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Academic Background

Ph.D. University of Kentucky.

Work Experience

Academic

Assistant Professor, Lawrence Technological University (August, 2016 - May, 2019), Southfield, Michigan.

Courses Taught

Courses from the Teaching Schedule: Business Intelligence (Bachelors), Data Mining for Business (Bachelors), Data Warehousing & Business Intelligence (MBA), Database Design (MBA), Design Database Systems (Bachelors), Management Information Systems (Bachelors), SP TP Management Information Systems (MBA)

Professional Memberships

INFORMS, 2016-2020

Association for Information Systems, 2011-2020

Decision Sciences Institute, 2011-2020

Intellectual Contributions

Refereed Articles

Hsiao, S., & Wang, Y. (2024). The impact of low-immersion virtual reality on product sales: Insights from the real estate industry. *Decision Support Systems*.

Krey, N., Wu, S., Hsiao, S., & Lin, Tony L.J. (2024). The joint effect of online reviews and manager responses in driving company ratings. *Tourism Management Perspectives*.

Kao, T., Hsiao, S., Su, H., & Ku, C. (2022). Deriving Execution Effectiveness of Crowdfunding Projects from the Fundraiser Network. *Journal of Management Information Systems*.

Hsiao, S., Wang, Y., Wang, T., & Kao, T. (2020). How social media shapes the fashion industry: The spillover effects between private labels and national brands. *Industrial Marketing Management*.

Holsapple, C., Hsiao, S., & Pakath, R. (2018). Business Social Media Analytics: Characterization and Conceptual Framework. *Decision Support Systems*.

Chen, L., Holsapple, C., Hsiao, S., Ke, Z., & Oh, J. (2017). Knowledge-Dissemination Channels: Analytics of Stature Evaluation. *JOURNAL OF THE ASSOCIATION FOR INFORMATION SCIENCE AND TECHNOLOGY*.

Wang, Y., Hsiao, S., Yang, Z., & Hajli, N. (2016). The Impact of Sellers' Social Influence on the Co-creation of Innovation with Customers and Brand Awareness in Online Communities. *Industrial Marketing Management*.

Refereed Proceedings

Krey, N., Wu, S., & Hsiao, S. (2020). A Text Mining Approach to Assessing Company Ratings via User-Generated and Company-Generated Content: An Abstract. *Academy of Marketing Science Annual Conference*.

Ku, C., Chang, Y., Wang, Y., Chen, C., & Hsiao, S. (2019). Artificial Intelligence and Visual Analytics: A Deep-Learning Approach to Analyze Hotel Reviews. *Hawaii International Conference on System Sciences (HICSS)*.

Hsiao, S., Wang, Y., Yang, Z., & Hajli, N. (2015). Leveraging Co-Innovation Practices on Business-to-Business Virtual

Communities. *Americas Conference on Information Systems (AMCIS)*.

Hsiao, S., & Wang, Y. (2015). The Effect of Social Factors on User-Generated Content Productivity: Evidence from Flickr.com. *Americas Conference on Information Systems (AMCIS)*.

Wang, Y., & Hsiao, S. (2014). IT-enabled Intangibles and IT Capabilities: A Study from the Resource-based view and IS Strategy Perspective. *Americas Conference on Information Systems (AMCIS)*.

Holsapple, C., Hsiao, S., & Pakath, R. (2014). Business Social Media Analytics: Definition, Benefits, and Challenges. *Americas Conference on Information Systems (AMCIS)*.

Chapters, Cases, Readings, Supplements

Chapters

Holsapple, C., Hsiao, S., & Oh, J. (2016). Parameters of Knowledge Management Success. *Successes and Failures of Knowledge Management*. Morgan Kaufmann Publishers.

Presentations of Refereed Papers

Hsiao, S., Wang, Y., & Lin, T. L. (2022-2023). *How Low-Immersive Virtual Reality Affects Offline Sales in the Real Estate Market*. International Conference on Information Systems (ICIS), Copenhagen, Denmark.

Hsiao, S., Kao, T., Su, H., & Ku, C. (2019-2020). *Effect of Social Influencer on Crowdfunding Project Efficiency*. International Conference of Information Systems, Munich, Germany.

Hsiao, S., Holsapple, C., & Pakath, R. (2014-2015). *Business Social Media Analytics: Definition, Benefits, Challenges, and a Conceptual Model*. Decision Sciences Institute Annual Meeting, Tampa, Florida.

Hsiao, S. & Lee-Post, A. (2013-2014). *Co-Creation and Competitiveness: A PAIR Perspective*. Decision Sciences Institute Annual Meeting, Baltimore, Maryland.

Presentations of Non-Refereed Papers

International

Hsiao, S. & Pakath, R. (2015-2016). *Social Media Analytics: A Relative Assessment of Opinion Leader Mining Algorithms*. Invited presentation at INFORMS Annual Meeting, Philadelphia, Pennsylvania.

Hsiao, S. & Pakath, R. (2016-2017). *Influencers in Social Media - An Assessment of Algorithmic Approaches in Big Data Environments*. Invited presentation at INFORMS Annual Meeting, Nashville, Tennessee.

Hsiao, S., Kao, T., Su, H., & Ku, C. (2020-2021). *Deriving Crowdfunding Project Execution Efficiency from the Fundraiser Network*. Invited presentation at INFORMS Annual Meeting, Online, Virtual.

Grants

Research

2019-2020: Krey, N., Wu, S., & Hsiao, S., Fact-Checking Development Grant Program, Co-Investigator, The International Fact-Checking Network (IFCN).

Service to the Profession

Ad Hoc Reviewer: academic journal/text/proceedings

2021-2022 – 2024-2025: Journal of Management Information Systems (International).

2019-2020 – 2024-2025: Journal of Business Research (International).

2018-2019 – 2024-2025: Decision Support Systems (International).

2018-2019 – 2024-2025: Industrial Marketing Management (International).

2020-2021 – 2023-2024: Journal of Information Systems (International).

2020-2021 – 2021-2022: International Conference of Information Systems (International).

2020-2021: Academy of Marketing Science Annual Conference (International).

2019-2020 – 2020-2021: Pacific Asia Conference on Information Systems (PACIS) (International).

2018-2019: Americas Conference on Information Systems (AMCIS) (International).

2016-2017 – 2017-2018: International Journal of Information Management (International).

2015-2016 – 2016-2017: Journal of Organizational Computing and Electronic Commerce (JOCEC) (International).

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