

Hui Hao

Fogelman College of Business & Economics, University of Memphis

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ACADEMIC APPOINTMENT

University of Memphis, Fogelman College of Business & Economics
Assistant Professor, Department of Management Information Systems

Memphis, US
2024-present

EDUCATION

University of Massachusetts Amherst, Isenberg School of Management
Ph.D. in Information Systems

Amherst, US
2019-2024

University of Warwick, Warwick Business School
M.S. in Information Management and Innovation

Coventry, UK
2012-2013

Xidian University, School of Economics and Management
B.B.A in Information Management and Information Systems

Xi'an, China
2008-2012

RESEARCH

Research Interest and Methods

I am interested in control of digital platform work, digital labor platforms, future of work, and human-AI collaboration.

I use multiple methods, including qualitative (interviews), and quantitative (experiments).

Journal Publications

Hao, H., Tarafdar, M., Hess T., “A Partitioning Model of Control on Digital Labor Platforms,” (forthcoming). *Journal of the Association for Information Systems*

Tarafdar, M., **Hao, H.**, Shan, G., “Journal of the Association for Information Systems, 25 Years In: Letting a Thousand Flowers Bloom and Keeping the Fences,” (2025). *Journal of the Association for Information Systems*, 26(4), 909-923

Conference and Workshop Proceedings

Hao, H., Tarafdar, M., and Hess, T., “Algorithmic Work on Digital Labor Platforms; Bringing Humans Back in Control,” (2023). *Changing Nature of Work (CNow) Workshop (pre ICIS SIG CNoW Workshop)*, Hyderabad

Hao, H., Tarafdar, M., Hess T., “Algorithmic Work on Digital Labor Platforms; Bringing Humans Back in Control,” (2023). *International Conference for Information Systems (ICIS) 2023 TREOs*.

Hao, H., Tarafdar, M., and Hess, T., “Algorithmic Control: Does One Size Fit All,” (2022). *Changing Nature of Work (CNow) Workshop (pre ICIS SIG CNoW Workshop)*, Copenhagen

Zou, Y and **Hao, H.**, "Communal vs. Exchange-Based Participation in Online Membership Communities: When Giving is Feeling Right" (2022). *Americas' Conference on Information Systems (AMCIS) 2022 TREOs*. 39.

Hao, H. and Hess, T., "How Dual-Process Theories Provide Insights to Online Cues" (2021). *Americas' Conference on Information Systems (AMCIS) 2021 Proceedings*. 17.

Hao, H. and Hess, T., "When Do Likes Create Bias?" (2020). *Americas' Conference on Information Systems (AMCIS) 2021 Proceedings*. 18.

Hao, H. and Bedeley, R., "Biases in Online Opinion Platforms: A Literature Review and Future Direction," (2020). *Americas' Conference on Information Systems (AMCIS) 2020 Proceedings*. 5.

TEACHING

Instructor, University of Memphis, Fogelman College of Business & Economics

MIS 7455: Cyber Ethics in IT 2024-present

MIS3210: Critical Thinking Using Analytics 2024-present

University of Massachusetts Amherst, Isenberg School of Management

OIM210: Introduction to Business Information Systems 2021-2024

SERVICE

Reviewer	China Summer Workshop on Information Management	2025
	Information & Management	2024
	The Americas Conference on Information Systems (AMCIS)	2020-2022
	The International Conference on Information Systems (ICIS)	2022-2024
	Hawaii International Conference on System Sciences (HICSS)	2022,2024
	European Conference on Information Systems (ECIS)	2024
Managing Editor	Journal of the Association for Information Systems	2024-present

HONORS

Selected for Doctoral Consortium at International Conference on Information Systems (**ICIS**)
Hyderabad 2023

PROFESSIONAL MEMBERSHIP

Association for Information Systems