



DIGITAL BUSINESS RESEARCH PEAK

Research Bulletin - April 2026

Welcome to the third LKCSB Digital Business Research Peak Research Bulletin. This Research Peak area comprises diverse topics revolving around AI and digital technologies and practices that enable innovative business models and operations through digitalization and digital transformation. Here, we report on recent research published by LKCSB faculty members, including academic publications, practitioner articles, books, and case studies. We also highlight academic seminars and other related initiatives.

Academic Publications and Preprints

Finance

Lu, Y., Chang, H., & Zhou, Y. (PhD student) (2025). The impact of consumer complaints on corporate digital transformation. *International Review of Economics & Finance*, 101, 104203.

Zhou, Y. B. (2025). Queuing uncertainty of limit orders. *Management Science*, forthcoming.

Marketing

Benoit, S., Merfeld, K., Tunn, V. S. C., Schaefers, T., & Andreassen, T. W. (2025). The B2B sharing economy: Framework, implications and future research. *Journal of Business Research*, 191, 115244.

- Grewal, D., Roggeveen, A. L., Benoit, S., Andrade, M. L. O., Wetzels, R., & Wetzels, M. (2025). A new era of technology-infused retailing. *Journal of Business Research*, 188, 115095.
- Mukherjee, A., & Chang, H. H. (2026). Fluid Agency in AI Systems: A Case for Functional Equivalence in Copyright, Patent, and Tort. *Washington Journal of Law, Technology & Arts*, 21(1), 1-32.
- Mukherjee, A., & Chang, H. H. (2026). Copyright Laundering Through the AI Ouroboros: Adapting the Fruit of the Poisonous Tree Doctrine to Recursive AI Training. *Rutgers Computer and Technology Law Journal*, forthcoming.
- Mukherjee, A., & Chang, H. H. (2026). Operational Agency: A Permeable Legal Fiction for Tracing Culpability in AI Systems. *Southern Methodist University Science and Technology Law Review*, forthcoming.
- Mukherjee, A., & Chang, H. H. (2026). Beyond Pairwise Comparisons: A Distributional Test of Distinctiveness for Machine-Generated Works in Intellectual Property Law. arXiv:2601.18156.
- Sheetal, A., Madan, S., Lee, R. L., & Savani, K. (2025). What values best distinguish the world's cultures? The machine learning-based cultural values inventory. *PNAS Nexus*, 4(8), pgaf229.

Operations Management

- Cheng, G., Xie, J., Zheng, Z., Luo, H., & Ooi, O.-C. (2025). Extubation decisions with predictive information for mechanically ventilated patients in ICU. *Management Science*, 71(7), 6069-6091.
- de Koster, R., Roy, D., Lim, Y. F., & Kumar, S. (2025). Internet of Things in intralogistics: Applications and emerging research. *Production and Operations Management*, 34(11), 3343-3363.
- Gao, X., & Tang, Y. S. (2026). When AI Listens First: Crisis Triage and Emotional Support in Mental Health Helplines. *SMU Cox School of Business Research Paper No. 26-2*.

Organizational Behavior and Human Resources

- Lievens, F., & Dunlop, P. D. (2025). Effects of applicants' use of generative AI in personnel selection: Towards a more nuanced view? *International Journal of Selection and Assessment*, advance online publication.
- Schweitzer, S., Narayanan, D., McGuire, J., & De Cremer, D. (2025). Leading AI adoption in organizations: Introducing a behavioral human-centered approach. *International Journal of Human-Computer Interaction*, advance online publication.
- Tan, C. N., Han, M., Chua, R. Y. J., & Cheng, C.-Y. (2026). AI models as cultural beings: Investigating AI cultural biases and the impact of cultural alignment on human-AI creative collaboration. *PNAS Nexus*, 5(4), pgag084.

Strategy & Entrepreneurship

- Abolfathi, N. (2026). Multihoming and single-homing complementors' responses to intensified between-platform competition: Evidence from the YouTube-Twitch rivalry. *Strategic Management Journal*, 47(1), 141-188.
- Liu, F., Yi, J., & Chen, L. (2026). A watched blossom seldom blooms: Board interlocks and digital business model innovation. *Journal of Management*, in press.
- Marchetti, A., & Puranam, P. (2026). Are less hierarchical firms organized around stronger cultures? Evidence from big data. *Strategic Management Journal*, 47(2), 463-493.
- Shaheer, N., Li, S., Chen, L., Brouthers, K., Li, D., & Liesch, P. W. (2026). Moving beyond entry modes: Toward a new paradigm of international involvement in an era of digitalization and global transitions. *Journal of International Business Studies*, in press.

Practitioner Publications, Books and Case Studies

- Chen, L., Cheah, SM., Huang, C., & Liu, G. (2025). Alibaba: Building advanced intellectual property governance for e-commerce marketplaces. *Asian Management Insights*, 12(2), 1-8.
- De Cremer, D., Schweitzer, S., McGuire, J., & Narayanan, D. (2025). How behavioral science can improve the return on AI investments. *Harvard Business Review*.
- Kiran, K., Saat, R. M., Demeester, L., Lew, M. D. N., Neo, W. L., Pausawasdi, N., & Nopparatjamjomras, T. R. (2025). Technology-enhanced personalized learning: Lessons from online teaching at three South-East Asian universities. *Contemporary Educational Technology*, 17(2), ep567.
- Ledent, A., & Liu, P. (2025). Explainable neural networks with guarantees: A sparse estimation approach. *Proceedings of the AAAI Conference on Artificial Intelligence*.
- Liu, P. (2025). *Deep Learning Generalization: Theoretical Foundations and Practical Strategies*. CRC Press.
- Liu, P. (2026). *Deep Reinforcement Learning for Portfolio Optimization*. CRC Press.

Grant Awards

Zheng, Z. (Pillar PI), Gao, Y. (co-PI), Xu, L. (co-PI), She, Z. (co-PI), & other pillar PIs, co-PIs and collaborators in SMU-SCIS, NUS, A*STAR, MOH, SingHealth, CNRS@CREATE (2026). *Human-centered Operational Pandemic Resilience (HOPE)*, MOE Tier3 Grant.

“The HOPE programme develops new paradigms for pandemic preparedness and response by integrating AI and Operations Research to support large-scale, uncertainty-driven decision-making. It focuses on how governments and healthcare systems can dynamically allocate resources, coordinate emergency responses, and maintain resilient operations under rapidly evolving conditions.”

Digital Business Research Peak Seminars and Conferences

This interdisciplinary seminar series connects faculty members and PhD students interested in digitalization-related topics. We featured the following presentation in 2025/2026.

Date/Time	Presenters	Topic
March 10, 2025	Bligehan Unzuca, ESADE Business School	Bending the algorithm: The un-intended consequences of creative compliance in the gig economy
June 11, 2025	Gilles Chemla, Imperial College London	AI adoption, incentives, and market outcomes
March 5, 2026	Chiara Farronato, Harvard Business School	Designing consent: Choice architecture and consumer welfare in data sharing
March 13, 2026	Gloria Yu, SMU LKCSB, Finance	Grand theft identity: The privacy costs of digitalization

In case a related publication was not included in this bulletin, or if any faculty members have upcoming work that they wish to highlight in the next bulletin, please kindly contact us. We welcome more faculty members and/or PhD students to showcase their research during the rest of the academic year. If you are interested, please contact the area coordinators Xuesong GENG (xsgeng@smu.edu.sg) and Emiliano PAGNOTTA (epagnotta@smu.edu.sg).