

CURRICULUM VITAE

RUIYUN (RAYNA) XU

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EMPLOYMENT

- | | |
|--------------|--|
| 2023-present | Assistant Professor, Farmer School of Business, Miami University,
Oxford, Ohio, USA |
| 2021-2023 | International Postdoctoral Fellow, Shenzhen Research Institute of Big
Data, The Chinese University of Hong Kong, Shenzhen |
| 2020-2021 | Senior Research Assistant, Faculty of Business and Economics, The
University of Hong Kong |

EDUCATION

- | | | |
|-----------|---|----------------|
| 2014-2020 | City University of Hong Kong
<i>Ph.D. in Information Systems</i> | Hong Kong |
| 2010-2014 | Beijing Foreign Studies University
<i>B.S. in Computer Science</i> | Beijing, China |

RESEARCH INTERESTS

FinTech, Artificial Intelligence, Venture Capital, Blockchain, Information Search

JOURNAL PUBLICATIONS

- Fan, S., Ilk, N., Kumar, A., Xu, R., Zhao, J. L. 2024. Blockchain as a Trust Machine: From Disillusionment to Enlightenment in the Era of Generative AI. *Decision Support Systems*, 182.
- Xu, R., Chen, H., Zhao, J. L. 2023. SocioLink: Leveraging Relational Information in Knowledge Graphs for Startup Recommendations. *Journal of Management Information Systems*, 40(2), 655-682.
- Fan, S., Ilk, N., Kumar, A., Xu, R., Zhao, J. L. 2022. From Data Processing to Blockchain Networking: A Recount and Projection of Information Systems Research. *Quarterly Journal of Economics and Management*, 1(1), 169-194.

MANUSCRIPTS UNDER REVIEW

- Xu, R., Feng, Y., Chen, H., Karahanna, E. "ChatGPT vs. Google: A Comparative Study of Search Performance and User Experience", Under review at *Management Science*.
- Mu, W., Jiang, X., Xu, R. "Legitimation through Optimal Distinctiveness: Business Proximity and Legitimacy Attainment in Emerging-Technology Start-ups", Under review at *Strategic Entrepreneurship Journal*.
- Du, W., Huang Q., Xu, R. "Follow the Vine to Get the Melon: A Novel Multi-Faceted Deep Framework for Blockchain Phishing Fraud Detection", Under Review at *Decision Support Systems*.

Liang, S., Zhang, X., Xu, R., Li, Z., Guo, Z. “Unveiling Post-Booking Discrimination in the Sharing Economy: The Role of Rational Bias in Airbnb Host Responses”. Under review at *European Journal of Information Systems*.

RESEARCH IN PROGRESS

1. Xu, R., Cao, J, Chen, H., Zhao, J.L. “Using Machine Learning for Interorganizational Relation Management: The Case of Social Proximity Measurement”. Status: Under final preparation for submission to *Management Science*.
2. Xu, R., Yu, Y. “Visual Revolution: The Impact of Image Generative AI on Content Generation in Digital Platforms”. Status: Data Collection.
3. Qiu, X., Xu, R., Yuchtman, N. “Exit when Voice is Silenced? Hong Kong Emigration following the 2020 National Security Law”. Status: Manuscript Preparation.
4. Lee, G., Jones-Farmer A., Megahed F., Xu, R. “IQ-GAI: A Methodology to Assess the Information Quality in Generative AI Outputs”. Status: Data Collection.

PATENTS

Xu, Ruiyun, Hailiang Chen, J. Leon Zhao. “Searching Electronic Documents Based on Example-based Search Query”, 2020. (U.S. Patent No. 11386164; Filing Number 15/930,647). U.S. Patent and Trademark Office. July 12, 2022.

Xu, Ruiyun, Hailiang Chen, J. Leon Zhao. “System and Method for Conducting a Textual Data Search”, 2017. (U.S. Patent No. 10747759; Filing Number 15/631,077). U.S. Patent and Trademark Office. August 18, 2020.

CONFERENCE PROCEEDINGS

Li, Litao, Ruiyun Xu, J. Leon Zhao. 2023. Metaverse Knowledge Graph Construction: An Unsupervised Relation Extraction Approach based on Semantic Mining. *Americas Conference on Information Systems (AMCIS)*.

Xu, Ruiyun, Zhanbo Wang, and J. Leon Zhao. 2022. A Novel Blockchain-Driven Framework for Deterring Fraud in Supply Chain Finance, The 2022 *IEEE International Conference on Systems, Man, and Cybernetics (IEEE SMC)*, Prague, Czech Republic.

Xu, Ruiyun, Hailiang Chen, J. Leon Zhao. 2020. Measuring Social Proximity via Knowledge Graph Embedding. *International Conference on Information Systems (ICIS)*, Virtual.

Xu, Ruiyun, Hailiang Chen, J. Leon Zhao. 2018. smartCVC: A Novel Startup Selection Method for Corporate Venture Capital. *International Conference on Information Systems (ICIS)*, San Francisco, CA.

Xu, Ruiyun, Hailiang Chen, J. Leon Zhao 2018. smartCVC: Data Science Meets Corporate Venture Capital. *Americas Conference on Information Systems (AMCIS)*, New Orleans, LA, USA.

Xu, Ruiyun, Hailiang Chen, J. Leon Zhao. 2017. Predicting Corporate Venture Capital Investment. *International Conference on Information Systems (ICIS)*, Seoul, South Korea.

Xu, Ruiyun, Hailiang Chen, J. Leon Zhao. 2017. A Fast and Comprehensive Literature Search Tool for Information Systems Researchers. *International Conference on Information Systems (ICIS)*, Seoul, South Korea.

Xu, Ruiyun, Hailiang Chen, J. Leon Zhao. 2016. Topic Associations in Document Models for Ad Hoc Information Retrieval. *Pacific Asia Conference on Information Systems (PACIS)*, Chiayi, Taiwan.

PRESENTATIONS

- “Using Machine Learning for Interorganizational Relation Management: The Case of Social Proximity Measurement” (with Jiyin Cao, Hailiang Chen, and J. Leon Zhao), *Navigating New Horizons: Management Research in the Greater Bay Area*, Shenzhen, China, June 29, 2024.
- “Visual Revolution: The Impact of Image Generative AI on Content Generation in Digital Platforms” (with Yinan Yu), BizAI Conference at UT Dallas, Dallas, TX, March 30, 2024.
- “ChatGPT vs. Google: A Comparative Study of Search Performance and User Experience” (with Katherine Yue Feng, Hailiang Chen), Wharton Webinar on AI and Innovation, Virtual, March 1, 2024.
- “ChatGPT vs. Google: A Comparative Study of Search Performance and User Experience” (with Katherine Yue Feng, Hailiang Chen), Conference on Information Systems and Technology (CIST), Phoenix, AZ, October 2023.
- “ChatGPT vs. Google: A Comparative Study of Search Performance and User Experience” (with Katherine Yue Feng, Hailiang Chen), Business & Generative AI Workshop at Wharton, San Francisco, CA, September 8, 2023.
- “Using Machine Learning for Interorganizational Relation Management: The Case of Social Proximity Measurement” (with Jiyin Cao, Hailiang Chen, J. Leon Zhao). Informs Annual Meeting, Phoenix, AZ, October 2023.
- “Measuring Social Proximity via Knowledge Graph Embedding” (with Hailiang Chen and J. Leon Zhao), Conference on Information Systems and Technology (CIST), Virtual Conference, November 2020.
- “smartCVC: A Novel Startup Selection Method for Corporate Venture Capital” (with Hailiang Chen and J. Leon Zhao), Conference on Information Systems and Technology (CIST), Phoenix, USA, November 2018.
- “smartCVC: Data Science Meets Corporate Venture Capital” (with Hailiang Chen and J. Leon Zhao), Conference on Data Science for Business and Economics at Purdue University, West Lafayette, IN, USA, May 2018.
- “A Novel Literature Retrieval Model based on Wisdom of Crowds in the Citation Network” (with Hailiang Chen and J. Leon Zhao), The Informs Annual Meeting, Houston, United States, October 2017.
- “Abstract-based Literature Search for Information Systems Researchers” (with Hailiang Chen and J. Leon Zhao), The 11th China Summer Workshop on Information Management (CSWIM 2017), Nanjing, China, June 2017.

TEACHING EXPERIENCE

Miami University, Oxford, Ohio, USA

- ISA 281 A Business Programming: 2023/2024 Fall, 2023/2024 Spring, 2024/2025 Fall
- ISA 281 B Business Programming: 2023/2024 Fall, 2023/2024 Spring, 2024/2025 Fall

The Chinese University of Hong Kong, Shenzhen, China

- IBA6104 Programing for Business and Economics: 2021/22 Fall
- IBA6001 Introduction to Artificial Intelligence: 2021 Summer

ACADEMIC SERVICES

- Associate Editor: Decision Support Systems (DSS), 2023-present
- Managing Editor: Special Issue on Blockchain Technology and Applications of Decision Support Systems Journal (DSS), 2022-2024

- Session Chair for Informs Annual Meeting (Session: Artificial Intelligence in FinTech), Phoenix, Arizona, October 15-18, 2023.
- Conference Associate Editor: Pacific Asia Conference on Information Systems (PACIS) 2022: Mobile, IoT, and Ubiquitous Computing
- Journal Reviewer: MIS Quarterly (MISQ), Journal of Operations Management (JOM); ACM Transactions on Management Information Systems (TMIS); Information & Management (I&M), Electronic Commerce Research (ECR); Information Systems Frontiers (ISF)
- Conference Reviewer: International Conference on Information Systems (ICIS); Conference on Information Systems and Technology (CIST); Workshop on Information Technologies and Systems (WITS); Americas Conference on Information System (AMCIS), European Conference on Information Systems (ECIS), Hawaii International Conference on System Sciences (HICSS), Pacific Asia Conference on Information Systems (PACIS); China Summer Workshop on Information Systems (CSWIM)
- Conference Coordinator: International Conference on Smart Finance (ICSF) 2021

UNIVERSITY SERVICES

- Faculty Representative at Farmer School of Business Major Exploration Conference
- FSB International Studies Committee
- Presenter and Discussant the Miami AI Symposium: AI at the Intersection of Teaching, Learning, and the Future
- Faculty Representative of ISCM at Make it Miami!

HONORS AND AWARDS

Research Tuition Scholarship (Top 10%), City University of Hong Kong, 2016-2018
Outstanding Academic Performance Award, City University of Hong Kong, 2016-2018
Postgraduate Studentship, City University of Hong Kong, 2014-2018
Beijing Outstanding Graduate (Top 1%), Beijing Foreign Studies University, 2014
Outstanding Undergraduate Dissertation Award, Beijing Foreign Studies University, 2014
National Endeavor Fellowship, Beijing Municipal Commission of Education, 2013
First-Class Scholarship for Excellent Students, Beijing Foreign Studies University, 2011

TECHNICAL SKILLS

Programming: Python, C/C++, Java
Data Analysis & Statistics: Stata, R
Database: MySQL, Microsoft SQL Server, Neo4j
Web Development: JSP, HTML, CSS
Data Visualization: Gephi, Tableau