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

RESEARCH APPROACHES

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

PEER-REVIEWED RESEARCH

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

RESEARCH UNDER REVIEW * *indicates equal contribution*

Weng, Q., **Reis, C.**, Venkatesh, V. *Omitted to preserve blind review*, *MIS Quarterly,* to be submitted for 5th round of review (conditionally accepted).

Thompson, P.*, **Reis, C.***, Raveendhran, R., Gordon, M. *Omitted to preserve blind review*, *Organization Science,* submitted for 1st round of review (under review).

WORKING PAPERS * *indicates equal contribution*

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

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

"Bias encoded: Human raters and algorithmic content moderation."
Production and Operations Management Society (POMS), Atlanta, GA, USA, May 2025.

"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, 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

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.
        MIS Quarterly, Information & Management; 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

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.

ADDITIONAL EXPERIENCE

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