

Guohou (Jack) Shan

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Current

Northeastern University

Assistant Professor, D'Amore-McKim School of Business (DMSB)

Boston, USA

2024-Current

Education

Temple University

Ph.D. in Management Information Systems (MIS) **Research Assistant**

Philadelphia, USA

2019-2024

University of Maryland at Baltimore County

M.S. in Information Systems **Research and Teacher Assistant**

Maryland, USA

2017-2019

Research Topics: Machine Learning, Deep learning, and Blockchain

University of Science and Technology of China

M.S. in Management Science and Engineering **Research Assistant**

Hefei, China

2014-2017

Hefei University of Technology

B.S. of Electronic Commerce

Hefei, China

2010-2014

Research Interests & Methods

Topics: Content Moderation, Economics of AI, Employee feedback

Methods: Econometrics, Field and online experiments, Machine learning and deep learning

Publications

FT 50 = Top 50 Journals used in Financial Times Research Rank;

UTD 24 = Top 24 journals for UT Dallas Top 100 Business School Research Rankings;

AIS Basket = AIS Senior Scholars' List of Premier Journals

* denotes equal contribution.

Major Journal Publications

1. Zhang, D., **Shan, G.**, Lee, M., Zhou, L., & Liu, Z. (2024) MT-GPD: A multimodal deep transfer learning approach with auxiliary saliency mechanisms for fake news detection. Production Operations Management. 10591478251319686. (UTD 24, FT50)
2. Roth, P. L., Bobko, P., **Shan, G.**, Roth, R. W., Ferrise, E., & Thatcher, J. B. (2024). Doxing, political affiliation, and type of information: Effects on suspicion, perceived similarity, and hiring-related judgments. Journal of Applied Psychology. 109(5): 730-754. (FT 50)
3. Tarafdar, M., **Shan, G.**, Thatcher, J.B., & Gupta, A. (2022). Intellectual diversity in IS research: Discipline-based conceptualization and an illustration from Information Systems Research. Information Systems Research. 33(4): 1490-1510. (UTD 24, FT50)

Additional Journal Publications

4. Tahmasbi, N., **Shan, G.**, & French, A. (2023). Identifying washtrading cases in NFT sales networks. IEEE Transactions on Computational Social Systems. (Q1, IF Impact = 5.48)
5. **Shan, G.**, Zhou, L., & Zhang, D. (2021). From conflicts and confusion to doubts: Examining review inconsistency for fake review detection. Decision Support Systems. 144: 113513. (AIS Basket)
6. **Shan, G.**, Zhao, B., Clavin, J. R., Zhang, H., & Duan, S. (2021). Poligraph: Intrusion-tolerant and distributed fake news detection system. IEEE Transactions on Information Forensics and Security. 17: 28-41. (IEEE Signal Processing Society's **top 25** downloaded articles) (Q1, IF Impact = 7.231)
7. **Shan, G.**, Zhou, L., & Zhang, D. (2020). What reveals about depression level? The role of multimodal features at the level of interview questions. Information & Management. 57(7): 103349. (AIS Basket)

Selected Working Papers

- Shan, G.**, Risius, M., Wattal, S., & Thatcher, J.B. The differential impact of AI vs. human fact-checkers on news believability and user engagement.
- Shan, G.** & Qiu, L. Examining the impact of generative AI on users' voluntary knowledge contribution: Evidence from a natural experiment on Stack Overflow.
- Shan, G.** & Qiu, L. Balancing acts: Unveiling the dynamics of post removal on social media user-generated content.
- Rivera, M.*, Guo, X.*, **Shan, G.***, & Qiu, L. Stimulating feedback contributions using digital nudges: A field experiment in a real-time mobile feedback platform.
- Franz, A., **Shan, G.**, Thatcher, J.B., & Benlian, A. Fury or fright? Doxing and its effects on victims' civic participation.
- Rao, X.*, **Shan, G.***, & Qiu, L. How generative AI transforms questioning behavior on Q&A platforms: Evidence from a natural experiment with pilot usage of ChatGPT. MIS Quarterly.
- Shan, G.**, Jia, S., Wang, Y., & Qiu, L. Generative AI vs. human reviews: Unveiling the impact on online platforms. Journal of Management Information Systems.
- Shan, G.**, Risius, M., Wattal, S., & Thatcher, J.B. How does fact-checking flag content affect news engagement on social media: A multi-method study. Information Systems Research.
- Shan, G.** & Qiu, L. How does peer recognition affect users' fact-checking contributions on social media? Evidence from a natural experiment. Production Operations Management.
- Shan, G.**, Rivera, M., & Qiu, L. Humanizing digital transformation across people and things: An empirical investigation of the impact of real-time feedback types on performance. Management Science.
- Shan, G.**, Wattal, S., & Thatcher, J.B. Does anonymizing users' identity affect fact-checking contributions on social media platforms? A multi-method study. Information Systems Research.
- Shan, G.**, Bauman, K., Rivera, M., Qiu, L., & Kumar, S. Mobile or desktop, that is the question: An empirical study of investigating the role of device on real-time employee feedback quality. MSOM.
- Rivera, M., Chen, J., **Shan, G.**, Shoham, A., & Kumar, S. What's gender got to do with It? An empirical examination of the impact of gender on real-time feedback and performance. MIS Quarterly.
- Jia, S., **Shan, G.**, & Leidner, D. E. From Past to Present: Conceptualization and Implications of Digital Nostalgia as a Key Construct in IS Research. Journal of Association Information Systems.

Selected Conference and Workshop Proceedings

1. **Shan, G.**, Rivera, M., & Kumar, S. (2025). The mind and the machine: How does generative AI usage affect the coding performance of developers? In Proceedings of the Hawaii International Conference on System Sciences. Hawaii.
2. Wang, X., **Shan, G.**, Mehra, A. (2024). AI Exposure on Workers' Career Path: Evidence from U.S. Workforce. Proceedings of the Workshop on Information Systems and Economics.
3. Dong, Y., **Shan, G.**, Kumar, S. (2024). Pricing in Live Streaming E-Commerce: Integrating Customer Type Analysis. Proceedings of the Workshop on Information Technology and Systems.
4. Shan, G., & Jia, S. (2024). Generative AI or Real Users? Investigating the Relative Impact of Generative AI vs. Humans on Online Review Quality. In Proceedings of the Hawaii International Conference on System Sciences. Hawaii.
5. Shan, G., Pu, W., Thatcher, J. B., & Roth, P. (2024). How Doxing on Social Media Leads to Social Stigma and Dignity Threats. In Proceedings of the Hawaii International Conference on System Sciences. Hawaii.
6. Shan, G., Pienta, D., & Thatcher, J. B. (2024). Investigating the Relative Impact of Generative AI vs. Humans on Voluntary Knowledge Contributions. In Proceedings of the Hawaii International Conference on System Sciences. Hawaii.
7. Shan, G., Bauman, K., & Wattal, S. (2023). PURM: Project Uncertainty Recommendation Method for Improving Crowdfunding Project Description. Conference on Information Systems and Technology. Phoenix, Arizona.
8. Shan, G., Pienta, D., & Thatcher, J.B. (2023). Investigating the Relative Impact of Generative AI vs. Humans on Voluntary Knowledge. Conference on Information Systems and Technology. Phoenix, Arizona.
9. Dong, Y., Shan, G., & Kumar, S. (2023). Product Pricing and Live Streaming E-commerce Frequency Decisions. Conference on Information Systems and Technology. Phoenix, Arizona.
10. Rivera, M., Guo, X., Shan, G., & Qiu, L. (2023). Stimulating Feedback Contributions Using Digital Nudges: A Field Experiment in a Real-time Mobile Feedback Platform. International Conference on Information Systems, Hyderabad, India.
11. Shan, G., Wattal, S., & Thatcher, J.B. (2023). Does Anonymizing Users' Identity Affect Fact-checking Contributions on Social Media Platforms? A Multi-Method Study. Platform Strategy Research Symposium. Boston, MA.
12. Shan, G., Bauman, K., Rivera, M., & Kumar, S. (2023). Mobile or Desktop, That Is The Question: An Empirical Study of Investigating the Role of Device on Real-time Employee Feedback Quality. Americas Conference on Information Systems. Panama City, Panama.
13. Roth, P.L, Bobko, P., Shan, G., Ferrise, E., Roth, R. W., & Thatcher, J. B. (2023). Doxing, political affiliation, and type of information: Effect on hiring related judgements. Academy of Management Meetings, Boston, MA.
14. Shan, G., Wattal, S., & Thatcher, J.B. (2022). How Does Anonymizing Crowdsourced Users' Identity Affect Fact-checking on Social Media Platforms? A Regression Discontinuity Analysis. International Conference on Information Systems, Copenhagen, Denmark.
15. Shan, G., & Rivera, R. (2022). Humanizing Digital Transformation Across People and Things: An Empirical Investigation of the Impact of Real-time Feedback Types on Performance. International Conference on Information Systems, Copenhagen, Denmark.
16. Wang, M., Shan, G., and Thatcher, J.B. (2022). Human versus AI? Investigating the Heterogeneous

Effects of Live Streaming E-commerce. In the Proceedings of the Americas Conference on Information Systems, Minneapolis, MN.

17. Shan, G., Bauman, K., & Rivera, R. (2021). Mobile or Desktop, That Is The Question: An Empirical Study of Investigating the Role of Device on Real-time Employee Feedback Quality. Proceedings of the Workshop on Information Technology and Systems, Austin, TX.
18. Shan, G., Wattal, S., Risius, R., & Thatcher, J. (2021). How Fact-checking Affects News Engagement on Social Media Platforms: A Multi-method Study. Proceedings of the Workshop on Information Systems and Economics, Austin, TX.
19. Shan, G., Deng, Z., Bauman, K., & Sun, Q. (2021). Student Depression Detection: An Attention-based Bi-LSTM Approach Using Online and Offline Behavior Data. China Summer Workshop on Information Management (virtual).
20. Shan, G., Deng, Z., Bauman, K., & Sun, Q. (2021). Student Depression Detection: An Attention-based Bi-LSTM Approach Using Online and Offline Behavior Data. Proceedings of the Symposium on Statistical Challenges in Electronic Commerce Research (virtual).
21. Shan, G., Bauman, K., & Wattal, S. (2020). Uncertainty Prediction for Crowdfunding Projects: A Multi-Label Attention based Text-CNN Approach. Proceedings of the Workshop on Information Systems and Economics (virtual).
22. Shan, G., Deng, Z., Bauman, K., & Sun, Q. (2020). Student Depression Detection: An Attention-based Bi-LSTM Approach Using Online and Offline Behavior Data. Proceedings of the Workshop on Information Technology and Systems (virtual).
23. Shan, G., Bauman, K., & Wattal, S. (2020). Uncertainty Prediction for Crowdfunding Projects: A Multi-Label Attention based Text-CNN Approach. Informs Workshop on Data Science (virtual).
24. Shan, G., Zhang, D., Zhou, L., & Clavin, J. (2018). How to Sell Online House for More?. Workshop on E-Business, San Francisco, CA.
25. Shan, G., Zhang, D., Zhou, L., Suo, L., Lim, J., & Shi, C. (2018). Inconsistency Investigation between Online Review Content and Ratings. Americas Conference on Information Systems, New Orleans, LA.

Honors and Grants

\$2k Research Advancement and Impact Seedfunding Symposium Award (Temple University)	2025
\$5k OpenAI (Academic program)	2025
\$4.4k DMSB (Seeding grant)	2025
\$20k grant for data access credit (The Bright Data Institute)	2024-2025
Dean's Outstanding Publication Award (Fox School of Business at Temple University)	2023
Chinese Government Award for Outstanding Self-financed Student Abroad (for 2022)	2023
Conference Best Paper Award (HR Division of AOM)	2023
Participant, Doctoral Consortium of Communication Technology and Organization, AOM	2022
Young Scholars Interdisciplinary Funding (\$35,950)	2019-2022
1st in the 2nd Year Paper at 11th Annual PhD Student Research Competition	2021
Best Paper Nominee (Workshop on e-Business)	2019

Teaching Interests

Data Science, Business Analytics, Machine Learning for Business, Database Design & Implementation, Business Intelligence, Data Management for Analytics, Advanced Prescriptive Analytics: From Data to

Impact, Data Mining Business Applications, Regression Analysis, Deep Learning

Teaching Experiences

Northeastern University

Instructor MISM2301 Introduction to MIS and Digital Technology (Undergraduate Level) Spring 2025

Temple University

Instructor MIS0855 Data Science (Undergraduate Level) (4.55/5.0 with 56 students) Fall 2022

Selected student evaluations:

1. Professor Shan is the best ever. He is so kind and intelligent. Very well prepared at all times.
2. The instructor is knowledgeable, resourceful, gratuitous, and kind.
3. 11/10. This instructor was very helpful and encouraging to his students.

Teaching Assistant (TA) MIS0855 Data Science (Undergraduate Level) Fall 2021- Spring 2022

University of Maryland

Lab Instructor & TA IS320 Advanced Business Applications (Undergraduate) Fall 2018- Spring 2019

Teacher Training

Teaching for Equity Institute Certificate Fall 2021

Fox Teaching Academy Certificate Summer 2022

Fox Online & Digital Learning – Online Teaching Certificate Summer 2022

Software and Programming Skills

Tool: Stata, SPSS, MATLAB, Mathematica, WEKA, Tableau;

Framework: TensorFlow, Keras, Pytorch;

Language: Python, R, Java;

Database: MySQL, Redis, Level-db;

Platform and OS: AWS, Linux, Ubuntu.

Service

Communications Director & Webmaster for the AIS SIG OSRA, 2024-2025

Mini-Track co-chair for Generative and Conversational AI in Information Systems Research and Education: Opportunities and Challenges, HICSS 2024-2025

Mini-Track co-chair for Real-Time Digital Feedback in the Evolving Digital Workplace, AMCIS 2024-2025

Session organizer and chair for Generative AI and Online Platforms, POMS 2025

Editorial Review Board Member of *Journal of Association of Information Systems* (start from November 28, 2023); *Journal of Database Management* (start from August 1, 2020)

PC Member of *Conference on Information Systems and Technology 2024*

Reviewer for Journals: *Management Science (MS), MIS Quarterly (MISQ), Information Systems Research (ISR), Production Operations Management (POM), Journal of Management Information Systems (JMIS), Journal of the Association for Information Systems (JAIS), Information Systems Journal (ISJ), Journal of Information Technology (JIT), Information and Management (I&M), Decision Support Systems (DSS), Internet Research, INFORMS Journal on Data Science (IJDS), Electronic Commerce Research and Applications (ECRA), Journal of Database Management (JDM), Journal of Medical Internet Research (JMIR), IEEE Transactions on Information Forensics and Security (TIFS)*

Reviewer for Conferences: *International Conference on Information Systems (ICIS), Americas Conference on Information Systems (AMCIS), Hawaii International Conference on System Sciences (HICSS), European Conference on Information Systems (ECIS), Pacific Asia Conference on Information Systems (PACIS)*

Professional Memberships

Association of Information Systems (AIS)

Institute for Operations Research and the Management Sciences (INFORMS)