

Xiaoke Zhang

Ph.D. Student in Management Information Systems, Sauder School of Business, UBC
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EDUCATION

Ph.D. in Management Information Systems Expected 2027
University of British Columbia, Sauder School of Business Vancouver, BC, Canada
Advisors: Prof. Gene Moo Lee and Prof. Mi Zhou
Dissertation: “AI in Creation: Understanding and Governing Generative AI in Creative Work”

M.Sc. in Management Information Systems 2023
University of British Columbia, Sauder School of Business Vancouver, BC, Canada

B.M. in Information Management and Information Systems 2020
Nanjing University Nanjing, China

RESEARCH INTERESTS

Topics: AI in Creation · Multimodal Content · Large Language Models · AI Governance
Methods: Multimodal Machine Learning · Econometrics · Randomized Experiment · System Design

JOURNAL PUBLICATION

1. **Large Language Models in the Institutional Press: Investigating the Effects on Information Sourcing and News Production**
Xiaoke Zhang, Myunghwan Lee, Mi Zhou, and Gene Moo Lee
Conditionally accepted at MIS Quarterly.

WORKING PAPER

2. **AI Voice in Online Video Platforms: A Multimodal Perspective on Content Creation and Consumption**
Xiaoke Zhang, Mi Zhou, and Gene Moo Lee
Revising for 3rd-round review at MIS Quarterly.
 - Best Student Paper Finalist, CIST 2023
 - Best Paper Runner-Up Award, KRAIS Summer Workshop 2023
 - Media Coverage: UBC News · Sauder Insights · Global News · PolitiFact

WORK IN PROGRESS

3. **Designing for Designers: A Knowledge Graph RAG System to Enhance Automotive Design**
Xiaoke Zhang, Angela Kwon, Jihui Choi, Mi Zhou, and Gene Moo Lee
4. **AI Disclosure Policy and Content Creation**
Xiaoke Zhang, Mi Zhou, and Gene Moo Lee

CONFERENCE PROCEEDING

5. Do Development Strategies Influence the Performance of Mobile Apps? Market Status Matters

Bei Luo, **Xiaoke Zhang**, Lele Kang, and Qiqi Jiang

In HCI in Business, Government and Organizations: Information Systems and Analytics, HCIBGO 2019, pp. 83–94.

CONFERENCE PRESENTATIONS

Note: Presenter is marked in bold.

(Scheduled) **Xiaoke Zhang**, Myunghwan Lee, Mi Zhou, and Gene Moo Lee. “Large Language Models in the Institutional Press: Investigating the Effects on Information Sourcing and News Production.” INFORMS Annual Meeting, San Francisco, CA, Nov 2026.

(Scheduled) **Xiaoke Zhang**, **Angela Kwon**, Jihui Choi, Mi Zhou, and **Gene Moo Lee**. “Designing for Designers: A Knowledge Graph RAG System to Enhance Automotive Design.” Hyundai Motor Group Namyang R&D Center, Seoul, Jul 2026.

Xiaoke Zhang, Myunghwan Lee, Mi Zhou, and Gene Moo Lee. “Large Language Models in the Institutional Press: Investigating the Effects on Information Sourcing and News Production.” Spring Workshop on Information Systems, Vancouver, BC, May 2026.

Xiaoke Zhang, Angela Kwon, Mi Zhou, and Gene Moo Lee. “Designing for Designers: A Multimodal Hypergraph RAG System to Enhance Automotive Design.” INFORMS Annual Meeting, Atlanta, GA, Oct 2025.

Xiaoke Zhang, **Myunghwan Lee**, Mi Zhou, and Gene Moo Lee. “Large Language Models in the Institutional Press: Investigating the Effects on News Production and Consumption.” Joint University Summer Workshop on Information Systems, Hong Kong, Jul 2025.

Xiaoke Zhang, Myunghwan Lee, Mi Zhou, and Gene Moo Lee. “News Speed vs. Quality: Investigating Large Language Models’ Impact on Modern Journalism.” Bright Internet Global Symposium, Bangkok, Dec 2024.

Xiaoke Zhang, Myunghwan Lee, Mi Zhou, and Gene Moo Lee. “News Speed vs. Quality: Investigating Large Language Models’ Impact on Modern Journalism.” Conference on Information Systems and Technology, Seattle, WA, Oct 2024.

Xiaoke Zhang, Myunghwan Lee, Mi Zhou, and Gene Moo Lee. “News Speed vs. Quality: Investigating Large Language Models’ Impact on Modern Journalism.” INFORMS Workshop on Data Science, Seattle, WA, Oct 2024.

Xiaoke Zhang, Myunghwan Lee, Mi Zhou, and Gene Moo Lee. “From Enthusiasm to Reality: Evaluating Generative AI’s Role in Modern Journalism.” UBC Sauder MIS Seminar Series, Vancouver, BC, May 2024.

Xiaoke Zhang, Mi Zhou, and Gene Moo Lee. “Generative AI and Creator Economy: Investigating the Effects of AI-Generated Voice on Online Video Creation.” Conference on Information Systems and Technology, Phoenix, AZ, Oct 2023.

Xiaoke Zhang, Mi Zhou, and **Gene Moo Lee**. “How Does AI-Generated Voice Affect Online Video Creation? Evidence from TikTok.” KrAIS Summer Workshop, Seoul, Jul 2023.

Xiaoke Zhang, **Mi Zhou**, and Gene Moo Lee. “How Does AI-Generated Voice Affect Online Video Creation? Evidence from TikTok.” China Summer Workshop on Information Management, Changsha,

Jun 2023.

Xiaohe Zhang, **Mi Zhou**, and Gene Moo Lee. “How Does AI-Generated Voice Affect Online Video Creation? Evidence from TikTok.” INFORMS Marketing Science Conference, Miami, FL, Jun 2023.

Xiaohe Zhang, Mi Zhou, and **Gene Moo Lee**. “How Does AI-Generated Voice Affect Online Video Creation? Evidence from TikTok.” Workshop on Information Technologies and Systems, Copenhagen, Dec 2022.

Xiaohe Zhang, Mi Zhou, and Gene Moo Lee. “How Does AI-Generated Voice Affect Online Video Creation? Evidence from TikTok.” UBC Sauder MIS Seminar Series, Vancouver, BC, Nov 2022.

Xiaohe Zhang, Mi Zhou, and Gene Moo Lee. “How Does AI-Generated Voice Affect Online Video Creation? Evidence from TikTok.” INFORMS Workshop on Data Science, Indianapolis, IN, Oct 2022.

TEACHING EXPERIENCE

Instructor	<i>University of British Columbia</i>
COMM 337: Business Programming and Analytics	Summer 2025

- Paul Chwelos Memorial Graduate Scholarship for Teaching Excellence
- Teaching evaluation: 4.9/5.0; response rate: 59% = 20/34

Teaching Assistant	<i>University of British Columbia</i>
BAIT 508: Business Analytics Programming (By Gene Moo Lee)	2021–2025
BA 515: Fundamentals of Analytics and Tech (By Gene Moo Lee)	2021–2024
BA 515: Fundamentals of Analytics and Tech (By Mi Zhou)	2024
BA 515: Fundamentals of Analytics and Tech (By Adam Saunders)	2023
COMM 337: Business Programming and Analytics (By Mi Zhou)	2022, 2023, 2025

Teaching Assistant	<i>Nanjing University</i>
Quantitative Information Analysis	2020

Guest Lecturer	
BAIT 508: Business Programming and Analytics, University of British Columbia	2025
Network Analysis in Information Systems, Nanjing University	2024

AWARDS AND SCHOLARSHIPS

Awards	
• CIST Best Student Paper Finalist	2023
• KrAIS Summer Workshop Best Paper Runner-Up	2023
• Nanjing University Outstanding Graduate	2020

Fellowships and Scholarships	
• Paul Chwelos Memorial Graduate Scholarship for Teaching Excellence (CAD 1,250)	2026
• UBC Affiliated Awards (CAD 16,000 Total)	2025
– Hugo E. Meilicke Memorial Fellowship	
– Pei-Huang Tung and Tan-Wen Tung Graduate Fellowship	
– C L Wang Memorial Scholarship	
• President’s Academic Excellence Initiative PhD Award	2023–2026
• INFORMS Workshop on Data Science Student Scholarship	2022, 2024

• UBC International Tuition Award	2021–2026
• Mitacs Globalink Graduate Fellowship (CAD 15,000)	2021
• Mitacs Globalink Intern Fellowship (CAD 8,000)	2019
• China National Scholarship	2018

RESEARCH GRANTS AND INDUSTRY COLLABORATIONS

LLM Assistance and Information Sources in Journalism	2024–2025
Funding: OpenAI Research Program Fund, USD 8,000.	
Role: Principal Investigator ; Collaborators: Gene Moo Lee, Mi Zhou, Myunghwan Lee.	
The Impact of Generative AI on the Creator Economy	2024–2027
Funding: SSHRC Insight Grant, CAD 88,561.	
Role: Research Assistant; PI: Mi Zhou; Co-Applicant: Gene Moo Lee.	
Advancing Generative AI-based Framework to Improve Design Process Productivity	2025–2026
Funding: Hyundai Motor Group, USD 68,181.70.	
Role: Research Assistant; PI: Gene Moo Lee; Co-PI: Mi Zhou.	
Generative AI-based Framework to Improve Design Process Productivity	2024–2025
Funding: Kia / Hyundai NGV, CAD 78,283.	
Role: Research Assistant; PI: Gene Moo Lee; Co-PI: Mi Zhou.	

ACADEMIC SERVICE

Journal Ad-hoc Reviewer	
• Information Systems Research	2025, 2026
• Journal of Management Information Systems	2024
• Information & Management	2025
• Qualitative Market Research	2026
Program Committee	
• INFORMS Workshop on Data Science	2024, 2025
• Workshop on Information Technologies and Systems	2025
Conference Reviewer	
• ICIS (10), CIST (2), WITS (11), INFORMS DS (8), HICSS (4), PACIS (6), KrAIS (3)	
Other Service	
• Conference Volunteer, Spring Workshop on Information Systems	2026
• Session Chair, CIST	2024
• MISQ Insider Interviewer	2024
• Committee Member, UBC Sauder Postgraduate Student Society	2022–2023

WORK EXPERIENCE

Research Assistant, University of British Columbia
Vancouver, BC, Canada Sep. 2021–Present

Business Analyst, Ximalaya
Shanghai, China Sep. 2020–Jul. 2021

Data Analyst, Qutoutiao Co., Ltd.
Shanghai, China Mar. 2020–Aug. 2020

Summer Research Intern, University of Manitoba
Winnipeg, MB, Canada Jul. 2019–Sep. 2019

Data Engineer Intern, Horizon Robotics Co., Ltd.
Nanjing, China Mar. 2019–Jun. 2019