

Qinglai He

Email: qinglai.he@wisc.edu Office: Grainger Hall 4279

Academic Positions

2021 - Present	Assistant Professor in Information Systems, <i>John and Anne Oros Term Professor (2026 – Present)</i> <i>Wisconsin School of Business, University of Wisconsin - Madison</i>
2016 - 2021	Graduate Associate in Information Systems, <i>W. P. Carey School of Business, Arizona State University</i>

Education

2016 - 2021	Ph.D. in Information Systems <i>Dissertation Title: Online Platform Policy and User Engagement</i> <i>(*Runner-up, ACM SIGMIS Doctoral Dissertation Award, 2021)</i>	<i>Arizona State University</i>
2013 - 2016	M.S. in Computer Science	<i>Sichuan University</i>
2009 - 2013	B.S. in Computer Science, B.A. in Finance (Minor)	<i>Sichuan University</i>

Research Interests

-
- Human-AI Interaction
 - Incentives & Creativity of User-generated Content
 - Online Platform Policy

Honors and Awards

-
- 2026 Gaumnitz Junior Faculty Research Award, Wisconsin School of Business
 - 2025 *Management Science* Best Paper Award in Prior 3 Years, INFORMS ISS
 - 2025 Mable W. Chipman Outstanding Junior Faculty Teaching Award, Wisconsin School of Business
 - 2024 Best Associate Editor, 2024 International Conference on Information Systems
 - 2024 Appreciation for Service as Session Chair, 2024 INFORMS Annual Meeting
 - 2021 Runner-up, ACM SIGMIS Doctoral Dissertation
 - 2020 Americas Conference on Information Systems (AMCIS) Doctoral Consortium Fellow
 - 2020 Outstanding Research, Department of Information Systems, Arizona State University
 - 2015 Outstanding Graduate Student, Sichuan University
 - 2013 Creative Talents Award, College of Computer Science, Sichuan University
 - 2012 Outstanding Graduate, Sichuan University
 - 2012 Outstanding Student in the 1st Summer Camp of Economics and Management School of Wuhan University (only 79 students were selected nationally)
 - 2010 First Place of the English Speech Contest, College Computer Science, Sichuan University

Peer Reviewed Research

1. Qiao, M., **He, Q.**, & Huang, KW. "Detecting and Correcting Estimation Bias Caused by Content Deletion in User-generated Content Studies". Forthcoming at *MIS Quarterly*.
2. Yuan, H.*, **He, Q.***, Wang, L., Huang, N., Zhang, J., & Ye, Q. (2026) "What Happens When Machines Become Smarter? An Empirical Investigation of AI Opponents in Online Gaming". *MIS Quarterly*, 50(3), 971-1000.
*Co-first authors.
3. Zhang, X.*, **He, Q.***, & Zhang, Z.* (2026) "Impact of Reducing Visibility of Friends' Liked Content on Users-Content Engagement across Newsfeed Channels". *Information Systems Research*, 37(2), 805-823. * All coauthors contributed equally.
4. **He, Q.**, Hong, Y., & Santanam, R. (2025) "Platform Governance with Algorithm-based Content Moderation: An Empirical Study on Reddit". *Information Systems Research*, 36(2), 1078-1095.
5. Burtch, G.*, **He, Q.***, Hong, Y.*, & Lee, D*. (2022). "How Do Peer Awards Motivate Creative Content? Experimental Evidence from Reddit." *Management Science*, 68(5), 3488-3506. * All coauthors contributed equally.
(*Management Science Best Paper Award in Prior 3 Years, 2025)

Paper in Review

1. Ma, Y.*, **He, Q.***, Li, X., & Wu, L. "The Double-edged Sword of Banning Generative AI on Online Question & Answer Community: Evidence from Stack Exchange". * Equal contribution. Minor revision at *Management Science*.
2. Miao, Y., **He, Q.**, Kim, S. & Saffarizadeh, K. "Creative Gains, Reputational Strains: Generative AI Elevates Style and Aesthetic Quality but Triggers Spillover on Non-AI Artworks". Under revision for the 3rd round of review at *Journal of the Association for Information System*.
3. Miao, Y., **He, Q.**, Saffarizadeh, K. & Kim, S. "When Should AI Challenge Us? Designing AI Feedback to Break the AI Echo Chamber in Human-AI Creative Collaboration". Under revision for the 2nd round of review at *MIS Quarterly*.
4. Feng, R*, He, C*, **He, Q.***. "When Saving Means Sacrificing: The Impact of State-Mandated IRA Programs on Household Consumption Choices". *Equal contribution. Reject-and-resubmit at *Marketing Science*.

Work in Progress

1. **He, Q.**, Ma, Y., & Li, X. "Multimodal Search Results in Generative AI-powered Search Engines: Evidence from a Field Experiment". Preparation for submission to *Information Systems Research*.
2. Bairathi, M.*, Banerjee, S.*, **He, Q.***, & Huang, J*. "Governance Shocks and User Engagement: Lessons from the 2023 Reddit 'Go Dark' Protests". * All coauthors contributed equally. Manuscript in preparation.

Conference Proceedings

1. Zhang, X., **He, Q.**, & Zhang, Z. (2022) "Impact of Hiding Friends' Liked Content on Users-Content Engagement across Newsfeed Channels". In: *Proceedings of the International Conference on Information Systems (ICIS)*, Copenhagen, Denmark.
2. **He, Q.**, Hong, Y., & Santanam, R. (2022) "Machine-assisted Regulation, Online Participation and Human Moderation". In: *Proceedings of the Hawaii International Conference on System Sciences (HICSS)*.
3. **He, Q.**, Hong, Y., & Santanam, R. (2020) "Machine-assisted Regulation, Online Participation and Human Moderation". In: *Proceedings of the International Conference on Information Systems (ICIS)*.

4. Burtch, G., **He, Q.**, Hong, Y., & Lee, D. (2019) "Peer Awards Retain New Users and Encourage Exploitation in Users' Production of Creative Content." In: *Proceedings of the International Conference on Information Systems (ICIS)*, Munich, Germany.

Invited Talks

1. **The Chinese University of Hong Kong, Shenzhen**, Shenzhen, China, *July 2026*.
2. **Tsinghua University**, Beijing, China, *July 2026*.
3. **Shanghai University of Finance and Economics**, Shanghai, China, *July 2026*.
4. **Boston University**, Online Research Seminar on Digital Businesses. Virtual, *May 2025*.
5. **University of Wisconsin – Madison**, Madison, WI, USA, *October 2024*.
6. **University of Rochester** Virtual, *December 2020*.
7. **University of Wisconsin – Madison** Virtual, *November 2020*.
8. **Erasmus University** Virtual, *November 2020*.

Conference & Workshop Presentations

1. (November 2026) "Multimodal Search Results in Generative AI-powered Search Engines: Evidence from a Field Experiment". INFORMS Annual Meeting, 2026, San Francisco, CA, USA – co-authored with Ma, Y. & Li, X.
2. (June 2026) "Multimodal Search Results in Generative AI-powered Search Engines: Evidence from a Quasi-field Experiment". Symposium on Statistical Challenges in Electronic Commerce Research (SCECR), 2026– co-authored with Ma, Y. & Li, X.
3. (October 2025) "Multimodal Search Results in Generative AI-powered Search Engines: Evidence from a Quasi-field Experiment". Conference on Information Systems and Technology (CIST), 2025, Atlanta, GA, USA – co-authored with Ma, Y. & Li, X.
4. (September 2025) "Multimodal Search Results in Generative AI-powered Search Engines: Evidence from a Quasi-field Experiment". NYU-TAU Generative AI Research Workshop, New York, NY, USA – co-authored with Ma, Y. & Li, X.
5. (October 2023) "AI Opponents in Online Gaming: Evidence from a Quasi-field Experiment". INFORMS Annual Meeting, Seattle, WA, USA – co-authored with Yuan, H., Wang, L., Zhang, J., Huang, N., & Wei, Q.
6. (September 2023) "The Impacts of the AIGC Ban on Question & Answer Community: Evidence from Stack Exchange", Wharton Business and Generative AI Conference, San Francisco, CA, USA – co-authored with Ma, Y., Li, X., & Wu, L.
7. (May 2023) "AI Opponents in Online Gaming: Evidence from a Quasi-field Experiment". Methodology, Organization, and Management (MOM): Technological Adoption and Human-Algorithm Interactions at Harvard, 2023, Boston, MA, USA – co-authored with Yuan, H., Wang, L., Zhang, J., Huang, N., & Wei, Q.
8. (October 2022) "Correcting Missing Value Bias Caused by Platform Content Management". INFORMS Annual Meeting, 2022, Indianapolis, IN, USA – co-authored with Qiao, M., & Huang, KW.
9. (April 2022) "The Impact of Influencer Activities on Service and Quality of Care in Online Healthcare Platforms." POMS Conference, 2022, Virtual – co-authored with Yang, H., Huang, N., Hong, Y., & Yan, Z.
10. (October 2021) "Does Identity Declaration Amplify or Attenuate Polarization in Online Political Discourse?" Conference on Information Systems and Technology (CIST), 2021, Newport Beach, CA, USA – co-authored with Pamuru, V., Burtch, G., Hong, Y., & Santanam, R.

11. (June 2021) "Does Mandatory Declaration of Ideological Stance Amplify or Attenuate Polarization in Online Political Discourse?". Symposium on Statistical Challenges in Electronic Commerce Research (SCECR), 2021, Virtual – co-authored with Pamuru, V., Burtch, G., Hong, Y., & Santanam, R.
12. (December 2020) "Machine-assisted Regulation, Online Participation and Human Moderation". International Conference on Information Systems (ICIS), 2020, Virtual – co-authored with Hong, Y., & Santanam, R.
13. (December 2019) "Peer Recognition Increases Content Generation but Reduces Content Novelty." Workshop on Information Systems and Economics (WISE), 2019, Munich, Germany – co-authored with Burtch, G., Hong, Y., & Lee, D.
14. (December 2019) "Peer Recognition Increases Content Generation but Reduces Content Novelty." International Conference on Information Systems (ICIS), 2019, Munich, Germany – co-authored with Burtch, G., Hong, Y., & Lee, D.
15. (November 2019) "Peer Recognition Increases Content Generation but Reduces Content Novelty." Conference on Digital Experimentation at MIT (CODE), 2019, Boston, MA, USA – co-authored with Burtch, G., Hong, Y., & Lee, D.
16. (October 2019) "Peer Recognition Increases Content Generation but Reduces Content Novelty." INFORMS Annual Meeting, 2022, Seattle, WA, USA– co-authored with Burtch, G., Hong, Y., & Lee, D.
17. (October 2019) "Peer Symbolic Awards Increases Content Generation but Reduces Content Novelty." Conference on Information Systems and Technology (CIST), 2019, Seattle, WA, USA – co-authored with Burtch, G., Hong, Y., & Lee, D.
18. (June 2019) "The Role of Peer Symbolic Awards on User-generated Content Creativity: Evidence from a Random Field Experiment." Symposium on Statistical Challenges in Electronic Commerce Research (SCECR), 2019, Hong Kong, China – co-authored with Burtch, G., Hong, Y., & Lee, D.
19. (December 2018) "Role of Reference Points in Goal-directed Website: A Randomized Field Experiment." Workshop of Information Technologies and System (WITS), 2018, Santa Clara, CA, USA – co-authored with Benjamin, V., Hong, Y., & Santanam, R.
20. (October 2018) "Role of Reference Points in Goal-directed Website: A Randomized Field Experiment." Conference on Digital Experimentation at MIT (CODE), 2018, Boston, MA, USA – co-authored with Benjamin, V., Hong, Y., & Santanam, R.
21. (October 2018) "Multi-channel Complementarity in Goal-directed Platforms." Conference on Information Systems and Technology (CIST), 2018, Phoenix, AZ, USA – co-authored with Benjamin, V., Hong, Y., & Santanam, R.
22. (October 2018) "Role of Reference Points in Goal-directed Website: A Randomized Field Experiment." INFORMS Annual Meeting, 2019, Phoenix, AZ, USA – co-authored with Benjamin, V., Hong, Y., & Santanam, R.
23. (December 2017) "Multi-channel Complementarity in the Online Learning Context." Workshop on Information Technologies and System (WITS), 2017, Seoul, South Korea – co-authored with Benjamin, V., Hong, Y., & Santanam, R.

Teaching Experience

Text Analytics and Business Applications

University of Wisconsin – Madison

INFO SYS 723 (Graduate), Spring 2023– present

*(*Mable W. Chipman Outstanding Junior Faculty Teaching Award, WSB, 2025)*

Digital Platform Analytics

University of Wisconsin – Madison

INFO SYS 423 (Undergraduate), Spring 2022–present

Business Database Systems

Arizona State University

CIS 365 (Undergraduate), Spring 2019, Fall 2020, Spring 2021

Professional Service

- 2026-2027 Organizing Committee for SCECR 2027
- 2021-Present Ad-hoc reviewer for *Management Science*, *Information Systems Research*, *MIS Quarterly*, *Production and Operations Management* (*120+ reviews as of Sep 2026)
- 2023-2025 Associate editor for ICIS
(*Best Associate Editor, ICIS, 2024)
- 2021, 2024 Session chair of INFORMS Annual Meeting
- 2017-Present Ad-hoc reviewer for ICIS, CIST, WITS, ECIS, HICSS
- 2017 Volunteer at ICIS & WITS, Seoul, South Korea
- 2016 Volunteer at DocNet, Phoenix, AZ, USA
- 2014 Volunteer at PACIS, Chengdu, Sichuan, China

Student Advising

- Yumeng Miao, co-advised with Prof. Sung Kim. Initial placement: University of Texas at Arlington (2025)

University Service

- 2024-Present Research Engagement & Visibility Committee *OIM Dept, Wisconsin School of Business*
- 2023 Search Committee Member *Wisconsin School of Business*
- 2021-2024 Faculty Senator *University of Wisconsin – Madison*

Technical Skills

- Programming Languages: Python, Java, C++, C, JavaScript, JQuery, SQL, D3.js
- Machine Learning: Scikit-learn, NLTK, Spacy, TensorFlow
- Statistical Software: R, Stata, Tableau