KERAN ZHAO

Tel: 412-961-4544   Department of Supply Chain Management and Information Systems
krzhao@psu.edu   Smeal College of Business, Pennsylvania State University

ACADEMIC APPOINTMENTS

Smeal College of Business, Pennsylvania State University   **2023 – present**
Assistant Professor, Department of SCM & IS

C.T. Bauer College of Business, University of Houston   **2021 – 2023**
Assistant Professor, Department of Decision and Information Sciences

College of Business Administration, University of Illinois at Chicago   **2016 – 2021**
Research Assistant and Instructor, Department of Information and Decision Sciences

EDUCATION

College of Business Administration, University of Illinois at Chicago   **2016 - 2021**
Ph.D. in Management Information Systems

School of Computing and Information, University of Pittsburgh   **2014 - 2016**
Master in Information Science

School of Business and Management, Donghua University   **2010 - 2014**
Bachelor of Information Management and Information Systems

RESEARCH INTERESTS

Topics   Synchronous Digital Platforms, Artificial Intelligence, Social Networks, Non-fungible Token, Health Informatics
Methods   Deep Learning, Machine Learning, Data Mining, Text Mining, Econometrics Analysis, Data Visualization

JOURNAL PUBLICATION

Zhao K., Lu Y., Hu Y., & Hong Y. (2022). Direct and Indirect Spillovers from Content Providers' Switching: Evidence from Online Livestreaming. *Information Systems Research,* Forthcoming

Zhao K., Hu Y., Hong Y., & Westland, J. C. (2021). Understanding Characteristics of Popular Streamers on Live Streaming Platforms: Evidence from Twitch.tv. *Journal of the Association for Information Systems*, *22(4),* 1076-1098.

Qu Z., **Zhao K.,** Jin J., Qu E., & Lai Z. (2021). A Novel Method Enables General Pathologists to Create Web Dynamic Forms for Synoptic Tumor Reporting. *Archives of Pathology and Laboratory Medicine, 145(7),* 864-870

RESEARCH IN PROGRESS

Zhao K., Hong Y., Ma T., Lu Y., & Hu Y. Raid the Chat Room: The Effects of Group Size on User Engagement in Online Synchronized Communication, major revision at *Information Systems Research*

Malhotra P., Ringel D., **Zhao K.**, & Cui Y. Modeling Co-Engagement Patterns in Brand Information Networks, reject and resubmit at *Journal of Marketing*

Wang M., **Zhao K.**, & Thatcher J. B. The Absence of "Pushing Force": Examining the Effect of Superstar Streamer's Exit in Live Streaming E-commerce, under review at *Information Systems Research*

Sanatizadeh A., Lu Y., **Zhao K.**, & Hu Y., Information Foraging in the Era of AI: Exploring the Effect of ChatGPT on Digital Q&A Platforms, under review at *Plus One*

Zhao K., He Q., Hong Y., & Shi W. On the Coopetition and Reciprocity of Live Content Generators, in preparation to submit to *Strategic Management Journal*

Zhao K., Huang N., & Burtch G., Designing Live Streaming Advertisement Per User Engagement: Evidence from a Field Experiment, in preparation to submit to *Management Science*

Zhao K., Hu Y., & Lu Y. The Impact of Emotion on Social Media Content Consumption: Evidence from Video Analysis on Live Streaming Platforms, work in progress

Zhao K., Chen C., & Basak E. (Equal contribution), Tokenizing the Online Profile: How Digital Assets Disclosure Sparks User Engagement in Online Social Networks, work in progress

CONFERENCE PAPERS AND PRESENTATIONS (* PRESENTING AUTHOR)

1. **Zhao K.,** Pokharel A., Qu W J., & Qu Z. (2023) "Enhancing Pathology Report Analysis with Artificial Intelligence: A Validation Study of ChatGPT's Effectiveness in 444 Cases", *College of American Pathologists Annual Meeting* (**CAP**), Chicago, IL.

2. Wang M., **Zhao K.**, & Thatcher J. B. (2022) "The Absence of 'Pushing Hands': Examining the Effect of Superstar Streamer's Exit in Live Streaming E-commerce", *Workshop on Information Technologies and Systems (**WITS**),* Copenhagen, Denmark.

3. *Malhotra P., Cui Y., & **Zhao K.** (2022) "Modeling Co-Engagement Patterns in Brand Information Networks," *IEEE 16th International Conference on Semantic Computing (ICSC)*, Laguna Hills, CA.

4. ***Zhao K.**, Hong Y., Ma T., Lu Y., & Hu Y. (2021) "Raid the Chat Room: The Effects of Group Size on User Engagement in Online Synchronized Communication," *International Conference on Information Systems (ICIS)*, Austin, TX.

5. ***Zhao K.**, Lu Y., & Hu Y. (2021) "Understanding the Role of Video Quality and Emotion in Live Streaming Viewership," *International Conference on Information Systems (ICIS)*, Austin, TX.

6. ***Zhao K.**, Hong Y., Ma T., Lu Y., & Hu Y. (2021) "Raid the Chat Room: The Effects of Group Size on User Engagement in Online Synchronized Communication," *Conference on Information System and Technology (CIST)*, Anaheim, CA.

7. ***Zhao K.**, Hong Y., Ma T., Lu Y., & Hu Y. (2021) "Group Size, Content Moderators, and User Engagement in Online Synchronous Content Platforms," ***POMS** Annual Meeting*, virtual conference.

8. *Malhotra P., Cui Y., & **Zhao K.** (2021) "Modeling Co-Engagement Patterns in Online Social Networks," ***INFORMS** Annual Meeting*, Anaheim, CA.

9. ***Zhao K**. (2020) "The Emergence of Live Streaming: Exploring Heterogeneity and Dynamics of Live Streamers," *Workshop on Information Technologies and Systems (WITS),* virtual conference. (Dissertation Proposal)

10. ***Zhao K**., Lu Y., & Malhotra P. (2020) "Streaming Content Recommendation: A Heterogeneity Information Network Approach," *2020 **INFORMS** Annual Meeting*, National Harbor, MD.

11. Malhotra P., Bhattacharyya S., & **Zhao K.** (2020) "Information Networks to Derive Value from Social Media*," Americas Conference on Information Systems (**AMCIS**)*, virtual conference.

12. Qu Z., **Zhao K**., Jin J., & Qu E. (2019) "A Modular Web Application Offers Flexibility and Adaptability to Cope with Frequent Structural Updates in Pathology Cancer Reporting," *2019 **AMIA** Annual Symposium*, Washington, D.C.

13. ***Zhao K.**, Hu Y., Lu Y., & Shi N. (2019) "The Impact of Emotion on Social Media Content Consumption: Evidence from Video Analysis on Live Streaming Platforms," *2019 **INFORMS** Annual Meeting*, Seattle, WA.

14. ***Zhao K.**, Lu Y., Hu Y., & Hong Y. (2019) "Understanding the Dynamic Competition on Live Streaming Platforms," *2019 Winter Conference on Business Analytics (WCBA)*, Snowbird, UT.

15. ***Zhao K.**, Hu Y., Lu Y., & Hong Y. (2018) "Change, We can Believe in: Examining Spillover Effect of Content Switch in Live Streaming," *International Conference on Information Systems (ICIS),* San Francisco, CA.

16. ***Zhao K.**, Hu Y., Lu Y., & Hong Y. (2018) "Change, We can Believe in: Examining Spillover Effect of Content Switch in Live Streaming," *INFORMS Workshop on Data Science*, Phoenix, AZ.

17. ***Zhao K.**, Lu Y., Hu Y., Hong Y. (2018) "Online Streaming and Data Visualization," *DSI 2018 Annual Meeting*, Chicago, IL.

18. **Zhao K.**, Hu Y., Hong Y. (2018) "Identify and Modeling Players in Live Streaming Community," *POMS 2018*, Houston, TX.

HONORS AND AWARDS

Bauer Research Star, C.T. Bauer College of Business, University of Houston, 2022, 2023

Ben Ostrofsky Research Excellence Award, C.T. Bauer College of Business, University of Houston, 2022

Lead Trainer, Intel® AI for Current Workforce Program, 2022

Best Reviewer Award, *Workshop on Information Technologies and Systems (WITS)*, 2021

Best Paper Nomination, *International Conference on Information Systems (ICIS)*, 2021

Beta Gamma Sigma, 2021

University Doctoral Scholarship and CBA Doctoral Fellowship, University of Illinois at Chicago, 2016 – 2021

Doctoral Consortium Fellow, *Americas Conference on Information Systems* (**AMCIS**), 2020

Graduate Student Travel and Presenter Award, University of Illinois at Chicago, 2018 - 2019

Graduate Student Scholarship, University of Pittsburgh, 2015 - 2016

Meritorious Winner in American Mathematical Contest in Modeling (**Worldwide MCM/ICM**), 2013

Social Work Scholarship, School of Business and Management, Donghua University, China, 2011 – 2013

TEACHING EXPERIENCE

Teaching at University of Houston

MIS 4397: Introduction to Artificial Intelligence (Spring 2023, average evaluation: 4.8/5)
MIS 4397/7397: Predictive Analytics & Business Intelligence (Online, combined elective session, Fall 2022 – Spring 2023, 4.71/5)
MIS 3370: Java Programming - Information System Development Tools (In-person, undergraduate core, Fall 2021 – Spring 2022, average evaluation: 4.73/5)
Workshop on Data Scraping (College Ph.D. workshop, Spring 2022)
Mini MBA, Predictive Analysis (Evaluation: 4.75/5, Fall 2021 – Fall 2022)

Teaching at University of Illinois at Chicago

IDS 567: Business Data Visualization (In-person, MSBA/MBA elective, Spring 2019 - Fall 2019, average evaluation: 4.47/5)

IDS 567: Business Data Visualization (Online, MSBA/MBA elective, Spring 2020 – Spring 2021, average evaluation: 4.51/5)

IDS 494: Data Analytics and Business Insights (Online, undergraduate elective, Spring 2021, average evaluation: 4.49/5)

GRANT WRITING EXPERIENCE

2019 NSF Grant. "Efficient Knowledge Graph Processing in Modern Memory and Storage Hierarchy"
Role: Assisting Grant Writer

EDITORIAL BOARD

Associate Editor, *Electronic Commerce Research,* 2021 - present
Associate Editor, *International Conference on Information Systems (**ICIS**),* 2023

SERVICE

Journal Reviewer

MIS Quarterly
Information System Research
Production and Operations Management
Journal of Management Information Systems
European Journal of Information Systems
Information Systems Journal
Information & Management
Electronic Commerce Research and Applications
Communications of the Association for Information Systems
Electronic Commerce Research

Program Committee Member and Session Chair

Workshop on Information Technologies and Systems (WITS), program committee member, 2018 – present
INFORMS Annual Meeting, session chair, 2019 – present
DSI Annual Meeting, session chair, 2021
Big XII+ MIS Research Symposium, discussant, 2022

Conference or Workshop Reviewer

International Conference on Information Systems (ICIS)
Americas Conference on Information Systems (AMCIS)

Hawaii International Conference on System Sciences (HICSS)
Conference on Information Systems and Technology (CIST)
Workshop on Information Technologies and Systems (WITS)
European Conference on Information Systems (ECIS)
Winter Conference on Business Analytics (WCBA)
International Joint Conference on Artificial Intelligence (IJCAI)
International AAAI Conference on Web and Social Media (ICWSM)
World Wide Web Conference (WWW)
ACM International WSDM Conference (WSDM)
Natural Language Processing (EMNLP)

Departmental Service

Tenure track assistant professor recruiting committee, member, University of Houston, 2021
Doctoral student search committee, member, University of Houston, 2021
Graduate student representative, University of Illinois at Chicago, 2017 - 2019

College Service

Bauer-Intel AI Undergraduate Certificate Program, director, University of Houston, 2022
Bauer-Intel AI Non-Degree Program, director, University of Houston, 2022
Bauer Human-Centered AI Lab, University of Houston, 2022
Bauer Artificial Intelligence Initiative, member, University of Houston, 2021 – 2022
Industrial outreaching committee, member, University of Houston, 2021 – present
Bauer Ph.D. workshop organization, 2021

Course Development

Predictive Analysis & Business Intelligence (Data Mining), University of Houston, 2022
Introduction to Artificial Intelligence, University of Houston, 2022
Application of Artificial Intelligence (Deep Learning), University of Houston, 2022