

# Ying Liu

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## EDUCATION

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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

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- 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 ACCEPTED

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- Xueyan Yin, Ying Liu, Zhan Shi, and Pei-yu Chen. "The Impact of Internet Water Armies on Online and Offline media: An Analysis of Movie Industry", accepted at JAIS
- Long T Nguyen, Traci J Hess, Zachary J Sheffler, Ying Liu. "This is Unbelievably Helpful: The Effect of Reviewer Badges on Trust and Helpfulness with Online Reviews", accepted at THCI

## WORK-IN-PROGRESS PROJECTS

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- Ying Liu, Xueyan Yin, Xue Yang and Pei-yu Chen. "Understanding the effects of micro-gaming in online gaming content"
- Yan Shi, Ying Liu, and Yi Zou. "When Does Heat Cool Down? Assessing The Business Value of Firm-Related Hot Topics on Social Media".
- Yi Zou, Ying Liu, and Yan Shi. "A Look into Digital Emotion Contagion During Shared Role Integration".

## CONFERENCE PROCEEDINGS

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- 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,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

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- 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**

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- AE for PACIS 2022,2023,2024
- AE for ICIS 2021
- Reviewer for MS, ISR, MISQ, JMIS, JAIS, AOM, ICIS, WITS, IN&MAN,AMCIS,APJIS