

# Keyu Cui

Ph.D. student in Information Systems  
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## Education

2024.02 – present Visiting *Ph.D.* student in *Information Systems*, HEC Paris, Paris, France.  
2022.02 – present *Ph.D.* student in *Information Systems*, Xi'an Jiaotong University, Xi'an, China.  
2020.09 – 2022.02 *M.S.* student in *Information Systems*, Xi'an Jiaotong University, Xi'an, China.  
2016.09 – 2020.07 *B.S.* in *Finance & B.S.* in *Computer Science*, University of Electronic Science and Technology (UESTC), Chengdu, China. GPA: 3.91/4 (**Rank #1**)

## Honors 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, etc.

## Research Interest

- User-generated Content; Content Pricing; AI for Science/Social Science

## Research Papers

- Shan Liu, **Keyu Cui**, Xitong Li, Baojun Gao. “Managing Online Reviewing Behaviors: Can Review Sorting Systems Help?”, *MIS Quarterly*, under 3rd-round review. [UTD 24]
- **Keyu Cui**, Shan Liu. “Can On-demand Priority Services Promote Content Consumption? Evidence from an Online Video Streaming Platform”, ready to submit.
- **Keyu Cui**, Fengyuan Liu, Shan Liu, Yuan Yuan, Xitong Li. “Gender Gaps in the AI Adoption in Science”, ready to submit.
- Chenze Wang, **Keyu Cui**, Shan Liu. “Is Generative AI Adoption Building or Burning Reputations? Evidence from Online Design Community”, research in progress.
- **Keyu Cui**, Fengyuan Liu, Shan Liu, Xitong Li. “How does AI for Science benefit scientific career?”, research in progress.
- Shan Liu, Huanyu Gong, **Keyu Cui\***. “The Role of Exploration and Exploitation in AI for Science”, research in progress.