

CURRICULUM VITAE

RUIYUN (RAYNA) XU

Department of Information Systems and Analytics, Farmer School of Business, Miami
University, Oxford, Ohio, USA.

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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 Hong Kong
Ph.D. in Information Systems
- 2010-2014 Beijing Foreign Studies University Beijing, China
B.S. in Computer Science

RESEARCH INTERESTS

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

JOURNAL PUBLICATIONS

- Du, W., Huang, Q., **Xu, R.** 2025. Follow the Vine to Get the Melon: A Deep Framework for Blockchain Phishing Fraud Detection. *Decision Support Systems*, 199.
- 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. **FT-50**.

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.

WORKSHOPS AND CONFERENCE 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.*
 - *Inform's Annual Meeting, Phoenix, AZ, October 2023.*
- “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.*
 - *Conference on Information Systems and Technology (CIST), Phoenix, AZ, October 2023.*
 - *Business & Generative AI Workshop at Wharton, San Francisco, CA, September 8, 2023.*
 - **Media Coverage:** *PR Newswire and Tencent News Reported the Media Version of this Paper.*
- “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.*

- *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 Inform's 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
- Guest Associate Editor: Special Issue on AI Integration in e-Business for Electronic Commerce Research and Applications (ECRA), 2025-present
- Managing Editor: Special Issue on Blockchain Technology and Applications of Decision Support Systems Journal (DSS), 2022-2024
- Session Chair: Inform's Annual Meeting 2025 (AI Applications and Ethical Implications); Inform's Annual Meeting 2023 (Artificial Intelligence in FinTech).
- 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), Production and Operations Management (POM), Decision Support Systems (DSS), Information & Management (I&M), European Journal of Information Systems (EJIS), 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

- Presenter at the Miami AI Symposium 2025: Leveraging AI to Enhance Student Learning (Opening Session)
- Faculty Search Committee (TCPL stream)
- Faculty Representative at Farmer School of Business Major Exploration Conference
- FSB International Studies Committee
- Panelist at the Miami AI Symposium 2023: AI at the Intersection of Teaching, Learning, and the Future

- Faculty Representative of ISCM at Make it Miami!

HONORS AND AWARDS

Jack and Pat Gifford Junior Faculty Teaching Innovation Award, Miami University, 2025

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++

Data Analysis & Statistics: Stata, SPSS

Database: MySQL, Microsoft SQL Server, Neo4j

Web Development: JSP, HTML, CSS

Data Visualization: Gephi, Tableau