

# CAROLINA REIS

Business Information Technology  
Pamplin College of Business at Virginia Tech

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## EDUCATION

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**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

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**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

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

## PEER-REVIEWED RESEARCH

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Weng, Q., **Reis, C.**, Venkatesh, V. Extending the IT risk control framework: Incorporating the role of team personality, *MIS Quarterly*, to be submitted for 5th round of review (conditional acceptance).

**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

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

Thompson, P., **Reis, C.**, Raveendhran, R., Gordon, M. "(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 <sup>+</sup>*indicates presenter*

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- Reis, C.**<sup>+</sup>, Brown, N. “Outsourcing morality: The hidden path to machine ethics.” *Rising Scholars Conference at MIT Sloan*, [Online], Oct 2023.
- Reis, C.**<sup>+</sup>, 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.**<sup>+</sup> “Labor decisions in virtual worlds: A behavioral economics approach.” *International Conference on Information Systems (ICIS)*, Copenhagen, DK, Dec 2022.
- Reis, C.**<sup>+</sup> “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.<sup>+</sup>, 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.**<sup>+</sup>, Ruivo, P., Oliveira, T. Faroleiro, P. “Unlocking machine learning business value.” *Portuguese Association for Information Systems Conference (CAPSI)*, Lisbon, PT, Oct 2019.

## INVITED TALKS

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- “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

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*Virginia Tech, Pamplin College of Business, Graduate Program*

### **Applied Business Intelligence and Analytics**

Teaching Assistant

Fall 2024

*Virginia Tech, Pamplin College of Business, Undergraduate Program*

### **Cybersecurity Analytics**

Teaching Assistant

Fall 2024

Teaching Assistant

Fall 2023

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

### **Data Governance, Privacy, and Ethics**

Teaching Assistant

Fall 2023

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

### **Advanced Business Computing and Applications**

Instructor

Summer 2023

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

[First course in the Business Information Technology department to introduce the use of generative AI tools in the classroom and an AI policy in the curriculum.]

*Nova University Lisbon, Nova Information Management School, Graduate Program*

### **Marketing Engineering and Analytics**

Teaching Assistant

Spring 2020

## INDUSTRY EXPERIENCE

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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

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*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.

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## GRANTS

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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.

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

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Technical Skills

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

Languages

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

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## MEMBERSHIPS

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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.

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## PROFESSIONAL DEVELOPMENT

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Inaugural INFORMS information system society 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.

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## ADDITIONAL EXPERIENCE

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