

Warut Khern-am-nuai

FRQ-IVADO Chair in Economics and Ethics of Artificial Intelligence

Associate Professor of Information Systems

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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)

[16] Yu, Y., Yin, D., and **Khern-am-nuai, W.** "Fewer Reviews but Better Content: When an Online Review Platform Disables Downvotes." *Journal of Management Information Systems* (Forthcoming).

[15] 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.
DOI: <https://doi.org/10.1177/10591478241279801>

[14] Shimao, H., **Khern-am-nuai, W.**, Kannan, K., and Cohen, M. "Strategic Best-Response Fairness Framework for Fair Machine Learning." *Information Systems Research*, 36(4), 2391-2403.
DOI: <https://doi.org/10.1287/isre.2022.0055>

[13] Zhu, K., **Khern-am-nuai, W.**, and Yu, Y. (2025) "Negative Peer Feedback and User Content Generation: Evidence from a Restaurant Review Platform." *Production and Operations Management*, 34(12), 3814-3829.
DOI: <https://doi.org/10.1177/10591478231224941>

[12] Cohen, M., Hage-Youssef, E., and **Khern-am-nuai, W.** (2025) "What Happens When AI Sets Wages." *Harvard Business Review*. Digital Article, October 1, 2025.
Publisher Website: <https://hbr.org/2025/10/what-happens-when-ai-sets-wages>

[11] Shimao, H., Kim, S., **Khern-am-nuai, W.**, and Cohen, M. (2025) "Revisiting the CEO Effect Through a Machine Learning Lens." *Management Science*, 71(6), 5396-5408.
DOI: <https://doi.org/10.1287/mnsc.2023.03625>

[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.
DOI: <https://doi.org/10.1287/isre.2023.1233>

[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.**
DOI: <https://doi.org/10.1287/msom.2021.0531>

[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.
DOI: <https://doi.org/10.1080/07421222.2023.2267323>

[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.
DOI: <https://doi.org/10.1287/isre.2022.1125>

[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.
DOI: <https://doi.org/10.1287/mnsc.2021.4238>

[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.
DOI: <https://doi.org/10.1287/isre.2021.1077>

- [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.
DOI: <https://doi.org/10.25300/MISO/2022/15488>
- [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.
DOI: <https://doi.org/10.1287/isre.2021.1023>
- [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.
DOI: <https://doi.org/10.1287/isre.2021.1004>
- [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.
DOI: <https://doi.org/10.1287/isre.2017.0750>

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

Journal Publications

- [16] 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." *Journal of the Association for Information Systems* (Forthcoming).
- [15] *Carson, M., Charoen, D., **Khern-am-nuai, W.**, and Shimizu, T. "The Impact of Legislation on Online Toxic Content." *Digital Policy, Regulation and Governance* (Forthcoming). Article in Advance published online: November 12, 2025.
DOI: <https://doi.org/10.1108/DPRG-07-2025-0211>
- [14] Tangwaragorn, P., Shimizu, T., and **Khern-am-nuai, W.** "Revised Online Hate Speech Law in Japan and Early Evidence of Its Effectiveness." *International Journal of Sociology and Social Policy* (Forthcoming). Article in Advance published online: October 28, 2025.
DOI: <https://doi.org/10.1108/IJSSP-03-2025-0179>
- [13] Charoen, D., Li, G., and **Khern-am-nuai, W.** "Preparing Technology Managers for the Post-Consumer Reviews Era." *IEEE Engineering Management Review* (Forthcoming). Article in Advance published online: October 16, 2025.
DOI: <https://doi.org/10.1109/EMR.2025.3622421>
- [12] *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.
DOI: <https://doi.org/10.1007/s10506-023-09353-y>
- [11] **Khern-am-nuai, W.** (2025) "Key Lessons Learned for Technology Managers from CrowdStrike Global IT Outage." *IEEE Engineering Management Review*, 53(4), 25-27.
DOI: <https://doi.org/10.1109/EMR.2024.3452090>
- [10] Cofone, I. and **Khern-am-nuai, W.** (2025) "The Overstated Cost of AI Fairness in Criminal Justice." *Indiana Law Journal*, 100(4), 1431-1478.
Publisher website: <https://www.repository.law.indiana.edu/ilj/vol100/iss4/4>

- [9] *Charoen, D. and **Khern-am-nuai, W.** (2025) "Manager's Practical Toolkit to Improve Password Security in Organizations." *IEEE Engineering Management Review*, 53(2), 8-13.
DOI: <https://doi.org/10.1109/EMR.2024.3423360>
- [8] Tangwaragorn, P., **Khern-am-nuai, W.**, and Kar, W. (2025) "The Implications of Account Suspensions on Online Discussion Platforms." *Decision Support Systems*, 189(2025), 114389.
DOI: <https://doi.org/10.1016/j.dss.2024.114389>
- [7] *Charoen, D. and **Khern-am-nuai, W.** (2025) "Revisiting the (Disappearing) Cost of Data Breach Disclosures." *Digital Policy, Regulation and Governance*, 27(1), 37-55.
DOI: <https://doi.org/10.1108/DPRG-02-2024-0033>
- [6] **Tanlamai, J.**, **Khern-am-nuai, W.**, and Adulyasak, Y. (2024) "Identifying Arbitrage Opportunities in Retail Markets with Artificial Intelligence." *AI&Society*, 39(5), 2615-2630.
DOI: <https://doi.org/10.1007/s00146-023-01718-w>
- [5] *Adulyasak, Y., Benomar, O., Chaouachi, A., Cohen, M., and **Khern-am-nuai, W.** (2024) "Using AI to Detect Panic Buying and Improve Products Distribution Amid Pandemic." *AI&Society*. 39(4), 2099-2128.
DOI: <https://doi.org/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.
DOI: <https://doi.org/10.1109/TEM.2024.3384960>
- [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.
DOI: <https://doi.org/10.1109/EMR.2023.3337415>
- [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.
DOI: <https://doi.org/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.
DOI: <https://doi.org/10.1016/j.cose.2018.01.016>

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 AAI/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

- [15] **Wongsiridech, N.**, Tangwaragorn, P., and **Khern-am-nuai, W.** "AI, Bias, and Fairness in Medical Diagnosis." In *Proceedings of the 31st Americas Conference on Information Systems (AMCIS)*, Montreal, Canada, August 2025.
Conference Proceedings: https://aisel.aisnet.org/amcis2025/health_it/sig_health/4/

- [14] Sheng, D., Han, K., and **Khern-am-nuai, W.** "Separating the Art from the Artist? Evidence From Social Media and Online Reviews as Responses to Transgressions of Actors." In *Proceedings of the 31st Americas Conference on Information Systems (AMCIS)*, Montreal, Canada, August 2025. Conference Proceedings: https://aisel.aisnet.org/amcis2025/data_science/sig_dsa/2/
- [13] Hwang, D., So, H., and **Khern-am-nuai, W.** "Creator Collaborations: Impact of Collaborative Posts on User Engagement." In *Proceedings of the 45th International Conference on Information Systems (ICIS)*, Bangkok, Thailand, December 2024. Conference Proceedings: https://aisel.aisnet.org/icis2024/socmedia_digcollab/socmedia_digcollab/17/
- [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: 49 papers.

Non-Refereed Conferences: 64 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)

[20] Tanlamai, J., **Khern-am-nuai, W.**, and Cohen, M. "Generative AI and Price Discrimination in the Housing Market." Under review at *Information Systems Research* (Third round, Major revision).
Public repository: <http://papers.ssrn.com/abstract=4764418>

[19] 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* (Third round, Major revision).

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

[18] Deng, J., Qiao, D., and **Khern-am-nuai, W.** "Exploring the Impact of Incentivized Reviews on Product Sales and the Role of Review Inconsistency." Under review at *MIS Quarterly* (Third round, Major revision).

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

[17] 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* (Third round, Major revision).

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

[16] Tanlamai, J., **Khern-am-nuai, W.**, Kar., W., and Adulyasak, Y. "The Implications of Generic Response in Online Customer Service Operations." Invited to revise and resubmit to *Production and Operations Management* (Second round, Major revision). **Awarded POMS College of Service Operations Management Best Student Paper.**

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

- [15] Guru Muniasamy, I., Kar, W., Ghasemkhani, H., and **Khern-am-nuai, W.** "When Moderators are Moderated: Evidence from Online Discussion Forum." Invited to revise and resubmit to *MIS Quarterly* (Second round, Major revision).
Public repository: <http://papers.ssrn.com/abstract=4864474>
- [14] Choi, J., So, H., **Khern-am-nuai, W.**, and Han, K. "The Impact of Text Sentiment-Rating Inconsistency on Consumers' Purchase Decisions." Invited to revise and resubmit to *Journal of Management Information Systems* (Second round, Major revision).
Public repository: <http://papers.ssrn.com/abstract=5648331>
- [13] Choi, J., **Khern-am-nuai, W.**, and Han, K. "Impact of Human-AI Collaboration-Based Recommendation on Purchase Behaviors." Invited to revise and resubmit to *ACM Transactions on Management Information Systems* (Second round, Major revision).
- [12] Nguyen, D., **Khern-am-nuai, W.**, Adulyasak, Y., and Cordeau, J. "Framework for Affinity-Based Personalized Review Recommendation." Invited to revise and resubmit to *Electronic Commerce Research* (Second round, Major revision).
Public repository: <http://papers.ssrn.com/abstract=4156159>
- [11] Shimao, H., Huang, F., and **Khern-am-nuai W.** "Welfare Implications of Fairness Regulations in Insurance Cost Modeling: A Multi-Method Study." Reject-and-resubmit at *Journal of Management Information Systems*.
Public repository: <http://papers.ssrn.com/abstract=5112616>
- [10] Cohen, M., Hage-Youssef, E., and Khern-am-nuai, W. "Biases and Labor Discrimination in Generative Pricing." Under review at *PNAS Nexus* (First round).
Public repository: <http://papers.ssrn.com/abstract=5404966>
- [9] Tanlamai, J., Yoo, C., **Khern-am-nuai, W.**, and Adulyasak, Y. "From Fear to Fury: The Behavioral Trade-offs of Removing Negative Feedback Option in Online Discussion Platforms." Under review at *Management Science* (First round).
Public repository: <http://papers.ssrn.com/abstract=3838762>
- [8] Kar, W., Tanlamai, J., and **Khern-am-nuai, W.** "Examining the Efficacy of Peer Punishment in Online Content Moderation." Under review at *Information Systems Research* (First round).
- [7] Choi, J., Han, E., and **Khern-am-nuai, W.**, "Following the Scent: How Attention-grabbing Verbal Cues in Headlines Shape Fake News Believability." Under review at *Information Systems Research* (First round).
- [6] Sheng, D., Han, K., **Khern-am-nuai, W.**, and Astvansh, V. "Sales Effects of a Product's Endorsements by Traditional Celebrities and Internet Celebrities." Under review at *Cogent Business&Management* (First round).
- [5] Sheng, D., Han, K., and **Khern-am-nuai, W.** "Fitting in or Standing out? Peers or Professionals? The Impact of Review Inconsistencies on Review Helpfulness." Under review at *Business & Information Systems Engineering* (First round).
- [4] Sheng, D., Han, K., and **Khern-am-nuai, W.** "Separating the Art from the Artist? Evidence From Social Media and Online Reviews as Responses to Transgressions of Actors." Under review at *Journal of Business Ethics* (First round).
- [3] Tangwaragorn, P., Li, G., Cao, Z., and **Khern-am-nuai, W.** "Platform Governance and User Behavior: The Impact of Metacritic's Anti-Review-Bombing Policy." Under review at *Asia Pacific Journal of Information Systems* (First round).

[2] Li, G. and Khern-am-nuai, W. "How does Algorithmic Curation Influence Attention Inequality on Social Media?" Under review at *Schmalenbach Journal of Business Research* (First round).

[1] Shimao, H., Saengchote, K., Chakraborty, K., Wang, C., and **Khern-am-nuai, W.** "Adversarial Attacks in High Frequency Trading." Under review at *Discover Artificial Intelligence* (First round).
Public repository: <http://papers.ssrn.com/abstract=5367043>

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

[15] 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>

[14] Wongsiridech, N., Tangwaragorn, P., and **Khern-am-nuai, W.** "AI and Gender Bias in Medical Diagnosis." Under review at *AI&Society* (First round).

[13] Park, S., **Khern-am-nuai, W.**, and Pinsonneault, A. "The Impact of Re-election After Demotion on Block Validations in Committee-based Consensus Blockchain Platform."

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

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

[10] Choi, J., Li, G., **Khern-am-nuai, W.**, Han, K., and Zhang, M. "How Real-Name Disclosure of Influencers Affects User Engagement on Video-Sharing Platform."

[9] Yang, T., Li, G., and **Khern-am-nuai, W.** "Social Media Collaboration and Marginalized Content Creators."

[8] Welt, D., Bassellier, G., and **Khern-am-nuai, W.** "Replication IS Survey Research with LLMs."

[7] Wipusanawan, C., Saha, R., Shimao, H., and **Khern-am-nuai, W.** "From Search to Chat: Economics and Social Implications of AI-Mediated Marketplaces."

[6] Tech, T., Shimao, H., and **Khern-am-nuai, W.** "AI-Driven Opacity in Product Search."

[5] Shimao, H., Shekhar, S., and **Khern-am-nuai, W.** "AI Capacity Investment Model."

[4] Zhang, C., Shimao, H., and **Khern-am-nuai, W.** "The Green Side of Cryptocurrency."

[3] Kim, S., Shimao, H., and **Khern-am-nuai, W.** "Chaos in Large Language Models."

[2] Liu, X., So, H., and **Khern-am-nuai, W.** "The Double-Edged Sword Effect of AI Generative Tools: The Impact of AI Video Summarization on User Engagement."

[1] Xu, Y., Animesh, A., **Khern-am-nuai, W.**, and Wu, J. "Centralization or Not? An Empirical Analysis of Comment Display in a Virtual Community."

Policy Citations

Economics and Ethics of Artificial Intelligence

[7] Ministry of Social Affairs, Health and Integration, State of Baden-Württemberg, Germany, "Society Report BW 2-2025: Between progress and prejudice: How artificial intelligence is shaping equality in Baden-Württemberg." (in German). November 26, 2025. (<https://sozialministerium.baden->

[wuerttemberg.de/fileadmin/redaktion/m-sm/intern/downloads/Publikationen/GesellschaftsReport-BW_2-2025.pdf](https://www.wuerttemberg.de/fileadmin/redaktion/m-sm/intern/downloads/Publikationen/GesellschaftsReport-BW_2-2025.pdf))

[6] European Health and Digital Executive Agency, "Studies and meetings on health emergency preparedness and response for HERA." September 25, 2025. (<https://op.europa.eu/en/publication-detail/-/publication/272d38c5-9a88-11f0-97c8-01aa75ed71a1/language-en>).

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

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

Digital Platforms

[3] Ifo Institute, "Empirical Essays on Digital Platforms." February 5, 2025. (<https://www.ifo.de/publikationen/2024/monographie-autorenschaft/empirical-essays-digital-platforms>)

[2] Ifo Institute, "Platform Partnership Programs and Content Supply: Evidence from the YouTube 'Adpocalypse.'" April 11, 2023. (<https://www.cesifo.org/en/publications/2023/working-paper/platform-partnership-programs-and-content-supply-evidence-youtube>)

Cybersecurity Management

[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 Restaurant Reviews

Delve: "Using AI to put the best plate forward." (<https://delve.mcgill.ca/read/using-ai-to-put-the-best-plate-forward/>)

User Status

Phys.org: "Study finds 'elite' online critics maintain influence even after losing status." October 25, 2024. (<https://phys.org/news/2024-10-elite-online-critics-status.html>)

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

Deloitte: "The \$2.8 trillion opportunity: How better health for all can drive US economic growth." (<https://www2.deloitte.com/us/en/insights/industry/health-care/health-equity-economic-impact.html>)

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 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/>)

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>)

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>)

Presentations and Invited Talks

Scheduled: George Mason University, University of Arizona

2025: University of British Columbia

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, Keio University

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

2025 Principal Investigator, Insight Development Grants, Social Sciences and Humanities Research Council (2025 - 2027) for "Combating Lookism with Collaboration: Evidence from Instagram." (430-2025-00375). \$64,448 CAD

Principal Investigator, Insight Grants, Social Sciences and Humanities Research Council (2025 - 2030) for "AI Generated Content and the Future of Online Platforms." (435-2025-0672). \$143,510 CAD

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

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).

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.

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.

Recipient, Internal Desautels Research Support Grant, McGill University. \$2,000 CAD.

Recipient, Internal Desautels Writing Support Grant, McGill University. \$1,000 CAD.

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.

Principal Investigator, Internal Social Sciences and Humanities Development Grant, McGill University (2022 - 2023) for "Regulating Online Hate: An Empirical Study." \$5,000 CAD.

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

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.

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.

- 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.
- Co-Applicant, IVADO Postdoctoral Research Funding (2021 – 2023) for "Implications of “Fairness” in Fair Machine Learning." \$70,000 CAD (Postdoctoral Follow: Hajime Shima)."
- 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.
- Principal Investigator, Discovery Grants, Natural Sciences and Engineering Research Council (2021 - 2027) for "Helping Retail Industry Navigate the Post-Pandemic World with Artificial Intelligence" (RGPIN-2021-02657). \$186,000 CAD.
- Principal Investigator, Discovery Launch Supplement for Early Career Researcher, Natural Sciences and Engineering Research Council (2021 - 2027) for "Helping Retail Industry Navigate the Post-Pandemic World with Artificial Intelligence" \$12,500 CAD.
- 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.
- 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.
- 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).
- 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.
- 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.
- 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.

Recipient, Purdue Graduate Student Government (PGSG) Travel Grant, Purdue University.
\$250 USD.

Honors & Awards

- 2026 Recipient, [AIS Mid-Career Award](#), Association for Information Systems, USA
- 2025 Recipient, [FRQ-IVADO Research Chair](#) (2025-2030), FRQ and IVADO, Quebec, Canada
Winner, [POMS College of Service Operations Management Best Student Paper](#), POMS, USA
- 2023 Recipient, [AIS Early Career Award](#), Association for Information Systems, USA
Nominee, Best Paper Award, Workshop on e-Business (WeB), USA
Recipient, [Morty Yalovsky Distinguished Teaching Award for the MBA Program](#), McGill University, Canada
Nominee, EDI in Teaching Award, McGill University, Canada
Recipient, [Invitational Fellowships for Research in Japan \(Long-term\)](#), Japan Society for the Promotion of Science, Japan
- 2022 Recipient, [Top 50 Undergraduate Business School Professors of 2022](#), *Poets&Quants*, USA
Recipient, [ISS Sandy Slaughter Early Career Award](#), INFORMS, USA
Recipient, [MMA Teaching Award](#), McGill University, Canada
Recipient, Desautels Faculty Scholar Award (2022-2025), McGill University, Canada
- 2021 Finalist, INFORMS Service Science Best Cluster Paper Award, INFORMS, USA
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
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)
Fellow, ICIS Junior Faculty Consortium, Association of Information Systems, USA
- 2015 Fellow, ICIS Doctoral Consortium, Association of Information Systems, USA
Recipient, (ISC)² Foundation Graduate Scholarship Award, (ISC)² Foundation, USA
Recipient, Bilsland Dissertation Fellowship, Purdue University, USA
Recipient, Robert W. Johnson Award for Distinguished Research, Purdue University, USA
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. Placement: Assistant Professor at Florida Atlantic University.
- 2) Hajime Shimao (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) Yaqi Huang (McGill University, From Fall 2026). Co-supervising with Sameer Borwankar.
- 2) Xinao Cheng (McGill University, From Fall 2026). Co-supervising with Yichuan Daniel Ding.
- 3) Dugmee Hwang (McGill University, From Fall 2023). Co-supervising with Hyunji So.
- 4) Jitsama Tanlamai (McGill University, From Fall 2023). Co-supervising with Alain Pinsonneault.
- 5) Heui Jae Choi (McGill University, From Fall 2022). Co-supervising with Kunsoo Han.
- 6) Dongliang Sheng (McGill University, 2019 – 2024). Co-supervising with Kunsoo Han. Placement: Assistant Professor at Concordia University.

Dissertation Committee

- 7) Sara Hossaini (Concordia University)
- 8) Sonia Benghiat (Concordia University)
- 9) Sejun Park (McGill University)
- 10) Bahareh Amirshahi (Concordia University, 2024). Placement: Senior Associate at Innocap.
- 11) Yipu Deng (Purdue University, 2021). Placement: Assistant Professor at University of Hong Kong.

Dissertation Examiner

- 12) Rui Cao (University of British Columbia, 2026).
- 13) Takumi Shimizu (McGill University, 2023). Placement: Assistant Professor at Keio University.
- 14) Divinus Oppong-Tawiah (McGill University, 2019). Placement: Assistant Professor at York University.

Research Supervision

- 15) Jingyuan Deng (National University of Singapore, 2022 – Present)
- 16) Sung Joo Kim (Purdue University, 2021 – 2024) Placement: Assistant Professor at American University.
- 17) Ilango Guru Muniyasamy (Purdue University, 2022 – 2024) Placement: Assistant Professor at University of South Florida.

18) Duy-Tan Nguyen (HEC Montreal, 2019 – 2024) Placement: Teaching Fellow at University of Greenwich.

19) Rajan Mishra (Purdue University, 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.

Visiting Ph.D. Student Supervision

21) Zhiming Li (Shandong University of Finance and Economics, January 2024 – January 2025) Co-supervising with Taha Havakhor.

22) Xinxin Liu (Harbin Institute of Technology, April 2024 – April 2025) Co-supervising with Hyunji So.

23) Yujin Xu (Beihang University, April 2024 – April 2025) Co-supervising with Animesh Animesh.

24) 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).

Master's Student Supervision

Independent Study Supervision

1) Palvi Sharma (McGill University, Fall 2025)

Research Supervision

2) Michael Church Carson (McGill University, Fall 2022 and Winter 2023 – Winter 2025)

3) Karmabir Chakraborty (Pennsylvania State University, Winter 2024 – Winter 2025)

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

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

6) Yanda Tao (McGill University, Fall 2021)

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

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

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

10) Anqi Chen (McGill University, Summer 2020)

11) Jing Cui (McGill University, Winter 2020)

12) Othmane Zoheir (McGill University, Fall 2018)

13) 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) Allan Nounke McGill University, Winter 2026)
- 11) Lina Makhoulf (McGill University, Winter 2026)
- 12) Jinjin Lim Siong Kee (McGill University, Winter 2026)
- 13) Nipasri Wongsiridech (Chulalongkorn University, Winter 2025 – Present)
- 14) Eddy Hage-Youssef (McGill University, Summer 2024 – Fall 2024)
- 15) Michaela Yu (McGill University, Winter 2023)
- 16) Eunjoo Seo (McGill University, Winter 2023)
- 17) Yangyuru Liu (McGill University, Fall 2022)
- 18) Zichen He (McGill University, Summer 2021)
- 19) Jiarui (Skyler) Zhang (University of Toronto, Summer 2020)
- 20) Chike Odenigbo (McGill University, Fall 2019)
- 21) Seongmin Youm (McGill University, Winter 2019)
- 22) Kriten Li (McGill University, Winter 2019)
- 23) Zach Amar (McGill University, Winter 2018 and Winter 2019)
- 24) Thomas Bayzelon (McGill University, Winter 2018)
- 25) Samuel Haas (McGill University, Fall 2017)
- 26) Christopher Spennato (McGill University, Fall 2017)

Academic Services and Activities

Service to the Scientific Community

Editorial Appointments

Information Systems Research

- Associate Editor (2026 – Present)
- Guest Associate Editor (2023 – 2025)
- Editorial Review Board (2023 – 2025)

Production and Operations Management

- Senior Editor, Service Operations Department (2023 – Present)
- Guest Senior Editor, Special Issue on Responsible Data Science (2022 – 2024)

Decision Sciences

- Associate Editor, AI in Operations, Information Systems, and Marketing (2026 – Present)

Conference Involvement

Conference Organizer:

- Workshop on Information Systems and Economics (Co-Chair, 2024)
- Montreal Symposium on IS Research (Founder and Co-Chair, 2019 – 2026)

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 – 2025)

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* [26 Reviews]
- *Information Systems Research* [105 Reviews]
- *MIS Quarterly* [47 Reviews]
- *Production and Operation Management* [10 Reviews]
- *Journal of Management Information Systems* [8 Reviews]
- *Communications of the Association for Information Systems* [5 Reviews]
- *Digital Policy, Regulation and Governance* [4 Reviews]
- *IEEE Engineering Management Review* [3 Reviews]
- *Behavioural Public Policy* [2 Reviews]
- *Journal of Service Research* [2 Reviews]
- *International Journal of Hospitality Management* [2 Reviews]
- *PNAS Nexus* [1 Review]
- *European Journal of Information Systems* [1 Review]
- *Decision Support Systems* [1 Review]
- *Information Processing & Management* [1 Review]

Research Grant Adjudication

- IVADO Post-Doctoral Fellowship Program Evaluation Committee (2026)
- Canada Research Chair Reviewer (2024 – 2025)
- SSHRC Insight Development Grants Selection Committee (2022 – 2023)
- SSHRC Insight Grants Reviewer (2021, 2025)
- NSERC Discovery Grants Reviewer (2023)
- NSERC Discovery Horizons Grants Fit Advisor (2021)
- Mitacs Accelerate Grants Reviewer (2019, 2024)

Service to McGill University

- Member, Strategic Research Plan on AI Consultation Group (2025)
- Member, Internal Selection Committee for CIFAR-MILA AI Chairs (2025)

- Faculty participant, Workday Expenses Project (2025)
- Member, CDSI Convergent Research Theme Review Committee (2025)
- Member, Task Force to Improve Student Recruitment Efficiency (2024 – Present)
- Steering Committee, Computational and Data Systems Initiative (2023 – Present)
- Scientific Advisory Committee on McGill Collaborative for AI and Society (2023 – 2024)
- 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 – 2025)
- Recruitment Committee Chair, Information Systems Area (2025)

Committee Member

- Business Analytics Advisory Committee (2022 – Present)
- Reappointment Committee (2025)
- 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)

Teaching Experience

INSY691 – Managing AI (MBA Elective, McGill University)
Winter 2026

INSY697 – Large Language Models for Business Analytics (Online MMA Elective, McGill University)
Summer 2025 – 2026

INSY 710 – AI Applications in Information Systems (Ph.D. Seminar, McGill University)
Fall 2024, 2026

INSY 435 – Cybersecurity (Undergraduate Elective, McGill University)
Fall 2024 – 2026

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)
Dean and Halle Chair of Leadership
Eller College of Management
University of Arizona
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Matthew J. Hashim
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
Professor of Logistics and Operations Management
HEC Montreal
Email: yossiri.adulyasak@hec.ca