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Research Area

Mobile Commerce, Channel Interaction, Artificial Intelligence, and Economics of Information Systems

Google Scholar



Journal

- ◆ **Ziqing Yuan**, Hailiang Chen, Choon Ling Sia. 2025. The Effect of Mobile App Initiatives on Stock Returns: A Market-driven Perspective. *Journal of the Association for Information Systems (ABS 4*)*. Forthcoming.
- ◆ **Ziqing Yuan**, Hailiang Chen. 2025. Heterogeneity in the Interaction between Mobile Channels: Evidence from a Large-Sample Study. *Information and Management (Q1, IF: 8.2)*.62 (6)104164.

Conference

- ◆ “The Impact of Concealing Content Engagement Updates on Users' Subsequent Engagement and Contribution: Evidence from a Natural Experiment” (with Yingpeng Zhu, Zike Cao), The 18th China Summer Workshop on Information Management (CSWIM 2025), Xi'an, China, June 2025.
- ◆ “The Impact of ChatGPT on the Demand for Human Content Generating and Editing Services: Evidence from an Online Labor Market” (with Hailiang Chen), International Conference on Information Systems (ICIS 2023), Hyderabad, India, November 2023.
- ◆ “Should a firm introduce a new mobile app? An investigation of the channel interaction between mobile apps and mobile websites” (with Hailiang Chen), Conference on Information Systems and Technology (CIST 2022), Indianapolis, USA, October 2022.
- ◆ “Can Mobile App Usage Help Predict Firm-Level Stock Returns?” (with Hailiang Chen), International Conference on Information Systems (ICIS 2019), Munich, Germany, December 2019.
- ◆ “Mobile Initiative and Firm Equity Value: An Event Study.” (with Hailiang Chen and Choon Ling Sia), International Conference on Information Systems (ICIS 2017), Seoul, South Korea, December 2017.