

CAROLINA REIS

Business Information Technology
Pamplin College of Business at Virginia Tech

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EDUCATION

Ph.D. in Business Information Technology, Pamplin College of Business, Virginia Tech, VA, USA.

- Dissertation title: Examining the intricacies of human-AI behavior
- Expected graduation: May 2025

M.S. in Management, Nova School of Business and Economics, Nova University of Lisbon, Lisbon, PT.

B.S. in Management, Nova School of Business and Economics, Nova University of Lisbon, Lisbon, PT.

RESEARCH INTERESTS

Human-AI behavior: human-AI interaction; human vs. AI bias; human vs. AI persuasion

Future of work: Algorithmic-based practices; user-AI collaboration; virtual worlds

AI and software implementation: Implementation success

AI ethics: Fairness, accountability, transparency, and ethics of algorithms; AI disinformation

Philosophy in IS: Critical viewpoint on our knowledge creation process

RESEARCH APPROACHES

Experiments (field/online), surveys, interviews, mixed methods (qualitative and quantitative), game-based designs, experimental economics, machine learning

PEER-REVIEWED RESEARCH

Weng, Q., **Reis, C.**, Venkatesh, V. Extending the IT risk control framework: Incorporating the role of team personality, *MIS Quarterly*, submitted for 4th round of review (minor revision).

Reis, C., Ruivo, P., Oliveira, T. Faroleiro, P. (2020). Assessing the drivers of machine learning business value. *Journal of Business Research*, 117, 232-243.

WORKING PAPERS * indicates equal contribution

Reis, C., Adjerid, I. "Hiring algorithms and the gender gap," *preparing for journal submission (target: Management Science)*.

Thompson, P., **Reis, C.** "(A)I can! How AI-based performance appraisals increase self-advocating behaviors for women through psychological safety," *preparing for journal submission (target: Organization Science)*.

Reis, C.*, Brown, N.* "Me, misinformation, and (A)I: The role of magic, myths, and metaphors," *preparing for journal submission (target: MIS Quarterly)*.

- Reis, C.**, Brown, N., Seref, O., Wang, A. “Bias encoded: Human raters and algorithmic content moderation,” *data collection phase*.
- Reis, C.**, Wang, A. “The information artifact in AI hiring systems: The importance of visualizing diversity to increase diversity recruiting,” *preparing for IRB submission*.
- Reis, C.** “Bias in, bias out: The spread of gender-biased performance feedback through the user-generative AI collaboration”, *preparing for IRB submission*.
- Brown, N., **Reis, C.** “Is this safe? The effect of AI nutrition labels on consumer judgment,” *preparing for IRB submission*.
- Reis, C.** “Labor decisions in virtual worlds: A behavioral economics approach,” *ideation phase*.
- Reis, C.** “The persuasive power of highly anthropomorphized AI agents,” *ideation phase*.
- Reis, C.** “It’s my decision! The role of visibility and decision control in mitigating resistance to AI recommendations in high-risk settings”, *ideation phase*.
- Reis, C.** “The importance of diversity to tackle uncertainty,” *ideation phase*.
- Reis, C.** “IS field: Are we working towards the promised land, or its continuous undefined potential?”, *ideation phase*.

CONFERENCE PROCEEDINGS ⁺*indicates presenter*

- Reis, C.**⁺, Brown, N. “Outsourcing morality: The hidden path to machine ethics.” *Rising Scholars Conference at MIT Sloan*, [Online], Oct 2023.
- Reis, C.**⁺, Grover, V. “The Internet companies’ dance: A longitudinal strategic grouping analysis.” *Hawaii International Conference on System Sciences (HICSS)*, Maui, HI, USA, Jan 2023.
- Reis, C.**⁺ “Labor decisions in virtual worlds: A behavioral economics approach.” *International Conference on Information Systems (ICIS)*, Copenhagen, DK, Dec 2022.
- Reis, C.**⁺ “Reshaping AI-based screening tools to assemble a more gender-diverse talent pool in STEM.” *Rising Scholars Conference at Chicago Booth*, [Online], Oct 2022.
- Ferreira, H.⁺, Ruivo, P., & **Reis, C.** “How do data scientists and managers influence machine learning value creation?” *International Conference on ENTERprise Information Systems (CENTERIS)*, Vilamoura, PT, Oct 2020.
- Reis, C.**⁺, Ruivo, P., Oliveira, T. Faroleiro, P. “Unlocking machine learning business value.” *Portuguese Association for Information Systems Conference (CAPSI)*, Lisbon, PT, Oct 2019.

INVITED TALKS

- “How hiring algorithms shape applicants’ decisions to compete for higher-paying jobs.”
The Technology, Race and Prejudice (TRAP) Lab, [Online], Nov 2023.
- “Algorithms are here! How do you like your odds?”
College of Engineering, University of Massachusetts Dartmouth, [Online], Nov 2023.
- “Outsourcing morality: The hidden path to machine ethics.”
Rising Scholars Conference at MIT Sloan, [Online], Oct 2023.
- “The Internet companies’ dance: A longitudinal strategic grouping analysis.”
Hawaii International Conference on System Sciences (HICSS), Maui, HI, USA, Jan 2023.
- “Labor decisions in virtual worlds: A behavioral economics approach.”
International Conference on Information Systems (ICIS), Copenhagen, DK, Dec 2022.
- “Reshaping AI-based screening tools to assemble a more gender-diverse talent pool in STEM.”
Rising Scholars Conference at Chicago Booth, [Online], Oct 2022.

“Unlocking machine learning business value.”

Portuguese Association for Information Systems Conference (CAPSI), Lisbon, PT, Oct 2019.

TEACHING EXPERIENCE

Virginia Tech, Pamplin College of Business, Undergraduate Program

Advanced Business Computing and Applications

Instructor Summer 2023

Overall teaching effectiveness score: 5.48/6.00 vs. 5.19/6.00 (college mean)

**First course in the Business Information Technology (BIT) department to introduce the use of generative AI tools in the classroom and an AI policy in the curriculum.*

Data Governance, Privacy, and Ethics

Teaching Assistant Fall 2023

Overall teaching effectiveness score: 5.41/6.00 vs. 5.23/6.00 (college mean)

Cybersecurity Analytics

Teaching Assistant Fall 2023

Overall teaching effectiveness score: 5.55/6.00 vs. 5.23/6.00 (college mean)

Nova University Lisbon, Nova Information Management School, Graduate Program

Marketing Engineering and Analytics

Teaching Assistant Spring 2020

INDUSTRY EXPERIENCE

Business analytics consultant, and co-leader of the SAP Digital Business Services enablement team for SAP S/4HANA Embedded Analytics. 2018 – 2020. **SAP Services Delivery Center EMEA** Lisbon, PT.

- I was involved in SAP S/4HANA and SAP BW/4HANA implementation projects. I mainly worked with clients in the German market, in the automotive and industrial machinery industries.

SERVICE EXPERIENCE

Ad Hoc Journal Reviewer 2020 – Present.

Journal of Business Research; Journal of Cybersecurity Education, Research and Practice.

Ad Hoc Conference Reviewer 2021 – Present.

International Conference on Information Systems (ICIS) 2024, 2023, 2022; Academy of Management (AOM) 2024; Hawaii International Conference on System Sciences (HICSS) 2024, 2023; Americas Conference on Information Systems (AMCIS) 2021.

AIS Rankings 2022 – 2023.

Expansion of the AIS Research Rankings to other business disciplines.

Book Editing Support 2021 – 2023.

Venkatesh, V., Brown, S., & Sullivan, Y. (2023). Conducting mixed-methods research: From classical social sciences to the age of big data and analytics. Virginia Tech Publishing.

Student Advising 2020

Ferreira, H., Master Thesis, Nova School of Business and Economics, Nova University of Lisbon. 2020.

GRANTS

Pamplin College of Business Security, Privacy, and Trust Grant, 2024, \$20,000, with I. Adjerid, and O. Seref.

Pamplin College of Business Security, Privacy, and Trust Grant, 2022, \$25,000, with T. James, I. Adjerid, and V. Venkatesh.

SKILLS *** indicates expert, ** indicates competent, * indicates advanced beginner

Technical Skills

SPSS **, AMOS **, JMP **, SmartPLS **, NVivo **, Mplus **, SAS *, QDA Miner *, Stata *
VB.NET **, Python **, SQL **, R **

Languages

Portuguese **, English **, Spanish **, German *

MEMBERSHIPS

Production and Operations Management Society (POMS), 2024 – Present.

Institute for Operations Research and the Management Sciences (INFORMS), 2023 – Present.

Association for Information Systems (AIS), 2022 – Present.

PROFESSIONAL DEVELOPMENT

INFORMS Information System Society (ISS) doctoral consortium, Seattle, WA, USA, Oct 2024.

AMCIS late-stage doctoral consortium, Salt Lake City, UT, USA, Aug 2024.

MIS Quarterly virtual reviewer development workshop, [Online], Nov 2023.

Introduction to prompting for AI conversational agents at Technology-Enhanced Learning and Online Strategies Virginia Tech, [Online], Sep 2023.

Unlocking the power of AI: How tools like ChatGPT can make teaching easier and more effective at Harvard Business Publishing, [Online], May 2023.

Introduction to Python at DataCamp, [Online], Apr 2023.

ADDITIONAL EXPERIENCE

Content creator (2023 – Present): @AIDiscourse YouTube channel