

Ying Liu

Assistant Professor Operations & Information Management

Isenberg School of Management, University of Massachusetts Amherst

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ACADEMIC APPOINTMENTS

Isenberg School of Management, UMass Amherst

September 2018-present

Assistant Professor, Operations and Information Management

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

- Yin, XY., Liu, Y., Chen, PY., and Shi, Z., (2025) "Shadows and Screens: Exploring the Impact of Astroturfing as a Facet of Fake Reviews in the Movie Industry's Social Media Dynamics", *Journal of the Association for Information Systems*, 26(1), 205-220.
- Nguyen, L. T., Hess, T., Sheffler, Z. J., & Liu, Y. (2024). "Mixed Messages: An Examination of Reviewer Badges and Consumer Trust with Online Review Platforms", *AIS Transactions on Human-Computer Interaction*, 16(2), 237-271.
- 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. (Authors are presented in alphabetical order.)
- Xia, JF., and Liu, Y., (2013), "Usage Patterns of Open Genomic Data", *College & Research Libraries* (Mar.2013):195-206.

CONFERENCE PROCEEDINGS

- Shi, Y., Tarafdar, M., and Liu, Y., "Examining Social Experience and Engagement in 'Danmaku' Video Sharing Platforms: the role of Pseudo-synchronous Viewing Affordance and Pseudo-synchronous Responding Affordance", *Proceedings of the Americas Conference on Information Systems (AMCIS) 2025*, Montreal, Canada.

- Yan Shi, Ying Liu, and Yi Zou. "Examine Online User Reactions for Philanthropic Communication in Social Media: An Online Natural Experiment". Proceedings of the annual Pacific Asia Conference on Information Systems (PACIS) 2023, China
- Yi Zou, Ying Liu, and Yan Shi. "A Look into Digital Emotion Contagion During Shared Role Integration". AMICS TERO Talk 2022
- 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, TJ., 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.

TEACHING EXPERIENCE

- Isenberg School of Business, University of Massachusetts Amherst
OIM 454: Machine Learning in Business 2018-present
SCH-MGMT 655/697: Machine Learning for Analytics (MBA, MSBA) 2018-present
- W.P. Carey School of Business, Arizona State University
Introduction to Business Analytics CIS 315 2016,2017
- Teaching Assistant
Introduction to Enterprise Analytics CIS505 (Master) 2016,2017
Information Management CIS506 (Master) 2015
Introduction to Business Analytics CIS 315 2015
Emerging Technologies in IT CIS591 (Master) 2014, 2015
Strategic Value of IT CIS591 (Master) 2014,2015

DIRECTED STUDENT LEARNING

- Graduate, Doctoral
Dissertation committee Member, Yan Shi (expected 2026)

PROFESSIONAL SERVICE

- Associate Editor, International Conference on Information Systems 2021, 2025, 2026
- Associate Editor, Pacific Asia Conference on Information Systems 2022- 2024
- Ad-hoc Reviewer
MS, ISR, MISQ, JMIS, JAIS, POM, EJIS, INFMAN, APJIS, AMJ, ICIS, WITS, AMCIS, CIST

UNIVERSITY SERVICE

- Tenure Track Search Committee Member 2018
- Student Awards and Scholarship Committee 2021-present
- Information Systems Phd Recruiting 2018-present