

Xiaohui Zhang

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Academic Position

- 2024 - Present, Assistant Professor of Information Technology Management, Lubar College of Business, University of Wisconsin-Milwaukee

Education

- 2019 – 2024, Ph.D., Information Systems, Arizona State University
- 2016 – 2019, M.S., Management Science & Engineering, Shandong University
- 2012 – 2016, B.S., Engineering Management, Shandong University

Research Interests

- **Topics:** Social Media Platform Governance; Crowd Wisdom; Fintech; UGC mining; Open Source Community
- **Methodologies:** Econometrics; Machine Learning Methods; Field Experiment

Publication

- **Xiaohui Zhang**, Qianzhou Du, and Zhongju Zhang, “A Theory-driven Machine Learning System for Financial Disinformation Detection” *Production and Operations Management*, 31(8), 3160-3179.

Working Papers

- **Xiaohui Zhang**, Zaiyan Wei, Qianzhou Du, and Zhongju Zhang, “Social Media Moderation and Content Generation: Evidence from User Bans” Under 3rd Round Review at *MIS Quarterly*
- **Xiaohui Zhang**, Qianzhou Du, and Zhongju Zhang, “What Types of Crowd Generate More Valuable Content? Evidence from Cross-Platform Posting” Under Revision for the 4th Round Review at *MIS Quarterly*
- **Xiaohui Zhang**, Qinglai He, and Zhongju Zhang, “Impacts of Hiding Friends’ Liked Content on User-Content Engagement across Newsfeed Channels” Under Revision for 2nd Round Review at *Information Systems Research*
- Chi Zhang, Venkatesh Shankar, and **Xiaohui Zhang**, “NFT Digital Artwork Pricing Using Image Analytics and Auction Models” Under Review
- Qianzhou Du, Yan Wu, **Xiaohui Zhang**, and Zhongju Zhang, “The Effects of Quote Retweet on Subsequent Posting Behavior and Morality Expression on Social Media” In Preparation for Submission
- **Xiaohui Zhang**, Amin Sabzehzar, Tongxin Zhou, and Hong Guo, “Impacts of Accountability Partners on Users’ Online Learning Behaviors” In Preparation for Submission

Work in Progress

- “Divided Perceptions on Hate Speech” with Zhongju Zhang
- “Generative AI, Digital Artwork Creativity, and NFT Market Outcomes” with Chi Zhang, Venkatesh Shankar, and Zhongju Zhang
- “Together We Rise: The Ripple Effect of Fake Financial News” with Shawn Huang, Yinghua Li, and Zhongju Zhang
- “Mobile App Developer Entrepreneurial Activity” with Zhilei Qiao, Zhongju Zhang, Jan Stallaert, and Sulin Ba

Conference Papers and Presentations

- “A Theory-driven Machine Learning System for Financial Disinformation Detection”
 - ICIS 2020/ Informs Annual Meeting 2020
- “What Types of Crowd Generate More Valuable Content? Evidence from Cross-Platform Posting”
 - ICIS 2021/ Informs Annual Meeting 2021/ DSI 2021
- “Social Media Moderation and Content Generation: Evidence from User Bans”
 - CIST 2021/ HICSS 2022/POMS Annual Meeting 2022
- “Impacts of Hiding Friends’ Liked Content on User-Content Engagement across Newsfeed Channels”
 - ICIS 2022/ CIST 2022/ Informs Annual Meeting 2022
- “Digital Artwork Content and NFT Pricing: Empirical Evidence from Foundation”
 - Informs Marketing Science 2022/ Informs Annual Meeting 2022
- “Together We Rise: The Ripple Effect of Fake Financial News”
 - Informs Annual Meeting 2022
- “The Effects of Quote Retweet on Subsequent Posting Behavior and Morality Expression on Social Media”
 - HICSS 2023

Teaching Experience

- Instructor, CIS 310 Business Data Visualization, Fall 2022
 - Instructor Evaluation: 4.8/5.0; Course Evaluation: 6.0/7.0
- Instructor, CIS 315 Introduction to Business Analytics, Summer 2023
 - Instructor Evaluation: 5.0/5.0; Course Evaluation: 6.8/7.0

Ad-hoc Reviewer

- Conferences: ICIS 2020, 2021,2022, 2023; ECIS 2020; PACIS 2020, 2018; HICSS 2020, 2021,2022, 2023; CIST 2020, 2021,2022, 2023

- Journals: Information Systems Research (ISR); Production and Operations Management (POM); Decision Support Systems (DSS); Electronic Commerce Research and Applications (ECRA); Information Systems Frontiers (ISF); Internet Research (IR)

Awards

- John W. Teets Outstanding Undergraduate Teaching Assistant Award at W.P. Carey School of Business 2023
- Outstanding Research Award at the Information Systems Department 2023
- Academy of Management CTO Doctoral Consortium (with NSF Travel Grant) 2023
- ICIS Doctoral Consortium 2023
- ASU Information Systems Ph.D. Summer Research Grant 2020-2023

Skills

Programming/Software: Python, R, C, STATA, MATLAB, Latex