

# Karen Xie

1 University Place, Stamford, CT 06901

web: [business.uconn.edu/person/karen-xie](https://business.uconn.edu/person/karen-xie) | [LinkedIn](#) | [google.scholar](#) | citations: 6,162

email: karen.xie@uconn.edu

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## Academic Positions

- 2023-pres. University of Connecticut, School of Business  
Associate Professor, Operations and Information Management
- 2019-2020 University of Arizona, Eller College of Management  
Visiting Faculty, Management Information Systems
- 2022-2023 University of Denver, Daniels College of Business  
Endowed Betty and Fritz Knoebel Fellow
- 2019-2023 Associate Professor (with tenure), Hospitality Analytics
- 2015-2023 Founding Faculty, Revenue Management & Analytics Concentration
- 2013-2019 Assistant Professor, Hospitality Analytics

## Areas of Work

- Topics* AI and Algorithms, Platform Economics, Market Design
- Methods* Econometrics, Causal Inference, Machine Learning and Analytics

## Education

- 2010-2013 Ph.D. Business Administration, Temple University
- 2008-2010 M.Phil. Hospitality Management, Hong Kong Polytechnic University
- 2004-2008 B. Management (with highest distinction), Fudan University, China

## Industry Experience

- 2020-pres. HomeLab Technologies (algorithm-driven rental investment)
- 2025 AutoShopIQ (AI-powered diagnostic tools)
- 2024 PepsiCo (Packaging recipe analyses). Bastion Health (sales funnel analysis)
- 2023 LEGO (productivity improvement)
- 2016 Denver City Council (short-term rental legislation). Smith Travel Research (pipeline analysis). Callan (asset analysis)
- 2015 Sage Hospitality (time series analytics). Aparium (feasibility research)
- 2014 USAA (life-changing events prediction). Restaurant Solutions (compliance analytics)
- 2013 Mars Inc. (marketing channel optimization). Holiday Inn Express (sales analytics). Stonebridge Companies (sales and marketing analytics)
- 2008 UBS (Greater China market analysis). Accenture (IT re-engineering)
- 2007 Unilever (packaging and branding analyses)

## Recent Publications

- 1 Xiaofei Zhang, **Karen Xie**, Bin Gu & Xitong Guo (2025). Engaging physicians with introductory incentives: References to online and offline income. *MIS Quarterly*, 49(3), 917-952. <https://doi.org/10.25300/MISQ/2024/18172>
- 2 **Karen Xie** & Jianwei Liu (2025). Enhancing attraction experiences through home sharing: Evidence from customer review analytics. *Production and Operations Management*, 34(9), 2660-2678. <https://doi.org/10.1177/10591478251325445>
- 3 Demei Kong, **Karen Xie** & Jun Yang (2025). Follow my lead? Impacts of multi-dimensional expert reviews on subsequent consumer ratings. *Production and Operations Management*, 34(10), 2970-2990. <https://doi.org/10.1177/10591478251328212>
- 4 Louis Liu, **Karen Xie** & Wei Chen (2025). Recreational cannabis legalization and illicit drugs: Drug usage, mortality, and darknet transactions. *Production and Operations Management*, 34(1), 99-119. <https://doi.org/10.1177/10591478241276132>
- 5 Hongchang Wang, Benjamin Williams, **Karen Xie** & Wei Chen (2024). Quality differentiation and matching in peer-to-peer markets: Evidence from Airbnb Plus. *Management Science*, 70(7), 4260-4282. <https://doi.org/10.1287/mnsc.2020.03920>
- 6 Jianwei Liu, **Karen Xie**, Wei Chen, Yong Liu & Yunlong Sun (2023). How incumbents beat disruption? Evidence from hotel responses to home sharing. *Production and Operations Management*, 32(9), 2758-2774. <https://doi.org/10.1111/poms.14005>
  - Winner, Marketing Science Institute (MSI) Research Grant Competition 2019
  - Awardee, NET Institute Grant 2019
- 7 Wei Chen, Zaiyan Wei & **Karen Xie** (2022). Regulating professional players in peer-to-peer markets: Evidence from Airbnb. *Management Science*, 69(5), 2547-3155. <https://doi.org/10.1287/mnsc.2022.4480>
  - Winner, Marketing Science Institute (MSI) Research Grant Competition 2019
- 8 Wei Chen, Zaiyan Wei & **Karen Xie** (2022). The battle for homes: How does home sharing disrupt local residential markets? *Management Science*, 68(12), 8515-9218. <https://doi.org/10.1287/mnsc.2022.4299>
  - Featured Article of *Management Science* December 2022 Issue
  - Best Paper Award Runner-up, CSWIM 2018
- 9 Tianjie Deng, Youngjin Lee & **Karen Xie** (2021). Managers' responses to online reviews for improving firm performance: A text analytics approach. *Communications of the Association for Information Systems*, 49, 699-728. <https://doi.org/10.17705/1CAIS.04937>

- 10 **Karen Xie** & Yongjin Lee (2015). Social media and brand purchase: Quantifying the effects of exposures to earned and owned social media activities in a two-stage decision making model. *Journal of Management Information Systems*, 32(2), 204-238.  
<https://doi.org/10.1080/07421222.2015.1063297>

- Awardee, Wharton Customer Analytics Initiative Data Grant 2012

## Working Papers

- 1 Fasheng Xu, Xiaoyu Wang, Wei Chen & **Karen Xie** "The economics of AI foundation models: Openness, competition, and governance" Under revision for 3<sup>rd</sup> round review at *Management Science*
- 2 Chenxi Guo, **Karen Xie**, Seokjun Youn, Xunyu Chen & Wei Chen "Racing with GenAI: Impact of GenAI conversational agents on mental health counselors" Under 2<sup>nd</sup> round review at *Information Systems Research*
- 3 Hongchang Wang, **Karen Xie**, Sung Joo Kim, Wei Chen & Zaiyan Wei "Should digital platforms share data with governments? Evidence from Airbnb" Under revision for 2<sup>nd</sup> round review at *Information Systems Research*  
  
- Best Paper Award Runner-up, INFORMS CIST 2022
- 4 Fasheng Xu, Jing Hou, Wei Chen & **Karen Xie** "Generative AI and organizational structure in the knowledge economy" Under revision for 2<sup>nd</sup> round review at *Management Science*
- 5 Ji Wu, **Karen Xie**, Wenjing Zhu, Wei Chen & Doris Chenguang Wu "Effective nudging with heterogeneous interventions: Evidence from medical debt collection" Under revision for 2<sup>nd</sup> round review at *Information Systems Research*
- 6 Wei Chen, Weifeng Li, **Karen Xie** & Fasheng Xu "Beyond funding: How token liquidity shapes application development in crypto ventures" Reject and Resubmit at *Manufacturing & Service Operations Management*  
  
- Best Paper Award, ICIS 2020 Blockchain, DLT, and FinTech Track
- 7 Sung Joo Kim, **Karen Xie**, Wei Chen & Zaiyan Wei "Beyond the stay: How short-term rentals reshape residential real estate investment" Reject and Resubmit at *MIS Quarterly*
- 8 Xiaofei Zhang, Wei Chen, **Karen Xie**, Dong Jing "Scaling compassion in online disputes: A field experiment on behaviorally framed Generative AI" Under review at *Information Systems Research*
- 9 Jianwei Liu, **Karen Xie**, Wei Chen & Fasheng Xu "Organizational ideation with Generative AI: Evidence from Sam's Club" Under review at *Manufacturing & Service Operations Management*
- 10 Xiaofei Zhang, **Karen Xie**, Wei Chen, Fasheng Xu & Kai Li "From outlines to outcomes: Generative AI-powered content and product sales"

- 11 Yinan Yu, Benjamin Williams, **Karen Xie** & Wei Chen “Humanizing the stay: Impact of promoting suppliers in peer-to-peer markets”
- 12 Eryn Juan He, Fasheng Xu, Wei Chen & **Karen Xie** “The broken ladder: How Generative AI reshapes career dynamics inside firms”
- 13 Yunchao Zhang, Le Wang, Xiaofei Zhang, **Karen Xie** & Bin Gu “Breaking the cold start barrier: How free medical consultations accelerate physician engagement in online health communities”
- 14 Wei Chen, Cheng Nie, **Karen Xie** & Xinxin Li “Dance with the algorithm? Impact of algorithmic buyers on housing affordability”
- 15 Xuan Wei, Jiayu Yao, Mingyue Zhang, **Karen Xie** & Wei Chen “Does region disclosure backfire? Evidence from online user speech with large language model analytics”

### **Policy and Practitioner Papers**

- 1 David Corsun, **Karen Xie** & Cheri Young (2016). Short-term rentals in Denver, CO. Denver City Council. Denver, Colorado
- 2 **Karen Xie** (2012). Marketing on the move: Understanding the impact of mobile on consumer behavior. Marketing Science Institute. Boston, MA

### **Other Publications**

- 1 Youngjin Lee, Hossein Ghasemkhani, **Karen Xie** & Yong Tan (2021). Switching decision, timing, and app performance: An empirical analysis of mobile app developers' switching behavior between monetization strategies. *Journal of Business Research*, 127, 332-345.
- 2 **Karen Xie** & Cheri Young (2021). The copycat effect: Do hotel-like features drive Airbnb performance? *Journal of Hospitality & Tourism Research*, 47(7), 1325-1337.
- 3 Chunhong Li, Linchi Kwok, **Karen Xie**, Jianwei Liu, & Qiang Ye (2021). Let photos speak: The effect of user-generated visual content on hotel review helpfulness. *Journal of Hospitality & Tourism Research*, 47(4), 665-690
- 4 **Karen Xie**, Cindy Heo & Eddie Mao (2021). Do professional hosts matter? Evidence from multi-listing and full-time hosts in Airbnb. *Journal of Hospitality & Tourism Management*, 47, 413-421
- 5 Jianwei Liu, Jinah Park, **Karen Xie**, Haiyan Song, & Wei Chen (2020). Effect of commercial neighbors on the online popularity of peer-to-peer accommodation-sharing properties” (with) *Journal of Hospitality & Tourism Research*, 44(5), 780-805
- 6 **Karen Xie**, Linchi Kwok & Cindy Heo (2020). Are neighbors friends or foes? Assessing Airbnb listings' agglomeration effect in New York City. *Cornell Hospitality Quarterly*, 61(2), 128-141.
- 7 Haiyan Song, **Karen Xie**, Jinah Park, & Wei Chen (2020). Impact of accommodation sharing on tourist attractions. *Annals of Tourism Research*, 80(C), 102820

- 8 Hengyun Li, **Karen Xie** & Zili Zhang (2020). The effects of consumer experience and disconfirmation on the timing of online review: Field evidence from the restaurant business. *International Journal of Hospitality Management*, 84, 102344
- 9 **Karen Xie**, Linchi Kwok, ChihChien Chen, & Jiang Wu (2020). To share or to access? Travelers' choice on the types of accommodation-sharing services. *Journal of Hospitality and Tourism Management*, 42, 77-87.
- 10 **Karen Xie** & Youngjin Lee (2019). Hotels at fingertips: Informational cues in consumer conversion from search, click-through, to book. *Journal of Hospitality and Tourism Technology*, 11(1), 49-67.
  - Best Presentation Award, iHITA 2015
- 11 **Karen Xie**, Linchi Kwok & Jiang Wu (2019). Are consumers loyal to home-sharing services? Impacts of host attributes and frequency of past stays. *International Journal of Contemporary Hospitality Management*, 31(3), 1066-1085.
- 12 **Karen Xie** & Zhenxin Mao (2019). Locational strategy of professional hosts: Effect on perceived quality and revenue performance of Airbnb listings. *Journal of Hospitality & Tourism Research*, 43(6), 919-929.
- 13 Kevin So, **Karen Xie** & Jiang Wu (2019). Peer-to-peer accommodation services in the sharing economy: Effects of psychological distances on guest loyalty. *International Journal of Contemporary Hospitality Management*, 31(8), 3212-3230.
- 14 **Karen Xie** & Yong Chen (2019). Effects of host incentives on multiple listings in accommodation sharing. *International Journal of Contemporary Hospitality Management*, 31(4), 1995-2013.
- 15 **Karen Xie**, Zhenxin Mao & Jiang Wu (2019). Learning from peers: The effect of sales history disclosure on peer-to-peer short-term rental purchases. *International Journal of Hospitality Management*, 76(January), 173-183.
- 16 H.G. Parsa, Jeff Kreeger, Jean-Pierre van der Rest, **Karen Xie** & Jackson Lamb (2019). Why restaurants fail? Part V: Role of economic factors, risk, density, location, cuisine, health code violations and GIS factors. *International Journal of Hospitality & Tourism Administration*, 22(2), 142-167.
- 17 Linchi Kwok & **Karen Xie** (2019). Pricing strategies on Airbnb: Are multi-unit hosts revenue pros? *International Journal of Hospitality Management*, 82(September), 252-259.
  - Highly Cited Paper, University of Denver Research and Scholarship Annual Report 2021
- 18 Linchi Kwok & **Karen Xie** (2018). Buyer-seller similarity: Does it lead to a successful peer-to-peer transaction of room-sharing services? *International Journal of Contemporary Hospitality Management*, 30(9), 2925-2944.
  - Best Paper Award, Global Tourism & Hospitality Conference 2017
  - Best Paper Award, iHITA 2017

- 19 **Karen Xie** & Kevin So (2018). The effects of reviewer expertise on future reputation, popularity, and financial performance of hotels: Insights from data-analytics. *Journal of Hospitality & Tourism Research*, 42(8), 1187-1209.
- 20 Yuan Wang, Laurie Wu, **Karen Xie** & Xiang Li (2018). Staying with the ingroup or outgroup? A cross-country examination of international travelers' home-sharing preferences. *International Journal of Hospitality Management*, 77(January), 425-437.
- 21 **Karen Xie**, Linchi Kwok & Wei Wang (2017). Monetizing managerial response on TripAdvisor: Performance implications across hotel classes. *Cornell Hospitality Quarterly*, 58(3), 240-252.
  - W. Bradford Wiley Memorial Research Award 2017
  - Best Paper Award, West Federation CHRIE 2016
- 22 Jiang Wu, Minne Zeng & **Karen Xie** (2017). Chinese travelers' behavioral intentions toward room-sharing platforms: The influence of motivations, perceived trust, and past experience. *International Journal of Contemporary Hospitality Management*, 29(10), 2688-2707.
- 23 Jiang Wu, Panhao Ma & **Karen Xie** (2017). In sharing economy we trust: The effects of host attributes on short-term rental purchases. *International Journal of Contemporary Hospitality Management*, 29(11), 2962-2976.
  - Best Paper Award, Wuhan International Conference on E-Business 2016
- 24 Yong Chen & **Karen Xie** (2017). Consumer valuation of Airbnb listings: A hedonic pricing approach. *International Journal of Contemporary Hospitality Management*, 29(9), 2405-2424.
- 25 **Karen Xie** & Linchi Kwok (2017). The effects of Airbnb's price positioning on hotel performance. *International Journal of Hospitality Management*, 67, 174-184.
- 26 Chihchien Chen, **Karen Xie** & Shuo Wang (2017). The influence of incidental affect and mood-changing price on online booking intention. *Journal of Hospitality and Tourism Technology*, 8(3), 357-371.
- 27 Cheri Young, David Corsun & **Karen Xie** (2017). Travelers' preferences for peer-to-peer (P2P) accommodations and hotels. *International Journal of Culture, Tourism, and Hospitality Research*, 11(4), 465-482.
  - Emerald Literati Award 2018 / IJCTHR Highly Commended Award 2018
- 28 **Karen Xie**, Kevin So & Wei Wang (2017). Joint effects of management responses and online reviews on hotel financial performance: A data-analytics approach. *International Journal of Hospitality Management*, 62(April), 101-110.
- 29 Mike Thornhill, **Karen Xie** & Youngjin Lee (2017). Social media advertising in a competitive market: Effects of earned and owned exposures on brand purchase. *Journal of Hospitality and Tourism Technology*, 8(1), 87-100.

- 30 **Karen Xie** & Zhenxin Mao (2017). The impacts of quality and quantity attributes of Airbnb hosts on listing performance. *International Journal of Contemporary Hospitality Management*, 29(9), 2240-2260.
- 31 Linchi Kwok, **Karen Xie** & Tori Richards (2017). Thematic framework of online review research: A systematic analysis of contemporary literature on seven major hospitality and tourism journals. *International Journal of Contemporary Hospitality Management*, 29(1), 307-354.
- 32 Linchi Kwok & **Karen Xie** (2016). Factors contributing to online review helpfulness: Do manager responses play a role? *International Journal of Contemporary Hospitality Management*, 28(10), 2156-2177.
- Best Paper Award Finalist, iHITA 2015
- 33 **Karen Xie**, Ziqiong Zhang, Zili Zhang, Amrik Singh, & Seul Ki Lee (2016). Effects of managerial response on consumer eWOM and hotel performance: Evidence from TripAdvisor. *International Journal of Contemporary Hospitality Management*, 28(9), 2013-2034.
- 34 **Karen Xie**, Chihchien Chen, & Shinyi Wu (2016). Online consumer review factors affecting offline hotel popularity: Evidence from TripAdvisor. *Journal of Travel and Tourism Marketing*, 33(2), 211-223.
- Tourism & Hospitality Technology Research Award 2013
  - Interdisciplinary Young Scholar Award 2011
- 35 **Karen Xie**, Lina Xiong, Chihchein Chen, & Clark Hu (2015). Understanding active loyalty behavior in hotel reward programs through customers' switching costs and perceived program value. *Journal of Travel and Tourism Marketing*, 32(3), 308-324.
- 36 **Karen Xie**, Ziqiong Zhang & Zili Zhang (2014). The business value of online consumer reviews and management response to hotel performance. *International Journal of Hospitality Management*, 43(1), 1-12.
- 37 **Karen Xie** & Chihchien Chen (2014). Hotel loyalty programs: How valuable is valuable enough? *International Journal of Contemporary Hospitality Management*, 26(1), 107-129.
- Emerald Literati Award 2015 / IJCHM Highly Commended Award 2015
  - Best Paper Award, Caesars Hospitality Research Summit 2011
- 38 **Karen Xie** & Jinsoo Lee (2013). Toward the perspective of cognitive destination image and destination personality: The case of Beijing. *Journal of Travel and Tourism Marketing*, 30(6), 538-556.
- 39 **Karen Xie** & Chihchien Chen (2013). Progress in loyalty program research: Facts, debates, and future research. *Journal of Hospitality Marketing & Management*, 22(5), 463-489.
- 40 Chihchien Chen & **Karen Xie** (2013). Differentiation of cancellation policies in the U.S. hotel industry. *International Journal of Hospitality Management*, 34(1), 66-72.

- 41 Jiannan Zhong, Xueqiong Chen & **Karen Xie** (2010). China hotel quality competitiveness assessment: A quality competition index approach. *Journal of China Tourism Research*, 6(2), 145-163.
- 42 **Karen Xie** & Yingzhi Guo (2010). MICE in Shanghai: Evaluation of perceived features using importance-performance analyses. *Tourism Tribune*, 25(3), 46-54.
- 43 **Karen Xie**, Yingzhi Guo & Yunxia Ye (2009). Assessment of importance-performance analysis model on perceived features of the Shanghai convention and exhibition industry: An empirical application. *Journal of Tourism, Hospitality & Culinary Arts*, 1(3), 79-99

### Honors and Awards (Post Graduation)

2022	Best Paper Award Runner-up, INFORMS CIST
2022	Distinguished Scholar Award, Daniels College of Business
2021	Highly Cited Paper, University of Denver Research and Scholarship Annual Report
2020	Best Paper Award, ICIS (Blockchain, DLT, and FinTech Track)
2020	Faculty Teaching Excellence Award Finalist, Daniels College of Business
2020	Distinguished Scholar Award Finalist, Daniels College of Business
2019-2020	C. Thomas Howard Innovative Teaching Award Finalist (2 times), Daniels College of Business
2019	Winner (2 times), Marketing Science Institute (MSI) Research Grant Competition
2014-2022	Faculty Merit Award (9 times), University of Denver
2019	Faculty Research 'Thick Skin' Award, Daniels College of Business
2019	Daniels Award for Excellence Finalist
2019	Best Paper Award, Hospitality Finance and Economics Conference
2016-2019	Best Paper Award (2 times), West Federation CHRIE
2018	Best Paper Award, International CHRIE
2016-2018	Best Paper Award Runner-up (2 times), CSWIM
2018	Public Impact Fellow, University of Denver
2018	Scholarship of Discipline Award, Daniels College of Business
2018	Five Years of Service Award, Daniels College of Business
2018	Emerald Literati Award; Highly Commended Award, <i>IJCTHR</i>
2017	W. Bradford Wiley Memorial Research Award, International CHRIE
2014-2017	Outstanding Scientific Paper Reviewer Award (2 times), International CHRIE
2016-2017	Scholarship of Discipline Award Finalist (2 times), Daniels College of Business
2017	Best Paper Award, iHITA
2017	Best Paper Award, Global Tourism and Hospitality Conference
2015	Emerald Literati Award/Highly Commended Award, <i>IJCHM</i>
2015	Best Presentation Award, iHITA
2015	Best Paper Award Finalist, iHITA
2013	Tourism and Hospitality Technology Research Award, <i>JHTT</i>
2013	Beta Gamma Sigma

### Grants and Contracts

2023-pres.	Faculty STAR Fund, University of Connecticut
2023-pres.	AAUP/OVPR Travel Award, University of Connecticut
2023	CEPC Research Grant, University of Connecticut
2020	Facebook Research Grant
2020	Zillow Research Grant
2017-2022	Faculty Research Fund (4 times), University of Denver

2014-2022	Summer Research Grant (9 times), University of Denver
2019	NET Institute Grant
2019ab	Marketing Science Institute (MSI) Research Grant (2 times)
2019	Professional Research Opportunities for Faculty Fund (PROF), University of Denver
2019	General Program, National Natural Science Foundation of China (NSFC)
2018	General Research Fund, The Research Grants Council of Hong Kong
2018	Public Impact Fellowship, University of Denver
2017	Course Design Institute Grant, University of Denver
2016-2017	One New Thing Mini-Grant (2 times), University of Denver (Tableau, Python)
2015-2017	INTZ Grant (3 times), University of Denver (China, Switzerland, South Korea)
2016	Ethics Instruction Development Grant, Daniels Fund Endowment
2015	Community-Engaged Learning Mini-Grant, University of Denver
2012-2014	Wharton Customer Analytics Initiative Data Grant (2 times) (Advertising, Prediction)
2014	Service Learning Engaged Practitioner Program, University of Denver
2014	Collection Development Grant, University of Denver
2014	PinS Faculty-Undergraduate Research Grant, University of Denver
2013	Service Learning Scholars Program, University of Denver
2013	Faculty Fund of Creating a Hybrid Course, University of Denver
2011-2013	Young Scholar Seeds Fund (3 times), Temple University
2011	Fellowship of Emerging Markets in International Business, CIBER
2011	Travel Research Grant, TTRA
2007	Wang-dao Scholar Research Funding, Fudan University

### Invited Talks

2025	Zhejiang University School of Management (Dec.) Tongji University School of Economics and Management (Jun.) University of Southern California, Marshall Initiative on Digital Competition (Feb.). University of Connecticut, PhD Seminar (Feb.).
2024	Sun Yat-sen University, Sun Yat-sen Business School (Dec.). UConn School of Business (Oct.). Virginia Tech, Pamplin College of Business (Apr.).
2022	Santa Clara University, Leavey School of Business (Nov.). University of Texas at San Antonio, Carlos Alvarez College of Business (Nov.). University of Connecticut, School of Business (Nov.). University of Denver, Executive PhD Program (Nov.). San Diego State University, Fowler College of Business (Oct.).
2021	University of Denver, Executive PhD Program, Daniels College of Business (Nov.). Arizona State University, W. P. Carey School of Business (Apr.). University of Denver, Entrepreneurship@DU (Mar.). Western CHRIE, Professional Development Panel (Feb.).
2020	University of Arizona, Eller College of Management (Oct.). Fudan University, Master of Tourism Administration (Apr.). University of Arizona, Zipperman Scholars Program (Feb.).
2019	University of Delaware, Institute for Financial Services Analytics (Dec.). University of Arizona, Eller College of Management (Dec.). Boston University, Questrom School of Business (Nov.). New York University, Stern School of Business & NET Institute (Nov.). University of Calgary, Haskayne School of Business (Jul.). Hong Kong Polytechnic University, School of Hotel and Tourism Management (Jun.). Sun Yat-sen University, Sun Yat-sen Business School (Jun.). University of Denver, International House (Mar.). University of Denver, Fritz Knoebel School Executive Advisory Board (Feb.).

- 2018 International CHRIE, Career Academy (Jul.). Hong Kong Polytechnic University, School of Hotel and Tourism Management (Jul.). Fudan University, School of Management (Jul.). Xiamen University, School of Management (Jul.). Huaqiao University, Business School (Jul.). Tongji University, School of Economics and Management (Jun.). Hospitality Technology Next Generation (Mar.). University of Denver, Office of Teaching and Learning (Feb.). University of Denver, Faculty Research Colloquium (Jan.).
- 2017 University of Nevada Las Vegas, William F. Harrah College of Hospitality (Aug.). Harbin Institute of Technology, School of Management (Jul.). Hong Kong Polytechnic University, School of Hotel and Tourism Management (Jun.). Wuhan University, School of Information Management (Jun.). University of Denver, Faculty Professional Development Workshop (May.). University of South Carolina, College of Hospitality, Retail and Sport Management (Mar.).
- 2016 University of Denver, Office of Teaching and Learning (Nov.). University of Denver, Office of Internationalization (Apr.).
- 2015 Colorado Hotel and Lodging Association (Nov.). International CHRIE, Career Academy (Jul.).
- 2014 University of Denver, Faculty Research Colloquium (Oct.).
- 2013 University of Pennsylvania, Wharton Customer Analytics Initiative (Jun.). Virginia Tech, Pamplin College of Business (Feb.). University of Denver, Daniels College of Business (Jan.).
- 2012 University of Pennsylvania, Wharton China Business Forum (Feb.).
- 2009 Kyung Hee University, Graduate School of Business Administration (Sep.).

## Teaching and Advising

School of Business, University of Connecticut

- 2024-pres. Statistics in Business Analytics (OPIM 5603)  
 2023-pres. Advanced Project Management (Capstone) (OPIM 5770)  
 2023-2024 Visual Analytics (OPIM 5501)

Daniels College of Business, University of Denver

- 2015 Revenue Management & Analytics Concentration  
 - New Program Development
- 2013-2023 Technology and Data Analytics (HOSP 2504)  
 - Interviewed by Tableau Software, September 13, 2017  
 - Adopted by peer faculty at Purdue University Krannert School of Management (*Data Visualization*); Georgia Tech Scheller College of Business (*Data Visualization for Business*); University of Arizona Eller College of Management (*Zipperman Scholars Program*)
- 2013-2023 Revenue Management (HOSP 2402)  
 - Commended as University of Denver Grand Challenge Class, 2018  
 - Interviewed by IDEaS Revenue Solutions, February 6, 2018
- 2013-2015 Lodging Sales and Marketing (HRTM 3500)
- 2014 Independent Study (HOSP 3000)

Summer Schools

- 2020-pres. FIST Summer Course. Fudan University (August)  
 2018 PhD Summer Course. Xiamen University (July)  
 2018 PhD Summer Course. Tongji University (June)

## Student Advising

Demei Kong, Postdoctoral Fellow (Placement: Tsinghua University)  
 Jinah Park, Postdoctoral Fellow (Placement: Hong Kong Polytechnic University)  
 Yunchao Zhang, Visiting PhD in MIS  
 Jianwei Liu, Visiting Scholar in MIS (Placement: University of Science and Technology of China)  
 Jingran Xu, PhD in MIS  
 Mengwei Qu, PhD in MIS  
 Ning Wang, PhD in MIS  
 Chenxi Guo, PhD in MIS  
 Daniel Trujillo, PhD in Real Estate Management (Placement: University of Denver)  
 Mike Thornhill, M.S. in Finance (Placement: Tourville Management)  
 Panhao Ma, M.S. in Business Analytics (Placement: Alibaba)  
 Minne Zeng, M.S. in Business Analytics (Placement: NetEase)  
 Claudia Alvarado, M.S. in Business Analytics (Placement: STR Analytics)  
 Deesa Dontamsetti, M.S. in Business Analytics (Placement: Arrow Electronics)  
 Vicky Xia, M.S. in Business Analytics (Placement: Educational Measures)  
 Zoe Xu, M.S. in Business Analytics (Placement: JSR Micro)  
 Mengmeng Jin, M.S. in Business Analytics (Placement: Meituan-Dianping)  
 Michael Cunningham, PinS Faculty-Undergraduate Grant (Placement: Expedia)  
 Devin Delaney, PinS Faculty-Undergraduate Grant (Placement: Beverage Distributors)  
 Tori Richards, Independent Study (Placement: SalesScreen)

## Leadership and Service

### Editorial and Referee Work

2023-pres.	Program Committee, INFORMS Conference of Information Systems and Technology
2025	Program Committee, China Summer Workshop on Information Management
2020	Associated Editor, International Conference on Information Systems
2020-2023	Editorial Board, <i>Cornell Hospitality Quarterly</i>
2020	Discussant, Workshop on Information Systems and Economics
2016-2019	Discussant, China Summer Workshop on Information Management
2013-pres.	Referee Invitations, <i>Management Science</i> , <i>Information Systems Research</i> , <i>Production and Operations Management</i> , <i>Journal of Management Information Systems</i> , <i>Journal of Strategic Information Systems</i> , <i>Cornell Hospitality Quarterly</i> , <i>The Service Industries Journal</i> , <i>Annals of Tourism Research</i> , <i>Journal of Travel &amp; Tourism Marketing</i> , <i>International Journal of Hospitality Management</i> , <i>International Journal of Contemporary Hospitality Management</i> , <i>Journal of Hospitality &amp; Tourism Research</i> , <i>Journal of Hospitality and Tourism Technology</i> , <i>Journal of Hospitality and Tourism Insights</i> , <i>Journal of Foodservice Business Research</i> , <i>Advances in Hospitality and Leisure</i> , <i>Tourism Management</i> , <i>Asia Pacific Journal of Tourism Research</i> , <i>Journal of China Tourism Research</i> , American Marketing Association Summer Conference (AMA), INFORMS Conference of Information Systems and Technology (CIST), International Conference on Information Systems (ICIS), Workshop on Information Technologies and Systems (WITS), Academy of Management Annual Meeting (AoM), European Conference on Information Systems (ECIS), Pacific Asia Conference on Information Systems (PACIS)

### External Services

2023	External Letter Writer (Tenure and Promotion), Fudan University
2022	External Letter Writer (Tenure and Promotion), University of Florida

2018-2023 MIT Technology Review Global Panel  
 2017 Editor Search Committee, *JHTC*  
 2016-2018 Director of Research, West Federation CHRIE  
 2014-2016 Director of Education, West Federation CHRIE  
 2011 Scribe, Marketing Science Institute and Wharton Customer Analytics Initiative  
 2009-2010 Vice President, HFTP Hong Kong Chapter  
 2007-2008 Organizing Committee, Shanghai Forum

#### University Services

2026 Kaplan-BAPM Recruitment Session, UConn School of Business  
 2023-pres. MSBAPM Committee, UConn School of Business  
 2023-pres. PhD Qualifying Paper Committee, UConn School of Business  
 2025 Grade Appeal Review Committee, UConn School of Business  
 2019-2023 Faculty Research Awards Committee, Daniels College of Business  
 2021-2022 Panelist, Executive PhD Program, Daniels College of Business  
 2021-2022 Burns Director Search Committee, School of Real Estate & Construction Management  
 2020 Online Course Policy Committee, Daniels College of Business  
 2018-2019 Faculty Search Committee, Department of Business and Information Analytics  
 2016-2017 Faculty Search Committee, Department of Business and Information Analytics  
 2015 Founding Faculty, Revenue Management & Analytics Concentration  
 2014-2019 Advisory Board, International Business Major  
 2014-2019 Review Committee, Student Travels and Scholarships  
 2014-2017 Advisor, Department of Business and Information Analytics MSBA Capstone  
 2014-2015 Marshal of Graduation Commencements  
 2014 Mentor, Daniels International Graduate Student Program  
 2014 Judge, World Business Challenge  
 2008-2010 Tutor-in-Residence, University Halls

#### Media Quotes

Sep 16, 2025 *Science and Technology Daily*, "Scholars reveal the psychological mechanisms of physician incentives, contributing to the systematic upgrading of digital healthcare governance"  
 May 3, 2024 *Wall Street Journal*, "The era of 'no-show' fees is here – and it's going to cost you"  
 Apr 8, 2024 *The Hour*, "Are Airbnbs and other short-term rentals taking a bite out of Connecticut's housing supply?"  
 Aug 22, 2023 *UConn Today*, "School of business welcomes four experienced faculty to its ranks"  
 Jun 20, 2022 *The New York Times*, "Airbnb announces a permanent ban on parties"  
 Nov 16, 2021 *DebtHammer*, "Survey: Will 2021 holiday spending plans leave Americans in debt?"  
 Nov 4, 2021 *Marketplace Morning Report*, "Airbnb takes a more conciliatory approach to communities"  
 Sep 22, 2021 *Ouray County Plaindealer*, "Nearly a third of homes vacant"  
 Aug. 18, 2021 *Krannert School of Management Press Release*, "What does Airbnb do to the local housing market? Make it less affordable"  
 Jul. 28, 2021 *Daniels Press Release*, "Tourism in Tokyo, or lack thereof"  
 Jun 21, 2021 *Marketing Science Institute*, "How hotels can win against home-sharing competitors"  
 Jun 17, 2021 *Las Vegas Review-Journal*, "Airbnb, Vrbo partnering to crack down on illegal 'party houses'"  
 Jun 15, 2021 *MultiBriefs: Exclusive*, "Research shows that you should let consumers' photos speak for your business"  
 May 13, 2021 *Fast Company*, "Travel is back. So are tourist scams. If you're going on a trip, beware of these rip-offs"  
 Feb 26, 2021 *Business News Daily*, "Responding to online reviews can help your business"

- Jan 27, 2021 *University of Denver Magazine*, "An invitation to innovate"
- Dec 10, 2020 *Condé Nast Traveler*, "What Airbnb's IPO means for the future of the company"
- Nov 16, 2020 *The New York Times*, "Airbnb reveals falling revenue, with travel hit by pandemic"
- Oct 27, 2020 *The New York Times*, "Airbnb fights its 'Party House Problem'"
- Oct 12, 2020 *Daniels Press Release*, "Faculty wins MSI award and grants from Facebook and Zillow"
- Jul 30, 2020 *WalletHub*, "Ask the experts: Chase Sapphire Preferred card"
- Jun 2, 2020 *The New York Times (phone interview)*, "Airbnb amid COVID-19"
- Jun 2, 2020 *Daniels Press Release*, "COVID-19 a near-term challenge for Airbnb"
- May 12, 2020 *Forbes*, "How Airbnb hosts can survive the great reservation cancellation"
- Feb 14, 2020 *The Denver Post*, "Frustrated Denver officials reject deal with Airbnb"
- Jan 29, 2020 *HospitalityNet*, "Do travelers want to 'access' or 'share' a home-sharing facility?"
- Jan 17, 2020 *HospitalityNet*, "Are neighbors friends or foes? An analysis of Airbnb listings' agglomeration effect"
- Dec 19, 2019 *The Bridge*, "How to protect yourself when booking short-term rentals?"
- May 28, 2019 *Daniels Press Release*, "One common predictor of restaurant failure"
- May 8, 2019 *HospitalityNet*, "Are consumers loyal to home-sharing services? Implications for hosts, room-sharing sites, and hotels"
- May 3, 2019 *NBC News (phone interview)* "Marriott entering short-term rentals"
- Feb 18, 2019 *Las Vegas Review Journal*, "Las Vegas Strip resorts slow to welcome Alexa, Google Home Hub"
- Jan 30, 2019 *Business News Daily*, "Responding to online reviews can help your business"
- Nov 1, 2018 *HospitalityNet*, "Buyer-seller similarity: Does it matter in room-sharing business?"
- Oct 30, 2018 *MultiBriefs: Exclusive*, "Want to get a room on Airbnb? Being 'similar' to the host may help"
- Oct 27, 2018 *HotelTechReport*, "Research reported positive effects of Airbnbs price positioning on hotel performance"
- Oct 19, 2018 *RevenueHub*, "Dynamic Pricing & Positioning on Airbnb: Multi-Unit Hosts Revenue Pros?"
- Oct 17, 2018 *MultiBriefs: Exclusive*, "Price positioning on Airbnb: Are multi-unit hosts revenue pros?"
- Oct 17, 2018 *HospitalityNet*, "Do price positioning and dynamic pricing work on Airbnb too?"
- Jul 31, 2018 *Daniels Press Release*, "Airbnb increases revenue with mimicking hotels: New research wins best paper award at International CHRIE conference"
- May 7, 2018 *Denver Business Journal*, "Denver ranks high on Airbnb's 'most hospitable cities' list"
- Mar 13, 2018 *MultiBriefs: Exclusive*, "Attractive' enough to stay? Looking at similarity-attraction effects in room-sharing"
- Mar 12, 2018 *Hsyndicate.org*, "Are buyer-seller similarities helpful in making sales on room-sharing websites?"
- Feb 6, 2018 *IDeaS Revenue Solutions (YouTube channel)*, "Industry insights from Cornell hospitality research summit"
- Jan 4, 2018 *HotelTechReport*, "Research reported positive effects of Airbnb's price positioning on hotel performance"
- Nov 3, 2017 *BizWomen*, "Top spots to visit this winter"
- Oct 31, 2017 *WalletHub*, "2017's best winter holiday destinations"
- Sep 27, 2017 *MultiBriefs: Exclusive*, "Can Airbnb help hotels increase revenue?"
- Sep 13, 2017 *Tableau Blog*, "Seven majors that surprisingly use data and Tableau"
- Aug 14, 2017 *Denver Business Journal*, "Hosts with multiple Airbnb listings impact rental quality, report finds"
- Aug 14, 2017 *Daniels Press Release*, "Service quality declines if Airbnb hosts manage too many listings"
- Jun 23, 2017 *Daniels Press Release*, "Karen Xie wins 'Best Paper' award at global conference"
- May 4, 2017 *WalletHub*, "No foreign transaction fee credit cards"
- Apr 19, 2017 *Daniels Press Release*, "Interdisciplinary perspective on United Airlines"
- Jan 31, 2017 *MultiBriefs: Exclusive*, "What we know about online reviews - and what we don't"
- Jan 16, 2017 *MultiBriefs: Exclusive*, "Responses to online reviews should vary based on hotel class"

- Nov 29, 2016 *Colorado's Afternoon News on KOA NewsRadio 850AM 94.1FM (live radio streaming), "Websites for making last-minute holiday travel"*
- Fall, 2016 *Knoebel News (print magazine), "Getting to know Knoebel faculty"*
- Nov 30, 2015 *The CHRIE Communiqué, "Eyes on ethics in big data research"*
- Oct 4, 2016 *Tnooz, "In online reviews who responds and length of response are important"*
- Sep 30, 2016 *HospitalityNet, "Do hotel managers' responses to TripAdvisor reviews boost revenue? It depends"*
- Sep 1, 2016 *KMRB AM1430 (live radio streaming), "What can hotel managers do to make online consumer reviews more helpful?"*
- Aug 31, 2016 *MultiBriefs: Exclusive, "Online reviews: What can hotel managers do to make them more helpful?"*
- Jul 8, 2016 *BizReport, "Study: Social isn't the selling tool some thing"*
- Jun 27, 2016 *Business News Daily, "Hold your fire: When to respond to online reviews"*
- Jun 2, 2016 *Daniels Press Release, "New research gives insight to businesses on how to respond to online reviews"*
- Winter 2016 *DU Research & Scholarship Matters (print newsletter), "Rental by owner - a taxable industry?"*
- Feb 22, 2016 *Denver Public Radio, "Study: Denver missing out on millions by not taxing short-term rentals"*
- Spring 2016 *Research at Daniels (print magazine), "Maximizing customer conversion on the path to purchase"*
- Nov 30, 2015 *The CHRIE Communiqué, "Flipping the classroom for discussion-type undergraduate class"*
- Winter 2014 *Knoebel News (print magazine), "Flipping the classroom for discussion-type undergraduate class"*
- Oct 12, 2013 *Fox News & Releases, "Interdisciplinary young scholars"*
- Mar 28, 2013 *Temple Now, "Temple students ensure opportunities for tourism from China are not lost in translation"*
- Apr 27, 2012 *Fox News & Releases, "Young scholars forum launches cutting-edge research, bridges disciplines"*
- Dec 12, 2012 *Marketing Science Institute, "Marketing on the move: Understanding the impact of mobile on consumer behavior"*
- Dec 3, 2008 *Travel Times, "Residents' positive perception of mega-events will support Shanghai World Expo"*