

Warut Khern-am-nuai

Associate Professor of Information Systems and Desautels Scholar

<https://www.mcgill.ca/desautels/warut-khern-am-nuai>

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Academic Employment

Aug 2016 – Jun 2022 – Desautels Faculty of Management, McGill University
Associate Professor of Information Systems (with tenure)

Aug 2016 – May 2022 *Assistant Professor of Information Systems*

Mar 2024 – Aug 2024 Keio University
Visiting Associate Professor

Sep 2023 – Feb 2024 Chulalongkorn Business School, Chulalongkorn University
Visiting Associate Professor

Aug 2012 – Jul 2016 Krannert School of Management, Purdue University
Research and Teaching Assistant

Education

2012-2016 Krannert School of Management, Purdue University West Lafayette, IN, USA
Ph.D. in Management Information Systems (Minor: Computer Science)

- *Dissertation Title: Essays on Value Creation in Online Marketplaces.*
- *Committee Members: Karthik Kannan (chair), J. Geroge Shanthikumar, Hossein Ghasemkhani, Kemal Altinkemer*

Awarded Robert W. Johnson Award for Distinguished Research from Purdue University
Awarded Bronze Prize for the Ph.D. Dissertation Award from the National Research Council of Thailand

2012-2014 Krannert School of Management, Purdue University West Lafayette, IN, USA
M.S. in Economics

2009-2011 National Institute of Development Administration Bangkok, Thailand
M.B.A. (Honors)

2006-2009 King Mongkut Institute of Technology Ladkrabang Bangkok, Thailand
B.E. in Computer Engineering (First-class Honors)

Accepted/Published Articles in Premier Journals (Desautels22/UTD24/FT50) (* Authors are listed in alphabetical order; underline denotes current/former students and post-doctoral research trainees)

[11] Zhu, K., **Khern-am-nuai, W.**, and Yu, Y. "Negative Peer Feedback and User Content Generation: Evidence from a Restaurant Review Platform." *Production and Operations Management* (Forthcoming). Article in Advance published online: February 8, 2024.

Publisher Website: <https://journals.sagepub.com/doi/10.1177/10591478231224941>

Public repository: <http://papers.ssrn.com/abstract=4009873>

[10] **Khern-am-nuai, W.**, Ghasemkhani, H., Qiao, D., and Kannan, K. "How Questions and Answers Shape Online Marketplaces: The Case of Amazon Answer." *Information Systems Research* (Forthcoming). Article in Advance published online: June 6, 2023.

Publisher Website: <https://pubsonline.informs.org/doi/10.1287/isre.2023.1233>

Public repository: <https://papers.ssrn.com/abstract=2794149>

[9] **Khern-am-nuai, W.**, So, H., Cohen, M., and Adulyasak, Y. (2024) "Selecting Cover Images for Restaurant Reviews: AI vs. Wisdom of the Crowd." *Manufacturing & Service Operations Management*. 26(1), 330-349. **Nominated for the INFORMS Service Science Best Cluster Paper Award.**

Publisher Website: <https://pubsonline.informs.org/doi/abs/10.1287/msom.2021.0531>

Public repository: <https://papers.ssrn.com/abstract=3808667>

[8] Yu, Y., **Khern-am-nuai, W.**, Pinsonneault, A., and Wei, Z. (2023) "The Impacts of Social Interactions and Peer Evaluations on Online Review Platforms." *Journal of Management Information Systems*. 40(4), 1271-1300.

Publisher Website: <https://www.tandfonline.com/doi/full/10.1080/07421222.2023.2267323>

Public repository: <http://papers.ssrn.com/abstract=3369407>

[7] **Khern-am-nuai, W.**, Hashim, M., Pinsonneault, A., Yang, W., and Li, N. (2023) "Augmenting Password Strength Meter Design using the Elaboration Likelihood Model: Evidence from Randomized Experiments." *Information Systems Research*. 34(1), 157-177.

Publisher Website: <https://pubsonline.informs.org/doi/abs/10.1287/isre.2022.1125>

Public repository: <https://papers.ssrn.com/abstract=2800499>

[6] Deng, Y., Zheng, J., **Khern-am-nuai, W.**, and Kannan, K. (2022) "More than the Quantity: Estimating the Value of Editorial Review for UGC Platform." *Management Science*. 68(9), 6355-7064.

Publisher Website: <https://pubsonline.informs.org/doi/abs/10.1287/mnsc.2021.4238>

Public repository: <http://papers.ssrn.com/abstract=3460070>

[5] Kannan, K., Saha, R., and **Khern-am-nuai, W.** (2022) "Identifying Perverse Incentives in Buyer Profiling on Online Trading Platforms." *Information Systems Research*. 33(2), 464-475.

Publisher Website: <https://pubsonline.informs.org/doi/10.1287/isre.2021.1077>

Public repository: <https://papers.ssrn.com/abstract=3046625>

[4] Yu, Y., **Khern-am-nuai, W.**, and Pinsonneault, A. (2022) "When Paying for Reviews Pays Off: The Case of Performance-Contingent Monetary Incentives." *MIS Quarterly*. 46(1), 609-626.

Publisher Website: <https://misq.umn.edu/when-paying-for-reviews-pays-off-the-case-of-performance-contingent-monetary-rewards>

Public repository: <https://scholarship.mcgill.ca/concern/articles/9c67ws678>

[3] Kim, A., Saha, R., and **Khern-am-nuai, W.** (2021) "Manufacturer's 1-Up from Used Games: Insights from the Secondhand Market for Video Games." *Information Systems Research*. 32(4), 1173-1191.

Publisher Website: <https://pubsonline.informs.org/doi/10.1287/isre.2021.1023>

Public repository: <http://papers.ssrn.com/abstract=3487397>

[2] Pamuru, V., **Khern-am-nuai, W.** and Kannan, K. (2021) "The Impact of an Augmented Reality Game on Local Businesses: A Study of Pokemon Go on Restaurants." *Information Systems Research*. 32(3), 950-966.

Publisher website: <https://pubsonline.informs.org/doi/10.1287/isre.2021.1004>

Public repository: <https://papers.ssrn.com/abstract=2968221>

[1] **Khern-am-nuai, W.**, Kannan, K., and Ghasemkhani, H. (2018) "Extrinsic Versus Intrinsic Rewards for Contributing Reviews in an Online Platform." *Information Systems Research*, 29(4), 871-892.

Publisher website: <https://pubsonline.informs.org/doi/10.1287/isre.2017.0750>

Public repository: <https://papers.ssrn.com/abstract=2496528>

Other Accepted/Published Articles (* Authors are listed in alphabetical order; underline denotes current/former students and post-doctoral research trainees)

Journal Publications

[7] Yu, Y., Gutt, D, and **Khern-am-nuai, W.** "Review Helpfulness Score vs. Review Unhelpfulness Score: Two Side of the Same Coin or Different Coins?" *IEEE Transactions on Engineering Management* (Forthcoming).

Public repository: <http://papers.ssrn.com/abstract=3821753>

[6] *Adulyasak, Y., Cohen, M., **Khern-am-nuai, W.**, and Krause, M. "Retail Analytics in the New Normal: The Influence of Artificial Intelligence and the Covid-19 Pandemic." *IEEE Engineering Management Review* (Forthcoming). Article in Advance published online: December 1, 2023.

Publisher Website: <https://ieeexplore.ieee.org/document/10336891>

Public repository: <https://arxiv.org/abs/2312.00046>

[5] Tanlamai, J., **Khern-am-nuai, W.**, and Adulyasak, Y. "Identifying Arbitrage Opportunities in Retail Markets with Artificial Intelligence." *AI&Society* (Forthcoming). Article in Advance published online: July 12, 2023.

SharedIt Link: <https://rdcu.be/dgHTv>

Publisher website: <https://link.springer.com/article/10.1007/s00146-023-01718-w>

[4] *Adulyasak, Y., Benomar, O., Chaouachi, A., Cohen, M., and **Khern-am-nuai, W.** "Using AI to Detect Panic Buying and Improve Products Distribution Amid Pandemic." *AI&Society* (Forthcoming). Article in Advance published online: April 15, 2023.

SharedIt Link: <https://rdcu.be/c9ZYV>

Publisher website: <https://link.springer.com/article/10.1007/s00146-023-01654-9>

[3] *Cohen, M., Dahan, S., **Khern-am-nuai, W.**, Shimao, H., and Touboul, J. "AI in Legal Systems: Independent Contractor vs. Employee." *Artificial Intelligence and Law* (Forthcoming). Article in Advance published online: March 30, 2023.

SharedIt Link: <https://rdcu.be/c8NRs>

Publisher website: <https://link.springer.com/article/10.1007/s10506-023-09353-y>

[2] Zou, D. and **Khern-am-nuai, W.** (2023) "AI and Housing Discrimination: The Case of Mortgage Applications." *AI and Ethics*. 3(4), 1271–1281.

SharedIt Link: <https://rdcu.be/cZF6s>

Publisher website: <https://link.springer.com/article/10.1007/s43681-022-00234-9>

[1] Furnell, S., **Khern-am-nuai, W.**, Esmael, R., Yang, W., and Li, N. (2018) "Enhancing security behaviour by supporting the user." *Computers & Security*, (75), 1-9.

Publisher website: <https://www.sciencedirect.com/science/article/pii/S0167404818300385>

Publications in Terminal Conference Proceedings

[2] Shimao, H., **Khern-am-nuai, W.**, Kannan, K., and Cohen, M. "Strategic Best Response Fairness in Fair Machine Learning." In *Proceedings of the 5th AAAI/ACM Conference on Artificial Intelligence, Ethics, and Society (AIES)* (pp.664-664), Oxford, United Kingdom, August 2022. Conference proceedings: <https://dl.acm.org/doi/10.1145/3514094.3534194>

[1] Chen, H., Chowdhury, O., Li, N., **Khern-am-nuai, W.**, Chari, S., Molloy, I., and Park, Y. "Tri-Modularization of Firewall Policies." In *Proceedings of the 21st ACM Symposium on Access Control Models and Technologies (SACMAT)* (pp.37-48), Shanghai, China, June 2016. Conference proceedings: <https://dl.acm.org/doi/10.1145/2914642.2914646>

Publications in Non-Terminal Conference Proceedings

[12] Park, S., Pinsonneault, A., and **Khern-am-nuai, W.** "Status Regain and Validator Performance: Evidence from Blockchain Platform." In *Proceedings of the 44th International Conference on Information Systems (ICIS)*, Hyderabad, India, December 2023. Conference Proceedings: <https://aisel.aisnet.org/icis2023/blockchain/blockchain/6/>

[11] Choi, J., **Khern-am-nuai, W.**, Han, K., and So, H. "Economic Implications of Rating-Sentiment Inconsistency in Online Reviews and the Role of User-Generated Photos Contact Author." In *Proceedings of the 29th Americas Conference on Information Systems (AMCIS)*, Panama City, Panama, August 2023. Conference Proceedings: https://aisel.aisnet.org/amcis2023/sig_dsa/sig_dsa/30/

[10] Yu, Y., Yin, D., and **Khern-am-nuai, W.** "How Review Readers Cast Helpfulness Votes: An Empirical Investigation." In *Proceedings of the 42nd International Conference on Information Systems (ICIS)* (pp.1-8), Austin, Tx, December 2021. Conference Proceedings: https://aisel.aisnet.org/icis2021/user_behaviors/user_behaviors/27/

[9] Zhu, K., **Khern-am-nuai, W.**, and Yu, Y. "Any Feedback is Welcome: Peer Feedback and User Behavior in Online Communities." In *Proceedings of the 27th Americas Conference on Information Systems (AMCIS)* (pp.1-5), Virtual Conference, August 2021. **Nominated for the Best Emergent Research Forum (ERF) Paper.** Conference Proceedings: https://aisel.aisnet.org/amcis2021/virtual_communities/virtual_communities/12/

[8] **Khern-am-nuai, W.** and Yu, Y. "Review Helpfulness Score vs. Review Unhelpfulness Score: Two Side of the Same Coin or Different Coins?" In *Proceedings of the 54th Hawaii International Conference on System Sciences (HICSS)* (pp.6505-6514), Virtual Conference, January 2021. Conference Proceedings: <http://hdl.handle.net/10125/71403>

[7] **Khern-am-nuai, W.**, Yoo, C., Tanlamai, J., and Adulyasak, Y. "Haters Gonna Hate? How Removing Downvote Option Impacts Discussion Culture in Online Forum." In *Proceedings of the 41st International Conference on Information Systems (ICIS)* (pp.1-9), Virtual Conference, December 2020. Conference Proceedings: https://aisel.aisnet.org/icis2020/sharing_economy/sharing_economy/3/

[6] Deng, Y. and **Khern-am-nuai, W.** "The Value of Editorial Reviews for UGC Platform." In *Proceedings of the 40th International Conference on Information Systems (ICIS)* (pp.1-16), Munich, Germany, December 2019. Conference Proceedings: https://aisel.aisnet.org/icis2019/economics_is/economics_is/31/

[5] Yu, Y., **Khern-am-nuai, W.**, and Pinsonneault, A. "The Impact of Performance-Contingent Monetary Incentives on User-Generated Content Contribution." In *Proceedings of the 24th Americas Conference on Information Systems (AMCIS)* (pp.1-5), New Orleans, LA, August 2018. Conference Proceedings: <https://aisel.aisnet.org/amcis2018/eBusiness/Presentations/7/>

[4] Deng, Y., **Khern-am-nuai, W.**, and Zheng, J. "Using Platform-Generated Content to Stimulate User-Generated Content." In *Proceedings of the 22nd Pacific Asia Conference on Information Systems (PACIS)* (pp.1-8), Yokohama, Japan, June 2018.

Conference Proceedings: <https://aisel.aisnet.org/pacis2018/40/>

[3] Pamuru, V., **Khern-am-nuai, W.** and Kannan, K. "When Virtual Meets Real: The Effect of Pokémon Go on Local Restaurants." In *Proceedings of the 38th International Conference on Information Systems (ICIS)* (pp.1-11), Seoul, South Korea, December 2017.

Conference Proceedings: <https://aisel.aisnet.org/icis2017/Economics/Presentations/13/>

[2] **Khern-am-nuai, W.**, Ghasemkhani, H. and Kannan, K. "How Questions and Answers Shape Online Marketplaces: The Case of Amazon Answer." In *Proceedings of the 50th Hawaii International Conference on System Sciences (HICSS)* (pp.853-862), Waikoloa Village, HI, January 2017.

Conference Proceedings: <http://hdl.handle.net/10125/41252>

[1] **Khern-am-nuai, W.**, Yang W., and Li, N. "Using Context-Based Password Strength Meter to Nudge Users' Password Generating Behavior: A Randomized Experiment." In *Proceedings of the 50th Hawaii International Conference on System Sciences (HICSS)* (pp.587-596), Waikoloa Village, HI, January 2017.

Conference Proceedings: <http://hdl.handle.net/10125/41220>

Conference Papers

Refereed Conferences: 43 papers.

Non-Refereed Conferences: 49 papers.

For the full list of conference papers, please visit <https://sites.google.com/view/warut/conferences>

Papers in the Review Process (* Authors are listed in alphabetical order; underline denotes current/former students and post-doctoral research trainees)

[12] Cofone, I. and **Khern-am-nuai, W.** "The Cost of A.I. Fairness in Criminal Justice." Conditionally Accepted at *Indiana Law Journal*.

[11] Pamuru, V., Kar, W., and **Khern-am-nuai, W.** "Status Downgrade: The Impact of Losing Status on a User Generated Content Platform." Invited to revise and resubmit to *Production and Operations Management* (Third round, Minor revision).

Public repository: <http://papers.ssrn.com/abstract=3963415>

[10] Shimao, H., **Khern-am-nuai, W.**, Kannan, K., and Cohen, M. "Addressing Fairness in Machine Learning Predictions: Strategic Best-Response Fair Discriminant Removed Algorithm." Under review at *Information Systems Research* (Third round, Major revision).

Public repository: <https://papers.ssrn.com/abstract=3389631>

[9] Shimao, H., Kim, S., **Khern-am-nuai, W.**, and Cohen, M. "Revisiting the CEO Effect Through a Machine Learning Lens." Invited to revise and resubmit to *Management Science* (Second round, Major revision).

Public repository: <http://papers.ssrn.com/abstract=4591114>

[8] Tanlamai, J., Astvansh, V., and **Khern-am-nuai, W.** "Consumer Complaint, Company Resolution, and Consumer Response to the Resolution: Evidence from Machine Learning Models." Invited to revise and resubmit to *International Journal of Research in Marketing* (Second round, Major revision).

[7] *Charoen, D. and **Khern-am-nuai, W.** "Revisiting the (Disappearing) Cost of Data Breach Disclosures." Invited to revise and resubmit to *Digital Policy, Regulation and Governance* (Second round, major revision).

[6] Borwankar, S., **Khern-am-nuai, W.**, and Kannan, K. "Unraveling the Impact: An Empirical Investigation of ChatGPT's Exclusion from Stack Overflow." Under review at *Journal of Management Information Systems* (First round).

Public repository: <http://papers.ssrn.com/abstract=4481959>

[5] Yu, Y., Yin, D., **Khern-am-nuai, W.**, Pinsonneault, A., and Wei, Z. "Helpful or Unhelpful: An Empirical Investigation of How Review Voters Cast Votes." Under review at *Journal of Management Information Systems* (First round).

Public repository: <http://papers.ssrn.com/abstract=3995684>

[4] Tangwaragorn, P., **Khern-am-nuai, W.**, and Kar, W. "The Impact of Account Suspension on Content Generating Behavior." Under review at *Decision Support Systems* (First round).

[3] Nguyen, D., **Khern-am-nuai, W.**, Adulyasak, Y., and Cordeau, J. "Framework for Affinity-Based Personalized Review Recommendation." Under review at *Service Science* (First Round).

Public repository: <http://papers.ssrn.com/abstract=4156159>

[2] *Charoen, D. and **Khern-am-nuai, W.** "Manager's Practical Toolkit to Improve Password Security in Organizations." Under review at *IEEE Engineering Management Review* (First round).

[1] Shimao, H., **Khern-am-nuai, W.**, Kim, S., and Kannan, K. "So You Think You Are Safe: Implication of Quality Uncertainty in Security Software." Reject-and-resubmit at *Information Systems Research*.

Public repository: <https://papers.ssrn.com/abstract=2621846>

Working Papers/Works in Progress (* Authors are listed in alphabetical order; underline denotes current/former students and post-doctoral research trainees)

[18] *Deng, J., **Khern-am-nuai, W.**, and Qiao, D. "Exploring the Impact of Incentivized Reviews on Product Sales and the Role of Review Inconsistency."

Public repository: <http://papers.ssrn.com/abstract=4403949>

[17] Yu, Y., Yin, D., and **Khern-am-nuai, W.** "When Negative Evaluation is No Longer Allowed: The Impact of Removing Downvote Option on Review-Generating Behavior." Under review at *Information Systems Research* (First round).

Public repository: <http://papers.ssrn.com/abstract=4660311>

[16] Tanlamai, J., **Khern-am-nuai, W.**, Kar., W., and Adulyasak, Y. "The Implications of Homogeneous Response in Customer Service Operations." Under review at *Manufacturing & Service Operations Management* (First round).

Public repository: <http://papers.ssrn.com/abstract=4589792>

[15] Sheng, D., Han, K., and **Khern-am-nuai, W.** "Economic Implications of Celebrity Endorsement in Online Shopping."

Public repository: <https://papers.ssrn.com/abstract=4568304>

[14] Mishra, R., Kar, W., **Khern-am-nuai, W.**, and Kannan, K. "Review Writing: The Social Influence of "Exemplar" Reviews."

Public repository: <http://papers.ssrn.com/abstract=4292180>

[13] Yoo, C., **Khern-am-nuai, W.**, Tanlamai, J., and Adulyasak, Y. "Haters Gonna Hate? How Removing Downvote Option Impacts Discussion Culture in Online Forum."

Public repository: <http://papers.ssrn.com/abstract=3838762>

- [12] **Tanlamai, J., Khern-am-nuai, W.,** and Cohen, M. "Generative AI and Price Discrimination in the Housing Market."
Public repository: <http://papers.ssrn.com/abstract=4764418>
- [11] **Choi, J., Khern-am-nuai, W.,** So, H., and Han, K. "Economic Implications of Rating-Sentiment Inconsistency in Online Reviews and the Role of User-Generated Photos."
- [10] **Guru Muniasamy, I., Kar, W., Ghasemkhani, H., and Khern-am-nuai, W.** "When Moderators are Moderated: Evidence from Online Discussion Forum."
- [9] **Doehun, K., Son, Y., Khern-am-nuai, W.,** and Cohen, M. "Motivating in Real-Time: A Randomized Field Experiment on Health Intervention."
- [8] **Park, S., Pinsonneault, A., and Khern-am-nuai, W.** "Status Regain and Validator Performance: Evidence from Blockchain Platform."
- [7] **Kim, D., Son, Y., Khern-am-nuai, W.,** and Cohen, M. "Parking at the Right Spot: Impact of Conditional Promotion on an Electric Scooter-Sharing Platform."
- [6] **Sheng, D., Han, K., and Khern-am-nuai, W.** "Fitting in or Standing out? Professionals or Peers? The Impact of Review Inconsistency on Review Helpfulness."
- [5] **Kar, W., Khern-am-nuai, W.,** and Burtch, G. "The Implications of Peer Punishment on Online Discussion Platforms."
- [4] **Tanlamai, J., Khern-am-nuai, W.,** and Pinsonneault, A. "Exploring the Implications of AI vs. Human Opponents in Online Games."
- [3] **Khern-am-nuai, W.,** and **Shimizu, T.** "Social Implications of Online Hate Regulations."
- [2] **Choi, J., Khern-am-nuai, W.,** and Han, K. "Impact of Human-AI Collaboration-Based Recommendation on Purchase Behaviors."
- [1] **Hwang, D., So, H., and Khern-am-nuai, W.** "Collaboration or Alone? Impact of Collaboration on Creator's Performance."

Presentations and Invited Talks

2024 (expected): Concordia University

2023: University of Calgary, Korea Advanced Institute of Science & Technology, Chulalongkorn University, National Tsing Hua University, Chinese University of Hong Kong, Hong Kong University of Science and Technology

2022: National University of Singapore

2016: University of Hong Kong, McGill University, Michigan State University, University of the Thai Chamber of Commerce

2015: Nanyang Technological University, University at Albany State University of New York, University of Connecticut

Research Grants

2023 Principal Investigator, Insight Development Grants, Social Sciences and Humanities Research Council (2023 - 2025) for "Uncovering the Changes in Content-Generating Behavior on Online Platforms in Response to Online Hate Speech Regulation: A Case Study of Japan" (430-2023-00088). \$62,792 CAD.

- 2023 Principal Investigator, Partnership Engage Grants, Social Sciences and Humanities Research Council (2023 - 2024) for "Exploring the Economics of Non-Fungible Token (NFT)" (892-2023-1009). \$25,000 CAD.
- 2023 Recipient, Internal Desautels Research Support Grant, McGill University. \$2,000 CAD.
- 2023 Recipient, Internal Desautels Writing Support Grant, McGill University. \$1,000 CAD.
- 2023 Principal Investigator, Connection Grants, Social Sciences and Humanities Research Council (2023 - 2024) to organize Analytics, AI, and Advanced Digital Technologies Initiative Inaugural Speaker Series (611-2022-0443). \$24,787 CAD.
- 2022 Recipient, Internal Desautels Writing Support Grant, McGill University. \$1,000 CAD.
- 2022 Principal Investigator, Internal Social Sciences and Humanities Development Grant, McGill University (2022 - 2023) for "Regulating Online Hate: An Empirical Study." \$5,000 CAD.
- 2022 Recipient, Paper Presentation Grant, McGill University. \$1,500 CAD.
- 2022 Co-Applicant, Insight Grants, Social Sciences and Humanities Research Council (2022 - 2027) for "Understanding Fairness in Fair Machine Learning" (435-2022-0167). \$145,974 CAD (PI: Maxime C. Cohen).
- 2021 Principal Investigator, Internal NSERC General Research Fund Grant, McGill University (2021 - 2022) for "Helping Retail Industry Navigate the Post-Pandemic World with Artificial Intelligence." \$5,000 CAD.
- 2021 Principal Investigator, Internal SSHRC General Research Fund Grant, McGill University (2021 - 2022) for "The Economic Implications of AI Implementations on Online Platforms." \$7,000 CAD.
- 2021 Principal Investigator, Partnership Engage Grants, Social Sciences and Humanities Research Council (2021 - 2023) for "Causal Inference for Bias Detection in AI Predictions" (892-2021-1014). \$24,967 CAD.
- 2021 Co-Applicant, IVADO Postdoctoral Research Funding (2021 – 2023) for "Implications of “Fairness” in Fair Machine Learning." \$70,000 CAD (Postdoctoral Follow: Hajime Shimao).
- 2021 Principal Investigator, Internal Social Sciences and Humanities Development Grant, McGill University (2021 - 2022) for "Closer Look at Fairness in Fair Machine Learning." \$3,000 CAD.
- 2021 Principal Investigator, Discovery Grants, Natural Sciences and Engineering Research Council (2021 - 2026) for "Helping Retail Industry Navigate the Post-Pandemic World with Artificial Intelligence" (RGPIN-2021-02657). \$155,000 CAD.
- 2021 Principal Investigator, Discovery Launch Supplement for Early Career Researcher, Natural Sciences and Engineering Research Council (2021 - 2026) for "Helping Retail Industry Navigate the Post-Pandemic World with Artificial Intelligence" \$12,500 CAD.
- 2021 Co-Investigator, Blake Family Fund for Ethics, Leadership and Governance for "Fairness in Machine Learning: An Experimental Analysis." \$17,000 USD (PI: Yaroslav Rosokha).
- 2020 Principal Investigator, Insight Development Grants, Social Sciences and Humanities Research Council (2020 - 2022) for "The Economic Implications of AI Implementations on Online Platforms" (430-2020-00106). \$33,212 CAD.

- 2020 Principal Investigator, Insight Grants, Social Sciences and Humanities Research Council (2020 - 2022) for "The Role of Social Technologies in Online Review Platforms" (435-2020-0163). \$45,385 CAD.
- 2020 Principal Investigator, Internal McGill COVID-19 Rapid Response for Social Sciences and Humanities, McGill University (2020 - 2021) for "Helping Retailers and Customers to Cope with Surge Demands under COVID-19." \$9,395 CAD.
- 2019 Co-Applicant, Insight Development Grants, Social Sciences and Humanities Research Council (2019 - 2021) for "Economic and Societal Impact of Discrimination-Free Machine Learning" (430-2019-00520). \$49,136 CAD (PI: Yossiri Adulyasak).
- 2019 Principal Investigator, Internal Social Sciences and Humanities Development Grant, McGill University (2019 - 2020) for "The Cost of Fairness: Examine Economic Implications of Fairness-Aware Machine Learning." \$4,000 CAD.
- 2018 Recipient, Paper Presentation Grant, McGill University. \$1,500 CAD.
- 2017 Principal Investigator, Partnership Engage Grants, Social Sciences and Humanities Research Council (2017 - 2019) for "Closer look at online reviews: discovering underlying structures and hidden values" (892-2017-2049). \$24,930 CAD.
- 2017 Principal Investigator, Research Support for New Academics, Fonds de Recherche du Québec - Société et Culture (2017 – 2021) for "L'impact du système de questions et réponses sur les plateformes en ligne" (207342). \$57,150 CAD.
- 2017 Principal Investigator, Internal Social Sciences and Humanities Development Grant, McGill University (2017 - 2018) for "Impacts of an Augmented Reality Game on Local Businesses: A Study of Pokemon Go on Restaurants." \$5,000 CAD.
- 2016 Recipient, Paper Presentation Grant, McGill University. \$1,500 CAD.
- 2016 Recipient, Purdue Graduate Student Government (PGSG) Travel Grant, Purdue University. \$250 USD.

Honors & Awards

- 2024 Faculty Nominee, Principal's Prize for Outstanding Emerging Researchers, McGill University, Canada
- 2023 Recipient, [AIS Early Career Award](#), Association for Information Systems, USA
- 2023 Nominee, Best Paper Award, Workshop on e-Business (WeB), USA
- 2023 Recipient, Morty Yalovsky Distinguished Teaching Award for the MBA Program, McGill University, Canada
- 2023 Nominee, EDI in Teaching Award, McGill University, Canada
- 2023 Faculty Nominee, William Dawson Scholar Award, McGill University, Canada
- 2023 Recipient, Invitational Fellowships for Research in Japan, Japan Society for the Promotion of Science, Japan
- 2022 Recipient, Top 50 Undergraduate Business School Professors of 2022, *Poets&Quants*, USA
- 2022 Recipient, ISS Sandy Slaughter Early Career Award, INFORMS, USA
- 2022 Recipient, MMA Teaching Award, McGill University, Canada

- 2022 Recipient, Desautels Faculty Scholar Award (2022-2025), McGill University, Canada
- 2021 Finalist, INFORMS Service Science Best Cluster Paper Award, INFORMS, USA
- 2021 Nominee, Best Emergent Research Forum (ERF) Paper Award, Americas Conference on Information Systems (AMCIS)
- 2020 Recipient (Bronze Prize), PhD Dissertation Award (Field: Economics), National Research Council of Thailand (NRCT), Thailand
- 2019 Recipient, Publons Global Peer Review Awards - Top 1% Reviewer in Social Science, Publons, USA
- 2019 Recipient, BCom Teaching Award for Excellence in Core Teaching, McGill University, Canada
- 2018 Runners Up, Best Student Paper Award, Conference on Information Systems and Technology (CIST)
- 2017 Nominee, Best Paper Award, Workshop on Information Technology and Systems (WITS)
- 2017 Fellow, ICIS Junior Faculty Consortium, Association of Information Systems, USA
- 2015 Fellow, ICIS Doctoral Consortium, Association of Information Systems, USA
- 2015 Recipient, (ISC)² Foundation Graduate Scholarship Award, (ISC)² Foundation, USA
- 2015 Recipient, Bilsland Dissertation Fellowship, Purdue University, USA
- 2015 Recipient, Robert W. Johnson Award for Distinguished Research, Purdue University, USA
- 2015 Recipient, Krannert Certificate for Distinguished Teaching, Purdue University, USA
- 2011 Recipient, Distinguished Academic Achievement Award, NIDA, Thailand
- 2010 Recipient, Outstanding Academic Performance Award for First Year Students, NIDA, Thailand

Student Supervision

Post-Doctoral Fellow Supervision

Direct Supervision

- 1) Doehun Kim (McGill University, 2023 – 2025) Co-supervising with Maxime Cohen.
- 2) Hajime Shimaou (McGill University, 2021 – 2023) Co-supervising with Maxime Cohen. Placement: Assistant Professor at Pennsylvania State University.

Research Supervision

- 3) Yinan Yu (McGill University, 2017 – 2019). Placement: Assistant Professor at University of Memphis.

Ph.D. Student Supervision

Direct Supervision

- 1) Dugmee Hwang (McGill University, From Fall 2023) Co-supervising with Hyunji So.
- 2) Jitsama Tanlamai (McGill University, From Fall 2023) Co-supervising with Alain Pinsonneault.
- 3) Heui Jae Choi (McGill University, From Fall 2022) Co-supervising with Kunsoo Han.

4) Dongliang Sheng (McGill University, 2019 – 2024) Co-supervising with Kunsoo Han. Placement: Assistant Professor at Concordia University.

Visiting Ph.D. Student Supervision

5) Doehun Kim (Korea Advanced Institute of Science & Technology, March – August 2023) Co-supervising with Maxime Cohen.

6) Xinxin Liu (Harbin Institute of Technology, September 2023 – August 2024) Co-supervising with Hyunji So.

7) Zhiming Li (Shandong University of Finance and Economics, October 2023 – January 2024) Co-supervising with Taha Havakhor.

8) Yujin Xu (Beihang University, March 2024 – January 2025) Co-supervising with Animesh Animesh.

Dissertation Committee

9) Bahareh Amirshahi (Concordia University)

10) Parisa Foroutan (Concordia University)

11) Sonia Benghiat (Concordia University)

12) Sejun Park (McGill University)

13) Takumi Shimizu (McGill University, 2023). Placement: Assistant Professor at Keio University.

14) Yipu Deng (Purdue University, 2021). Placement: Assistant Professor at University of Hong Kong.

15) Divinus Oppong-Tawiah (McGill University, 2019). Placement: Assistant Professor at York University.

Research Supervision

16) Jingyuan Deng (National University of Singapore, Fall 2022 – Present)

17) Ilango Guru Muniyasamy (Purdue University, Fall 2022 – Present)

18) Sung Joo Kim (Purdue University, Winter 2021 – Present)

19) Duy-Tan Nguyen (HEC Montreal, Winter 2019 – Present)

20) Rajan Mishra (Purdue University, Winter 2021 – 2023). Placement: Assistant Professor at California State University, Northridge

21) Vandith Pamuru (Purdue University, 2018 – 2020). Placement: Assistant Professor at Indian School of Business.

Master's Student Supervision

1) Michael Church Carson (McGill University, Fall 2022 and Winter 2023– Present)

2) Monsur Lawal (McGill University, Summer and Fall 2022)

3) Atrin Morteza Ghasemi (McGill University, Winter and Fall 2022)

4) Yanda Tao (McGill University, Fall 2021)

5) Dorothy Zou (McGill University, Summer and Fall 2021)

6) Bei Qi Zhou (McGill University, Summer and Fall 2021)

7) Yiming (Vivian) Yang (McGill University, Fall 2020)

8) Anqi Chen (McGill University, Summer 2020)

9) Jing Cui (McGill University, Winter 2020)

10) Othmane Zoheir (McGill University, Fall 2018)

11) Onur Erkin Sucu (McGill University, Fall 2018)

Undergraduate Student Supervision

Independent Study Supervision

- 1) Thomas Atchison (McGill University, Summer 2023)
- 2) Camila Shack Cardozo (McGill University, Winter 2023)
- 3) Norina Sun (McGill University, Fall 2018)
- 4) Ben Perez (McGill University, Summer 2018)

MDIM Integrated Management Student Fellows Supervision

- 5) Dorothy Lei (McGill University, Fall 2019)

Community Service Supervision

- 6) Ziqi (Alison) Liu (Summer 2020)
- 7) Emil Kastro (Summer 2020)

Research Supervision

- 8) Michaela Yu (McGill University, Winter 2023)
- 9) Eunjoo Seo (McGill University, Winter 2023)
- 10) Yangyuru Liu (McGill University, Fall 2022)
- 11) Zichen He (McGill University, Summer 2021)
- 12) Jiarui (Skyler) Zhang (University of Toronto, Summer 2020)
- 13) Chike Odenigbo (McGill University, Fall 2019)
- 14) Seongmin Youm (McGill University, Winter 2019)
- 15) Kriten Li (McGill University, Winter 2019)
- 16) Zach Amar (McGill University, Winter 2018 and Winter 2019)
- 17) Thomas Bayzelon (McGill University, Winter 2018)
- 18) Samuel Haas (McGill University, Fall 2017)
- 19) Christopher Spennato (McGill University, Fall 2017)

Academic Services and Activities

Service to the Scientific Community

Editorial Services

Senior Editor, *Production and Operations Management* (2023 – Present)

Guest Senior Editor, *Production and Operations Management* Special Issue on Responsible Data Science (2022 – 2024)

Guest Associate Editor, *Information Systems Research* (2023 – Present)

Editorial Review Board, *Information Systems Research* (2023 – 2024)

Conference Involvement

Conference Organizer:

- Workshop on Information Systems and Economics (Co-Chair, 2024)
- Montreal Symposium on IS Research (Founder and Co-Chair, 2019 – 2023)

Cluster Chair:

- INFORMS Annual Meeting (2022)

Track Chair:

- Pacific Asia Conference on Information Systems (2024)

Associate Editor:

- International Conference on Information Systems (2019, 2021 – 2024)
- Pacific Asia Conference on Information Systems (2019)

Local Chair:

- Workshop on Information Technologies and Systems (2024)

Session Chair:

- Society of Interdisciplinary Business Research (2023)
- Conference on Information Systems and Technology (2016)

Program Committee Member:

- Workshop on Information Technologies and Systems (2017, 2020, 2022 – 2023)
- Conference on Information Systems and Technology (2016-2023)

Reviewer:

- Conference on Information Systems and Technology (2015)
- International Conference on Information Systems (2015 – 2017)
- Hawaii International Conference on System Sciences (2018, 2021)
- European Conference on Information Systems (2015, 2020 – 2021)
- Pacific Asia Conference on Information Systems (2022)

Journal Reviewer (Verified Review Profile: <https://www.webofscience.com/wos/author/record/416879>)

- *Management Science* [22 Reviews]
- *Information Systems Research* [66 Reviews]
- *MIS Quarterly* [40 Reviews]
- *Production and Operation Management* [9 Reviews]
- *Journal of Management Information Systems* [3 Reviews]
- *Journal of Service Research* [1 Review]
- *International Journal of Hospitality Management* [2 Reviews]
- *Communications of the Association for Information Systems* [5 Reviews]
- *Information Processing & Management* [1 Review]
- *Digital Policy, Regulation and Governance* [1 Review]
- *Behavioural Public Policy* [2 Reviews]

Research Grant Adjudication

- SSHRC Insight Development Grants Selection Committee (2022 – 2023)
- SSHRC Insight Grants Reviewer (2021)
- NSERC Discovery Grants Reviewer (2023)
- NSERC Discovery Horizons Grants Fit Advisor (2021)
- Mitacs Accelerate Grants Reviewer (2019, 2024)

Service to McGill University

- Steering Committee, Computational and Data Systems Initiative (2023 – Present)
- Scientific Advisory Committee on McGill Collaborative for AI and Society (2023 – Present)
- Co-Host of the IT Service event: "Leading in the Era of Cybersecurity, current threats in Canada & relevant career opportunities" (2019)

- Vanier SSHRC Adjudication Committee Member (2018)

Service to the Desautels Faculty of Management

Leadership

- Leader, Strategic Framework Working Group on Innovation, Entrepreneurship, and Managing Disruption (2024 – Present)
- Academic Director, Business and Management Research Centre (2022 – Present)
- Director, Analytics, AI, and Advanced Digital Technologies Initiative (2022 – Present)

Committee Member

- Business Analytics Advisory Committee (2022 – Present)
- McGill Dobson Centre for Entrepreneurship (2021 – 2022)
- MMR Advisory Committee (2021 – 2022)
- MBA Advisory Committee (2021 – 2022)
- Committee to Redesign Math/Stats Programs in BCom (2021)
- Teaching Awards Committee (2019 – 2021)
- Master in Retail Management Curriculum Committee (2018 – 2019)
- BCom Grading Policy Committee (2018 – 2019)
- Undergraduate Program Committee (2018 – 2019)
- Undergraduate Awards Committee (2017 – 2018, 2019 – 2021)
- Business and Management Research Centre Committee (2016 – 2017, 2018 – 2021)

Case Competition Advisor

- Discover AI Challenge (2020)
- International Business Analytics Challenge (IBAC) (2019)

Faculty Mentor

- Mentee: Sameer Borwankar (2023 – Present)
- Mentee: Sanjith Gopalakrishnan (2022 – Present)

Policy Citations

Urban Institute, "Harnessing Artificial Intelligence for Equity in Mortgage Finance."

(<https://www.urban.org/research/publication/harnessing-artificial-intelligence-equity-mortgage-finance>)

State of New South Wales, "Planning For Cyber Security In Schools: The Human Factor."

(https://app.overton.io/document.php?policy_document_id=stateofnsw-6b3892b30184ffdd1519219c86d5e302)

Press Coverage

Artificial Intelligence in Housing

- Salon: "Barbie and the dark side of generative artificial intelligence. " August 17, 2023. (<https://www.salon.com/2023/08/17/barbie-and-the-dark-side-of-generative-artificial-intelligence/>)

Artificial Intelligence in Legal Systems

- Digital Governance Quarterly Roundup, Colin Biggers & Paisley Lawyers. August 15, 2023. (<https://www.lexology.com/library/detail.aspx?g=67792ddf-de8d-4ab0-97de-ada74d15f6d9>)

Bias and Fairness in Artificial Intelligence

- Delve: "Overcoming Bias in AI Technologies." January 19, 2021. (<https://www.mcgill.ca/delve/article/blog/overcoming-bias-ai-technologies>)

Artificial Intelligence and COVID-19

- Delve: "How AI Can Tame Pandemic Panic Buying." February 16, 2021. (<https://www.mcgill.ca/delve/article/blog/how-ai-can-tame-pandemic-panic-buying>)
- Delve Podcast: "New Normal: How AI Is Reshaping Post-Pandemic Retail." February 17, 2022. (<https://delve.mcgill.ca/listen/new-normal-how-ai-is-reshaping-post-pandemic-retail-with-warut-khern-am-nuai/>)
- L'actualité: "Ne plus jamais manquer de papier de toilette." February 3, 2021. (<https://lactualite.com/techno/ne-plus-jamais-manquer-de-papier-de-toilette/>)

Password-Generating Behavior

- Forbes: "Three Ways The IT Management Role Has Changed In The SaaS Era." July 22, 2019. (<https://www.forbes.com/sites/forbestechcouncil/2019/07/22/three-ways-the-it-management-role-has-changed-in-the-saas-era>)
- Phys.org: "Basic password guidance can dramatically improve account security, study shows." February 28, 2018. (<https://phys.org/news/2018-02-basic-password-guidance-account.html>)

Augmented Reality in Business

- Krannert Magazine: "The Pokémon Paradox. Krannert researchers examine the costs and benefits of popular game." Spring 2018. (<https://krannert.purdue.edu/konline/2018s/features/pokemon1.php>)
- Eat Out Magazine: "Augmented Reality Apps Increase the Profits of Restaurants." October 3, 2017. (<http://eatoutmagazine.co.uk/augmented-reality-apps-increase-profits-restaurants>)
- QSR Media UK: "Augmented reality apps increase restaurants' profits in gaming hot spots." October 3, 2017. (<http://qsrmedia.co.uk/technology/news/augmented-reality-apps-increase-restaurants-profits-in-gaming-hot-spots>)
- Growth Business UK: "How restaurants can use augmented reality to cash in." October 3, 2017. (<http://www.growthbusiness.co.uk/how-augmented-reality-helps-restaurants-cash-in-2552454/>)
- Les Affaires: "Pokémon Go est-il bon pour le commerce?" May 17, 2017. (<http://www.lesaffaires.com/blogues/l-economie-en-version-corsee/pokemon-go-est-il-bon-pour-le-commerce/595004>)

Teaching Experience

INSY 652 – Predictive Analytics (MBA Elective, McGill University)

Fall 2020 – 2022, Winter 2018 – 2020

- Awarded Morty Yalovsky Distinguished Teaching Award for the MBA Program (Fall 2022 class).

INSY 446 – Data Mining for Business Analytics (Undergraduate Elective, McGill University)
Fall 2020 – 2022, Winter 2018 – 2020
- *Nominated for EDI in Teaching Award (Fall 2022 class).*

INSY 662 – Data Mining and Visualization for Analytics (MMA Core, McGill University)
Fall 2018 – 2021
- *Awarded MMA Teaching Award (Fall 2021 class).*

MGCR 331 – Information Systems (Undergraduate Core, McGill University)
Winter 2017 – 2018
- *Awarded BCom Teaching Award for Excellence in Core Teaching (Winter 2018 class).*

MGMT 382 – Introduction to Management Information Systems. (Undergraduate Core, Purdue University)
Summer 2015
- *Awarded Krannert Certificate for Distinguished Teaching.*

Professional Experience

July 2022 – June 2023 KPI Digital, QC, Canada
Scientific Consultant

May 2022 – Dec 2022 Lowe’s Canada, QC, Canada
Data Science Advisor

Jun 2021 – April 2022 Cornerstone AI, DE, United States
Advisory Committee

Aug 2021 – Dec 2021 KPMG US LLP, NY, United States
External Consultant (via WitKart LLC.)

Apr 2019 – Jun 2021 Ivado Labs, QC, Canada
Scientific Advisor of Artificial Intelligence

Apr 2006 – Jul 2012 Metro Systems Corporation PCL., Thailand
Information Security Consultant

Professional Membership & Certificates

Production and Operations Management Society (POMS), Institute for Operations Research and Management Science (INFORMS), Association for Information Systems (AIS), International Information System Security Certification Consortium (ISC)².

Certified Information Systems Security Professional (CISSP) Member Number #397053.

References

Karthik Kannan (Ph.D. Advisor)
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Eller College of Management
University of Arizona
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Associate Professor of MIS
Eller College of Management
University of Arizona
Email: mhashim@arizona.edu

George Shanthikumar
Richard E. Dauch Chair in Manufacturing and
Operations Management
Krannert School of Management
Purdue University
Email: shanthikumar@purdue.edu

Yossiri Adulyasak
Canada Research Chair in Supply Chain Analytics
Associate Professor of Logistics and Operations
Management
HEC Montreal
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