

Xuewen Han

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Education

TSINGHUA UNIVERSITY

Ph.D. Candidate, Information Systems, Advisor: Sean Xin Xu, Ph.D.

Beijing, China

September 2019 - present

HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

Research Assistant

HongKong, China

January 2022 - December 2022

JILIN UNIVERSITY

Bachelor's Degree of Management & Bachelor's Degree of Economics

Jilin, China

September 2015 - June 2019

Research Interest

Topics: Fintech, Digital Innovation and Entrepreneurship, Human-AR Interaction

Methods: Generative AI, Machine Learning, Deep Learning, Econometrics, Field Experiment

Under Review Paper

1. **Han, Xuewen;** Xu, Sean Xin; Yin, Zhitao. The Democratization Dilemma: Scaling up Crowdfunding Campaigns and its Mixed Implications for Venture Capital Investors.
Third-round revision, Information Systems Research (UTD 24)
2. **Han, Xuewen;** Yin, Zhitao; Rai, Arun. Governing Monetization Risks: The Impact of Anti-PAE Laws on Innovation Strategies in IT Firms.
Second-round revision, Information Systems Research (UTD 24)
3. **Han, Xuewen;** Cai, Yao; Xu, Sean Xin; Zhang, Kunpeng. Interpretable Text Embedding via Generative AI Models.
Second-round revision, MIS Quarterly (UTD 24)
4. **Han, Xuewen;** Song, Qingping; Xu, Sean Xin; Zhang, Kunpeng. Financial Sequence Data Modeling for Purchase Intention Prediction: A Theory-guided Transformer-based Approach
Second-round revision, MIS Quarterly (UTD 24)

Working Paper

1. **Han, Xuewen;** Xu, Sean Xin; Zhang, Kunpeng. Generative AI for Modeling Customer Behavior in Retail Banking: Exploring Effective Intervention Strategies.
To be submitted to Marketing Science
2. Yang, Zherui; Li, Ting; **Han, Xuewen;** Xu, Sean Xin; Yin, Zhitao. How Augmented Reality (AR) Improves Workers' Task Performance: Airplane Maintenance With Field Evidence.
To be submitted to Management Science

Conference Paper

1. **Han, Xuewen;** Xu, Sean Xin; Zhang, Kunpeng. GenAI for (Social) Science: Customer Behavior Modeling in a Retail Bank.
 - 2024 Conference on Information Systems and Technology, Seattle, US
 - 2024 China Association Information Systems, Tianjin, China **Best paper*
 - The 4th AIS SIG DITE Paper Development Workshop on Digital Innovation, Transformation, and Entrepreneurship, Cleveland, US

- The 9th International Conference on Smart Finance, Hefei, China
2. **Han, Xuewen;** Wang, Neng; Che, Shangkun; Yang, Hongyang; Zhang, Kunpeng; Xu, Sean Xin. Enhancing Investment Analysis: Optimizing AI-Agent Collaboration in Financial Research
 - The 5th ACM International Conference on AI in Finance, New York, US
 3. **Han, Xuewen;** Li, Ting; Xu, Sean Xin; Yang, Zherui; Yin, Zhitao; Zhang, Kunpeng. IoT and Wearable Devices-enhanced Information Provision of AR Glasses: A Multi-modal Analysis in Aviation Industry.
 - 2023 International Conference on Information Systems, Hyderabad, India **Best paper nominee*
 - 2023 China Association Information Systems, Hangzhou, China **Best paper*
 4. **Han, Xuewen;** Xu, Sean Xin; Zhang, Kunpeng. Interpretable Text Embedding via Generative AI Models.
 - 2024 BizAI Conference, UT Dallas, US
 - 2023 China Association Information Systems, Hangzhou, China
 5. **Han, Xuewen;** Song, Qingping; Xu, Sean Xin; Zhang, Kunpeng. A Transformer-based Joint Representation Learning for Customer Purchase Intention Prediction.
 - 2023 Conference on Information Systems and Technology, Arizona, US
 - 2023 China Summer Workshop on Information Management, Changsha, China
 6. Yang, Zherui; Li, Ting; **Han, Xuewen;** Xu, Sean Xin; Yin, Zhitao. How does Augmented Reality (AR) Improve Workers' Performance?
 - 2024 Workshop on Information Systems and Economics, Bangkok, Thailand
 - 2023 Decision Science Institute 52nd Annual Conference, Texas, US
 - 2022 Institute for Operations Research and the Management Sciences, Indianapolis, US
 - 2022 China Summer Workshop on Information Management, Ningbo, China
 - 2022 Symposium on Statistical Challenges in Electronic Commerce Research, Madrid, Spain
 7. **Han, Xuewen;** Xu, Sean Xin; Yin, Zhitao. Gig Economy Regulation and Financing for Entrepreneurship: Evidence from the Regulations of Transportation Network Companies in the US.
 - 2021 China Association Information Systems, Changsha, China

Awards

PACIS 2024 Doctoral Consortium Participant, 2024
 First Class Scholarship, Tsinghua University, 2023
 Greenburg Scholarship, Tsinghua University, 2020, 2023
 Second Class Scholarship, Tsinghua University, 2021, 2022
 Outstanding Bachelor Graduate, Jilin University, 2019
 First Class Academic Award, Jilin University, 2018
 Excellent Student, Jilin University, 2018
 China Aerospace Science and Technology Corporation Scholarship, CASC, 2018
 Excellence Award in 2018 China-Korea University Entrepreneurship Competition, Hanyang University, 2018
 UNIQLO Scholarship, Fast Retailing Co., Ltd., 2017
 National Scholarship, Ministry of Education of the People's Republic of China, 2016, 2017
 Third Prize in 2016 National English Competition for College Students, NECCS, 2016

Grants

1. Beijing Natural Science Foundation Youth Project (No.04150100824), participated, research funding: 200,000, ongoing, 2024.01-2025.06.
2. Tsinghua University School of Economics and Management Research Fund Project (No.2023051003), participated, research funding: 200,000, ongoing, 2023.12-2025.11.

Teaching

Principles of Economics (1) (Undergraduate), T.A, Autumn Term 2019-2020, Tsinghua University
Principles of Economics (2) (Undergraduate), T.A, Spring Term 2019-2020, Tsinghua University
Data, Models and Decisions (MBA), T.A, Autumn Term 2020-2021, Tsinghua University
Digital Experiment and Data-driven Enterprise (Master), T.A. Autumn Term 2021-2022, Spring Term 2023-2024, Tsinghua University
Artificial Intelligence in Finance (MBA) T.A. Spring Term 2023-2024, Tsinghua University
Management Science and Engineering Research Seminar (PhD), T.A. Autumn Term 2024-2025, Tsinghua University

Service

Conference reviewer for International Conference on Information Systems (ICIS 2025, ICIS 2024, ICIS 2022, ICIS 2021)
Conference reviewer for European Conference on Information Systems(ECIS 2024)
Conference reviewer for Conference on Information Systems and Technology (CIST 2023)
Conference reviewer for China Association Information Systems (CNAIS 2022)

Referee

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| <ul style="list-style-type: none">• Sean Xin Xu
Starr Endowed Chair Professor, Associate Dean
School of Economics and Management
Tsinghua University
Email: xuxin@sem.tsinghua.edu.cn | <ul style="list-style-type: none">• Ting Li
Professor
Rotterdam School of Management
Erasmus University
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| <ul style="list-style-type: none">• Kunpeng Zhang
Associate Professor
Robert H. Smith School of Business
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Assistant Professor
Business School
Hong Kong University of Science and Technology
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