

Ziyi (Iggy) Zhao

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Education

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|---|---------------------------------|
| Temple University <i>Ph.D. in Management Information Systems</i> | PA, US 2021-2026 exp. |
| University of Connecticut <i>M.S. in Business Analytics and Project Management (Top 1 GPA in History)</i> | CT, US 2019-2021 |
| University of Nottingham <i>B.S. in International Business Economics, First Class Honors</i> | UK & CN 2015-2019 |

Research Interests and Methods

Topics: Digital Platform, Developer Economy, Human-GenAI Interaction, Digitalization

Methods: : Econometrics, Experiments, Survey, Web Development

Paper Under Review

[2] Zhao, Ziyi, Cho, Kanghyun, Aaltonen, Aleks, and Straub, Detmar. *Decoding Coding Advice: Using Generative AI to Search Out Creative Solutions* (Under 1st round review at Information Systems Research)

[1] Zhao, Ziyi, Hönigsberg, Sarah, and Mandviwalla, Munir. *Digital Driven Success: The Digitalization Effect on SME Performance* (Under 1st round review at Internet Research)

Working Paper

[3] Zhao, Ziyi, and Pang, Min-Seok. *Evaluating the Impact of 'Photo Whitening' on Job-Seeking Outcomes Using Generative AI* (Status: Experimental Design)

[2] Zhao, Ziyi, and Aaltonen, Aleks. *Kill two birds with one stone: using multihoming SDKs in app development.* (Status: Data Analysis and Drafting)

[1] Zhao, Ziyi, Mandviwalla, Munir, and Straub, Detmar. *Creating a Construct to Measure Digital Transformation: Scholarly and Pragmatic Uses of the Digital Permeation Metric.* (Status: Drafting)

Conference Proceedings

[9] Zhao, Ziyi, and Aaltonen, Aleks. *Mastering Efficiency: Leveraging Multihoming Boundary Resources for Mobile App Development.* International Conference on Information Systems (ICIS) 2023, Hyderabad, India

[8] Zhao, Ziyi, Cho, Kanghyun, and Aaltonen, Aleks. *What if it came from ChatGPT? The*

moderating role of expertise on programming solution adoption. KrAIS Summer Workshop 2023, Seoul, Korea

[7] Zhao, Ziyi, and Aaltonen, Aleksi. *Kill two birds with one stone: using multihoming boundary resources in app development.* 29th Americas Conference on Information Systems (AMCIS) 2023, Panama City, Panama (Top 25% ERF paper)

[6] Zhao, Ziyi, Cho, Kanghyun, and Aaltonen, Aleksi. *Decoding Coding Advice: Examining the Adoption and Perceived Quality of AI vs Human Generated Recommendations.* 19th Statistical Challenges in Electronic Commerce Research (SCECR) 2023, Bogotá, Colombia

[5] Zhao, Ziyi, and Aaltonen, Aleksi. *Kill two birds with one stone: using multihoming boundary resources in app development.* 19th Statistical Challenges in Electronic Commerce Research (SCECR) 2023, Bogotá, Colombia

[4] Zhao, Ziyi, Cho, Kanghyun, and Aaltonen, Aleksi. *Humans vs AI: The Impact of Source Credibility and Recommendation Quality on the Adoption of Programming Solutions.* Methodology, Organization, and Management (MOM): Technological Adoption and Human-Algorithm Interaction workshop 2023, Harvard Business School, Boston, MA, US

[3] Zhao, Ziyi, Cho, Kanghyun, and Aaltonen, Aleksi. *Humans vs AI: The Impact of Source Credibility and Recommendation Quality on the Adoption of Programming Solutions.* Workshop "AI and emerging technologies: Beyond the hype" 2023, LUISS University, Rome, Italy

[2] Zhao, Ziyi, Havakhor, Taha and Mandviwalla, Munir. *SME Digitization: How do Micro, Small, and Medium-Sized Firms Digitize.* 28th Americas Conference on Information Systems (AMCIS) 2022, Minneapolis, MN, US

[1] Zhao, Ziyi, Havakhor, Taha, Schuff, David, Thatcher, Jason, Mandviwalla, Munir and Bhise, Himesh. *Can Digital Permeation Explain Forward-Looking Value in Public Firms?* 18th Statistical Challenges in Electronic Commerce Research (SCECR) 2022, Madrid, Spain

Research Experience

Temple University

Graduate Research Assistant

PA, US

2021-present

Topic: Digital platforms and digital transformation

Method: Econometrics and survey

University of Connecticut

Graduate Research Assistant

CT, US

2020

Topic: Cosmetic surgery image classification

Method: Deep learning

iResearch Consulting Group

Research Consultant Intern

Shanghai, CN

2019

Topic: Smartphone user experience

Method: Computer-Assisted Telephone Interview (CATI) (N=1200)

Peking University

Research Assistant

Beijing, CN

2018

Topic: Digital transformation and manufacturing SME performance

Method: Survey (N=268)

University of Nottingham

Research Assistant

Ningbo, CN

2016

Topic: Poverty alleviation in China

Method: Survey (N=1000)

Working Experience

Travelers

Graduate Data Consultant

CT, US

2020

Global AI

Data Scientist Intern

NY, US

2020

Jianghai Securities

Quantitative Investment Intern

Beijing, CN

2018

Bank of China

Financial Management Intern

Beijing, CN

2017

Teaching

Temple University

Graduate Teaching Assistant

MIS 0855 Data Science

PA, US

2023-current

Ningbo Mentor Premium Overseas Education Company

Part-time Academic Mentor

Undergraduate Management Strategy

Undergraduate Principles of Econometrics

China

2023-current

University of Connecticut

Graduate Teaching Assistant

OPIM 5604 Predictive Modeling (Machine Learning)

OPIM 5603 Statistics in Business Analytics using R

CT, US

2020-2021

Invited Talk

AI/ML Workshop, Fox School of Business, Temple University

Talk on How Does Generative AI Impact Intellectual Problem Solving

Tutorial on Tracking Interactions with GenAI by Cloning ChatGPT

Awards & Honors

Professional Certificates

Certified Tableau Desktop Specialist

Temple University

26th Young Scholars Interdisciplinary Funding (2023) (\$ 2500)

25th Young Scholars Interdisciplinary Funding (2022) (\$ 1800)

24th Young Scholars Interdisciplinary Funding (2022) (\$ 1250)

University of Connecticut

2021 Spring Scholarship (Top 1 academic performance, 2021)

2020 Spring Scholarship (Top 1 academic performance, 2020)

Grace Hopper Celebration of Women in Computing Scholarship (GHC 2020)

University of Nottingham

Provost's Scholarship (Top 1.5% academic performance, 2019)

Outstanding Graduate (Top 4% academic performance, 2019)

Outstanding Student (Top 5% academic performance, 2018)

Dean's Scholarship (Top 10% academic performance, 2017)

Social and Academic Organizations

The Champion Team of the ICAEW International Business Case Competition (2019)

Achievement Award by Institute of New Structural Economics, Peking University (2018)

Outstanding Volunteer for the 3rd Global SME Summit by Global Alliance of SMEs (2017)

Ad hoc Reviewer

Reviewer, Journal of Information Technology for Development

Program Committee, 2023 KrAIS Summer Workshop, Seoul, Korea

Reviewer, International Conference on Information Systems (ICIS 2022, 2023)

Reviewer, Conference on Information Systems and Technology (CIST 2023)

Reviewer, European Conference on Information Systems (ECIS 2023)

Reviewer, TIM & CTO, 84th Annual Meeting of the Academy of Management (AOM 2024)

Reviewer, Americas Conference on Information Systems (AMCIS 2024)

Professional Memberships

Member, Association for Information Systems (AIS) (2021-present)

Member, Academic of Management (AOM) (2022-present)

Member, The Institute for Operations Research and the Management Sciences (INFORMS) (2022-present)

Selected Coursework

Economic Theory of Choice, Statistical Methods for Business (I II), Business Econometrics (I II III), MIS Seminar (Pro-seminar, Foundations of Electronic Commerce Research, Information Systems Foundation and Theory, Advanced Research Methods), Theory Foundations

in Entrepreneurship, Strategy Formulation and Environmental Analysis, Scientific Inquiry-
Management Research, Quantitative Research Methods II

Software and Programming Skills

Languages: Python, R, SQL, LaTeX

Tools: Stata, SPSS, SPSS Modeler, JMP Pro, Tableau, SAS Enterprise Miner

Framework: Spark, Tensorflow, Keras, Pytorch

Database: MongoDB, Hive

Platform and OS: Hadoop, Pig, AWS, Ubuntu

*Updated as of March 4, 2024