

# YIHONG LIU

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## EDUCATION

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### PhD of Management Science

Aug. 2025

Concentration: Information Systems

The University of Texas at Dallas (UT Dallas)

### Bachelor of Management

Jul. 2019

Concentration: Information Management and Information Systems

Shanghai University of Finance and Economics (Sufe)

## WORK

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### Assistant Professor

Aug. 2025

Department of Management, Wilson College of Business

The University of Northern Iowa (UNI)

## RESEARCH INTERESTS

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My research explores the potential of Information Technology (IT) in empowering individuals, communities, organizations, and society by connecting data and decision-making. I focus on the design and analysis of IT artifacts, particularly in the realm of emergent technologies, to enhance decision-making processes across various contexts.

## PUBLICATIONS

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### Working Papers

1. Yihong Liu, Sumit Sarkar, and Syam Menon. *Recommending Teams in Online Communities*.
  - Under review at *Information Systems Research*.
2. Pelin Atahan, Monica Johar, Yihong Liu, and Sumit Sarkar. *The Sequential Offer Set Recommendation Problem Considering View and Purchase Actions of Users*.
  - Under revision based on feedback from journal submission (full version available for examination).

### Work in Progress

1. Yihong Liu, Sumit Sarkar, and Syam Menon. *Batching, Requester Utility and Fairness When Recommending Multiple Teams in Online Platforms*
2. Yihong Liu, Sumit Sarkar, and Syam Menon. *An Incremental Approach to Team Formation*

### Presentations: Refereed Conferences

1. Yihong Liu, Sumit Sarkar, and Syam Menon. *Batching and Fairness When Recommending Multiple Teams in Online Platforms*. International Conference on Information Systems, Nashville, U.S. (ICIS 2025) [https://aisel.aisnet.org/icis2025/da\\_bus/da\\_bus/17](https://aisel.aisnet.org/icis2025/da_bus/da_bus/17) **Best Paper Nominee**

2. Yihong Liu, Sumit Sarkar, and Syam Menon. *Batching, Requester Utility and Fairness When Recommending Multiple Teams in Online Platforms*. Biz AI Conference, UT Dallas 2025
3. Yihong Liu, Sumit Sarkar, and Syam Menon. *Collaboration Recommendations in Online Platforms*. Conference on Information Systems and Technology, Phoenix, U.S. (CIST 2023)
4. Yihong Liu, Sumit Sarkar, and Syam Menon. *Collaboration Recommendations for an Online Video Community*. 19th Annual Big XII+ MIS Research Symposium, Richardson, U.S. 2023
5. Yihong Liu, Sumit Sarkar. *Performance-Based Team Formation: Collaboration Recommendations in an Online Video Community*. Workshop on Information Technology and Systems, Copenhagen, Denmark (WITS 2022)
6. Yihong Liu, Yang Bao, Hui Fang. *SCNetworkViz: A Web-Based System for Interactive Visualization of Supply Chain Network*. Workshop on Information Technology and Systems, Santa Clara, CA, U.S. (WITS 2018). Demo available at <https://scnetworkviz.github.io/SCNetworkViz/>

### **Presentations: Non-Refereed Conferences**

1. Yihong Liu, Sumit Sarkar, and Syam Menon. *Requester Utility and Fairness When Recommending Multiple Teams in Online Platforms*. Statistical Challenges in Electronic Commerce Research, Paphos, Cyprus (SCECR 2025)
2. Yihong Liu, Sumit Sarkar, and Syam Menon. *An Incremental Approach to Team Formation*. INFORMS Annual Meeting, Phoenix, U.S. 2023
3. Yihong Liu. *Performance-Based Team Formation: Collaboration Recommendations in an Online Video Community*. INFORMS Annual Meeting, Indianapolis, U.S. 2022

### **TEACHING INTERESTS**

I have firmly embraced the belief that education serves as the key to unlocking a multitude of opportunities. Thus, I am dedicated to equipping students with crucial IT skills and business knowledge for their academic and professional success.

### **TEACHING EXPERIENCE**

#### **Wilson College of Business, UNI**

Cedar Falls, Iowa, U.S.

*Instructor of Record*

Year	Semester	Level	Class Title	Credit	Mode	Enroll	Student Assessment
2025	Fall	UGRD	Intro to IS	3	In-person	40	4.8/5
2025	Fall	UGRD	IS Management	3	In-person	23	4.1/5
2026	Spring	UGRD	Intro to IS	3	In-person	38	TBA
2026	Spring	UGRD	Intro to IS	3	In-person	40	TBA
2026	Spring	UGRD	Systems Analysis & Design	3	In-person	20	TBA

Year	Semester	Level	Class Title	Credit	Mode	Enroll	Course Excellence	Instructor Excellence
2024	Spring	UGRD	IT for Business	3	In-person	65	4.53/5	4.73/5
2023	Fall	UGRD	IT for Business	3	In-person	63	4.64/5	4.82/5
2022	Fall	UGRD	IT for Business	3	In-person	56	3.9/5	3.64/5

*Graduate Teaching Assistant*

Since joining UT Dallas in 2019, I have served as a teaching assistant for nearly twenty courses, spanning bachelor to Ph.D. levels. I have experience in diverse modalities, including in-person, online, and hybrid formats. The table below highlights some courses for which I was responsible:

Year	Semester	Level	Class Title	Instructor	Mode
2023	Summer	UGRD	Applied Machine Learning	Muhammad Sabir	In-person
2023	Spring	UGRD	Cybersecurity Governance	Taimur Khan	In-person
2021	Spring	GRAD	Topics in Industrial Organization	Jianqing Chen	Online
2020	Fall	UGRD	Intro to Healthcare IS	Mark Moonesinghe	Online
2020	Spring	UGRD	IT for Business	Prakash Shrivastava	In-person
2019	Fall	GRAD	IT for Management	Vijay Mookerjee	In-person

**School of Information Management and Engineering, SUFE**

Shanghai, P.R.C.

*Undergraduate Teaching Assistant*

Year	Semester	Level	Class Title	Instructor	Mode
2018	August	GRAD	Statistical Theory of Deep Learning	Ye Luo	In-person
2018	July	GRAD	Business Intelligence & Data Analytics	Beibei Li	In-person

**AWARDS AND HONORS**

2025	<b>Selection to Junior Faculty Consortium</b>	International Conference on Information Systems
2025	<b>Wilson College Scholar</b> , Wilson College of Business	UNI
2025	<b>Scholar with Distinction</b> , Jindal School of Management	UT Dallas
2024	<b>Dean's Excellence Graduate Scholarship</b> , Jindal School of Management	UT Dallas
2024	<b>Finalist, The Three Minute Thesis Competition</b>	UT Dallas
2023	<b>Selection to Doctoral Consortium</b>	International Conference on Information Systems
2019	<b>Outstanding Graduates of Shanghai</b>	Shanghai Municipal Education Commission
2018	<b>Yinyu Ye Scholarship</b>	SUFE
2017	<b>Second Prize</b> , The People's Scholarship	SUFE

## SERVICE

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**Journal Reviewer** Information Systems Research; Information Technology and Management; Electronic Commerce Research and Applications

**Conference Reviewer** ICIS (2025, 2024, 2023); PACIS 2024; WITS 2022

**Poster Judge** [Summer Platform for Undergraduate Research](#) Poster Contest at UT Dallas (2024, 2023); [Undergraduate Research Scholar Awards](#) Poster Contest at UT Dallas 2023

**Volunteer** [Biz AI Conference](#) (2025, 2024); IS job database maintenance (2024, 2023) at [ISJobs.xyz](#) (supporting the global IS community in academic job searches)

## CERTIFICATES

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2024 **Certificate in Effective Teaching Practice Framework**

Association of College and University Educators & American Council on Education

2023 **Adv. Graduate Teaching Certificate**, Center for Teaching and Learning

UT Dallas

2021 **Graduate Teaching Certificate**, Center for Teaching and Learning

UT Dallas

## CAMPUS TALKS

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2024 **Panelist**, “Undergraduate Research Info Session”, Freshman Mentor Program

UT Dallas

2023 **Panelist**, “[Flight Plan: Critical Information for New TAs and RAs](#)”

Office of Graduate Education

UT Dallas

## SKILLS

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**Programming:** C++, Java, Python, R, MATLAB, Gurobi, HTML/CSS, JavaScript, SQL

**Miscellaneous:** Linux, L<sup>A</sup>T<sub>E</sub>X, Tableau, Microsoft Office, Git

## LANGUAGES

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**English** Professional proficiency

**Chinese** Native proficiency in Mandarin and Hunanese (Hsiang)