

Mikhail Lysyakov

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POSITION

- Assistant Professor of Computers and Information Systems, University of Rochester Simon School of Business (started on July 1, 2021)

EDUCATION

- Ph.D. (2016 – 2021), Robert H. Smith School of Business, University of Maryland (UMD), College Park, USA; Major: Information Systems, Minor: Business Analytics.
Dissertation: Empirical Investigation of Users' Successful Strategies in Online Platforms - Evidence from Crowdsourcing and Social Media Platforms
Dissertation Chair: Professor Siva Viswanathan.
Dissertation Committee: Professor Il-Horn Hann, Professor Guodong "Gordon" Gao, Professor Kunpeng Zhang, Professor Anna Alberini
Dissertation defended in June, 2021
- Master of Business Administration (2012 – 2014), University of Georgia, Athens, GA, USA; Major: Business Analytics.
- Bachelor of Power Engineering (2001 – 2005), Tashkent State Technical University, Tashkent, Uzbekistan.

RESEARCH INTERESTS

- **Research Interests:** Machine Learning and Deep Learning Applications in Business, specifically in Online Platforms: Social Media, Crowdsourcing, Blockchain platforms
- **Methodology:** Econometrics, Machine Learning and Deep Learning, Text Mining, Image Analytics

COMPLETED WORKING PAPERS

1. Job Market Paper: Mikhail Lysyakov and Siva Viswanathan. 'Threatened by AI: Analyzing Users' Responses to the Introduction of AI in a Crowd-sourcing Platform'.

Status: Forthcoming at **Information Systems Research** journal.

2. Mikhail Lysyakov and Siva Viswanathan. 'Synthesizing Winning Strategies: What Differentiates Experienced Designers in Crowdsourcing Markets?'. **Conference Best Student Paper Award Winner at ICIS 2020 (overall, among all tracks)**.

Status: Invited for re-submission at Management Science.

3. Mikhail Lysyakov, Siva Viswanathan, Kunpeng Zhang and P.K. Kannan. 'Competing on Twitter: What Works and Why'.

Status: In preparation for a 3rd round of review (Major Revision) at a top Marketing journal.

WORK-IN-PROGRESS

1. Chengcheng Li, Mikhail Lysyakov and Huaxia Rui. 'Effect of an Anchor on Social Media Engagement'
2. Jong Youl Lee, Huaxia Rui and Mikhail Lysyakov. 'Effect of a New Owner Feature on Platform User Behavior'.

CONFERENCE/WORKSHOP PROCEEDINGS

1. **Infirms 2018 (Phoenix, AZ). Nov. 7, 2018.** Presented the paper 'Competing on Twitter: What Works and Why'
2. **SCECR 2019 (Hong Kong). June 12, 2019.** A co-author (Prof. Kunpeng Zhang) presented the paper 'Competing on Twitter: What Works and Why?'
3. **CIST 2019 (Seattle, WA). October 19, 2019.** Presented the paper 'Competing on Twitter: What Works and Why'
4. **ICIS 2019 (Munich, Germany). December 17, 2019.** A co-author (Prof. Siva Viswanathan) presented the paper 'Competing on Twitter: What Works and Why'.
5. **Winter Conference on Business Analytics (WCBA 2020). March 12, 2020.** Cancelled due to COVID-19. The paper 'The Rise of #NeverAgain: Joining Behavior of Social Movements and Activism on Social Media' was accepted for a poster presentation.
6. **Infirms Marketing Science Conference (ISMS 2020). June 11, 2020.** Cancelled due to COVID-19. The paper 'Competing on Twitter: What Works and Why?' was accepted for presentation.
7. **CIST 2020 (Washington, DC, Virtual). November 7, 2020.** The paper 'Competing with AI: An Empirical Investigation of Users' Successful Responses to the Introduction of an AI System in a Crowd-sourcing Platform' was presented at the Conference.
8. **ICIS 2020 (Hyderabad, India, Virtual). December 13, 2020.** The paper 'Synthesizing Winning Strategies: What Differentiates Experienced Solvers in Crowdsourcing Markets?' was presented at the Conference. **A winner for the Conference Best Student Paper Award at ICIS 2020.**
9. **WISE 2020 (Hyderabad, India, Virtual). December 16, 2020.** The paper 'Competing Successfully with AI: Analyzing Users' Responses to the Introduction of AI in a Crowd-sourcing Platform' was presented at the Conference.
10. **Academy of Management (AOM) Annual Meeting 2021 (Virtual). July 29, 2021.** The paper 'Threatened by AI: Analyzing Users' Responses to the Introduction of AI in a Crowd-sourcing Platform' was presented at the Conference.
11. **SCECR 2021 (Virtual). June 18, 2021.** Presented the paper 'Synthesizing Winning Strategies: What Differentiates Experienced Designers in Crowdsourcing Markets?'
12. **CIST 2021. October 23-24, 2021. Newport Beach, CA.** Presented the paper 'Strategies for Recombinant Innovations: What Differentiates Experienced Designers in Crowdsourcing Markets?'
13. **WISE 2021. Dec 16-17, 2021. Austin, TX.** Presented the paper 'Strategies for Recombinant Innovations: What Differentiates Experienced Designers in Crowdsourcing

Markets?’

14. Academy of Management (AOM) Annual Meeting 2022. Seattle, WA, August, 2022.

Presented the paper “Recombinant Innovations: What Differentiates Experienced Designers in Open Crowdsourcing Contests”. **Best Reviewer Award for TIM Division.**

TEACHING EXPERIENCE

- Database Systems (Spring/2019, 37 students). Instructor rating: 3.43/4 (equivalent to 4.43/5)
- Database Systems (Fall/2019, 38 students). Instructor rating: 3.433/4 (equivalent to 4.433/5)
- Data Management, Warehousing and Visualization (Fall/2021, 280 students). Instructor rating: 4.2/5
- Data Management, Warehousing and Visualization (Fall/2022, 272 students). Instructor rating: 4.6/5

PROFESSIONAL EXPERIENCE

- Electrical Substation Technician, Uzkabel, Uzbekistan, 2005 – 2006
- Electrical Substation Operator, Uzkabel, Uzbekistan, 2006 – 2012

FELLOWSHIPS, PRIZES, and AWARDS

- Best Reviewer Award, Academy of Management Annual Meeting 2022, TIM Division
- Frank T. Paine Doctoral Award for Academic Achievement, University of Maryland 2021
- Conference Best Student Paper Award at ICIS 2020
- A seed grant (\$20,000) awarded in 2018 by the University of Maryland to the interdisciplinary research team (Mikhail Lysyakov, Michelle Dugas, Guodong Gao and Ginger Jin) on the research topic ‘Artificial Intelligence in Business and Society’
- Graduate Assistantship, Department of Decision, Operations & Information Technologies, University of Maryland, 2016-2021
- Dean’s Fellowship, Robert H. Smith School of Business, University of Maryland, Summer 2017, 2018, 2019, 2020
- Graduate Assistantship, University of Georgia, 2012-2014

ACADEMIC SERVICE

- Ad-hoc reviewer for journals: Management Science, Information Systems Research (including the Special Issue for AI), MIS Quarterly, Journal of Interactive Marketing, Production and Operations Management (POM), JMIS
- Reviewer for *Conference on Information Systems and Technology* (CIST 2017’, CIST 2018’, CIST 2019’, CIST 2020’, CIST 2022’), *International Conference of Information Systems* (ICIS 2017’, ICIS 2019’, ICIS 2021’), *Winter Conference on Business Analytics* (WCBA 2020’), *INFORMS Workshop on Data Science* (DS 2018), *Pacific Asia Conference on Information Systems* (PACIS 2020’), *2020 IEEE*

May 10, 2023

International Conference on Big Data (IEEE Big Data 2020'), Academy of Management Annual Meeting 2022 (Best Reviewer Award at AOM Annual Meeting 2022 – TIM Division).

SKILLS

- Econometrics and Analytics: STATA, R
- Programming: Python
- Database: MySQL