Jianbin Li. AI Assistant in Online

Pharmacy. *33rd Annual POMS Conference* (**POMS 2023**), Orlando, USA.

24. Chen Liang, **Tong Shen**, Chunxiao Li, Xi Jing, Shuliu Yuan, and Bin Gu. Stimulating Consumption on a Limited Budget with AI vs. Human: Evidence from a Large-Scale Randomized Field Experiment. *2023 China Summer Workshop on Information Management* (**CSWIM 2023**), Changsha, China.
25. **Tong Shen**, Chen Liang, Jing Peng, Mengcheng Guan, Jianbin Li. Impact of Medical AI on Drug Purchases. *2023 China Summer Workshop on Information Management* (**CSWIM 2023**), Changsha, China.
26. **Tong Shen**, Chen Liang, Jing Peng, Mengcheng Guan, and Jianbin Li. AI Assistant in Online Pharmacy. *2023 Hawaii International Conference on System Sciences* (**HICSS 2023**), Maui, USA.
27. **Tong Shen**, Chen Liang, Jing Peng, Mengcheng Guan, and Jianbin Li. AI Assistant in Online Pharmacy. *2022 Conference on Artificial Intelligence, Machine Learning, and Business Analytics* (**AIML 2022**), Boston, USA.
28. **Tong Shen**, Chen Liang, Jing Peng, Mengcheng Guan, and Jianbin Li. AI Assistant in Online Pharmacy. *Conference on Digital Experimentation* (**CoDE@MIT 2022**), Boston, USA.
29. **Tong Shen**, Chen Liang, Jing Peng, Mengcheng Guan, and Jianbin Li. AI Assistant in Online Pharmacy. *Conference on Information Systems and Technology 2022* (**CIST 2022**), Indianapolis, USA.
30. **Tong Shen**, Chen Liang, Jing Peng, Mengcheng Guan, and Jianbin Li. AI Assistant in Online Pharmacy. *2022 INFORMS Annual Meeting* (**INFORMS 2022**), Indianapolis, USA.

PROFESSIONAL ACTIVITIES

Referee for Journals

Nature Communications, Research Policy

Referee for Conferences

Conference on Information Systems and Technology (CIST) 2026

International Conference on Information Systems (ICIS) 2023, 2024, 2025, 2026

Pacific Asia Conference on Information Systems (PACIS) 2023, 2024, 2026

Hawaii International Conference on System Sciences (HICSS) 2023, 2025

Workshop on Information Technologies and Systems (WITS) 2022, 2024, 2025, 2026

Academy of Management Annual Meeting (AOM) 2025, 2026

Academic Development and Participation

2026 INFORMS Information Systems Society (ISS) Doctoral Consortium (Scheduled)

2025 BU-USC Platform Doctoral Symposium

2024 INFORMS Information Systems Society (ISS) Doctoral Consortium

2024 BU Platform Strategy Research Symposium Ph.D. Consortium

2024 MISQ Author Workshop

2023 BU Platform Strategy Research Symposium Ph.D. Consortium

TEACHING

Instructor

OPIM 3103 Business Information Systems, UConn, Spring 2024, Fall 2024

- Topics: Database Design, SQL Programming, Fundamentals of AI Technology
- **PhD Student Teaching Award**, 2024 – 2025 Academic Year

Teaching Assistant

OPIM 3103 Business Information Systems, UConn, Fall 2021, Spring 2023, Fall 2026

OPIM 3104 Operations Management, UConn, Spring 2022, Fall 2022

HONORS AND AWARDS

INFORMS eBusiness Best Paper Award, 2026

Q. Wang Doctoral Research Excellence Scholarship, 2026

Outstanding Scholar Award, OPIM Department, UConn School of Business, 2025

PhD Student Teaching Award, UConn School of Business, 2025

Doctoral Dissertation Fellowship, UConn Graduate School, 2025

Outstanding Scholar Award, OPIM Department, UConn School of Business, 2024

Best Paper Nominee, China Summer Workshop on Information Management (CSWIM), 2024

INFORMS eBusiness Best Paper Award Runner-up, 2023

Conference Participation Award, UConn Graduate School, 2023

Dean's Summer Fellowship, UConn School of Business, 2022, 2023, 2024, 2025

Summer Fellowship, OPIM Department, UConn School of Business, 2023, 2024, 2025

Graduate Predoctoral Fellowship, UConn School of Business, 2023, 2024, 2025, 2026

Business PhD Student Support Fellowship, UConn School of Business, 2023, 2024

National Scholarship (top 2%), Ministry of Education of the PRC, 2018

Outstanding Graduate Leader Award, Zhejiang University, 2018

Graduate of Merit/Triple-A graduate, Zhejiang University, 2018

Award of Honor for Graduate, Zhejiang University, 2017, 2018

PROGRAMMING SKILLS

R, Python (PyTorch, TensorFlow), Stata, SQL, LaTeX, C++, Java, MATLAB

LEADERSHIP

OPIM Department, UConn School of Business Storrs, Connecticut, U.S.

- Ph.D. Student Seminar Organizer 2025 – 2026

Nathan Hale Toastmasters Club #1484 Manchester, Connecticut, U.S.

- Vice President for Membership 2025 – 2026
- Club Member 2023 – 2025

Startup Company (B2B E-Commerce) Shanghai, China

- Management Trainee 2019 – 2020

REFERENCES

Dr. Chen Liang

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School of Business, University of Connecticut

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Dr. Jing Peng

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Dr. Xinxin Li

Professor, Treibick Family Chair in Business

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