

## Warut Khern -am-nuai

Associate Professor of Information Systems and Desautels Scholar

<https://www.mcgill.ca/desautels/warut-khern-am-nuai>

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McGill University  
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### Academic Employment

Aug 2016 – Jun 2022 Desautels Faculty of Management, McGill University  
*Associate Professor of Information Systems (with tenure)*

Aug 2016 – May 2022 Assistant Professor of Information Systems

Mar 2024 – Aug 2024 Keio University  
*Visiting Associate Professor*

Sep 2023 – Feb 2024 Chulalongkorn Business School, Chulalongkorn University  
*Visiting Associate Professor*

Aug 2012 – Jul 2016 Krannert School of Management, Purdue University  
*Research and Teaching Assistant*

### Education

2012-2016 Krannert School of Management, Purdue University West Lafayette, IN, USA  
*Ph.D. in Management Information Systems (Minor: Computer Science)*  
*Dissertation Title: Essays on Value Creation in Online Marketplaces.*  
*Committee Members: Karthik Kannan (chair), J. Geroge Shanthikumar, Hossein Ghasemkhani, Kemal Altinkemer*  
*Awarded Robert W. Johnson Award for Distinguished Research from Purdue University*  
*Awarded Bronze Prize for the Ph.D. Dissertation Award from the National Research Council of Thailand*

2012-2014 Krannert School of Management, Purdue University West Lafayette, IN, USA  
*M.S. in Economics*

2009-2011 National Institute of Development Administration Bangkok, Thailand  
*M.B.A. (Honors)*

2006-2009 King Mongkut Institute of Technology Ladkrabang Bangkok, Thailand  
*B.E. in Computer Engineering (First-class Honors)*

Accepted/Published Articles in Premier Journals (Desautels22/UTD2/FT50) (\* Authors are listed in alphabetical order; underline denotes current/former students and post-doctoral research trainees)

[11] Zhu, K., Khern-am-nuai, W., and Yu, Y. "Negative Peer Feedback and User Content Generation: Evidence from a Restaurant Review Platform." *Production and Operations Management* (Forthcoming). Article in Advance published online: February 8, 2024.

Publisher Website: <https://journals.sagepub.com/doi/10.1177/10591478231224941>

Public repository: <http://papers.ssrn.com/abstract=4009873>

[10] Khern-am-nuai, W., Ghasemkhani, H., Qiao, D., and Kannan, K. "How Questions and Answers Shape Online Marketplaces: The Case of Amazon Answer." *Information Systems Research* (Forthcoming). Article in Advance published online: June 6, 2023.

Publisher Website: <https://pubsonline.informs.org/doi/10.1287/isre.2023.1233>

Public repository: <https://papers.ssrn.com/abstract=2794149>

[9] Khern-am-nuai, W., So, H., Cohen, M., and Adulyasak, Y. (2024) "Selecting Cover Images for Restaurant Reviews: AI vs. Wisdom of the Crowd." *Manufacturing & Service Operations Management*. 26(1), 330-349. Nominated for the INFORMS Service Science Best Cluster Paper Award.

Publisher Website: <https://pubsonline.informs.org/doi/abs/10.1287/msom.2021.0531>

Public repository:

[2] Pamuru, V., Khern-am-nuai, W. and Kannan, K. (2021) "The Impact of an Augmented Reality Game on Local Businesses: A Study of Pokemon Go on Restaurants. " *Information Systems Research*. 32(3), 950-966.

Publisher website: <https://pubsonline.informs.org/doi/10.1287/isre.2021.1004>

Public repository: <https://papers.ssrn.com/abstract=2968221>

[1] Khern-am-nuai, W., Kannan, K., and Ghasemkhani, H. (2018) "Extrinsic Versus Intrinsic Rewards for Contributing Reviews in an Online Platform." *Information Systems Research*, 29(4), 871-892.

Publisher website: <https://pubsonline.informs.org/doi/10.1287/isre.2017.0750>

Public repository: <https://papers.ssrn.com/abstract=2496528>

Other

## Publications in Terminal Conference Proceedings

[2] Shimao, H., Khern-am-nuai, W., Kannan, K., and Cohen, M. "Strategic Best Response Fairness in Fair Machine Learning." In *Proceedings of the 5th AAAI/ACM Conference on Artificial Intelligence, Ethics, and Society (AIES)* (pp.664-664), Oxford, United Kingdom, August 2022.  
Conference proceedings: <https://dl.acm.org/doi/10.1145/3514094.3534194>

[1] Chen, H., Chowdhury, O., Li, N., Khern-am-nuai, W., Chari, S., Molloy, I., and Park, Y. "Tri-Modularization of Firewall Policies." In *Proceedings of the 21st ACM Symposium on Access Control Models and Technologies (SACMAT)* (pp.37-48), Shanghai, China, June 2016.  
Conference proceedings: <https://dl.acm.org/doi/10.1145/2914642.2914646>

## Publications in Non-Terminal Conference Proceedings

[12] Park, S., Pinsonneault, A., and Khern-am-nuai, W. "Status Regain and Validator Performance: Evidence from Blockchain Platform." In *Proceedings of the 44<sup>th</sup> International Conference on Information Systems (ICIS)*, Hyderabad, India, December 2023.  
Conference Proceedings: <https://aisel.aisnet.org/icis2023/blockchain/blockchain/6/>

[11] Choi, J., Khern-am-nuai, W., Han, K., and So, H. "Economic Implications of Rating-Sentiment Inconsistency in Online Reviews and the Role of User-Generated Photos Contact Author." In *Proceedings of the 29<sup>th</sup> Americas Conference on Information Systems (AMCIS)*, Panama City, Panama, August 2023.  
Conference Proceedings: [https://aisel.aisnet.org/amcis2023/sig\\_dsa/sig\\_dsa/30/](https://aisel.aisnet.org/amcis2023/sig_dsa/sig_dsa/30/)

[10] Yu, Y., Yin, D., and Khern-am-nuai, W. "How Review Readers Cast Helpfulness Votes: An Empirical Investigation." In *Proceedings of the 42<sup>nd</sup> International Conference on Information Systems (ICIS)* (pp.1-8), Austin, Tx, December 2021.  
Conference Proceedings: [https://aisel.aisnet.org/icis2021/user\\_behaviors/user\\_behaviors/27/](https://aisel.aisnet.org/icis2021/user_behaviors/user_behaviors/27/)













- 2022 Recipient, Desautels Faculty Scholar Award (2022-2025), McGill University, Canada
- 2021 Finalist, INFORMS Service Science Best Cluster Paper Award, INFORMS, USA
- 2021 Nominee, Best Emergent Research Forum (ERF) Paper Award, Americas Conference on Information Systems (AMCIS)
- 2020 Recipient (Bronze Prize), PhD Dissertation Award (Field: Economics), National Research Council of Thailand (NRCT), Thailand
- 2019 Recipient, Publons Global Peer Review Awards - Top 1% Reviewer in Social Science, Publons, USA
- 2019 Recipient, BCom Teaching Award for Excellence in Core Teaching, McGill University, Canada
- 2018 Runners Up, Best Student Paper Award, Conference on Information Systems and Technology (CIST)
- 2017 Nominee, Best Paper Award, Workshop on Information Technology and Systems (WITS)
- 2017 Fellow, ICIS Junior Faculty Consortium, Association of Information Systems, USA
- 2015 Fellow, ICIS Doctoral Consortium, Association of Information Systems, USA
- 2015 Recipient, (ISC)<sup>2</sup> Foundation Graduate Scholarship Award, (ISC)<sup>2</sup> Foundation, USA
- 2015 Recipient, Bilsland Dissertation Fellowship, Purdue University, USA
- 2015 Recipient, Robert W. Johnson Award for Distinguished Research, Purdue University, USA
- 2015 Recipient, Krannert Certificate for Distinguished Teaching, Purdue University, USA
- 2011 Recipient, Distinguished Academic Achievement Award, NIDA, Thailand
- 2010 Recipient, Outstanding Academic Performance Award for First Year Students, NIDA, Thailand



## Undergraduate Student Supervision

### Independent Study Supervision

- 1) Thomas Atchison (McGill University, Summer 2023)
- 2) Camila Shack Cardozo (McGill University, Winter 2023)
- 3)

Track Chair:

- Pacific Asia Conference on Information Systems (2024)

Associate Editor:

- International Conference on Information Systems (2019, 2021 – 2024)
- Pacific Asia Conference on Information Systems (2019)

Local Chair:

- Workshop on Information Technologies and Systems (2024)

Session Chair:

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- Vanier SSHRC Adjudication Committee Member (2018)

## Service to the Desautels Faculty of Management

### Leadership

Leader, Strategic Framework Working Group on Innovation, Entrepreneurship, and Managing Disruption (2024 – Present)

Academic Director, Business and Management Research Centre (2022 – Present)

Director, Analytics, AI, and Advanced Digital Technologies Initiative (2022 – Present)

### Committee Member

Business Analytics Advisory Committee (2022 – Present)

McGill Dobson Centre for Entrepreneurship (2021 – 2022)

MMR Advisory Committee (2021 – 2022)

MBA Advisory Committee (2021 – 2022)

Committee to Redesign Math/Stats Programs in BCom (2021)

Teaching Awards Committee (2019 – 2021)

Master in Retail Management Curriculum Committee (2018 – 2019)

BCom Grading Policy Committee (2018 – 2019)

Undergraduate Program Committee (2018 – 2019)

Undergraduate Awards Committee (2017 – 2018, 2019 – 2021)

Business and Management Research Centre Committee (2016 – 2017, 2018 – 2021)



INSY 446 – Data Mining for Business Analytics (Undergraduate Elective, McGill University)  
Fall 2020 – 2022, Winter 2018 – 2020  
*- Nominated for EDI in Teaching Award (Fall 2022 class).*

INSY 662 – Data Mining and Visualization for Analytics (MMA Core, McGill University)  
Fall 2018 – 2021  
*- Awarded MMA Teaching Award (Fall 2021 class).*

MGCR 331 – Information Systems (Undergraduate Core, McGill University)  
Winter 2017 – 2018  
*- Awarded BCom Teaching Award for Excellence in Core Teaching (Winter 2018 class).*

MGMT 382 – Introduction to Management Information Systems. (Undergraduate Core, Purdue University)  
Summer 2015  
*- Awarded Krannert Certificate for Distinguished Teaching.*

### Professional Experience

July 2022 – June 2023 KPI Digital, QC, Canada  
Scientific Consultant

May 2022 – Dec 2022 Lowe's Canada, QC, Canada  
Data Science Advisor

Jun 2021 – April 2022 Cornerstone AI, DE, United States  
Advisory Committee

Aug 2021 – Dec 2021 KPMG US LLP, NY, United States  
External Consultant (via WitKart LLC.)

Apr 2019 – Jun 2021 Ivado Labs, QC, Canada  
Scientific Advisor of Artificial Intelligence

Apr 2006 – Jul 2012 Metro Systems Corporation PCL., Thailand  
Information Security Consultant

### Professional Membership& Certificates

Production and Operations Management Society (POMS), Institute for Operations Research and Management Science (INFORMS), Association for Information Systems (AIS), International Information System Security Certification Consortium (ISC)<sup>2</sup>.

Certified Information Systems Security Professional (CISSP) Member Number #397053.



## References

Karthik Kannan (Ph.D. Advisor)  
Dean and Halle Chair of Leadership  
Eller College of Management  
University of Arizona  
Email: kkarthik@arizona.edu

Matthew J. Hashim  
Associate Professor of MIS  
Eller College of Management  
University of Arizona  
Email: mhashim@arizona.edu

George Shanthikumar  
Richard E. Dauch Chair in Manufacturing and  
Operations Management  
Krannert School of Management  
Purdue University  
Email: shanthikumar@purdue.edu

Yossiri Adulyasak  
Canada Research Chair in Supply Chain Analytics  
Associate Professor of Logistics and Operations  
Management  
HEC Montreal  
Email: yossiri.adulyasak@hec.ca