

Keyu Cui (崔珂瑜)

Ph.D. in Information Systems, Xi'an Jiaotong University
cuikeyu123@outlook.com | 13572181439 | Male | 1999.04



Education

Xi'an Jiaotong University , Xi'an, China	2022.02 – present
<i>Ph.D.</i> student in <i>Information Systems</i> (Supervisor: Shan Liu)	
HEC Paris , Paris, France	2024.02 – 2025.07
Joint <i>Ph.D.</i> student in <i>Information Systems</i> (Supervisor: Xitong Li)	
Xi'an Jiaotong University , Xi'an, China	2020.09 – 2022.02
<i>M.S.</i> student in <i>Information Systems</i>	
University of Electronic Science and Technology of China , Chengdu, China	2016.09 – 2020.07
<i>B.S.</i> in <i>Computer Science</i> & <i>B.S.</i> in <i>Finance</i> , GPA: 3.91/4 (Rank #1)	

Research Interest

Social Media; Digital Content Pricing; AI Management; AI for Science/Innovation

Methodology

Econometrics; Machine Learning; Causal Inference; Large-scale Social Computation; Text Mining

Selected Working Papers

- Shan Liu, **Keyu Cui***, Xitong Li, Baojun Gao*. “Nudging Normative Online Reviewing Behaviors: Can Review Sorting Systems Help?”, *MIS Quarterly*, under minor revision. [UTD 24]
- Keyu Cui**, Fengyuan Liu, Yuan Yuan, Bedoor AlShebli, Shan Liu, Xitong Li. “Women Experience A Compound Disadvantage When Adopting Artificial Intelligence in Scientific Research”, *Nature Communications*, under 1st-round major revision. [Nature portfolio]
- Keyu Cui**, Hao Wang, Shan Liu. “Can Early Access Accelerate Views? The Impact of Time-Based Priority Service on Digital Content Consumption”, *Information Systems Research*, under 1st-round major revision. [UTD 24]
- Chenze Wang, **Keyu Cui**, Shan Liu, Xitong Li. “The Double-Edged Impact of Generative AI on Online Reputation Management: Evidence from Online Creative Communities”, *Information Systems Research*, under review. [UTD 24]
- Keyu Cui**, Chenze Wang, Shan Liu, “When Platforms Integrate Generative AI: The Dynamics of Professional Contribution in Artist Communities”, *Internet Research*, under review. [ABS 3]

Work in Progress

- Keyu Cui**, Xiang (Shawn) Wan, Shan Liu, Xitong Li. “AI-Induced Paradigm Shifts and Their Impact for Scientific Careers”, research in progress. [Targeting UTD 24 Journals]

2. **Keyu Cui**, Shan Liu, Xitong Li. “Atypical AI Adoption and Pivot in Research”, research in progress. [Targeting **PNAS/Nature portfolio**]
3. **Keyu Cui**. “Detecting Misinformation Through Relational Inconsistency: A Multi-Graph NLI-GNN Approach”, research in Progress. [Targeting **UTD 24 Journals**]
4. Mengshu Liu, **Keyu Cui***. When Overclaiming Backfires: Market Consequences of Authoritative ADAS Performance Disclosure. [Targeting **UTD 24 Journals**]

Honor and Awards

2023 CSC Scholarship

2020 Special Scholarship and Special Freshman Scholarship of Xi'an Jiaotong University

2018 **National Scholarship**; The First Prize Scholarship of UESTC

2017 **National Scholarship**; The First Prize Scholarship of UESTC

Projects

2021	Key Program of the National Natural Science Foundation of China	Participation
------	---	---------------

Teaching

2025	Information Systems Management and Digital Transformation	Teaching Assistant
------	---	--------------------