

# Shujing Sun

Naveen Jindal School of Management  
University of Texas at Dallas  
800 W Campbell Rd, Richardson, TX 75080

Email: [shujing.sun@utdallas.edu](mailto:shujing.sun@utdallas.edu)  
Homepage: [shujingsun.com](http://shujingsun.com)

## Employment

**Naveen Jindal School of Management, University of Texas at Dallas**  
Assistant Professor of Information Systems

Aug 2020 - Now

## Education

**Simon Business School, University of Rochester**  
Ph.D, Information Systems (Minor: Applied Statistics)

Sep 2014 - May 2020

**College of Management and Economics, Tianjin University**  
B.S. (Information Systems), B.A. (English Literature)

Sep 2010 - Jul 2014

## Research Interests

**Topic:** Healthcare Information Technology, Social Media Analytics, Online Health Community

**Methodology:** Causal Inference, Applied Machine Learning, Natural Language Processing, Field Experiment

## Publication

1. "Does Telemedicine Reduce Emergency Room Congestion? Evidence from New York State," with Susan Feng Lu and Huaxia Rui, **Information Systems Research**, 31 (3) 972-986, 2020.
2. "Does Active Service Intervention Drive More Complaints on Social Media? The Roles of Service Quality and Awareness," with Yang Gao and Huaxia Rui, **Journal of Management Information Systems**, 38:3, 579-611, 2021.
3. "The Power of Identity Cues in Text-Based Customer Service: Evidence from Twitter," with Yang Gao and Huaxia Rui, **MIS Quarterly**, forthcoming.
4. "Field Experiments in Operations Management," with Yang Gao and Meng Li, **Journal of Operations Management**, forthcoming.

## Working Papers

1. "Tele-Follow-Up and Outpatient Care," with Wei Gu and Meng Li, (*Under Review at Management Science*)
2. "Does Telehealth Reduce Rural-Urban Care Access Disparities? Evidence from COVID-19 Telehealth Expansion," with Guihua Wang, (*Reject & Resubmit at Management Science*)

3. "Does Telemedicine Affect Physician Decisions? Evidence from Antibiotic Prescriptions," with Tongil TI Kim and Guihua Wang.
4. "Gender Bias in Social Media Customer Service," with Junyuan Ke, Yang Gao, and Huaxia Rui.

## Conferences

- "Tele-follow-up and outpatient care," POMS Annual Conference, 2023 (scheduled)
- "Does telehealth reduce rural-urban care access disparities? Evidence from Covid-19 telehealth expansion," POMS Annual Conference, 2023 (scheduled)
- "Tele-follow-up and outpatient care," POMS Annual Conference, 2022
- "Does telehealth reduce rural-urban care access disparities? Evidence from Covid-19 telehealth expansion," Hawaii International Conference on System Sciences (HICSS), 2022
- "Does telehealth reduce rural-urban care access disparities? Evidence from Covid-19 telehealth expansion," International Conference on Information Systems (ICIS), 2021
- "Does telemedicine reduce prescription errors? Evidence from Antibiotic Prescriptions for Urinary Tract Infection," Workshop on Information Systems and Economics (WISE), 2021
- "Does telehealth reduce rural-urban care access disparities? Evidence from Covid-19 telehealth expansion," Inform's Annual Meeting, 2021
- "Does telehealth reduce rural-urban care access disparities? Evidence from Covid-19 telehealth expansion," DSI Annual Conference 2021
- "Telemedicine follow-up and hospital operations," INFORMS Healthcare Conference, 2021
- "Going beyond adoption: the effect of telemedicine on drug prescriptions during the COVID-19 pandemic," INFORMS Healthcare Conference, 2021
- "Business practice of social media – Platform and customer service adoption," INFORMS Annual Meeting, 2021
- "The value of humanization in customer service," Hawaii International Conference on System Sciences (HICSS), 2021
- "Chronic complainers or increased awareness? The dynamics of social media customer service," Hawaii International Conference on System Sciences (HICSS), 2021
- "Business practice of social media – Platform and customer service adoption," International Conference on Information Systems (ICIS), 2020
- "The value of humanization in customer service," Conference on Information Systems and Technology (CIST), 2020
- "The value of humanization in customer service," INFORMS Annual Meeting, 2020
- "Chronic complainers or increased awareness? The dynamics of social media customer service," INFORMS Annual Meeting, 2020
- "Does telemedicine reduce emergency department congestion? Evidence from New York state," INFORMS Healthcare Conference, 2019

- “Does telemedicine reduce emergency department congestion? Evidence from New York state,” POMS Annual Conference, 2019
- “Does telemedicine reduce ED congestion? Evidence from New York state,” Hawaii International Conference on System Sciences (HICSS), 2019
- “Does telemedicine reduce emergency department congestion? Evidence from New York state,” Conference on Health IT and Analytics (CHITA), 2018
- “Does telemedicine reduce emergency department congestion? Evidence from New York state,” International Conference on Information Systems (ICIS), 2018
- “Link formation on twitter: the role of achieved status and value Homophily,” Hawaii International Conference on System Sciences (HICSS), 2017

## Honors & Awards

- Best Paper Runner-up, INFORMS TIMES Best Working Paper, 2022
- Best Paper Award, POMS College of Operational Excellence Best Paper Competition, 2022
- Best Paper Nominee, 54th Hawaii International Conference on System Sciences, 2021
- Best Paper Award, 52nd Hawaii International Conference on System Sciences, 2019
- Finalist, INFORMS Health Applications Society Student Paper Competition, 2019
- Young Researcher Best Paper Runner-up, Conference on Health IT and Analytics, 2018
- CHITA PhD Consortium, 2018
- NBER Digitization PhD Consortium, Stanford, 2018
- Simon Business School Doctoral Fellowship, 2014-2020

## Professional Service

- INFORMS Healthcare Conference 2023 (session chair, scheduled)
- INFORMS Annual Meeting 2023 (session chair, scheduled)
- CIST 2022 (program committee)
- ICIS 2021 (session chair)
- Data Science 2020 (program committee)
- National Science Foundation (reviewer)
- MIS Quarterly (reviewer)
- Information Systems Research (reviewer)
- Management Science (reviewer)
- Journal of Management Information Systems (reviewer)

- Manufacturing & Service Operations Management (reviewer)
- Production and Operations Management (reviewer)
- Journal of Operations Management (reviewer)