

# Tianling (Lynn) Xie

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## EDUCATION

- Ph.D. Manufacturing and Technology Management, with Information Technology Specialization, College of Business and Innovation, The University of Toledo, Spring 2026 (expected)  
Dissertation Title: “Persuasion from Conversational Agents: A Literature Review, Qualitative Insights, and Survey Evidence”
- M.S. Accounting, The University of Toledo, 2018
- B.A. Accounting, Zhejiang University of Finance and Economics, China, 2016
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## RESEARCH

### Research Interests

- Human attitudes and behaviors related to emerging technologies, including Artificial Intelligence and LLM enabled chatbots like ChatGPT. Topics include adoption, trust, engagement, continuance usage, task delegation, overreliance, resistance, and addiction.
- Interdisciplinary studies at the intersection of management information systems, marketing, and psychology. Areas include persuasion, attachment, engagement, consumption culture, behavioral patterns, and the design of interactive systems such as social robots and conversational agents.
- Multi-method research using experiments, surveys, qualitative interviews, and computational text analysis to examine complex human technology relationships.
- Cross-cultural and cross-domain variations in technology use, including differences in value orientations, expectations, and social norms.

### Scholarly Output

#### *Refereed Journal Publications*

Pentina, I., Xie, T., Hancock, T. & Bailey, A. (2023). Consumer-machine relationships in the age of artificial intelligence: Systematic literature review and research directions. *Psychology & Marketing*, 40(8), 1593–1614. <https://doi.org/10.1002/mar.21853>, ABDC Rank “A”. Top Cited Article

Xie, T., Pentina, I. & Hancock, T. (2023). Friend, mentor, lover: Does chatbot engagement lead to psychological dependence? *Journal of Service Management*, 34(4), 806–828. <https://doi.org/10.1108/JOSM-02-2022-0072>, ABDC Rank “A”.

Pentina, I., Hancock, T. & Xie, T. (2023). Exploring relationship development with social chatbots: A mixed-method study of Replika. *Computers in Human Behavior*, 140, 107600. <https://doi.org/10/grqsnt>, ABDC Rank “A”.

### ***Refereed Journal Articles Under Review***

Xie, T. & Pentina, I. AI Persuasion in the Context of Conversational Agents: Systematic Literature Review and Research Directions. Submitted to *Computers in Human Behavior*

### ***Research in Progress***

Xie, T., George, B. & Pentina, I. Anthropomorphism and Message Quality as Routes to Chatbot Persuasion: An ELM-Based Experiment (Pilot Test Stage)

Xie, T. & Jung, E. Understanding Factors Impacting Social Chatbot Satisfaction: A Text Analysis of App Review Data (Revising with New Data)

Xie, T., George, B. & Pentina, I. Exploring ChatGPT Through User Voices: Evidence from Reddit Text Mining and Online Observation (Data Collection Stage)

Xie, T. & Pentina, I. From Zero to Understanding: A Longitudinal Diary Study of Mental Model Formation in Chatbot Use (Method Design Stage)

### ***Refereed Conference Proceedings***

Xie, T., Pentina, I. & George, B. (forthcoming). Understanding Long-term Chatbot Users: Insights from Interviews. Digit 2025 Proceedings

Pentina, I., Xie, T., & George, B. (forthcoming). AI Persuasion in Consumer Decision-Making: A Qualitative Pilot Study. Proceedings of the 2026 Academy of Marketing Science World Marketing Congress

Xie, T., & Pentina, I. (2025). Persuasion in the Context of Conversational Agents: Systematic Literature Review and Research Directions. Proceedings of the 2025 Academy of Marketing Science World Marketing Congress

- Xie, T., & Pentina, I. (2022). Attachment Theory as a Framework to Understand Relationships with Social Chatbots: A Case Study of Replika. *Proceedings of the 55th Hawaii International Conference on System Sciences*, 2046–2055. <https://doi.org/10/gqvnvb>
- Xie, T., & Alvarado-Vargas, M. (2021). Understanding AI Adoption from the Lens of Trust: The Case of AI-powered DSS. *51th Annual Conference of the Decision Science Institute Proceedings*, 287–303.

### ***Presentations & Talks***

- Xie, T. & Pentina, I. (2024). Human-AI Relationship Research. *Virtual Listening Session on AI-Human Interaction. Hosted by USC Marshall Neely Center*
- Xie, T., Pentina, I. & George, B., (2022). How Anthropomorphism Impacts Chatbot Persuasion. *Decision Sciences Institute 53rd Annual Conference*
- Mashhadi-Nejad, N., Jung, E., & Xie, T. (2022). What makes people jump into panic buying? A comprehensive socio-cultural model. *Production and Operations Management Society Annual Conference 2022*
- Xie, T., & George, B. (2022). What Do Twitter Users Talk about Supply Chain During the Pandemic? Thematic and Sentiment Analysis. *Production and Operations Management Society Annual Conference 2022*
- Xie, T., & Jung (2022). What Make Social Chatbots Satisfying? Evidence from Online Reviews. *2022 Midwest Decision Sciences Institute Virtual Conference*
- Xie, T., George, B., & Pentina, I. (2022). Emotional and Cognitive Trust in Social Conversational Agents: An Abstract. *Academy of Marketing Science Annual Conference 2022*
- Pentina, I. & Xie, T. (2021). Potential Risks of Developing Attachment to Social Chatbots: A Case Study of Replika. *Australia and New Zealand Marketing Academy Conference 2021*
- Xie, T., George, B., & Pentina, I. (2021). The Effect of Emotional and Cognitive Trust on Privacy Disclosure to Social-oriented Conversational Agents. *Decision Sciences Institute 52nd Annual Conference (Doctorate Research Showcase Presentation)*
- Xie, T., Ghosh, S., & Strebler, J. (2021). University Information System Effectiveness from Multiple Viewpoints: The Case of Responses to Covid-19. *AMCIS 2021 Proceedings*. [https://aisel.aisnet.org/amcis2021/is\\_education/sig\\_education/16](https://aisel.aisnet.org/amcis2021/is_education/sig_education/16)
- Xie, T. (2020). Embracing the Change: Mapping AI Technologies to Supply Chain Applications and Market Trends. *Global Supply Chain Management Conference*
- Joreimi, S., Xie, T., Kibria, G., Paghadal, V. & Lim, J. (2020). Determinants of High-Performance Computing Cloud Adoption: A Proposed Integrated Model. *Inform Annual Meeting 2020*

Xie, T., & Hong, P. (2020). Artificial Intelligence's Functions and Impact: The Status and Prospect of IS Research on AI. *Midwest Business Administration Association Conference* (Outstanding Student Research Paper Award in IS Track)

## **Academic Service**

### ***Journal Article Reviewer***

- 2025 American Journal of Business (ISSN: 1935-519X)
- 2025 Cyberpsychology: Journal of Psychosocial Research on Cyberspace (ISSN: 1802-7962)
- 2025 Frontiers in Psychology (ISSN:1664-1078)
- 2025 Human Behavior and Emerging Technologies (ISSN:2578-1863)
- 2025 Nature Human Behavior (ISSN: 2397-3374)
- 2025 Humanities and Social Sciences Communications (ISSN: 2662-9992)
- 2025 Journal of Marketing Management (ISSN: 1472-1376)
- 2025 AI & SOCIETY (ISSN: 1435-5655)
- 2024 Frontiers in Robotics and AI (ISSN: 2296-9144)
- 2023 International Journal of Human-Computer Interaction (ISSN: 1532-7590)
- 2023 Journal of Business Analytics (ISSN: 2573-2358)
- 2022 Psychology and Marketing (ISSN: 1520-6793)
- 2021 International Journal of Human-Computer Interaction (ISSN: 1532-7590)
- 2021 Information System Frontiers (ISSN:1387-3326)
- 2021 Library Hi Tech (ISSN: 0737-8831)

### ***Conference Program Committee Member/ Reviewer***

- 2025 DIGIT 2025 workshop of the International Conference on Information Systems (ICIS)
- 2025 Academy of Marketing Science World Marketing Congress (AMSWMC-2026)
- 2025 Academy of Marketing Science Annual Conference (2026AMSAC)
- 2024 Academy of Marketing Science World Marketing Congress (AMSWMC-2025)
- 2023 Americas Conference on Information Systems (AMCIS-2024)
- 2023 Academy of Marketing Science World Marketing Congress (AMSWMC-2024)
- 2022 The Hawai'i International Conference on System Sciences (HICSS-2023)
- 2021 Academy of Marketing Science Annual Conference (2022AMSAC)

- 2020 Decision Sciences Institute Annual Conference (DSI-2021)
- 2020 Americas Conference on Information Systems (AMCIS-2021)
- 2020 The Hawai'i International Conference on System Sciences (HICSS-2021)

### ***Conference Session Chair***

- 2024 Decision Sciences Institute Annual Conference, Supply Chain Management: Supply Chain Finance & Information Technology/Information Systems: IT and Cultures
- 2022 Midwest Decision Sciences Institute Virtual Conference, Business Analytics Track II
- 2021 Midwest Graduate Research Symposium

### ***Professional Memberships***

- Association for Information Systems (AIS)
- Decision Sciences Institute (DSI)
- The ACM Special Interest Group on Computer-Human Interaction (SIGCHI)

### ***Doctoral Consortium***

- 2021 52nd Annual Meeting of the Decision Sciences Institute
- 2021 Doctoral Consortium for Early Students- Americas Conference on Information Systems

### **Grants & Awards for Research**

- 2025 DIGIT 2025 pre-ICIS workshop scholarship
  - 2023 Top Cited Article in Psychology and Marketing in 2023 - Certificate awarded by Wiley
  - 2022-2023 Summer Small Research Grant - The University of Toledo  
 (Role: Primary Researcher; PI: Dr. Iryna Pentina; Project Title: *Artificial Intelligence Companions in Personal Consumer Services: Exploring Relationship Development and Addiction Potential.*)
  - 2022 Nominated Candidate for Best Papers - The Hawai'i International Conference on System Sciences 55th
  - 2020 Outstanding Student Research Paper Award - Information Systems Track of Midwest Business Administration Association Conference 2020
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# TEACHING

## Teaching Interests

- Statistics and Analytics: Business Statistics, Business Analytics, Data Mining, Machine Learning.
- Information Systems and Digital Technologies: Information Systems Management, Database Management, Web Development, Introductory Programming.
- Artificial Intelligence and Human-Technology Interaction: Introduction to AI, AI Applications in Business, and AI Literacy.
- Supply Chain and Operations: Supply Chain and Operations Management, Supply Chain and Operations Analytics
- Accounting and Business Foundations: Introductory Financial and Managerial Accounting

## Teaching Experiences at University of Toledo, Instructor of Record

- BUAD 2060, Business Statistics (FL20 Hybrid, SP21 Hybrid, FL23, FL24)
- BUAD 2070, Business Analytics (FL21, SP25)
- BUAD 1020, Micro Computer Applications (FL19, FL22, SP25)
- BUAD 2020, Information Technology Management (SP 22 Remote, SP23, FL23, FL24)
- BUAD 3020, Principles of Manufacturing and Service Systems (FL21, SP22, FL22, SP23, FL25)

## Other Teaching Experiences

- 2023 Guest Lecture, invited by Beixi Li, for course EMR 6560 Mixed Methods Research at Western Michigan University
- 2018 Costing Accounting (tutoring)

## Teaching and Pedagogy Training

- 2025 Advancing Learner Interaction with the Ultra AI Design Assistant and AI Conversations
- 2021 Online Teaching Certificate, University of Toledo

## University Service

- 2019 - 2024 Graduate Student Association (served as College Representative for 2019-2022, coordinator of Midwest Graduate Research Symposium in 2020, 2022, and 2023, and communication specialist for 2023-2024), University of Toledo

2022 Co-Organized with Shao Qin for 1) Basic Python Workshop at Data Science Seminar Series, and 2) Women in Data Science Poster Presentation in the 1<sup>st</sup> NSF Diversity Day

## **Other Honors**

2022 Pacemaker Award - the University of Toledo

2022 Professor Udayan Nankeolyar Scholarship - The University of Toledo

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## **OTHERS**

### **Language**

Chinese, native speaker

English, near-native fluency

### **Professional Skills**

**Research Methodology:** interview, grounded theory method, survey, experiment, structural equation modeling, text analysis.

**Programming:** Python, R, C#, Visual Basic, HTML, JavaScript, CSS, SQL Server, Arena

**Data analysis:** SPSS, AMOS, Jamovi, KNIME, Power BI, Tableau, SAP, Microsoft Access

**Media-editing:** Adobe Premiere Pro, Adobe Photoshop, Adobe After Effects

## **REFERENCES**

### **Iryna Pentina (Ph.D. Co-Chair)**

Professor, Marketing & International Business Department

University of Toledo

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### **Benjamin George (Ph.D. Co-Chair)**

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