

# Yotam Liel

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## ACADEMIC POSITIONS

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2025 - **Cornell University**, New York, NY  
Postdoctoral Research Fellow, Cornell Tech

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## EDUCATION

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2020 - 2025 **Tel Aviv University**, Tel Aviv, Israel  
Ph.D. in Management of Information Systems and Technology  
Advisors: Prof. Lior Zalmanson and Prof. Gal Oestreicher-Singer  
Dissertation: *"Turning Off Your Better Judgment – Conformity to Algorithmic Recommendations"*

2018 - 2020 **Tel Aviv University**, Tel Aviv, Israel  
MSc, Management of Information Systems and Technology, *Magna Cum Laude*.

2013 - 2016 **Tel Aviv University**, Tel Aviv, Israel  
BA, Economics & Philosophy, *Magna Cum Laude*.

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## PUBLICATIONS

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**Liel, Y., & Zalmanson, L.** (2025). Turning Off Your Better Judgment: Algorithmic Conformity in Artificial Intelligence-Human Collaboration. *Journal of Management Information Systems*, 42(4), 1087–1117.

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## CONFERENCE PROCEEDINGS (PEER REVIEWED)

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**Liel, Y., & Zalmanson, L.** (2024). Between Formal Authority and Authority of Competence – The Mechanisms of Algorithmic Conformity. In *Academy of Management Proceedings* (Vol. 2024, No. 1, p. 18533).

**Liel, Y., & Zalmanson, L.** (2023). Turning Off Your Better Judgment – Conformity to Algorithmic Recommendations. In *Academy of Management Proceedings* (Vol. 2023, No. 1, p. 16319).

**Liel, Y., & Zalmanson, L.** (2020). What if an AI Told You That  $2 + 2$  is 5? Conformity to Algorithmic Recommendations. In *International Conference on Information Systems (ICIS)*.

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## AWARDS AND HONORS

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2025	Research Publication Grant for Doctoral Students, Tel Aviv University
2025	Rothschild Postdoctoral Fellowship for Outstanding Young Scholars
2024	Academy of Management Conference Best Paper Recognition
2024	European Conference on Information Systems Doctoral Consortium
2023	Academy of Management CTO Division Best Conference Paper Runner-Up
2023	Academy of Management Doctoral Consortium
2023	Ein-Dor Student Prize for Information Systems Research (First Place)

2022	Grant for the Web Award, Interledger Foundation and Mozilla Foundation
2022	Best Research Paper, Israeli Association of Information Systems Research
2020 - 2025	Full Scholarship, Coller School of Management, Tel Aviv University
2021 - 2024	TAU Center for AI and Data Science (TAD) Excellence Fellowship Program for PhD Students
2020	Best in Track, Short Research Paper, International Conference of Information Systems
2019	Dean's List of Excellence

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## WORKING PAPERS/SUBMITTED MANUSCRIPTS

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**Liel, Y.,** Zalmanson, L., & Naaman, M. The Impact of Monetization Awareness on Online Content Consumption: A Shift Towards Supporting Value-Driven Choices.

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## SELECTED CONFERENCE AND WORKSHOP PRESENTATIONS

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Ratio-DMEP Workshop, 2025 (Jerusalem)  
 Academy of Management Annual Meeting (AoM), 2024 (Chicago)  
 Statistical Challenges in Electronic Commerce Research (SCECR), 2024 (Lisbon)  
 Digital Economy Workshop, 2024 (Rotterdam)  
 Workshop on Information Systems and Economics (WISE), 2023 (Hyderabad)  
 Academy of Management Annual Meeting (AoM), 2023 (Boston)  
 Workshop on Information Systems and Economics (WISE), 2022 (Copenhagen)  
 Interledger Summit, 2022 (New Orleans)  
 Israeli Association of Information Systems (ILAIS), 2022 (Ruppin)  
 Gaming Research in Management Workshop, 2022 (University of Notre Dame Gama Lab, Notre Dame)  
 International Conference of Information Systems (ICIS), 2020 (Virtual)  
 Israeli Association of Information Systems (ILAIS), 2020 (Virtual)

## TEACHING

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2025	Lecturer, Data Science for Business, Coller School of Management, Tel Aviv University
2022 - 2024	Lecturer, Business Applications of Large-Scale Digital Experimentation, Coller School of Management, Tel Aviv University

## PROFESSIONAL SERVICE

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Reviewer	Journal of Computer Mediated Communication (JCMC), Computer Supported Cooperative Work (CSCW), Conference on Human Factors in Computing Systems (CHI), International Conference on Information Systems (ICIS), European Conference on Information Systems (ECIS), Academy of Management Annual Meeting (AoM), Conference on Information Systems Technology (CIST).
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## COMMUNITY SERVICE

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Mentor for Incoming PhD Students, Tel Aviv University MIS Department, 2023-2025.

## PROFESSIONAL EXPERIENCE

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2017 - 2019	Head of Digital, PRIME (Finance and mortgage consulting firm)
2014 - 2017	Digital Marketing Manager, CLIXIE (An E-Commerce start-up)
2011 - 2014	Product Manager, CLIXIE (An E-Commerce start-up)