Tianling (Lynn) Xie

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EDUCATION
Doctoral Candidate in Manufacturing and Technology Management, Information Systems Track
- University of Toledo, Toledo, OH (2019 Fall – 2023 Spring Expected)
- Advisor: Iryna Pentina (Professor in Marketing), Benjamin George (Assistant Professor in Information Systems)
- Dissertation Area: Conversational Agents as Persuasive Technologies: Three Essays

Master of Science in Accountancy
- University of Toledo, Toledo, OH   (2016 Fall- May 2018)

Bachelor of Accounting
- Zhejiang University of Finance and Economics, China   (2012 Fall – 2016 Spring)

TEACHING INTERESTS
Teaching Interests
- Business statistics and analytics
- Introductory data mining, text mining, and machine learning
- Supply Chain management
- Introductory programming
- Website development
- Database management

Researching Interests
- Interdisciplinary studies of design science, information systems, psychology, and marketing: attachment, addiction, consumption culture, behavioral patterns, design factors surrounding social robots and chatbots.
- Human attitudes towards intelligent systems: acceptance, trust, adoption for Artificial Intelligence, business analytics, high-performance computing systems, conversational agents, etc.
- Factors impacting the usage of new media technologies: addition, privacy, trust issues related to smartphone apps and social networking websites.

PUBLICATIONS AND PRESENTATIONS
Refereed Journal Articles
Pentina, I. Hancock, T & Xie, T. Exploring Relationship Development with Social Chatbots: A Mixed-Method Study of Replika. *Computers in Human Behavior*

Xie, T., Pentina, I. & Hancock, T. Potential Addiction to Social Chatbots. *Journal of Service Management. Special Issue of Human-Robot Service Interactions: Moral, Ethical and Well-Being Implications*

Pentina, Xie, T., I. Hancock, T. & Bailey, A. Consumer-machine relationships in the age of artificial intelligence: Systematic literature review and research directions. *Psychology and Marketing*

Conference Proceedings (Full Papers and ERF Papers)
Xie, T., & Pentina, I. (2021). Attachment Theory as a Framework to Understand Relationships with Social Chatbots: A Case Study of Replika. *The Hawai'i International Conference on System Sciences 55th (Nominated for the Best Paper Award)*

Xie, T., & Alvarado-Vargas, M. (2021). Understanding AI Adoption from the Lens of Trust: the Case of AI-powered DSS. *Decision Sciences Institute 52nd Annual Conference*

Xie, T., Ghosh, S., & Strebler, J. (2021). University Information System Effectiveness from Multiple Viewpoints: The Case of Responses to Covid-19. *Americas Conference on Information Systems 2021(Emergent Research Forum Paper)*

Paghadal, V., Kibria, G., Xie, T., Joreimi, S., & Lim, J. (2020). Value from Big Data Analytics and Impact on Firm

Performance: A Conceptual Framework. *51st Annual Conference of The Decision Sciences Institute*

Conference Abstracts Accepted/ Presentations

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

Xie, T., & George, B. 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. (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. *Informs Annual Meeting 2020*

Xie, T.,& Hong, P. (2021). 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., George, B., & Pentina, I. (2021). 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)

TEACHING EXPERIENCES
Teaching Evaluation (at the University of Toledo)

Semester	Course ID	Course Title	Mode	# of Evaluations	Evaluation Mean Score
2019 Fall	BUAD 1020: 005	Micro Computer Applications	In-person	38/43	3.64/5
2020 Fall*	BUAD 2060: 002	Business Statistics	Hybrid	14/46	3.44/4 **
2021 Spring*	BUAD 2060: 005	Business Statistics	Hybrid	3/15	3/4
2021 Fall	BUAD 2070: 001	Business Analytics	In-person	5/46	3.14/4
	BUAD 3020: 004	Principles of Manufacturing and Service Systems	In-person	6/44	3.62/4
2022 Spring	BUAD 3020:001	Principles of Manufacturing and Service Systems	In-person	5/50	3.4/4
	BUAD 2020:001	Information Technology Management	Remote	4	2.13/4
2022 Fall	BUAD 3020:004	Principles of Manufacturing and Service Systems	In-person	N/A***	
	BUAD 1020: 004	Micro Computer Applications	In-person		
2023 Spring	BUAD 3020:001	Principles of Manufacturing and Service Systems	In-person	Ongoing	
	BUAD	Information Technology Management	In-person		

2020:003				

Notes:
* The University of Toledo's policy for 2020 Fall and 2021 Spring was to teach classes in hybrid mode due to COVID-19.
**The University of Toledo changed the teaching evaluation from paper-based to online systems due to Covid-19. The rating changed from 5-Likert to 4-Likert strongly agree-strongly disagree, and the number of students filling in the evaluation decreased significantly.
***2022 Fall evaluation is not available yet because the 2022-2023 report is not ready yet.

Course Description

BUAD 1020 Micro Computer Applications in Business
Course provides an overview of the role of micro-computers and information systems in business applications. It provides good training in word processing and spreadsheets for problem solving.

BUAD 2020 Information Technology Management
The role of computers and information systems in business decision-making, particularly with regard to achieving key business goals such as competitive advantage, operational efficiency, and customer satisfaction in today's digital global economy, will be carefully examined. The student is also expected to become proficient in applying a range of software tools, such as SAP, advanced Excel, Microsoft Access, and Visio, for business decision making and problem solving.

BUAD 2060 Business Statistics
Course will cover statistical concepts of data representations, probability, probability distributions, sampling theory, interval estimation, and hypothesis testing. The collection and analysis of data for business decision‐making using spreadsheet or other tools such as projects/cases where appropriate.

BUAD 2070 Business Analytics
Course will cover predictive analytics tools such as linear regression, forecasting, data mining and prescriptive analytics tools such liner programming, simulation and decision analysis. Will emphasize applications of business analytics using spreadsheet, projects/cases where appropriate.

BUAD 3020 Principles of Manufacturing and Service Systems
This course provides an overview of the functions, problems, solution techniques and decision-making processes within the manufacturing and service environment. Topics include concept of supply chain, sales and operations planning, MRP, materials management, quality management, and project management.

Qualitative Evaluations

"I benefited the most from the Quizziz as it was what suited my learning style the best through examples."
"The Kahoot games that we would play in class that were the same topics that we were learning the days we had class."
"The homework helped with checking what your knowledge was. Very helpful how much review there was."
"It's most beneficial when we worked on problems together in class and then had the opportunity to work on another problem on our own."
"She kept videos of everything in the class, if I needed a refresher, I could watch the video. It was very helpful."

ACEDEMIC SERVICES
Research Article Reviews
Conferences: Decision Sciences Institute Annual Conference (DSI-2021), Americas Conference on Information Systems (AMCIS-2021), The Hawai'i International Conference on System Sciences (HICSS-2021), Academy of Marketing Science Annual Conference (AMS-2022)

Journals: Information System Frontiers (ISSN:1387-3326), Library Hi Tech (ISSN: 0737-8831), Journal of Business Analytics (ISSN: 2573-2358), Psychology and Marketing (ISSN: 1520-6793), Journal of Advertising (ISSN: 00913367)

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

Campus Involvement
Graduate Student Association: College of Business Representative (2019-2020) (2021-2022), MGSA program coordinator (2020, 2022, 2023), Newsletter writing.
Data Science Seminar: Helped with the organization of: 1) Basic Python Workshop, 2) Women in Data Science Poster Presentation in the 1st NSF Diversity Day

HONORS AND AWARDS
Pacemaker Award (Apr. 2022)- Top honor from the College of Business in University of Toledo to recognizes exemplary achievement and service to the Toledo community.
Professor Udayan Nankeolyar Scholarship (Apr. 2022) – University of Toledo
Nominated Candidate for Best Papers - The Hawai'i International Conference on System Sciences 55th (Jan. 2022)
Doctoral Consortium- 52nd Annual Meeting of the Decision Sciences Institute 2021 (Nov. 2021)
Doctoral Consortium for Early Students- Americas Conference on Information Systems 2021 (Aug. 2021)
Outstanding Student Research Paper Award – Information Systems Track of Midwest Business Administration Association Conference 2020
CMA Scholarship – the Association of Accountants and Financial Professionals in Business

PROFESSIONAL EXPERIENCES
Instructor/ Teaching & Research Assistant
University of Toledo   (Fall 2018- Current)
- Teaching, tutoring, grading.
- Research assistance: literature review, survey development.

Website Management Intern
Midstory, Toledo, OH   (June 2017 - Aug 2017)
- Customized and managed the company's website with Wordpress, HTML, CSS, Javascript.
- Assistance in editing photo and video content.

Research Assistant Intern
Resonance Group, Toledo, OH   (June 2017 - Aug 2017)
- Learnt programming with multiple languages within 3 months and participated in real projects.

Public Auditing Intern
Moore Stphens Da Hua CPAs, China   (Dec 2015 - Apr 2016)
- Top 10 CPA firm in China.
- Worked for the entire annual report season. Audited cash, expenses, inventory, fixed assets, accounts payable and receivable. Participated in financial report consolidation work.
- Applied different audit procedures such as substantive tests, confirmation, and analytical procedures.

Accounting Intern
Harbor Luqiao Corporation, Taizhou, China   (July 2015 - Aug 2015)
- Organized the accounting journals of a paused construction projects, found errors, formed T accounts and trial balance sheet using Excel.

SKILLS
Research Methodology: interview, grounded theory method, survey, structure equation modeling, text analysis.
Software: NVIVO, KNIME, SPSS, AMOS, SAP, PowerBI, Tableau, Arena, Python/C#/ R programming, Microsoft Office, Visual Studio, SQL Server, HTML, JavaScript, Premiere Pro/ After Effects/ Photoshop/ Adobe Flash Media Editing, Solidworks,

CERTIFICATES
Online Teaching Certificate
University of Toledo | Issued in August 2021

Social-Behavioral-Educational Researchers and Students
CITI Program | Issued in March 2021

LANGUAGE
Chinese & English

PROFESSIONAL ASSOCIATIONS
- Association for Information Systems (AIS): student member
- Decision Sciences Institute (DSI): student member
- The Society's approach to Production and Operations Management: student member

REFERENCES
Dr. Iryna Pentina
Professor, Marketing Department
University of Toledo
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Dr. Benjamin George
Assistant Professor, IOTM Department
University of Toledo
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