

Dr. Yuxiao (Rain) Luo

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EDUCATION

Baruch College & The Graduate Center (CUNY), Zicklin School of Business Ph.D., Business (Information Systems)	New York, NY 2023
Baruch College & The Graduate Center (CUNY), Zicklin School of Business M.Phil., Business (Information Systems)	New York, NY 2020
Fordham University, Gabelli School of Business M.S., Applied Statistics and Decision-Making	New York, NY 2017
Tianjin University of Finance & Economics, School of Business Dual: B.S., Management and Economics	Tianjin, China 2015

RESEARCH INTERESTS

Digital Nudging; Human-AI Interaction; Platform Economy; Corporate Social Responsibility; Cybersecurity.

EMPLOYMENT

Tenure-track Assistant Professor of CIS Walker College of Business Appalachian State University	Jan 2024 - Present
Graduate Assistant Zicklin School of Business Baruch College (CUNY)	2018 – 2023
Research Assistant Laboratory of Informatics and Data Mining Fordham University	2016 - 2017

AWARDS & GRANTS

1. Doctoral Student Research Grant 2022 (The Graduate Center, CUNY)
2. Donald Vredenburg Research Grant 2022 (Baruch College, CUNY)
3. Mills & Tannenbaum Research Excellence Award 2021 (CUNY)
4. Digital Fellow Scholarship 2020 – 2023 (Graduate Center Digital Initiatives, CUNY)
5. Data For Public Good Grant 2020 (Graduate Center Digital Initiatives, CUNY)
6. Doctoral Student Research Grant 2020 (The Graduate Center, CUNY)
7. John Elliot Teaching Award 2018 (Baruch College, CUNY)

PUBLICATIONS & BOOKS

1. **Luo, Y.**, Kumar, N., & Yazdanmehr, A. “Algorithmic Nudging, Transparency and Platform Trust: An Investigation of User Decision Quality In Online Recommendation” (2024). *SAIS 2024 Proceedings*.
2. **Luo, Y.**, Kumar, N., & Yazdanmehr, A. “Why I Chose the Product I Didn’t Want? The Undesired

- Impact of Recommendation Badge” (2023). *NEAIS 2023 Proceedings*.
3. **Luo, Y.**, French, C., Yoong, D., & Mascarenhas, R. 2023. *Data Analytics in Digital Research with R*. <https://gcdf-cuny.gitbook.io/data-analytics-in-digital-research-with-r>.
 4. **Luo, Y.**, Kumar, N., & Yazdanmehr, A. “Digital Nudging and Transparency: An Experimental Study of Two Types of Recommendation Badges” (2023). *AMCIS 2023 Proceedings*. 16.
 5. **Luo, Y.**, Peifer, J., & Huang, L. “Corporate Social Responsibility Consistency: Moral Sensemaking from Top Management Team to Online Social Media” (2023). *AMCIS 2023 Proceedings*. 19.
 6. **Luo, Y.**, Kristal, B.S., Schweikert, C., & Hsu, D.F. “Combining Multiple Algorithms for Portfolio Management using Combinatorial Fusion” (2017). *IEEE 16th International Conference on Cognitive Informatics & Cognitive Computing Proceedings*, 361 - 366.

JOURNAL SUBMISSIONS

1. **Luo, Y.**, Kumar, N., & Yazdanmehr, A. “AI Nudging and Decision Quality: Evidence from Randomized Experiments in Online Recommendation Setting.” (Under review at *Decision Support Systems*)
2. **Luo Y.**, Peifer, J., & Brockman, Elias. “Can Generative AI be an Artificial Moral Agent? A Study of Fortune Global 500 CSR Reports Using LLM.” (Finalizing for submission to *Information Systems Frontiers*)

WORKING PAPERS

1. “Prompt with Nudges: A Study of User’s Perceptions of AI-generated Answer”, with Adel Yazdanmehr and Nanda Kumar. (In preparation for follow-up data collection. Target: *Journal of the Association for Information Systems*)
2. “Protecting Users from Phishing Attack: A Nudging Approach”, with Adel Yazdanmehr and Nanda Kumar. (In preparation for data collection. Target: *MIS Quarterly*)
3. “Study of Company ESG and Financial Performance”, with Jared Peifer and Mert Demir (Data analysis completed. Target: *Journal of Business Ethics*)
4. “CSR Consistency between Top Management Team and Social Media”, with Jared Peifer and Linmei Huang. (Data collection completed. Target: *European Journal of Information Systems*)
5. “An Investigation of AI Bias in the Interview Process”, with Drew Sipe and Jeff Kaleta. (In preparation for data collection. Target: *European Journal of Information Systems*)
6. “An Investigation of Online Technology Degree and Employment: Evidence from LinkedIn”, with Ada Wang, Setareh Seraj, and Chengxin Cao. (Data analysis completed. Target: *MIS Quarterly*)
7. “An Investigation of Sharing Economy Policy and Societal Impact: Evidence from Airbnb”, with Jooho Kim and Nanda Kumar (Data analysis completed. Target: *Information Systems Journal*)

CONFERENCE PRESENTATIONS AND INVITED TALKS

1. “Can AI be a Moral Agent? A Study of Fortune Global 500 CSR reports using LLM”
2024 Annual NEAIS Conference, Worcester, MA, USA
2. “Informing AI Ethics” (as an invited panelist)
2024 INFORMS Annual Meeting, Seattle, WA, USA
3. “Algorithmic Nudging: Transparency, and Platform Trust: An Investigation of User Decision Quality in Online Recommendation”
2024 The 26th SAIS Conference, Gulf Shores, AL, USA
4. “Why I Chose the Product I Didn’t Want? The Undesired Impact of Recommendation Badge”
2023 Annual NEAIS Conference, Durham, NH, USA
5. “Explainability and Preference Manipulation of Algorithmic Nudge”
2023 INFORMS Annual Meeting, Phoenix, AZ, USA
6. “Digital Nudge & Transparency: Experimental Study of Two Types of Recommendation Badges”
2023 AMCIS, Panama City, Panama
7. “CSR Consistency: Moral Sensemaking from Top Management Team to Online Social Media”

2023 AMCIS, Panama City, Panama

8. "Theorizing and Measuring Persistent-Normative Corporate Social Responsibility"
2021 IABS Annual Conference, Virtual
9. "Moral Sensemaking, Organizational Character and CSR among Fortune Global 500"
2020 EGOS Colloquium, Virtual
10. "CSR Sensemaking: A Methodological Paper on Analyzing Moral Framing in Corporate Social Responsibility Reports"
2019 Academy of Management, Boston, MA, USA
11. "CSR Sensemaking: Analyzing Moral and Instrumental Frames in Corporate Social Responsibility Reports"
2019 International Association for Business and Society (IABS), San Diego, CA, USA
12. "Combining Multiple Algorithms for Portfolio Management using Combinatorial Fusion"
2017 International Conference on Cognitive Informatics and Cognitive Computing, Oxford, UK

TEACHING INTEREST & EXPERIENCE

I am interested and ready to teach courses in Data Analytics using Python and R, Machine Learning and AI, Cybersecurity, Business Intelligence, Management Information Systems and Technologies, FinTech, Database Systems and Applications, System Analysis and Design, Big Data, Text Mining & NLP, Generative AI.

Instructor, Appalachian State University

Introduction to Business Analytics using Spreadsheet Technology – CIS 1060	2024 - 2025
Evaluation: 4.4/5	
Artificial Intelligence, Business Systems, and Cybersecurity – CIS 2350	Spring, 2025

Instructor, Baruch College (CUNY)

Programming and Computational Thinking with Python (GitHub) – CIS 2300	2022 - 2023
Evaluation: 4.1/5	
Programming for Business Analytics with Python (GitHub) – CIS 3120	2022 - 2023
Evaluation: 4.3/5	
Introduction to Information Systems and Technologies – CIS 2200	2019 - 2023
Evaluation: 4/5	
Business Statistics I – STA 2000	2017 – 2019
Evaluation: 4/5	

Instructor & TA, Doctor of Business Administration Program, Baruch College

R Programming Summer Bootcamp	2023
Econometric Methods for Business Research I – DBA 90102	2017 – 2022
(Under Dr. Sebastiano Manzan)	
Econometric Methods for Business Research II – DBA 90112	2019 – 2020
(Under Dr. Sebastiano Manzan)	
Qualitative Method for Business Research I – DBA 90111 (Under Dr. Karl Lang)	Spring, 2019
Management of Innovation – DBA 90204 (Under Dr. Maria Halbinger)	Spring, 2019

Teaching Assistant, Fordham University

Global Investment Principles – FNGB 7430 (Under Prof. Yusif Simaan)	Fall 2016
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Workshop Instructor at Digital Research Institutes, The Graduate Center (CUNY)

Intro to R, Intro to Qualitative Analysis and RQDA, Predictive Modeling in R, Data Analysis in R, Text Analysis in R. (materials on GitHub)	2020 – 2023
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SELECTED COURSES & WORKSHOPS

Key Ph.D. Coursework (**Baruch College, CUNY**):

Individual Level Information Systems Research; Information Economics; IS and Organization;

Qualitative Research Method; Quantitative Research Method; Systems Development; Virtual Teams;
Data Science

Key Ph.D. Coursework (**The Graduate Center, CUNY**):

Econometrics I; Econometrics II; Artificial Intelligence; Neural Network and Deep Learning; Data
Visualization

Key Ph.D. Workshops:

Econometrics Workshop; Machine Learning Workshop; Workshop of Qualitative Comparative Analysis;
Workshop of R; Workshop of STATA

ACADEMIC & PROFESSIONAL SERVICE

Walker College of Business, Appalachian State University

Member of Curriculum Committee (AI and Analytics) 2024 – Present

Member of AI Task Force 2024 - Present

New England Chapter of the Association for Information Systems (NEAIS)

Board member 2024 – Present

Session chair, Annual Conference of NEAIS 2023, 2024

Association for Information Systems (AIS)

Member 2017 – Present

The Institute for Operations Research and the Management Sciences (INFORMS)

Member 2018 – Present

REVIEW ACTIVITIES

Journal of Electronic Commerce Research and Applications

Journal of the Southern Association for Information Systems

AMCIS (2018, 2019, 2020, 2022, 2023, 2024)

ICIS (2018, 2012, 2020, 2021, 2023, 2024)

UK Academy for Information Systems (UKAIS) Annual Conference (2024)

SOFTWARE AND SKILLS

Software: R, Python, STATA, SQL, MATLAB, C++, JavaScript, Tableau, LaTeX, SPSS, VBA

Skills: Machine Learning; Text Mining; Nature Language Processing; Big Data; Topic Modeling;
Sentiment Analysis; Web Scraping; Object Oriented Design; Databases; Cloud Computing;
Econometrics; Structural Equation Modeling

REFERENCES

Nanda Kumar

Professor and Chair of Department of Information Systems and Statistics,
Zicklin School of Business, Baruch College (CUNY)

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Adel Yazdanmehr

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Jooho Kim

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