YIHONG LIU

 1305 W 27th St CBB 259, Cedar Falls, IA 50614

 yihong.liu@uni.edu blog.yihong-liu.com/about 0000-0002-4055-3051

EDUCATION

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

Assistant Professor Aug. 2025

Department of Management, Wilson College of Business
The University of Northern Iowa (UNI)

RESEARCH INTERESTS

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

Working Papers

1. Yihong Liu, Sumit Sarkar, and Syam Menon. *Recommending Teams in Online Communities*.

   - Under preparation for submission to *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)

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
2025	Fall	UGRD	Intro to IS	3	In-person	40
2025	Fall	UGRD	IS Management	3	In-person	23

Naveen Jindal School of Management, UT Dallas　　　　　　　　Richardson, Texas, U.S.
Instructor of Record

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

SERVICE

Journal Reviewer Information Systems Research; Information Technology and Management

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

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

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

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

Miscellaneous: Linux, LaTeX, Tableau, Microsoft Office, Git

LANGUAGES

English Professional proficiency

Chinese Native proficiency in Mandarin and Hunanese (Hsiang)