

# Liang Zhao

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## **EDUCATION**

### **Rensselaer Polytechnic Institute, Lally School of Management, Troy, NY**

Ph.D., Candidate, Management Information Systems, 2016-2021  
M.S., Economics, 2018-2021

### **University of Texas at Dallas, Dallas, Naveen Jindal School of Management, Dallas, TX**

M.S., Information Technology Management, 2014-2016  
M.S., Finance, 2013-2015

### **East China University of Science and Technology, Shanghai, China**

B.A., Project Management, 2008-2012  
B.A., Law, 2009-2012

## **ACADEMIC APPOINTMENT**

Visiting Assistant Professor, Supply Chain and Information Management Group, D'Amore-McKim School of Business, Northeastern University, August 2021- present

## **RESEARCH INTERESTS AND METHODS**

### **• Research Interest**

- IT Business Value
- Digital Strategy
- Competitive Dynamics and Digitization
- Economics of IT
- Corporate Finance and Digital Transformation

### **• Research Method**

- Econometric Analysis, Difference-in-Difference, Regression Discontinuity
- Machine Learning
- Natural Language Processing

## **RESEARCH PAPERS**

### **• Manuscripts under Review & Revision**

1. T. Ravichandran, Liang Zhao., Understanding the Digital Strategic Posture of Firms: A Behavioral and Agency Theoretic Perspective; *Revise and Resubmit (R&R) at MIS Quarterly*

- **Working Papers**

1. The Impact of Network Resources on Competitive Behavior of Firms; **Work with T. Ravichandran and SI Giura; Completed; Targeting at Organization Science**
2. Managerial Cognition, Digitized Capabilities, and Competitive Response; **Work with T. Ravichandran; Completed; Targeting at MIS Quarterly**
3. From Cognition to Action: Exploring the Relationships among Cognitive Complexity, Digitized Analytics Capability, CEO Incentives and Competitive Aggressiveness; **Work with T. Ravichandran; Completed; Targeting at Information Systems Research**
4. Understanding the Evolvement of Managerial Cognition Under the Digital Age. **Work with T. Ravichandran; Data Analysis Stage; Targeting at Information Systems Research**
5. Looking Forward or Present? Rivals' Competitive Actions, CEO Temporal Focus, And Digital Strategic Posture. **Work with T. Ravichandran; Completed; Targeting at Information Systems Research**
6. Satisfaction or Disappointment? The Cognitive-Offloading Effect of Organic Images on Consumer Experience. **Work with Lianlian Jiang and Shun Ye; Data Analysis Stage; Targeting at Information Systems Research**

### **CONFERENCE PAPER PUBLICATIONS AND INVITED TALKS**

1. T. Ravichandran, Liang Zhao, 2021. Cognitive Complexity, Digitized Analytics Capability, CEO Incentives and Competitive Aggressiveness. In *Academy of Management Proceedings* (Vol. 2021, No. 1, 14189).
2. T. Ravichandran, Liang Zhao., 2021. Managerial Cognition, Digitized Capabilities, and Competitive Response. In *The 29th European Conference on Information Systems (ECIS)*. Association for Information Systems.
3. T. Ravichandran, SI Giura, Liang Zhao, 2020. The Impact of Network Resources on Competitive Behavior of Firms. In *Academy of Management Proceedings* (Vol. 2020, No. 1, 21879).
4. Liang Zhao, 2020. What Are the Online Retailers Looking For? An Empirical Study of M&A by Online Retailers. In *Wuhan International Conference on e-Business 2020 (WHICEB 2020)*. Association for Information Systems Affiliated Conferences.
5. T. Ravichandran and Liang Zhao. "Understanding the Digital Strategic Posture of Firms: A Behavioral and Agency Theoretic Perspective" *Conference on the Digital Economy (CODE), Kolkata, India, December 2019.* \*
6. T. Ravichandran, Liang Zhao, 2019. Managerial Incentives and Digital Strategic Posture: A Contingent View. In *The 25<sup>th</sup> Americas Conference on Information Systems (AMCIS)*. Association for Information Systems.

7. T. Ravichandran, Liang Zhao., 2018. CEO Incentives and Information Technology Investments: An Empirical Investigation. In *The 26th European Conference on Information Systems (ECIS)*. Association for Information Systems.
8. Yingda Lu, Liang Zhao and Chaoqun Deng. “Informative or Emotional? Examining the Spillover Effect of Online Video Ads,” *INFORMS, Houston, Texas, Oct 2017*.

\* refers to that this paper is presented by my co-authors

## **TEACHING INTERESTS**

- Information Systems
  - Intro to Programming for Business
  - Business Analytics
  - Machine Learning for Business
  - Database Management Systems
  - Data Analysis
- FinTech
  - Intro to Economics Theory
  - Intro to Corporate Finance
  - Machine Learning and Corporate Finance
  - Finance and Digital Transformation
  - Economics and Big Data
- Strategy
  - Strategic Management
  - IT Strategy and Organizational Behavior

## **TEACHING EXPERIENCE**

- **Teaching Assistant**
  - Information Systems
    - Statistical Methods (Fall 2018, at Rensselaer Polytechnic Institute)
    - Quantitative Methods for Business (Fall 2018, at Rensselaer Polytechnic Institute)
    - Data Resource Management (Fall 2019, at Rensselaer Polytechnic Institute)
    - Intro to Machine Learning Applications (Fall 2020, at Rensselaer Polytechnic Institute)
    - Business Analytics Capstone (Spring 2021, at Rensselaer Polytechnic Institute)
  - Management
    - Intro to Management (Fall 2020, at Rensselaer Polytechnic Institute)
  - Economics
    - Microeconomics (Fall 2016, at Rensselaer Polytechnic Institute)
    - Macroeconomics (Fall 2016, at Rensselaer Polytechnic Institute)
    - Money and Banking (Spring 2017, at Rensselaer Polytechnic Institute)
- **Lecturer**
  - Information Systems
    - Statistical Methods (Fall 2018, at Rensselaer Polytechnic Institute; 2 Sessions; Evaluation: 4.46/5, graded by 42 students)
  - Economics

- Money and Banking (Spring 2017, at Rensselaer Polytechnic Institute; Review Sessions)

## **PROFESSIONAL ACTIVITIES**

- **Journal Reviewer**
  - *MIS Quarterly*
  - *IEEE Transactions on Engineering Management*
- **Conference Reviewer**
  - Academy of Management Conference, AOM (2020, 2021)
  - International Conference on Information Systems, ICIS (2019, 2021)
  - Americas Conference on Information Systems, AMCIS (2017, 2018, 2019)
  - European Conference on Information Systems, ECIS (2018, 2021)
  - International Conference on Economic and Business Management, FEBM (2021)
- **Academic Members**
  - Association for Information Systems (AIS)
  - Academy of Management (AOM)
  - INFORMS

## **HONORS & AWARDS**

- Don Shohfi Memorial Doctoral Student Best Paper Award for 2020, Runner Up, 2020
- Doctoral Consortium Fellow, Academy of Management (AOM), OCIS, Virtual, 2020
- Doctoral Consortium Fellow, America Conference on Information Systems (AMCIS), Virtual, 2020
- Outstanding Bachelor Thesis Award, East China University of Science and Technology (ECUST), Shanghai, 2012

## **TECHNICAL SKILLS**

- Programming Languages: Python, R, Java
- Database: SQL Server
- Statistical Languages: Stata, Python, R, SPSS, Smart PLS, UCINET

## **REFEREES**

### **Dr. T. Ravichandran**

*Senior Editor, MIS Quarterly*

*Department Editor, IEEE Transactions on Engineering Management*

*Irene and Robert Bozzone '55 Distinguished Chair*

*Professor of Information Systems, Associate Dean for Research*

Lally School of Management and Technology

Rensselaer Polytechnic Institute

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