CAROLINA A. DE LIMA SALGE

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ACADEMIC APPOINTMENTS

University of Georgia, Terry College of Business

> Assistant Professor, 2020 – present

Wake Forest University, School of Business

> Assistant Professor, 2018 – 2020

EDUCATION

University of Georgia, Terry College of Business

> PhD, Management Information Systems, 2018

> Dissertation: Understanding Bots in Social Movements. Committee: Elena Karahanna (Chair), Richard T. Watson, Nicholas Berente, Hani Safadi, Weifeng Li

Clemson University, College of Business

> MA, Economics, May 2010

> Thesis: The ATP World Tour: How Do Prize Structure and Game Format Affect the Outcome of a Match? Committee: John Warner (Chair), Robert D. Tollison, Michael T. Maloney

Clemson University, College of Architecture, Arts, and Humanities

> BA, Language (Spanish) and International Trade (Economics), May 2008

JOURNAL PUBLICATIONS

1. Möhlmann, M., **Salge, C.**, & Marabelli, M. 2023. (Accepted May 19, 2022). Algorithm Sensemaking: How London Drivers are Solving the Tricky Puzzle of Uber's Algorithmic Management. *Journal of AIS*, 24 (1), 35-64.

   - ***** 2023 Runner-Up Paper of the Year Award from Journal of AIS *****

2. Berente, N., **Salge, C.**, Mallampalli, V. K., & Park, K. 2022. (Accepted April 16, 2022). Rethinking Project Escalation: An Institutional Perspective on the Persistence of Failing Large-Scale Information System Projects. *Journal of Management Information Systems*, 39 (3), 640-672.

3. Cohen, J., Lisa, G., Montague, N., **Salge, C.**, & Wayne, J. 2022. (Accepted January 13, 2022). The Effects of Audit Guidance on Auditor's Evaluations of Fair Value Estimates. *AUDITING: A Journal of Practice & Theory*, 41 (4), 85-105.

4. **Salge, C.**, Karahanna, E., & Thatcher, J. 2022. (Accepted February 23, 2021). Algorithmic Processes of Social Alertness and Social Transmission: How Bots Disseminate Information on Twitter. *MIS Quarterly*, 46 (1), 229-259.

   - ***** 2022 Paper of the Year Award from MIS Quarterly *****

- ***** 2022 Senior Scholars Best Paper Award from AIS *****

5. Criado MF, Sá e Silva M, Lee DH, **Salge C.**, Spackman E, Donis R, Wan X-F, Swayne DE. 2020 (Accepted September 22, 2020). Cross-protection by inactivated H5 prepandemic vaccine seed strains against diverse goose/Guangdong lineage H5N1 highly pathogenic avian influenza viruses. *Journal of Virology*, 94 (24), 1-18.

6. Thomaz, F., **Salge, C.**, Karahanna, E., & Hulland, J. 2020. (Accepted September 24, 2019). Learning From the Dark Web: Leveraging Conversational Agents in the Era of Hyper-Privacy to Enhance Marketing. *Journal of the Academy of Marketing Science*, 48 (1), 43-63.

7. Byon, K. K., **Salge, C.**, Baker, T. A., & Jones, C. W. 2020 (Accepted August 29, 2019). Team identification and negotiation: A mediated-moderation model of constraints, motivation, and sport consumption. *Sport Marketing Quarterly*, 29 (4), 282-295.

8. **Salge, C.** & Karahanna, E. 2018 (Accepted December 8, 2016). Protesting Corruption on Twitter: Is It a Bot or Is It a Person? *Academy of Management Discoveries*, 4 (1), 32-49.

9. **Salge, C.** & Berente, N. 2017 (Accepted December 28, 2016). Is That Social Bot Behaving Unethically? *Communications of the ACM*, 60 (9), 29-31.

10. **Salge, C.**, Byon, K. K., & Baker, T. A. 2015 (Accepted September 21, 2014). The Limiting Use of Meta-Analysis in Sport Management: A Case of Constraints and Sport Leisure Consumption. *Journal of Contemporary Athletics*, 9, (2), 75-99.

MANUSCRIPTS UNDER REVIEW

1. [Title Redacted]. **Salge, C.**, Li, W., Schecter, A. & Karahanna, E. Third Round Revise & Resubmit at *MIS Quarterly*.

2. [Title Redacted]. **Salge, C.**, Ashoor, T., & Feine, J. Under Review at *Journal of AIS*.

3. [Title Redacted]. **Salge, C.**, Moravec, P., Pye, J., & Kane, G. Under Review at *Journal of Management Information Systems*.

4. [Title Redacted]. Kane, G., Karahanna, E., Boudreau, M. C., Xue, L., Li, W., Schecter, A., & **Salge, C.** Under Review at *MIS Quarterly*.

MANUSCRIPTS NEARING SUBMISSION

5. **Salge, C.** Algorithmic Social Influence. Writing Phase, Target: *MIS Quarterly*.

6. Smith, R. Wang, P. **Salge, C.**, & Shin, B. Instagram Face and the Algorithm: How Popularity-Integrated Recommender Systems Homogenize Beauty Standards and Lower User Well-Being. Data Collection Phase (for Study 3, Studies 1 and 2 Completed), Target: *PNAS*.

WORKING PAPERS

7. Arjmandi, H., **Salge, C.**, & Karahanna, E. Synthetic Empathy: Reconceptualizing Empathy for Conversational Agents. Writing Phase, Target: *MIS Quarterly*.

8. **Salge, C.**, Schecter, A.**,** & Karahanna, E. Designing Rigorous Experiments with Generative AI: Opportunities, Threats, and Best Practices. Writing Phase, Target: *Academy of Management Journal*.

9. Kim, R., **Salge, C.**, Mishra, A., & Zalmanson, L. Generative AI, Copyright Law, and the Authenticity Paradox in Creative Work. Conceptual Development Phase, Target: *MIS Quarterly* (Special Issue on AI-IA Nexus).

GRANTS

- 2021 Presidential Interdisciplinary Seed Grant Program, University of Georgia. Title: From AI Ethics to AI Aesthetics: Artificial Intelligence and Aesthetic Harm ($145,054). Awarded November 8, 2021. PI: Meskin, A., Co-PI: **Salge, C.**, Wang, P., Saltz, D., Abraham, A. Wallace, I., Smith, R., Geha, K.

- 2023 Terry Teaching Innovation Grant, Terry College of Business, University of Georgia. Title: Enhancing SQL Learning through Animated PowerPoint Presentations ($5,000). Awarded April 12, 2023. PI: Huber, M., **Salge, C.**, Srinivasan, N.

REFEREED CONFERENCE PAPERS AND PROCEEDINGS

1. **Salge, C.** 2025. Designing Rigorous Experiments with Generative AI: Opportunities, Threats, and Best Practices. *INFORMS*, in Atlanta.

2. **Salge, C.**, Priante, A., & Schecter, A. 2025. Bots in Organizations. Organizer and Presenter of Professional Development Workshop at the *Academy of Management Conference (AoM)*, Sponsored by the CTO Division, in Copenhagen, Denmark.

3. **Salge, C.**, Priante, A., & Schecter, A. 2024. Analyzing Bots in Social Networks: Theories, Literature, Methods, and Ethics. Organizer and Presenter of Professional Development Workshop at *European Conference on Information Systems (ECIS)*, in Paphos, Cyprus.

4. **Salge, C.** & Karahanna, E. 2024. Designing Bot Experiments. *Statistical Challenges in E-Commerce Research (SCECR)*, in Lisbon, Portugal.

5. **Salge, C.**, Priante, A., & Schecter, A. 2024. Next Decade Bot Research. Organizer and Presenter of Professional Development Workshop at the *Academy of Management Conference (AoM)*, Sponsored by the CTO Division, in Chicago.

6. **Salge, C.**, Priante, A., & Schecter, A. 2023. Bot Theory, Methods, and Ethics. Organizer and Presenter of Professional Development Workshop at the *Academy of Management Conference (AoM)*, Sponsored by the CTO Division, in Boston.

7. **Salge, C.**, Priante, A., & Schecter, A. 2022. Researching Bots in Online Social Networks. Organizer of Professional Development Workshop at the *Academy of Management Conference (AoM)*, Sponsored by the CTO Division, in Seattle.

8. **Salge, C.** & Berente, N. 2015. Pair Programming Vs. Solo Programming: What Do We Know After 15 Years of Research? *Hawaii International Conference on System Sciences (HICSS)*, Hawaii.

9. **Salge, C.** 2015. Pulling the Outside In: A Transactional Cost Perspective on IT Insourcing. *Americas Conference on Information Systems (AMCIS)*, Puerto Rico.

10. **Salge, C.** 2014. Is Wi-Fi the Answer to NFL's Empty Seats? *Americas Conference on Information Systems (AMCIS)*, Savannah, Georgia.

11. **Salge, C.** & Berente, N. 2014. Pair Programming: A Contingency Approach. *Americas Conference on Information Systems (AMCIS)*, in Savannah, Georgia.

12. **Salge, C.** 2014. Understanding Task-Technology Fit Evolvement: A Conceptual Framework. *Southern Association for Information Systems Conference (SAIS)*, Macon, Georgia. (**Runner-up best paper award**).

13. **Salge, C.**, Byon, K. K., & Baker, T. A. 2013. Team Identification and Negotiation: A Mediated-Moderation Model for Sport Consumption. *Sport Marketing Association Conference (SMA)*, in Albuquerque, New Mexico (**Best paper award**).

INVITED PRESENTATIONS

1. Bentley University, October 2024, Boston, MA, "The Volume-Relevance Trade-Off: Bots, Social Media, and Antecedents of Information Curation"

2. University of Georgia, September 2023, Athens, GA, "Trust and Transparency in Symptom Checkers"

3. University of Maryland, March 2023, College Park, MD, "Chatbots, Emojis, and Self-disclosure in Online Dating"

4. University of Cologne, June 2023, Cologne, Germany, "Volume-Relevance Trade-Off: Bots, Social Media, and Antecedents of Information Curation"

5. ESSEC Business School, June 2023, Paris, France, "Volume-Relevance Trade-Off: Bots, Social Media, and Antecedents of Information Curation"

6. Rotterdam School of Management, Erasmus University, June 2023, Rotterdam, Netherlands, "Volume-Relevance Trade-Off: Bots, Social Media, and Antecedents of Information Curation"

7. University of Georgia, September 2020, Athens, GA, "Chatbots, Emojis, and Self-Disclosure of Personal Information in Online Dating"

8. University of Notre Dame, April 2020, South Bend, IN, "Algorithmic Processes of Social Alertness and Social Transmission: How Bots Disseminate Information on Twitter"

9. University of Georgia, February 2020, Athens, GA, "Algorithmic Processes of Social Alertness and Social Transmission: How Bots Disseminate Information on Twitter"

10. Wake Forest University, January 2020, Winston-Salem, NC "Exploring the "Evolution-in-Use" of Technology: A Sensemaking Perspective"

11. Berry College, April 2018, Rome, GA, "Who is to Blame? Culpability and Unethical Algorithmic Behavior"

12. Seoul National University, December 2017, Seoul, South Korea, "Deliberate and Incidental BrokeCasting: The Role of Bots in Social Movements"

13. Iowa State University, October 2017, Ames, IA, "Understanding Bots in Social Movements"

14. Wake Forest University, October 2017, Winston-Salem, NC, "Understanding Bots in Social Movements"

15. Oklahoma State University, October 2017, Stillwater, OK, "Understanding Bots in Social Movements"

16. University of South Florida, October 2017, Tampa, FL, "Understanding Bots in Social Movements"

17. Temple University, October 2017, Philadelphia, PA, "Understanding Bots in Social Movements"

18. Clemson University, February, 2017, Clemson, SC, "Protesting Corruption on Twitter: Is It a Bot or Is It a Person?"

19. Massachusetts Institute of Technology, October, 2015, Cambridge, MA, "Protesting Corruption on Twitter: Is It a Bot or Is It a Person?"

20. Georgia State University, April, 2015, Atlanta, GA, "Protesting Corruption on Twitter: Is It a Bot or Is It a Person?"

21. University of Liechtenstein, IS Research Quality Seminar, Flumserberg, Switzerland, February, 2015, "Dynamic Task Technology Fit: A Sensemaking Perspective"

AWARDS AND HONORS

- Journal of AIS Runner-Up Paper Award, 2023
- AIS Early Career Award, 2023
- MIS Quarterly Best Paper Award, 2022
- "This IS Research" Podcast Trailblazer Paper Award, 2022
- AIS Senior Scholars Best Paper Award, 2022
- Outstanding Teaching Award, Wake Forest University, 2018
- Dissertation Completion Award, University of Georgia, 2017
- Outstanding Teaching Assistant Award, University of Georgia, 2016
- Graduate Student Case Competition Winner, Sport Marketing Association, 2012
- Most Outstanding Graduate Assistant, Clemson University, 2010

PRESS COVERAGE

- Minnesota Attorney General's Report on Emerging Technology and Its Effects on Youth Well-Being, The Office of Minnesota Attorney General Keith Ellison, February 2025
- How Social Media Algorithms Shape What We see (and Why It Matters for Parents and Caregivers), Classification Office, February 10, 2025
- Let's Talk A-Bot It: The Growing Uses of AI Online, UGA Today, April 3, 2024
- A New Way to Think About Bots. Terry Press Release, February 6, 2024
- Are Bots the New Internet Influencers? The Irish Times, June 8, 2017
- Researchers Expose Invisible Change on Amicable Media. Global News Connect, June 5, 2017
- What Does It Really Mean When a Story Is 'Trending?' Consumer Affairs, June 2, 2017
- Twitter "Bots" May Help Drive Social Movements. Business Standard, Gadgets Now, Daily News and Analysis, NewsDog, India Today, Asian Age, Deccan Chronicle, The Indian Express, Dot Emirates, May 31, 2017
- UGA Researchers Uncover Invisible Influence on Social Media. Metro Atlanta CEO, Middle Georgia CEO, August CEO, Albany CEO, Savannah CEO, May 31, 2017
- Invisible Twitter Bots May Influence Dialogue. Engineering and Technology, May 31, 2017
- Researchers Uncover Invisible Influence of Bots on Social Media. Science Daily, May 30, 2017 - Tech Explore, May 31, 2017
- Bots Can Have an Invisible Influence on Social Media. Innovation Toronto, May 30, 2017
- Bot Influence on Social Media Is More Powerful Than You Think. Electronics 360, May 30, 2017
- Connecting the Bots: UGA Researchers Uncover Invisible Influence on Social Media. UGA Today, Terry Press Release, May 30, 2017

PUBLIC SCHOLARSHIP

- Jetha, K. & **Salge, C**. 2015. Information Spillovers from Protests against Corporations: An Interview with the Authors. *Administrative Science Quarterly Blog.* **(A top post of 2015).**

TEACHING

WAKE FOREST UNIVERSITY

*** 2018 Outstanding Teaching Award ***

Intro to Programming with R, BAN 6003

- Summer 2018a (4.5/5.0)
- Summer 2018b (4.1/5.0)
- Summer 2019a (4.5/5.0)
- Summer 2019b (4.4/5.0)

Data Management, BAN 6020

- Fall 2018a (4.6/5.0)
- Fall 2018b (4.4/5.0)
- Fall 2019a (4.3/5.0)
- Fall 2019b (4.1/5.0)

UNIVERSITY OF GEORGIA

*** 2016 Outstanding Teaching Assistant Award ***

User Behavior & Innovation, MIST 9750 (Ph.D. Seminar)

- Spring 2024 (5.0/5.0)

Data Management, MIST 4610 (Undergraduate)

- Fall 2014 (4.7/5.0)
- Fall 2015a (4.4/5.0)
- Fall 2015b (4.3/5.0)
- Summer 2015 (4.7/5.0)
- Summer 2017 (4.7/5.0)
- Fall 2022a (3.7/5.0)
- Fall 2022b (4.1/5.0)
- Fall 2023a (3.9/5.0)
- Fall 2023b (4.0/5/0)
- Fall 2024a (4.8/5.0)
- Fall 2024b (4.6/5/0)
- Fall 2024c (4.3/5/0)

Advanced Data Management & Analytics, MIST 5730 (Undergraduate)

- Spring 2022 (4.8/5.0)
- Spring 2023 (4.6/5.0)

Business Intelligence, MIST 5620 / MIST 7770 (Undergraduate/Masters)

- Fall 2016 (4.8/5.0)
- Fall 2020 (4.2/5.0)
- Spring 2021 (4.3/5.0)
- Spring 2022 (4.6/5.0)

PROFESSIONAL SERVICES

Editorial Service

- Editorial Review Board Member for *Information Systems Research*, 2024 – present
- Editorial Review Board Member for *Journal of the Association for Information Systems*, 2024 – present

- Associate Editor for *Journal of Strategic Information Systems* special issue on the ethical and DEI implications of immersive platforms, 2024

Other Journal Service

- Social Media Director for *MIS Quarterly*, 2017 – 2022

Article Reviewer for:

- *MIS Quarterly*, 2025, 2024, 2023, 2022, 2021, 2020, 2019, 2018, 2014
- *Information Systems Research*, 2025, 2024, 2023, 2022, 2021, 2020, 2018
- *Journal of Management Information Systems*, 2025, 2024, 2023, 2022, 2020
- *Journal of the Association for Information Systems*, 2025, 2024, 2023
- *Information and Organization*, 2024, 2023, 2018
- *Management Science*, 2017, 2022
- *IEEE Systems Journal*, 2015
- *International Conference on Information Systems*, 2013 – 2023
- *Hawaii International Conference on System Sciences*, 2014 – 2016
- *European Conference on Information Systems*, 2023, 2015
- *Academy of Management Conference*, 2024, 2023, 2014

Conference Service

- Mini-track Co-Chair, Adoption and Diffusion of Artificial Intelligence Track, *AMCIS 2025,* Montreal, Canada (with Aaron Schecter and Akshat Lakhiwal)
- Social events Co-Chair, *ICIS 2020*

Associate Editor

- *International Conference on Information Systems*, 2023, 2022, 2021, 2020, 2019
- *European Conference on Information Systems*, 2024, 2023, 2022

INSTITUTIONAL SERVICES

Wake Forest University

- Tenure-Track Faculty Position, Recruiting Committee, 2018 – 2019
- Non-Tenure Track Faculty Position, Recruiting Committee, 2018 – 2019

University of Georgia

- MIS Meet the Paper Series, 2014 – 2016 (Student) and 2023 – present (Faculty)
- Social Media MIS Department, 2020 – 2023 (Faculty)
- Tenure-Track Faculty Position, Recruiting Committee (MIS, FACS, and Sociology Departments), 2022 – 2024 (Faculty)
- MIS Weekly Workshop Series, 2014 – 2016 (Student)

ATHLETIC EXPERIENCE

- Varsity Tennis & NCAA Final Four (2005), Clemson University, 2005-2008
- All-American (Ranked #5 NCAA) & Most Valuable Player of ACC Tournament, 2008