Karen Xie

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Last updated: September 2026

Academic Positions

University of Connecticut, School of Business
2023-pres. Associate Professor, Operations and Information Management

University of Arizona, Eller College of Management
2019-2020 Visiting Faculty, Management Information Systems

University of Denver, Daniels College of Business
2022-2023 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 GenAI 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 and Consulting

2026 Ecomma (GEO brand visibility)
GenAI Flows Publishing (K12 AI workbook)
Plus Group (AI-driven cross-selling ideation)
Xiaoyuanjishi (AI agent team workflow)
2020-pres. HomeLab Technologies (algorithm-driven rental investment and management)
2016 Denver City Council (short-term rental legislation)
Smith Travel Research (pipeline analyses)
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 (renovation and rebranding)
Stonebridge Companies (sales and marketing apprenticeship)

2008 UBS (Greater China market analyses)
Shanghai Forum (event planning)
Accenture (IT re-engineering)
2007 Unilever (LUX brand marketing)

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 Chenxi Guo, **Karen Xie**, Seokjun Youn, Xunyu Chen & Wei Chen "Racing with GenAI: Impact of GenAI conversational agents on mental health counselors" Under 3rd round review at ***Information Systems Research***

2 Wei Chen, Weifeng Li, **Karen Xie** & Fasheng Xu "Beyond funding: How token liquidity shapes application development in crypto ventures" Under revision for 3rd round review at ***Manufacturing & Service Operations Management***

- Best Paper Award, ICIS 2020 Blockchain, DLT, and FinTech Track

3 Fasheng Xu, Xiaoyu Wang, Wei Chen & **Karen Xie** "The economics of AI foundation models: Openness, competition, and governance" Under revision for 3rd round review at ***Management Science***

4 Fasheng Xu, Jing Hou, Wei Chen & **Karen Xie** "Generative AI and organizational structure in the knowledge economy" Under revision for 3rd 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 2nd round review at ***Information Systems Research***

6 Hongchang Wang, **Karen Xie**, Sung Joo Kim, Wei Chen & Zaiyan Wei "Should digital platforms share data with governments? Evidence from Airbnb" Under 2nd round review at ***Information Systems Research***

- Best Paper Award Runner-up, INFORMS CIST 2022

7 Xiaofei Zhang, **Karen Xie**, Wei Chen, Dong Jing "Scaling compassion in online disputes: A field experiment on behaviorally framed Generative AI" Under 2nd round review at ***Information Systems Research***

8 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***

9 Jianwei Liu, **Karen Xie**, Wei Chen & Fasheng Xu "Organizational placement and Generative AI value: Field evidence from Sam's Club" Under review at ***MIS Quarterly***

10 Xuan Wei, Jiayu Yao, Mingyue Zhang, **Karen Xie** & Wei Chen "Does region disclosure backfire? Evidence from online user speech" Under review at ***Production and Operations Management***

11 Yinan Yu, Benjamin Williams, **Karen Xie** & Wei Chen "Humanizing the stay: Impact of promoting suppliers in peer-to-peer markets" Under review at ***Production and Operations Management***

12 Yizhi Liu, Hongchang Wang, **Karen Xie**, Wei Chen & Dong Jing "AI agent team design for dual-objective tasks: Evidence from a large-scale field experiment" Under review at ***Management Science***

13 Eryn Juan He, Fasheng Xu, Wei Chen & **Karen Xie** "The broken ladder: How Generative AI reshapes career dynamics inside firms"

14 Xiaofei Zhang, **Karen Xie**, Wei Chen, Fasheng Xu & Kai Li "From outlines to outcomes: Generative AI-powered content and product sales"

15 Demei Kong, **Karen Xie**, Jun Yang & Dong Jing" How bounty allocation shapes user contributions in online communities"

16 Yunchao Zhang, Le Wang, Xiaofei Zhang, **Karen Xie** & Bin Gu"Breaking the ice: How free online medical consultations help new physicians overcome the cold start barrier in online health communities"

17 Jianwei Liu, Yinan Yu & **Karen Xie** "Payment design and labor supply in online labor markets: Evidence from a two-stage field experiment"

18 Shuran Fu, Tianyang Xie, **Karen Xie**, Wei Chen & Fasheng Xu "When to plan, when to verify: Effects of structural interventions in AI agent workflows"

19 Wei Chen, Cheng Nie, **Karen Xie** & Xinxin Li "Dance with the algorithm? Impact of algorithmic buyers on housing affordability"

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, *IJCTHR*
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, *IJCHM*
2015 Best Presentation Award, iHITA
2015 Best Paper Award Finalist, iHITA
2013 Tourism and Hospitality Technology Research Award, *JHTT*
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

2026 Sun Yat-sen University, Sun Yat-sen Business School (Dec.). Bentley University Graduate School of Business (Oct.). University of Miami Business School (Jun.)
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)

Student Advising

2026-pres.	Shuran Fu, PhD Dissertation Committee Member
2025-2026	Yunchao Zhang, Visiting PhD Hosting Faculty
2022-2023	Daniel Trujillo, PhD Dissertation Committee Member (Placement: University of Denver)
2015-2016	Deesa Dontamsetti, Independent Capstone Advisor (Placement: Arrow Electronics)
2015-2016	Vicky Xia, Independent Capstone Advisor (Placement: Educational Measures)
2015-2016	Zoe Xu, Independent Capstone Advisor (Placement: JSR Micro)
2014-2015	Claudia Alvarado, Independent Capstone Advisor (Placement: STR Analytics)
2013-2014	Tori Richards, Independent Study Advisor (Placement: SalesScreen)
2013-2014	Mike Thornhill, Research Paper Advisor (Placement: Tourville Management)
2013-2014	Devin Delaney, PinS Faculty-Undergraduate Grant Advisor (Placement: Beverage Distributors)
2013-2014	Michael Cunningham, PinS Faculty-Undergraduate Grant Advisor (Placement: Expedia)

Leadership and Service

Editorial and Referee Work

2023-pres.	Program Committee, INFORMS Conference of Information Systems and Technology
2025-pres.	Program Committee, China Summer Workshop on Information Management
2020	Associated Editor, International Conference on Information Systems
2020-2023	Editorial Board, *Cornell Hospitality Quarterly*
2020	Discussant, Workshop on Information Systems and Economics
2016-2019	Discussant, China Summer Workshop on Information Management
2013-pres.	Referee Invitations, *Management Science*, *Information Systems Research, Management Information Systems Quarterly, Production and Operations Management, Journal of Management Information Systems, Journal of Strategic Information Systems, Cornell Hospitality Quarterly, The Service Industries Journal, Annuals of Tourism Research, Journal of Travel & Tourism Marketing, International Journal of Hospitality Management, International Journal of Contemporary Hospitality Management, Journal of Hospitality & Tourism Research*, *Journal of Hospitality and Tourism Technology*, *Journal of Hospitality and Tourism Insights*, *Journal of Foodservice Business Research*, *Advances in Hospitality and Leisure*, *Tourism Management*, *Asia Pacific Journal of Tourism Research*, *Journal of China Tourism Research*, 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), China Summer Workshop on Information Management (CSWIM)

External Services

2026	Webmaster of Parent Teacher Association (PTA), International School of Dundee
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

2023-pres.	MSBAPM Committee, UConn School of Business
2026	Research Resources Task Force, UConn School of Business
2026	Kaplan-BAPM Recruitment Information Session, UConn School of Business
2025-2026	Research Resources Task Force, UConn School of Business
2025	Grade Appeal Review Committee, UConn School of Business
2023-2025	PhD Qualifying Paper 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?"
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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?"
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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"
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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"