

Ying Liu

Assistant Professor Operations & Information Management
Isenberg School of Management, University of Massachusetts Amherst
121 Presidents Drive, Amherst, MA 01003
Mobile: 267.721.1611
Email: yliu@isenberg.umass.edu

EDUCATION

W.P. Carey School of Business, Arizona State University Tempe, AZ
Ph.D. in Business Administration, Computer Information Systems Concentrated
Research Focus: Electronic commerce, Social networks

School of Telecommunications, Beijing University of Posts and Telecommunication Beijing, China
B.E. in Electronic Information Engineering

JOURNAL PUBLICATION

- Chen, PY., Hong, Y., and Liu, Y., (2018), "The Value of Multi-dimensional Online Rating Systems: Evidence from a Natural Experiment and Randomized Experiments", *Management Science* 64(10):4629-4647.
- Xia, JF., and Liu, Y., (2013), "Usage Patterns of Open Genomic Data," *College & Research Libraries* (Mar.2013):195-206.

PAPER UNDER REVIEW

- Nguyen, LT., Hess, TJ., Sheffler, ZJ., and Liu, Y., (2021), "This is Unbelievably Helpful': The Effect of Reviewer Badges on Trust and Helpfulness with Online Reviews ", under review at *Journal of the Association for Information Systems*

WORK-IN-PROGRESS PROJECTS

- Yin, XY., Liu, Y., Shi, ZH., and Chen, PY., (2020), "The Impact of Internet Water Armies on Online and Offline media: An Analysis of Movie Industry", targeting POMS, will submit in summer 2022.
- Liu, Y., Yin, XY., Yang, X., and Chen, PY., (2020), "Understanding the Effects of Micro Activity-Based Promotion: An Analysis in the Gaming Industry ", targeting ISR, will submit in summer 2022.

CONFERENCE PROCEEDINGS

- Nguyen, LT., Hess, TJ., Sheffler, ZJ., and Liu, Y.,(2020),"Biased but Credible: An Experimental Study of Online Reviews", Proceedings of the 41st International Conference on Information Systems (ICIS), India.
- Nguyen, LT., Hess, T J., Liu, Y.,and Sheffler, ZJ., (2019),"Trust in Online Reviews: Integrating the Elaboration Likelihood Model and IS Trust", Proceedings of the 25th Americas Conference on Information Systems (AMCIS), Cancun, Mexico.
- Liu, Y., Chen, PY., and Hong, Y.,(2014), "The Value of Multi-dimensional Online Rating Systems: An Information Transfer View", Proceedings of the 35th International Conference on Information Systems (ICIS), Auckland, New Zealand.
- Liu, Y., and Liang, XJ., (2011), "Measuring the Green Informatization," Proceedings of the 5th International Conference on Management and Service Science (MASS 2011).
- Xia, JF., and Liu, Y., (2009),Path Computation Element Interlocking with Grid Network Service for Resource Allocation in Distributed Optical Grid Network," Proceedings of the 8th International Conference on Optical Communications and Networks (ICOON 2009).

PAPERS IN WORKSHOPS AND OTHER CONFERENCE PROGRAMS

- Liu, Y., Yin, XY., Yang, X., and Chen, PY., (2020), "Understanding the Effects of MicroActivity-Based Promotion: An Analysis in the Gaming Industry "Statistical Challenges in Electronic Commerce Research, Madrid, Spain.
- Yin, XY., Liu, Y., Shi, ZH., and Chen, PY., (2020), "The Impact of Internet Water Armies on Online and Offline media: An Analysis of Movie Industry" Production and Operations Management Society, Minneapolis, MN.
- Yin, XY., Liu, Y., Shi, ZH., and Chen, PY., (2019), "The Impact of Internet Water Armies on Online and Offline media: An Analysis of Movie Industry, Workshop on Information Systems and Economics, Munich.
- Liu, Y., Chen, PY., and Hong, Y.,(2015), "The Impact of Multi-dimensional Online Rating Systems on Negativity Bias", Informs, Philadelphia, PA, November 1-4.
- Liu, Y., Chen, PY., and Hong, Y.,(2014),"The Value of Multi-dimensional Online Rating Systems: An Information Transfer View", Workshop on Information Systems and Economics(WISE), Auckland, New Zealand, December 17-19
- Liu, Y., Chen, PY., and Hong, Y.,(2014), "The Value of Multi-dimensional Online Rating Systems: An Information Transfer View", Conference on Information Systems and Technology (CIST), San Francisco, CA, November 9-12.
- Xia, J.F. and Liu, Y. (2011), "Usage Patterns of Open Genomic Data," WIS 2011(pre-conference workshop of ICADL 2011), Beijing, China, October 24.

PROFESSIONAL SERVICE

- AE for ICIS 2021
- Reviewer for MS, ISR, MISQ, JMIS, JAIS, AOM, ICIS, WITS, IN&MAN,AMCIS,APJIS