



NUS – NTU – SMU

Joint Research Workshop 2025

1 July (Tuesday) – 3 July (Thursday)



DAY 1
1 JULY
(TUE)
@NUS

TIME		SEMINAR / TALK	
8.45 am - 9.00 am	Registration & Light Refreshment (foyer outside COM3 MPH)		
9.00 am - 9.05 am	Welcome Speech (Khim Yong GOH (NUS), Anandasivam GOPAL (NTU), Keng Leng SIAU (SMU)) & Photograph Taking (COM3 MPH)		
9.05 am - 10.00 am	Keynote 1.1 Speaker: Indranil BARDHAN (UT Austin) Topic: "New Directions for Information Systems Research in Digital Health: Opportunities and Challenges" Chair: Cheng Suang HENG, Time Keeper: Jingqi DING (COM3 MPH)		
10.00 am - 11.00 am	Faculty Presentation 1.11 Yingda ZHAI (NUS) – “Steering Drivers with Signals: Robust Persuasion in Ride-Sharing” (COM3-02-59 MR20)	Faculty Presentation 1.21 Nan CHEN (NUS) – “The Demand for Counterfeits” (COM3 MPH)	
11.00 am - 12.00 pm	Faculty Presentation 1.12 Varun KARAMSHETTY (NUS) – “Have You Walked in My Shoes? Mitigating the Cold Start Problem in Peer-to-Peer Platforms with Bilateral Reviews for the Platform Strategy” (COM3-02-59 MR20)	Faculty Presentation 1.22 Eric KWON (NTU) – “Mobile Effects on Two-Sided Financial Decisions: Evidence from Field Experiments on Peer-to-Peer Lending Platforms” (COM3 MPH)	
12.00 pm - 1.00 pm	Lunch (foyer outside COM3 MPH)		
1.00 pm - 2.00 pm	Keynote 1.2 Speaker: Eric ZHENG (UT Dallas) Topic: “From Counterfactual to Alterfactual: Addressing Irrationality in Human-AI Collaboration” Chair: Cheng Suang HENG, Time Keeper: Jingqi DING (COM3 MPH)		
2.00 pm - 3.00 pm	Faculty Presentation 1.13 Ben CHOI (NTU) – “Cognitive and Social Dynamics of Human–AI Interaction: Field and fNIRS Evidence on Information Retention and Reciprocity” (COM3-02-59 MR20)	Faculty Presentation 1.23 Jiayu YAO (NTU) – “Does Success Bring Success? The Effect of Crowdfunding Updates on Post-campaign Market Success” (COM3 MPH)	
3.00 pm - 3.30 pm	Tea Break (foyer outside COM3 MPH)		
	THEME: Consumers and AI (COM3-01-20 SR11) Chair: Yingda ZHAI, Time Keeper: Jingqiao TAO	THEME: Complex Issues Confronting AI (COM3-01-22 SR13) Chair: Cheng Suang HENG, Time Keeper: Jingqi DING	THEME: AI, Learning and Work (COM3-01-25 SR15) Chair: Nan CHEN, Time Keeper: Dingyu SHI
3.30 pm - 4.10 pm	PhD Presentation 1.11 Xinyi ZHANG (Khim Yong GOH) (NUS) – “The Value of AI-Generated Metadata for UGC Platforms: Evidence from a Large-scale Field Experiment”	PhD Presentation 1.21 Stephen Zeyuan HONG (Ben CHOI) (NTU) – “Inherent Biases in Human-AI Collaborations: An Augmented Reality Expt with Eye-tracking and Facial Expression Analysis”	PhD Presentation 1.31 Shelley Xuenan HUO (Keng Leng SIAU) (SMU) – “AI’s Role in Workplace Involution: A Text Mining Study”
4.10 pm - 4.50 pm	PhD Presentation 1.12 Shiyi WANG (Jack TONG) (NTU) – “When Generative Artificial Intelligence Meets Human Reviews: How Does It Change Consumer Purchases?”	PhD Presentation 1.22 Yuzhou QIAN (Keng Leng SIAU) (SMU) – “Physicians’ Trust in AI: Effect of Bias and Discrimination Information Transparency”	PhD Presentation 1.32 Jinya HU (Khim Yong GOH) (NUS) – “AI-Enabled Fuzzy Front End: How And Why Generative AI Enhances Creativity in Raw Idea Generation”
4.50 pm - 5.30 pm	PhD Presentation 1.13 Zhiyi CHEN (Nan HU) (SMU) – “Modeling Intertemporal Choice with Large Language Models: The Role of Liquidity Constraints and Investment”	PhD Presentation 1.23 Yuening YAN (Cheng Suang HENG) (NUS) – “Exploring the Impacts of Memory-Context Knowledge Conflicts on AI Adaptivity and Explainability”	PhD Presentation 1.33 Yulia LUNINA (Ben CHOI) (NTU) – “When Machines are Learning, Why Not Humans? A Study Examining Roadcraft Training by AI Coaches”
6.00 pm - 8.30 pm	Dinner (Edge, Pan Pacific Singapore)		



DAY 2
2 JULY
(WED)
@NTU

TIME		SEMINAR / TALK		
8.45 am - 9.00 am	Registration & Light Refreshment (Level 1 outside Gaia Auditorium)			
9.00 am - 9.05 am	Welcome Speech (for Day 2) & Photograph Taking (Gaia Auditorium)			
9.05 am - 10.00 am	Keynote 2.1 Speaker: Elena KARAHANNA (UGA) Topic: “Generative Transactive Memory Systems (GenTMS): Rethinking Collective Cognition in the Age of Generative AI” Chair: Ben CHOI, Time Keeper: Fenfen ZHU (Gaia Auditorium)			
10.00 am - 11.00 am	Faculty Presentation 2.11 Haoyuan LIU (NTU) – “The Implications of People Analytics Feedback for Worker Performance” (Seminar Rm 5)	Faculty Presentation 2.21 Jaecheol PARK (NTU) – “How Does AI Change Drug Development? Evidence from Clinical Trial Phases and Drug Types” (Seminar Rm 6)		
11.00 am - 12.00 pm	Faculty Presentation 2.12 Shiying LIM (NUS) – “Ventures’ Pursuit of Product-Market Fit in Nascent Ecosystems: Evidence from Digital Health” (Seminar Rm 5)	Faculty Presentation 2.22 Freddy LIM (NUS) – “Points Plus Money: Uncovering the Impact of Mixed Currency Redemptions” (Seminar Rm 6)		
12.00 pm - 1.00 pm	Lunch (Level 1 Event Space)			
1.00 pm - 2.00 pm	Keynote 2.2 Speaker: Wonseok OH (KAIST) Topic: “Smartphone-Generated Physiological Data for Mental Healthcare: Opportunities and Challenges” Chair: Ben CHOI, Time Keeper: Fenfen ZHU (Gaia Auditorium)			
2.00 pm - 3.00 pm	Faculty Presentation 2.13 Vivek CHOUDHARY (NTU) – “Should Firms Promote Public Health to their Customers? Evidence of Economic Impact from a Multi-Country Natural Experiment in Ridesharing” (Seminar Rm 5)	Faculty Presentation 2.23 Nakyung KYUNG (NUS) – “Algorithm as Boss or Coworker? Randomized Field Experiment on Algorithmic Control and Collaboration in Gig Platform” (Seminar Rm 6)		
3.00 pm - 3.30 pm	Tea Break (outside Seminar Rm 6)			
	THEME: Innovation Investigation (Seminar Rm 5) Chair: John DONG, Time Keeper: Zeyuan HONG	THEME: Medical Manipulation (Seminar Rm 6) Chair: Ben CHOI, Time Keeper: Yulia LUNINA	THEME: Platform Strategies and Rewards (Seminar Rm 7) Chair: Eric KWON, Time Keeper: Hannah	
3.30 pm - 4.10 pm	PhD Presentation 2.11 Yang LI (John DONG) (NTU) – “From Foundation to Frontier: How Cross-Border Network Infrastructure Boosts Firm Innovation”	PhD Presentation 2.21 Anqi ZHAO (Qian TANG) (SMU) – “Do Physicians Respond to Patient Voice? Impact of Online Service Reviews on Physician Performance”	PhD Presentation 2.31 Jingqiao TAO (Cheng Suang HENG) (NUS) – “When More Isn’t More: Model Diversity in Online Retail”	
4.10 pm - 4.50 pm	PhD Presentation 2.12 Shaoyi LIAW (Qian TANG) (SMU) – “New Ideas vs. Novel Recombinations: Unpacking Their Impacts on Innovation Performance in the Movie Industry”	PhD Presentation 2.22 Yonggang LI (Jungpil HAHN) (NUS) “Effect of Artificial Intelligence on Organizational Learning: A Simulation-Based Approach”	PhD Presentation 2.32 Kayoung SHIN (Eric KWON) (NTU) – “Play, Earn, and Engage: The Motivational Influence of Crypto-Economic Models on Mobile Game Engagement”	
4.50 pm - 5.30 pm	PhD Presentation 2.13 Jingyuan DENG (Dandan QIAO) (NUS) – “Better Connection, More Innovation? Unveiling the Impact of Ride-Hailing Services on Local Knowledge Flows”	PhD Presentation 2.23 Xiaodan SHAO (Vivek CHOUDHARY) (NTU) – “Reducing Prescription Errors Through Information Interventions: A Field Experiment in Healthcare Operations”	PhD Presentation 2.33 Ruomeng HU (Dan MA) (SMU) – “Reward Strategies on Competing Content Platforms”	
6.30 pm - 8.30 pm	Dinner (Colony, Ritz Carlton Singapore)			



DAY 3

3 JULY

(THU)

@SMU

TIME		SEMINAR / TALK	
8.45 am - 9.00 am	Registration & Light Refreshment (Ngee Ann Kongsi Auditorium, Foyer)		
9.00 am - 9.05 am	Welcome Speech (for Day 3) & Photograph Taking (Ngee Ann Kongsi Auditorium)		
9.05 am - 10.00 am	Keynote 3.1 Speaker: Susanna HO (ANU) Topic: "From Experiment to Computationally Intensive Theory Construction" (Ngee Ann Kongsi Auditorium) Chair: Fiona NAH, Time Keeper: Shelley HUO		
10.00 am - 11.00 am	Faculty Presentation 3.11 Qian TANG (SMU) – "New Idea Success in Online Platforms: Knowledge Recombination and Crowdsourcing Feedback"	(Connexion Active Learning Classroom 3-1)	Faculty Presentation 3.21 Ping Fan KE (SMU) – "Cybersecurity as a Credence Good: Market Impact and Policy Solutions" (Connexion Active Learning Classroom 3-2)
11.00 am - 12.00 pm	Faculty Presentation 3.12 Wee Kiat LEE (NTU) – "Freelancers or Employees? A Field Experiment with a Food Delivery Platform"	(Connexion Active Learning Classroom 3-1)	Faculty Presentation 3.22 Xiaofan LI (NUS) – "AIGC on Marketing: A Theory-driven Design System and Empirical Evaluation" (Connexion Active Learning Classroom 3-2)
12.00 pm - 1.00 pm	Lunch (Connexion Level 3 Social Pantry)		
1.00 pm - 2.00 pm	Faculty Presentation 3.13 Li DING (NTU) – "Ka-Ching: The Impact of Cash-on-Delivery on Drivers' Behavior"	(Connexion Active Learning Classroom 3-1)	Faculty Presentation 3.23 Jack TONG (NTU) – "Nudging for Artificial Intelligence Care Management Services: Evidence from a Randomized Field Experiment" (Connexion Active Learning Classroom 3-2)
2.00 pm - 2.40 pm	THEME: Conformity v Polarization, Voice (Connexion ALC3-1) Chair: Qian TANG, Time Keeper: Yuzhou QIAN	THEME: Commerce and Trade, Sharing (Connexion ALC3-2) Chair: Fiona NAH, Time Keeper: Shelley HUO	THEME: Capabilities and Behavior (Connexion ALC3-3) Chair: Ping Fan KE, Time Keeper: Kris KANG
	PhD Presentation 3.11 Xu YANG (Nan HU) (SMU) – "Employee Conformity in Online Ratings and Corporate Innovation"	PhD Presentation 3.21 Hang JIANG (Chen JIN) (NUS) "Moral Hazard in Live Commerce"	PhD Presentation 3.31 Anisha SHARMA (John DONG) (NTU) – "Fit for Task: Dynamic Capabilities Development of Technology- and Market-Facing Teams"
2.40 pm - 3.20 pm	PhD Presentation 3.12 Fangshi LIN (Hock Hai TEO) (NUS) – "Reducing Affective Polarization through Empathy-based Interventions: Evidence from Experimental Study"	PhD Presentation 3.22 Xinjun YANG (John DONG) (NTU) – "Geopolitical Uncertainty and Digital Transformation: Evidence from U.S.-China Trade War, 2018-2019"	PhD Presentation 3.32 Zhenming SHI (Vivek CHOUDHARY) (NTU) – "From Information Aggregators to Transaction Facilitators: An Empirical Investigation of the Impact of the Platform Payment Integration"
3.20 pm - 3.40 pm	Tea Break (Connexion Level 3 Social Pantry)		
3.40 pm - 4.20 pm	PhD Presentation 3.13 Fenfen ZHU (Ben CHOI) (NTU) – "Beyond Text: Theorizing and Testing the Impact of AI Voice Production and Transmission on AI-Guided Learning"	PhD Presentation 3.23 Mengnan LI (Keng Leng SIAU) (SMU) – "The State is Watching. Still Share? Impact of Identity Verification and Disclosure on Social Media Sharing"	PhD Presentation 3.33 Xiaohui LIU (Hock Hai TEO) (NUS) – "How Does Dynamic AI Pricing Affect Tipping Behavior on Two-Sided Platforms? Empirical Evidence From Uber"
4.20 pm - 5.20 pm	Panel Session 3.2 Panelist: Indranil BARDHAN, Susanna HO, Elena KARAHANNA, Wonseok OH, Eric ZHENG (Ngee Ann Kongsi Auditorium) Topic: "What could be the Unique Value Propositions or Contributions of IS/IT Research in the Realm of All Things AI?" Chair: Keng Leng SIAU, Time Keeper: Shelley HUO		
5.20 pm - 5.30 pm	Closing Speech (Khim Yong GOH (NUS), Anandasivam GOPAL (NTU), Keng Leng SIAU (SMU)) & Photograph Taking (Ngee Ann Kongsi Auditorium)		
6.30 pm - 8.30 pm	Dinner (TungLok Seafood, Gardens by the Bay)		