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**Liang Chen, Ph.D.**  
**Assistant Professor**  
**Computer Information and Decision Management**  
**College of Business**  
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## **Academic Background**

Ph.D. University of Kentucky, Lexington, KY, Decision Science & Information Systems, 2015.

M.A. Renmin University, Beijing, China, Business Administration (Management Information Systems Emphasis), 2006.

B.A. Renmin University, Beijing, China, Business Administration, 2004.

## **Certifications**

CITI Program, 2017

Google Analytics Platform Principles (Google Analytics Academy), 2014

Mobile App Analytics Fundamentals (Google Analytics Academy), 2014

## **Work Experience**

### **Academic Experience**

Assistant Professor of Computer Information Systems, West Texas A&M University (2016 - Present), Canyon, Texas.

Visiting Assistant Professor, Miami University (2015 - 2016), Oxford, Ohio.

Teaching Assistant and Instructor, University of Kentucky (2010 - 2015), Lexington, Kentucky.

### **Non-Academic Experience**

#### **National**

Department Manager & Senior Analyst, SINO Market Research Ltd., GfK Group (2008 - 2009), Beijing, China.

Project Manager & Analyst, SINO Market Research Ltd. (2006 - 2007), Beijing, China.

Business Analyst, Chinese Academy of International Trade and Economic Cooperation (2005 - 2006), Beijing, China.

Data Analyst, China Federation of Industrial Economics (2004 - 2005), Beijing, China.

### **Intellectual Contributions:**

#### **Refereed Articles**

Zimmer, J. C., Chen, L., & Bellah, J. C. (2019). Project Management Software: Development And Evaluation Of The PMIS. *Journal of Research in Business Information Systems*, 11 (11), 19-47.

- Bellah, J., Chen, L., & Zimmer, J. C. (2018). Design and Implementation of a Web-based Project Management Information System. *International Journal of Designs for Learning*, 9 (1), 158-170.
- Chen, L., Scott, E., & Holsapple, C. W. (2018). A Knowledge Management Perspective of Supplier Development: Evidence from Supply Chain Scholars and Consultants. *Knowledge and Process Management*, 25 (4), 247-257, doi: 10.1002/kpm.1566.
- Chen, L., Holsapple, C. W., Hsiao, S., Ke, Z., & Oh, J. (2017). Knowledge Dissemination Channels: Analytics of Stature Evaluation. *Journal of the Association for Information Science and Technology*, 68 (4), 911-930, doi: 10.1002/asi.23725.
- Chen, L., Ellis, S., & Suresh, N. (2016). A Supplier Development Adoption Framework Using Expectancy Theory. *International Journal of Operations & Production Management*, 36 (5), 592-615.
- Chen, L., Huang, Z., & Liu, D. (2016). Pure and hybrid crowds in crowdfunding markets. *Financial Innovation*, 2 (19), 1-18.
- Xu, P., Chen, L., & Santhanam, R. (2015). Will Video Be the Next Generation of E-Commerce Product Reviews? Presentation Format and the Role of Product Type. *Decision Support Systems*, 73 (1), 85-96.
- Chen, L., Ellis, S., & Holsapple, C. (2015). Supplier Development: A Knowledge-Management Perspective. *Knowledge and Process Management*, 22 (4), 250-269.
- Chen, L., & Holsapple, C. (2013). Evaluating Journal Quality: Beyond Expert Journal Assessments in the IS Discipline. *Journal of Organizational Computing and Electronic Commerce*, 23 (4), 392-412.
- Chen, L., & Holsapple, C. (2013). E-Business Adoption Research: State of the Art. *Journal of Electronic Commerce Research*, 14 (3), 261-286.

## **Non-Refereed Articles**

- Chen, L. (2015). A Periodic Research Report on Supplier Development in China. *Monthly Newsletter of China Supply Chain & Operations Manager Club*, 18-25.
- Chen, L. (2008). Reviews on Marketing Strategy of China Unicom's in 2008. *Communication World Weekly*, 60-61.

## **Refereed Proceedings**

### **Full Paper**

- Chen, L., & Nguyen, C. (2019). A Citation Analysis of E-Business Adoption Literature. *Southern Association of Information Systems (SAIS)*.
- Liu, D., Chen, L., & Xu, P. (2018). Why Crowd Pick Different Winners from Experts: Evidence from Crowdsourcing Contests. *China Summer Workshop on Information Management (CSWIM)*, 528-533.
- Chen, L. (2018). Exploring Gender Effects on Peer Rating in Open Innovation and Crowdsourcing: A Case of Website Evaluation. *Wuhan International Conference on e-Business*.
- Zimmer, C., Chen, L., & Bellah, J. (2018). Project Management Software: Development & Evaluation of the PMIS. *ABIS 2018 Conference Proceedings*.
- Chen, L., Xu, P., & Liu, D. (2015). Experts versus the Crowd: A Comparison of Selection Mechanisms in Crowdsourcing Contests. *China Summer Workshop on Information Management (CSWIM)*, 9 (1), 20-26.
- Chen, L., Xu, P., & Liu, D. (2014). Comparing Selection Mechanisms in Crowdsourcing Platforms. *Workshop on Information Systems Economics (WISE)*, 25 (1), 100-134.

- Chen, L., & Holsapple, C. (2014). Teaching the Introductory MIS Course: An MIS Approach. American Conference on Information Systems, 20 (1), 30-42.
- Chen, L. (2013). Exploration and Exploitation in Supplier Development: Determinants, Outcomes, and Difference. Decision Science Institute, 44 (1), 100-117.
- Chen, L., & Holsapple, C. (2013). Impact Analysis in E-Business: A Case of Adoption Research. American Conference on Information Systems, 19 (1), 60-71.
- Chen, L. (2013). Motivation and Innovation in Online Collaborative Communities: An Application of Expectancy Theory. American Conference on Information Systems, 19 (1), 150-159.
- Chen, L., Xu, P., Wu, L., & Santhanam, R. (2012). Visual Presentation Modes in Online Product Reviews and Their Effects on Consumer Responses. American Conference on Information Systems, 18 (1), 200-209.
- Chen, L., & Liu, D. (2012). Comparing Strategies for Winning Expert-rated and Crowd-rated Crowdsourcing Contests. American Conference on Information Systems, 18 (1), 100-111.
- Chen, L., & Holsapple, C. (2012). E-Business Adoption Research: Analysis and Structure. American Conference on Information Systems, 18 (50), 59.
- Chen, L., Ellis, S., & Holsapple, C. (2011). A Knowledge-sharing Perspective on Supplier Development Activities. American Conference on Information Systems, 17 (1), 40-50.
- Chen, L., & Santhanam, R. (2011). The Influence of Usage Experience on Adoption of Successive ICT Products. Americas Conference on Information Systems, 17 (1), 110-118.
- Chen, L., & Jiang, L. (2006). Relationship Marketing in Virtual Community: Antecedents and Consequences. IEEE International Conference on Service Operations, Logistics and Informatics, 20 (1), 570-575.

## **Presentation of Refereed Papers**

### **International**

- Chen, L., Ellis, S., & Holsapple, C. (2019, May). Developing and Evaluating A Catalog of Supplier Development Activities. Production and Operations Management Society Annual Meeting, Washington DC, District of Columbia.
- Chen, L. (2019, May). Crowd Voting Systems in Product Innovation: A Literature Review. Production and Operations Management Society Annual Meeting, Washington DC, District of Columbia.
- Chen, L. (2018). Exploring Gender Effects on Peer Rating in Open Innovation and Crowdsourcing: A Case of Website Evaluation (Special Address). Wuhan International Conference on e-Business, Wuhan, China.
- Chen, L., Liu, D., & Xu, P. (2018, June). Why Crowd Pick Different Winners from Experts: Evidence from Crowdsourcing Contests. China Summer Workshop on Information Management (CSWIM), Qingdao, China.
- Liu, D., Chen, L., & Xu, P. (2018, May). Why Crowd Pick Different Winners from Experts in Crowdsourcing Contests. Conference on Data Science for Business and Economics, West Lafayette, Indiana.
- Chen, L., Xu, P., & Liu, D. (2017, October). Expert Rating versus Crowd Voting: Impact of Selection Mechanisms on Crowdsourcing Contests. INFORMS Conference of Information Systems and Technology, Houston, Texas.
- Chen, L. (2016, November). Integrating Website Design, Evaluation, and Analytics into an Introductory MIS Course. Decision Science Institute, Austin, Texas.
- Chen, L., Ellis, S., & Holsapple, C. W. (2016, November). The Mediation Effect of Knowledge Management on

Supplier Development Performance. Decision Science Institute, Austin, Texas.

Chen, L., Xu, P., & Liu, D. (2015, June). Experts versus the Crowd: A Comparison of Selection Mechanisms in Crowdsourcing Contests. China Summer Workshop on Information Management (CSWIM), Hefei, China.

Chen, L., Ellis, S., & Holsapple, C. (2014, November). How Supplier Development Works: An Examination Using Knowledge Chain Theory. Decision Science Institute, Tampa, Florida.

Chen, L., Xu, P., & Santhanam, R. (2014, November). Do Video-based Reviews Work Best? Decision Science Institute, Tampa, Florida.

Chen, L. & Holsapple, C. W. (2014, August). Teaching the Introductory MIS Course: An MIS Approach. American Conference on Information Systems, Savannah, Georgia.

Chen, L., Xu, P., & Liu, D. (2014, June). Comparing Selection Mechanisms in Crowdsourcing Platforms. China Summer Workshop on Information Management (CSWIM), Chengdu, China.

Chen, L. (2013, November). The Use of Data Mining in Telecom Churn Prediction. Decision Science Institute, Baltimore, Massachusetts.

Chen, L. (2013, November). Are Out-switching and Within-switching Different? Decision Science Institute, Baltimore, Maryland.

Chen, L. & Holsapple, C. W. (2013, August). Impact Analysis in E-Business: A Case of Adoption Research. Americas Conference on Information Systems, Chicago, Illinois.

Chen, L. (2013, August). Motivation and Innovation in Online Collaborative Communities: An Application of Expectancy Theory. American Conference on Information Systems, Chicago, Illinois.

Chen, L., Ellis, S., & Holsapple, C. (2013, May). Understanding the Relationship between Supplier Development Activities and their Outcomes. Production and Operations Management Society Annual Meeting, Denver, Colorado.

Chen, L. & Liu, D. (2012, August). Comparing Strategies for Winning Expert-rated and Crowd-rated Crowdsourcing Contests. American Conference on Information Systems, Seattle, Washington.

Chen, L. & Holsapple, C. W. (2012, August). E-Business Adoption Research: Analysis and Structure. American Conference on Information Systems, Seattle, Washington.

Xu, P., Chen, L., Wu, L., & Santhanam, R. (2012, August). Visual Presentation Modes in Online Product Reviews and Their Effects on Consumer Responses. American Conference on Information Systems, Seattle, Washington.

Chen, L. & Santhanam, R. (2011, August). The Influence of Usage Experience on Adoption of Successive ICT Products. American Conference on Information Systems, Detroit, Michigan.

Chen, L., Ellis, S., & Holsapple, C. W. (2011, August). A Knowledge-sharing Perspective on Supplier Development Activities. American Conference on Information Systems, Detroit, Michigan.

### **National**

Zimmer, C., Chen, L., & Bellah, J. (2018). Project Management Software: Development & Evaluation of the PMIS. ABIS 2018 Conference Proceedings, Albuquerque, New Mexico.

### **Regional**

Chen, L. & Nguyen, C. (2019, March). A Citation Analysis of E-Business Adoption Literature. Southern Association of Information Systems (SAIS), St. Simons Island, Georgia.

## **Presentation of Non-Refereed Papers**

### **Local**

Chen, L., Liu, D., & Xu, P. (2018, November). Crowd Voting vs. Expert Rating: A Series of Examinations from Crowdsourcing Contests. Invited presentation at College of Business Research Symposium, Canyon, Texas.

## **Other Research Activities**

### **Other**

2017: Chen, L., COB Science Writing Group. Attended the COB Science Writing Group meeting organized by Dr. Sean Humphreys each Thursday morning and engaged in scholarly activity to increase your scholarly output and build a culture at the COB of continuous scholarly improvement.

## **Service:**

### **Service to the University**

#### **Department Assignments**

##### **Assurance of Learning - Institutional Service:**

2019: Stat Course Meeting

2019: Senior Exit Survey Meeting

2017 – 2019: Greenlighting Party for CIS majors

2017-2018 – 2018-2019: CIS Professional Development Manual

##### **Faculty Advisor:**

2016-2017 – 2019-2020: Upsilon Pi Epsilon

##### **Member:**

2018-2019: CIS outreach committee

2018-2019: Master of CISBA Comprehensive Exam

##### **Other Institutional Service Activities:**

2019: CIS Advisory Board Meeting

2018: ABET Assessment Support

2018: ABET Assessment Report

2018: CIS Minor Curriculum

2017: ABET Assessment Meeting

2017: Haojun Qiu

2017: Career Fair

2017: Master of CISBA Program

2017: Undergraduate BA Program

2016: Greenlighting party for CIS majors

2016: ACE students visited COB event

2016: High School Fair

**Writing Student Recommendations:**

2019: John Katumo

2018 – 2019: Daniel Hix

**College Assignments**

**Faculty Sponsor:**

2017 – 2018: Data Analytics Competition

**College Assignments**

**Member:**

2018-2019: Ethics and Academic Integrity Committee

2018-2019: Strategic Planning and Assessment Committee

2017-2018: COB Faculty Standards Committee

2016-2017 – 2017-2018: Ethics & Academic Integrity Committee

**College Assignments**

**Mentoring Activities:**

2017-2018 – 2018-2019: Cuong Nguyen

2017: Lawrence Schwartz

2017: Colby Hodnett

**Other Institutional Service Activities:**

2019: R and Python Community

2017: Dead Day Assessment Event

**Writing Student Recommendations:**

2019: Shamima Sultana

2018: Cuong Nguyen

2018: Ram Mainali

2018: Dan Qiao

2017: Abdool Jamal

2017: Aljoharah Alghamdi

2017: Smriti Thapa

2017: Nitisha Aryal

2017: Bibek Pokhrel

2016: Alshehri Rashad

### **University Assignments**

#### **Other Institutional Service Activities:**

2017: Student Poster Competition

2017: New Student Orientation

### **State-wide Assignments**

#### **Other Institutional Service Activities:**

2018: Pathways Research Symposium

## **Service to the Profession**

### **Academic Conference: Discussant**

2018: China Summer Workshop on Information Management (CSWIM). I was invited to discuss a paper in CSWIM 2019.

### **Academic Conference: Moderator / Facilitator**

2019: Production and Operations Management Society Annual Meeting, Washington DC, District of Columbia. Serve as a session chair in POMS 2019 meeting

2013: Decision Science Institute.

2013: Production and Operations Management Society Annual Meeting.

### **Reviewer - Article / Manuscript**

2019: Production Planning & Control. Review a paper for PPC (Production Planning & Control) and produce a two-page review report (single-spaced).

2019: Journal of the Association for Information Systems. Review a paper for JAIS and produce 2-page review report (single-spaced)

2019: Southern Association of Information Systems (SAIS). Reviewed two papers for Twenty-Second Annual Conference for Southern Association for Information System (SAIS).

2018: Hawaii International Conference on System Sciences 2018 (HICSS-51). Review a paper for HICSS.

2018: Journal of Organizational Computing and Electronic Commerce. Produce a six-page review a paper for Journal of Organizational Computing and Electronic Commerce.

2017: Information Systems Research. Produce a 3-page review report (single-spaced) for a submission at ISR

2017: Journal of Organizational Computing and Electronic Commerce. Produce 5-page review report (single-spaced) for a submission at JOCEC

2017: Journal of Organizational Computing and Electronic Commerce. Produce a three page review report (single-spaced) for a submission at JOCEC

2016: Information Systems Research. Review a paper submitted to ISR  
2014 – 2016: Journal of Electronic Commerce Research. Review a paper submitted to JECR.  
2011 – 2015: Journal of Organizational Computing and Electronic Commerce.  
2014: Teaching and Learning in Medicine.  
2013: Scientometrics.

### **Reviewer: Conference Paper**

2017: International Conference on Information Systems (ICIS). Produce two-page review report (single-spaced) for a submission at ICIS  
2017: International Conference on Information Systems (ICIS). Produce 2-page (single-spaced) review report for a submission at ICIS  
2016: International Conference on Information Systems (ICIS).  
2016: Decision Science Institute.  
2015: INFORMS Conference of Information Systems and Technology.  
2014: Pacific Asia Conference on Information Systems.  
2013 – 2014: Decision Science Institute.  
2012 – 2013: American Conference on Information Systems.

## **Service to the Community**

### **Other Community Service Activities**

2019: WT July 4th Fair on the Square, Volunteer at WT booth in Fourth of July Fair to show Buff Spirit to the public  
2017 – 2019: Step Up to Success Middle School Outreach, Engage with middle school students by activities and games and introduce CIS program to them (March).  
2018: Discover WT, In Classroom Center 205, we extoll the virtues of the CIS degree and to give the those kids a memorable and fun experience that stays with them (about 40 kids in total).  
2018: Step Up to Success High School Outreach, On Nov 14 2018, we shared with High School students about CIS as a Major and demonstrated programming puzzles and games (36 students from two sessions).  
2017 – 2018: Volunteer in Randall County Jail, Served as a Volunteer in Randall County Jail two months (every Sunday afternoon) each year from 2017 to 2019.  
2017: Step Up to Success High School Outreach, We shared with High School students about CIS as a Major and demonstrated programming puzzles and games (45 students from two sessions).  
2017: Tri-State Fair Volunteer, Conducted a survey with Dr. Nicholas Gerlich (Marketing Professor) for Tri-State Fair in September 2017 and collected over 100 responses.

## **Memberships**

Decision Science Institute, 2013-2017  
Association of Information Systems, 2011-2018

## **Faculty Development**



### **Assurance of Learning - Professional Development**

2016: New Faculty Orientation Sessions, Canyon, Texas.

2015: New Faculty Teaching Enhancement Program, Miami, Ohio.

### **Other Professional Development**

2018: 2018 UPE Convention, Ft. Lauderdale, Florida.

Representatives from various universities presented their activity reports. I presented our activity report for WT Chapter.

2017: Collaborative Institutional Training Initiative - Social and Behavioral Research Training, Canyon, Virtual.

### **Professional Seminars / Workshops**

2013: AMCIS Doctoral Consortium, Chicago, Illinois.

2013: POMS Doctoral Consortium, Denver, Colorado.

2012: Lean Six Sigma Green Belt, Lexington, Kentucky.

### **Technology-Related Training**

2014: Digital Analytics Fundamentals, Google Analytics Academy, Virtual.

2014: Mobile App Analytics Fundamentals, Google Analytics Academy, Virtual.

2014: Google Analytics Platform Principles, Google Analytics Academy, Virtual.

2013: Analyzing Network Data, Lexington, Kentucky.

2012: Introduction to Social Network Analysis, Lexington, Kentucky.

## **Honors-Awards-Grants**

### **Award**

2018: 2017-2018 Distinguished Paper Award, Association of Business Information Systems. Received the Distinguished Paper Award from Association of Business Information Systems in 2018.

2014: Finalist for the Best Paper Award in AMCIS, Association of Information Systems. Only ten out of over 240 papers were selected as finalists of the Best Paper Award..

### **Honor**

2017: Member of Upsilon Pi Epsilon, Upsilon Pi Epsilon. UPE is the first and only, existing international honor society in the Computing and Information discipline. .

### **Scholarship**

2011 – 2014: Lockett Fellowship, University of Kentucky.

## **Teaching Activities**

2019 - CIDM/ECON 6362.

2018 - Making Introductory Video.

2018 - Integrating R with RapidMiner.

2018 - Lab Assignment Redesign.  
2018 - Pre-class Introduction.  
2018 - Mid-term student evaluation survey.  
2018 - Takeaway Report from Webinars.  
2017 - CIDM 2342/6300 Faculty Meeting.  
2017 - Reflection Report.  
2017 - Design Group Project for Data Analytics and Stats courses.  
2017 - Design a website for Data Analytics.  
2017 - Integrate R to CIDM 6355.  
2017 - Design and Deliver CIDM/ECON 6308.  
2016 - Adjust teaching materials and approach.

## **Courses Taught**

### **Courses taught, but not in the Schedule:**

CIDM 2342: Statistics for Business and Economics  
CIDM 4350: Data Mining Methods  
CIDM 6305: Quantitative Analysis for Business  
CIDM/ECON 6308: Seminar in Data Analytics  
CIDM 6355: Data Mining Methods  
CIDM/ECON 6362: Advanced Business Forecasting

## **Other Teaching Activities**

### **Assurance of Learning - Teaching**

2018 - Making Introductory Video. Assurance of Learning - Teaching.  
2018 - Pre-class Introduction. Assurance of Learning - Teaching.  
2018 - Mid-term student evaluation survey. Assurance of Learning - Teaching.  
2018 - Takeaway Report from Webinars. Assurance of Learning - Teaching.

### **Course (Existing) - Compensated Redesign**

2018 - Integrating R with RapidMiner. Course (Existing) - Compensated Redesign.  
2018 - Lab Assignment Redesign. Course (Existing) - Compensated Redesign.  
2017 - Integrate R to CIDM 6355. Course (Existing) - Compensated Redesign.

### **Course (New) - Creation/Delivery: Online**

2019 - CIDM/ECON 6362. Course (New) - Creation/Delivery: Online.  
2017 - Design and Deliver CIDM/ECON 6308. Course (New) - Creation/Delivery: Online.

### **Innovations in Course Content / Presentation**

2017 - Design Group Project for Data Analytics and Stats courses. Innovations in Course Content /

Presentation.

2017 - Design a website for Data Analytics. Innovations in Course Content / Presentation.

**Other Teaching Activities**

2017 - CIDM 2342/6300 Faculty Meeting. Other Teaching Activities.

2017 - Reflection Report. Other Teaching Activities.

2016 - Adjust teaching materials and approach. Other Teaching Activities.

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