Ye Liu

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Employment

Georgia Institute of Technology, Scheller College of Business   2025 -

Assistant Professor of Information Technology Management

Education

University of Washington, Michael G. Foster School of Business   2020 - 2025

Ph.D. in Business Administration, Information Systems

Minor: Economics, Computer Science

Advisor: Professor Yong Tan

Shanghai Jiao Tong University, Antai College of Economics and Management   2011 - 2015

B.S. in Finance

Research Interest

Topics: FinTech (Cryptocurrency, Social Trading, Blockchain, NFT, Crowdfunding), Platform Economics, Societal Impacts of Technological Innovation

Methods: Structural Model, Causal Inference, Machine Learning, Econometrics, Field Experiment

Publication

1. Zhijin Zhou, **Ye Liu**, Chaoliang Ma, and Yong Tan, "Effects of Scarcity-Induced Demand on Crowdfunding Market", *Production and Operations Management*, 2024.

Working Paper

(* stands for equal authorship.)

2. **Ye Liu**, Mingwen Yang, Matthias Pelster, and Yong Tan, "The Interplay of Opinions and Trading Behavior: Understanding Early Cryptocurrency Adoption Dynamics", under *the second-round review at Information Systems Research*.

First place, Best Student Paper Award, INFORMS Social Media Analytics Section, 2024

3. **Ye Liu**, Mingwen Yang, and Yong Tan, "Coevolution of Trader Networks and Follower Dynamics in Social Trading", under *the second-round review at Production and Operations Management*.

4. Amandeep Singh*, **Ye Liu***, and Hema Yoganarasimhan, "Choice Models and Permutation Invariance: Demand Estimation in Differentiated Products Markets", under *Minor Revision at Marketing Science*.

5. Rain Kan*, **Ye Liu***, Uttara M. Ananthakrishnan, and Yong Tan, "One Size Fits All? Informational Accessibility and Inclusivity in Online Platforms", under *the second-round review at Management Science*.

6. **Ye Liu**, and Yong Tan, "Image or Network? Exploring the Role of Networks in NFT Platforms Using a Set-Based Scalable Approach", preparation for submission.

Work in progress

7. **Ye Liu***, Amandeep Singh*, and Hema Yoganarasimhan*, "Measuring the Effect of Advertisements in E-commerce: A Field Experiment Approach", preliminary results available.

Honors and Awards

Best Student Paper Award, First Place, INFORMS Social Media Analytics Section, 2024

OpenAI Researcher Access Program Research Grant ($5,000), 2024

Ph.D. Program Dean's Achievement Award, 2023

Foster School of Business Fellowship, University of Washington, 2020-2024

Conferences Presentations

"Coevolution of Trader Networks and Follower Dynamics in Social Trading"

- INFORMS Annual Meeting	Phoenix, AZ, 2023
- Workshop on Information Technologies and Systems (WITS)	Austin, TX, 2021
- Conference on Information Systems and Technology (CIST)	Virtual, 2020

"Choice Models and Permutation Invariance: Demand Estimation in Differentiated Products Markets"

- NeurIPS Causal Representation Learning Workshop	Virtual, 2023
- Conference on Information Systems and Technology (CIST)	Phoenix, AZ, 2023
- INFORMS Workshop on Data Science (WDS)	Phoenix, AZ, 2023

"The Interplay of Opinions and Trading Behavior: Understanding Early Cryptocurrency Adoption Dynamics"

- Production and Operations Management Annual Conference (POM)	Orlando, FL, 2023
- Conference on Information Systems and Technology (CIST)	Indianapolis, IN, 2022
- INFORMS Annual Meeting	Indianapolis, IN, 2022

"One Size Fits All? Informational Accessibility and Inclusivity in Online Platforms"

- Platform Strategy Research Symposium	Boston, MA, 2024
- Hawaii International Conference on System Sciences (HICSS)	Honolulu, Hawaii, 2024
- Workshop on Information Systems and Economics (WISE)	Hyderabad, India, 2023
- Conference on Information Systems and Technology (CIST)	Phoenix, AZ, 2023

"Image or Network? Exploring the Role of Networks in NFT Platforms Using a Set-Based Scalable Approach"

- Conference on Information Systems and Technology (CIST)	(scheduled) Seattle, WA, 2024
- INFORMS Annual Meeting	(scheduled) Seattle, WA, 2024

Invited Talks

ISPOC Series, July 2025

Georgia Institute of Technology, November 2024

Texas A&M University, November 2024

University of Texas at Dallas, November 2024

University of Florida, November 2024

Indiana University, September 2024

Teaching

IS 451 Business Analytics, Lab instructor & Teaching Assistant

Autumn 2022, Course evaluation: 4.6/5

Spring 2023, Course evaluation: 4.5/5

IS 300 Introduction To Information Systems, Lab instructor & Teaching Assistant

Winter 2022, Course evaluation: 4.5/5

Autumn 2021, Course evaluation: 4.0/5

IS 445 Database Management, Teaching Assistant

Spring 2022, Course evaluation: 4.8/5

IS 410 Networks and Cybersecurity, Teaching Assistant

Winter 2024, Course evaluation: 4.8/5

Services

Journal Reviewer for Information Systems Research (×2), Management Science (×2), Production and Operations Management (×4), Journal of Management Information Systems (×3), Electronic Commerce Research (×1), Information Technology & Management (×1)

Conference Reviewer for Conference on Information Systems and Technology (CIST) (×1), International Conference on Information Systems (ICIS) (×5), Pacific Asia Conference on Information Systems (PACIS) (×1), INFORMS Workshop on Data Science (WDS) (×3)

Industry Experience

Amazon, Apply Scientist Intern   Seattle, WA, 2023
Meritco Services, Consultant   Shanghai, China, 2017–2018
PwC, Associate   Shanghai, China, 2015–2017
Apple, Management Trainee Summer Intern   Shanghai, China, 2014

Proficiencies

Skills: Python, R, Stata, SQL, Spark, Tableau
Language: English (fluent), Chinese (native)