

Tianling (Lynn) Xie

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EDUCATION

- Ph.D. Manufacturing and Technology Management, with Information Technology
Specialization, College of Business and Innovation, The University of Toledo, May 2025
(expected)
Dissertation Title: “Conversational Agents as A Persuasive Technology: Three Essays”
- M.S. Accounting, The University of Toledo, 2018
- B.A. Accounting, Zhejiang University of Finance and Economics, China, 2016

RESEARCH

Refereed Journal Publications

- Pentina, I., Xie, T., Hancock, T., & Bailey, A. (2023). Consumer–machine relationships in the age of artificial intelligence: Systematic literature review and research directions. *Psychology & Marketing*, 40(8), 1593–1614. <https://doi.org/10.1002/mar.21853>, ABDC Rank “A”.
- Xie, T., Pentina, I., & Hancock, T. (2023). Friend, mentor, lover: Does chatbot engagement lead to psychological dependence? *Journal of Service Management*, 34(4), 806–828. <https://doi.org/10.1108/JOSM-02-2022-0072>, ABDC Rank “A”.
- Pentina, I., Hancock, T., & Xie, T. (2023). Exploring relationship development with social chatbots: A mixed-method study of replika. *Computers in Human Behavior*, 140, 107600. <https://doi.org/10/grqsnt>, ABDC Rank “A”.

Refereed Conference Proceedings

- Xie, T., & Pentina, I. (2022). Attachment Theory as a Framework to Understand Relationships with Social Chatbots: A Case Study of Replika. *Proceedings of the 55th Hawaii International Conference on System Sciences*, 2046–2055. <https://doi.org/10/gqvnb>

Xie, T., & Alvarado-Vargas, M. (2021). Understanding AI Adoption from the Lens of Trust: The Case of AI-powered DSS. *51th Annual Conference of the Decision Science Institute Proceedings*, 287–303.

Presentations

Xie, T., Pentina, I. & George, B., (2022). How Anthropomorphism Impacts Chatbot Persuasion. *Decision Sciences Institute 53rd Annual Conference*

Mashhadi-Nejad, N., Jung, E., & Xie, T. (2022). What makes people jump into panic buying? A comprehensive socio-cultural model. *Production and Operations Management Society Annual Conference 2022*

Xie, T., & George, B. (2022). What Do Twitter Users Talk about Supply Chain During the Pandemic? Thematic and Sentiment Analysis. *Production and Operations Management Society Annual Conference 2022*

Xie, T., & Jung (2022). What Make Social Chatbots Satisfying? Evidence from Online Reviews. *2022 Midwest Decision Sciences Institute Virtual Conference*

Xie, T., George, B., & Pentina, I. (2022). Emotional and Cognitive Trust in Social Conversational Agents: An Abstract. *Academy of Marketing Science Annual Conference 2022*

Pentina, I. & Xie, T. (2021). Potential Risks of Developing Attachment to Social Chatbots: A Case Study of Replika. *Australia and New Zealand Marketing Academy Conference 2021*

Xie, T., George, B., & Pentina, I. (2021). The Effect of Emotional and Cognitive Trust on Privacy Disclosure to Social-oriented Conversational Agents. *Decision Sciences Institute 52nd Annual Conference (Doctorate Research Showcase Presentation)*

Xie, T., Ghosh, S., & Strebler, J. (2021). University Information System Effectiveness from Multiple Viewpoints: The Case of Responses to Covid-19. *AMCIS 2021 Proceedings*. https://aisel.aisnet.org/amcis2021/is_education/sig_education/16

Xie, T. (2020). Embracing the Change: Mapping AI Technologies to Supply Chain Applications and Market Trends. *Global Supply Chain Management Conference*

Joreimi, S., Xie, T., Kibria, G., Paghadal, V. & Lim, J.(2020). Determinants of High-Performance Computing Cloud Adoption: A Proposed Integrated Model. *Inform's Annual Meeting 2020*

Xie, T.,& Hong, P. (2020). Artificial Intelligence's Functions and Impact: The Status and Prospect of IS Research on AI. *Midwest Business Administration Association Conference (Outstanding Student Research Paper Award in IS Track)*

Working Papers

Xie, T., & Pentina, I. Persuasion in the Context of Conversational Agents: Systematic Literature Review and Research Directions (Submitting to AMWMC 2025)

Xie, T., George, B., & Pentina, I. The Effect of Emotional and Cognitive Trust on Privacy Disclosure to Social-oriented Conversational Agents (Instrument Development)

Xie, T., & Jung, E. Understanding Factors Impacting Social Chatbot Satisfaction: A Text Analysis of App Review Data (Data Analysis Stage)

Research Interests

- Interdisciplinary studies of design science, information systems, psychology, and marketing: persuasion, attachment, addiction, consumption culture, behavioral patterns, and design factors surrounding social robots and chatbots.
- Multi-method researching involving methodologies like experiment, survey, interview, text-mining.
- Human attitudes towards intelligent systems such as acceptance, trust, adoption for Artificial Intelligence, business analytics, high-performance computing systems, conversational agents.
- Factors impacting the usage of new media technologies: addition, privacy, trust issues related to smartphone apps and social networking websites.

TEACHING

Teaching Experiences at University of Toledo, Instructor of Record

- BUAD 2060, Business Statistics (FL20 Hybrid, SP21 Hybrid, FL23, FL24)
- BUAD 2070, Business Analytics (FL21, SP25 scheduled)
- BUAD 1020, Micro Computer Applications (FL19, FL22, SP25 scheduled)
- BUAD 2020, Information Technology Management (SP 22 Remote, SP23, FL23, FL24)
- BUAD 3020, Principles of Manufacturing and Service Systems (FL21, SP22, FL22, SP23)

Other Teaching Experiences

- 2023 Guest Lecture, invited by Beixi Li, for course EMR 6560 Mixed Methods Research at Western Michigan University
- 2018 Costing Accounting (tutoring)

Teaching Interests

- Business statistics and analytics
- Information system management
- Introductory data mining, text mining, and machine learning
- Supply Chain management
- Introductory programming
- Website development
- Database management
- Introductory Accounting

SERVICE TO PROFESSION

Journal Article Reviewer

- 2024 Frontiers in Robotics and AI (ISSN: 2296-9144)
- 2023 International Journal of Human-Computer Interaction (ISSN: 1532-7590)
- 2023 Journal of Business Analytics (ISSN: 2573-2358)
- 2022 Psychology and Marketing (ISSN: 1520-6793)
- 2021 International Journal of Human-Computer Interaction (ISSN: 1532-7590)
- 2021 Information System Frontiers (ISSN:1387-3326)
- 2021 Library Hi Tech (ISSN: 0737-8831)

Conference Submission Reviewer

- Decision Sciences Institute Annual Conference (DSI-2021)
- Americas Conference on Information Systems (AMCIS-2021, AMCIS-2024)
- The Hawai'i International Conference on System Sciences (HICSS-2021, HICSS-2023)
- Academy of Marketing Science Annual Conference (AMS-2022)
- Academy of Marketing Science World Marketing Congress (AMSWMC-2024,2025)

Conference Session Chair

- 2022 Session Chair, Midwest Decision Sciences Institute Virtual Conference, Business Analytics Track II
- 2021 Midwest Graduate Research Symposium

UNIVERSITY SERVICE

- 2019 - 2024 Graduate Student Association (served as College Representative for 2019-2022, coordinator of Midwest Graduate Research Symposium in 2020, 2022, and 2023, and communication specialist for 2023-2024), University of Toledo
- 2022 Co-Organized with Shao Qin for 1) Basic Python Workshop at Data Science Seminar Series, and 2) Women in Data Science Poster Presentation in the 1st NSF Diversity Day

PROFESSIONAL DEVELOPMENT

Teaching Endorsements

- 2021 Online Teaching Certificate, University of Toledo
- 2021 The Collaborative Institutional Training Initiative (CITI Program) Certificate

Professional Memberships

- Association for Information Systems (AIS)
- Decision Sciences Institute (DSI)
- Production and Operations Management Society (POMS)
- The ACM Special Interest Group on Computer-Human Interaction (SIGCHI)

Doctoral Consortium

- 2021 52nd Annual Meeting of the Decision Sciences Institute
- 2021 Doctoral Consortium for Early Students- Americas Conference on Information Systems

HONORS AND AWARDS

- 2022 Pacemaker Award - the University of Toledo
- 2022 Professor Udayan Nankeolyar Scholarship - the University of Toledo
- 2022 Nominated Candidate for Best Papers - The Hawai'i International Conference on System Sciences 55th
- 2020 Outstanding Student Research Paper Award - Information Systems Track of Midwest Business Administration Association Conference 2020

LANGUAGES

Chinese, native speaker

English, near-native fluency

RELATED PROFESSIONAL SKILLS

Research Methodology: Experiment, interview, grounded theory method, survey, structure equation modeling, text analysis.

Programming: Python, C#, R, Visual Basics, Html, Javascript, CSS, SQL Server, Arena

Data analysis: KNIME, SPSS, AMOS, Power BI, Tableau, SAP, Microsoft Access

Media-editing: Adobe Premiere Pro, Adobe Photoshop, Adobe After Effects

REFERENCES

Iryna Pentina (Ph.D. Co-Chair)

Professor, Marketing & International Business Department

University of Toledo

Iryna.Pentina@UToledo.edu

Benjamin George (Ph.D. Co-Chair)

Assistant Professor, The Department of Information Systems and Supply Chain Management (ISSCM)

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Yue Zhang (Ph.D. Program Director)

Professor, The Department of Information Systems and Supply Chain Management (ISSCM)

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