

Warut Khern-am-nuai

Associate Professor of Information Systems and Desautels Scholar

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Academic Employment

Aug 2016 – Desautels Faculty of Management, McGill University
Jun 2022 – 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)

[13] Shimao, H., Kim, S., **Khern-am-nuai, W.**, and Cohen, M. "Revisiting the CEO Effect Through a Machine Learning Lens." *Management Science* (Forthcoming).

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

[12] Pamuru, V., Kar, W., and **Khern-am-nuai, W.** "Status Downgrade: The Impact of Losing Status on a User Generated Content Platform." *Production and Operations Management* (Forthcoming). Article in Advance published online: August 19, 2024.

Publisher Website: <https://journals.sagepub.com/doi/10.1177/10591478241279801>

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

[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. (2024) "How Questions and Answers Shape Online Marketplaces: The Case of Amazon Answer." *Information Systems Research*. 35(2), 747-765.

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 (Selected as Spotlight paper). **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://escholarship.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

- [10] **Khern-am-nuai, W.** "Key Lessons Learned for Technology Managers from CrowdStrike Global IT Outage." *IEEE Engineering Management Review* (Forthcoming). Article in Advance published online: August 30, 2024.
 Publisher Website: <https://ieeexplore.ieee.org/document/10660488>
 Public repository: <https://papers.ssrn.com/abstract=4912685>
- [9] *Charoen, D. and **Khern-am-nuai, W.** "Manager's Practical Toolkit to Improve Password Security in Organizations." *IEEE Engineering Management Review* (Forthcoming). Article in Advance published online: July 4, 2024.
 Publisher Website: <https://ieeexplore.ieee.org/document/10585296>
 Public repository: <http://papers.ssrn.com/abstract=4912682>
- [8] *Charoen, D. and **Khern-am-nuai, W.** "Revisiting the (Disappearing) Cost of Data Breach Disclosures." *Digital Policy, Regulation and Governance* (Forthcoming). Article in Advance published online: July 3, 2024.
 Publisher Website: <https://www.emerald.com/insight/content/doi/10.1108/DPRG-02-2024-0033/>
- [7] 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>

[6] *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>

[5] *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*. 39(4), 2099-2128.

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

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

[4] **Yu, Y.**, Gutt, D, and **Khern-am-nuai, W.** (2024) "Review Helpfulness Score vs. Review Unhelpfulness Score: Two Side of the Same Coin or Different Coins?" *IEEE Transactions on Engineering Management*, 71, 8031-8044.

Publisher Website: <https://ieeexplore.ieee.org/document/10498100>

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

[3] *Adulyasak, Y., Cohen, M., **Khern-am-nuai, W.**, and Krause, M. (2024) "Retail Analytics in the New Normal: The Influence of Artificial Intelligence and the Covid-19 Pandemic." *IEEE Engineering Management Review*, 52(1), 268-280.

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

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

[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

[13] **Hwang, D.**, So, H., and **Khern-am-nuai, W.** "Creator Collaborations: Impact of Collaborative Posts on User Engagement." International Conference on Information Systems (ICIS), Bangkok, Thailand, December 2024.

[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." 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/12/
- [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: 46 papers.

Non-Refereed Conferences: 58 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)

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

[12] Shimao, H., **Khern-am-nuai, W.**, Kannan, K., and Cohen, M. " Strategic Best-Response Fairness Framework for Fair Machine Learning." Under review at *Information Systems Research* (Fourth round, Major revision).

Public repository: <http://papers.ssrn.com/abstract=4903939>

[11] Tangwaragorn, P., **Khern-am-nuai, W.**, and Kar, W. "The Impact of Account Suspension on Content Generating Behavior." Invited to revise and resubmit to *Decision Support Systems* (Third round, Major revision).

[10] Tanlamai, J., **Khern-am-nuai, W.**, and Cohen, M. "Generative AI and Price Discrimination in the Housing Market." Invited to revise and resubmit to *Information Systems Research* (Second round, Major revision).

Public repository: <http://papers.ssrn.com/abstract=4764418>

[9] Borwankar, S., **Khern-am-nuai, W.**, and Kannan, K. "Unraveling the Impact: An Empirical Investigation of ChatGPT's Exclusion from Stack Overflow." Invited to revise and resubmit to *Information Systems Research* (Second round, Major revision).

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

[8] Kim, D., Son, Y., **Khern-am-nuai, W.**, and Cohen, M. "Motivating in Real-Time: A Randomized Field Experiment on Health Intervention." Invited to revise and resubmit to *Operations Research* (Second round, Major revision).

Public repository: <http://papers.ssrn.com/abstract=4778848>

[7] *Deng, J., Qiao, D., and **Khern-am-nuai, W.** "Exploring the Impact of Incentivized Reviews on Product Sales and the Role of Review Inconsistency." Invited to revise and resubmit *MIS Quarterly* (Second round, Major revision).

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

[6] Nguyen, D., **Khern-am-nuai, W.**, Adulyasak, Y., and Cordeau, J. "Framework for Affinity-Based Personalized Review Recommendation." Invited to revise and resubmit to *Service Science* (Second round, Major revision).

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

[5] Kim, D., Son, Y., **Khern-am-nuai, W.**, and Cohen, M. "Parking at the Right Spot: Crowdsourcing-Based Promotions for Electric Scooters." Under review at *Information Systems Research* (First round).

Public repository: <http://papers.ssrn.com/abstract=4914875>

[4] Shimao, H., **Khern-am-nuai, W.**, Hidaji, H., and Kannan, K. "So You Think You Are Safe: Implication of Quality Uncertainty in Security Software." Under review at *Information Systems Research* (First round after reject-and-resubmit).

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

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

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

[2] 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 *Manufacturing & Service Operations Management* (First round).

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

[1] 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 the Association for Information Systems* (First round).

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

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

[12] Guru Muniasamy, I., Kar, W., Ghasemkhani, H., and **Khern-am-nuai, W.** "When Moderators are Moderated: Evidence from Online Discussion Forum." Under review at *Management Science* (First round).

Public repository: <http://papers.ssrn.com/abstract=4864474>

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

[10] 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>

[9] 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>

[8] 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."

[7] Park, S., Pinsonneault, A., and **Khern-am-nuai, W.** "Status Regain and Validator Performance: Evidence from Blockchain Platform."

[6] Tanlamai, J., **Khern-am-nuai, W.**, and Pinsonneault, A. "Exploring the Implications of AI vs. Human Opponents in Online Games."

[5] Hwang, D., So, H., and **Khern-am-nuai, W.** "Collaboration or Alone? Impact of Collaboration on Creator's Performance."

[4] Shimizu, T. and **Khern-am-nuai, W.** " The Effectiveness of Online Hate Speech Law: Early Evidence from Japanese Twitter."

[3] Choi, J., **Khern-am-nuai, W.**, and Han, K. "Impact of Human-AI Collaboration-Based Recommendation on Purchase Behaviors."

[2] 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."

[1] Kar, W., **Khern-am-nuai, W.**, and Burtch, G. "The Implications of Peer Punishment on Online Discussion Platforms."

Presentations and Invited Talks

2024: Concordia University, York 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

2024 Recipient, Paper Presentation Grant, McGill University. \$1,500 CAD.

2024 Co-Principal Investigator, Connection Grants, Social Sciences and Humanities Research Council (2024 - 2025) to organize Managing Disruption Speaker Series 2024-25. \$24,117 (PI: Sanjith Gopalakrishnan).

2024 Co-Principal Investigator, Connection Grants, Social Sciences and Humanities Research Council (2024 - 2025) for "Future of Work: Generative AI in Business." \$11,280 CAD (PI: Hyunji So).

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 Shima).
- 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) Zhiming Li (Shandong University of Finance and Economics, January 2024 – January 2025) Co-supervising with Taha Havakhor.
- 6) Xinxin Liu (Harbin Institute of Technology, April 2024 – April 2025) Co-supervising with Hyunji So.
- 7) Yujin Xu (Beihang University, April 2024 – April 2025) Co-supervising with Animesh Animesh.
- 8) Doehun Kim (Korea Advanced Institute of Science & Technology, March – August 2023) Co-supervising with Maxime Cohen. (Continued as a post-doctoral researcher at McGill University).

Dissertation Committee

- 9) Sonia Benghiat (Concordia University)
- 10) Sejun Park (McGill University)
- 11) Bahareh Amirshahi (Concordia University, 2024)
- 12) Takumi Shimizu (McGill University, 2023). Placement: Assistant Professor at Keio University.
- 13) Yipu Deng (Purdue University, 2021). Placement: Assistant Professor at University of Hong Kong.
- 14) Divinus Oppong-Tawiah (McGill University, 2019). Placement: Assistant Professor at York University.

Research Supervision

- 15) Jingyuan Deng (National University of Singapore, Fall 2022 – Present)
- 16) Sung Joo Kim (Purdue University, Winter 2021 – Present)
- 17) Ilango Guru Muniasamy (Purdue University, Fall 2022 – Present) Placement: Assistant Professor at University of South Florida.
- 18) Duy-Tan Nguyen (HEC Montreal, Winter 2019 – Present) Placement: Teaching Fellow at University of Greenwich.
- 19) Rajan Mishra (Purdue University, Winter 2021 – 2023). Placement: Assistant Professor at California State University, Northridge.
- 20) 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)
- 6) Daniela Gomez Quinones (McGill University, Fall 2024 – Winter 2025)
- 7) Harley Eiley (McGill University, Fall 2024 – Winter 2025)

Community Service Supervision

- 8) Ziqi (Alison) Liu (Summer 2020)

9) Emil Kastro (Summer 2020)

Research Supervision

- 10) Eddy Hage-Youssef (McGill University, Summer 2024)
- 11) Michaela Yu (McGill University, Winter 2023)
- 12) Eunjoo Seo (McGill University, Winter 2023)
- 13) Yangyuru Liu (McGill University, Fall 2022)
- 14) Zichen He (McGill University, Summer 2021)
- 15) Jiarui (Skyler) Zhang (University of Toronto, Summer 2020)
- 16) Chike Odenigbo (McGill University, Fall 2019)
- 17) Seongmin Youm (McGill University, Winter 2019)
- 18) Kriten Li (McGill University, Winter 2019)
- 19) Zach Amar (McGill University, Winter 2018 and Winter 2019)
- 20) Thomas Bayzelon (McGill University, Winter 2018)
- 21) Samuel Haas (McGill University, Fall 2017)
- 22) 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 – 2025)

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 – 2024)

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* [23 Reviews]
- *Information Systems Research* [79 Reviews]
- *MIS Quarterly* [45 Reviews]
- *Production and Operation Management* [10 Reviews]
- *Communications of the Association for Information Systems* [5 Reviews]
- *Journal of Management Information Systems* [4 Reviews]
- *Behavioural Public Policy* [2 Reviews]
- *International Journal of Hospitality Management* [2 Reviews]
- *Decision Support Systems* [1 Review]
- *Digital Policy, Regulation and Governance* [1 Review]
- *Information Processing & Management* [1 Review]
- *Journal of Service Research* [1 Review]

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)
- Co-Director, Retail Innovation Lab (2024 – Present)
- Director, Managing Disruption Initiative (2022 – Present)
- Academic Director, Business and Management Research Centre (2022 – Present)

Committee Member

- Business Analytics Advisory Committee (2022 – Present)
- Teaching Awards Committee (2019 – 2021, 2024 – 2025)
- 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)
- 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

[3] Urban Institute, "Subcommittee Hearing on Artificial Intelligence and Housing: Exploring Promise and Peril." 2 February 2024. (<https://www.urban.org/research/publication/subcommittee-hearing-artificial-intelligence-and-housing-exploring-promise-peril>)

[2] Urban Institute, "Harnessing Artificial Intelligence for Equity in Mortgage Finance." 6 November 2023. (<https://www.urban.org/research/publication/harnessing-artificial-intelligence-equity-mortgage-finance>)

[1] State of New South Wales, "Planning For Cyber Security In Schools: The Human Factor." 7 May 2020. (<https://www.nsw.gov.au/sites/default/files/2022-06/Planning%20for%20cyber%20security%20in%20schools.pdf>)

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-ada74d15fd9>)

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 710 – AI Applications in Information Systems (Ph.D. Seminar, McGill University)
Fall 2024

INSY 435 – Cybersecurity (Undergraduate Elective, McGill University)
Fall 2024

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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Eller College of Management
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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
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Email: yossiri.adulyasak@hec.ca