

Keyu Cui (崔珂瑜)

Ph.D. in Information Systems, Xi'an Jiaotong University
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Education

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

1. 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**]
2. **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**]
3. **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**]
4. 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**]
5. **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

1. **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