FOM Research Seminar Series – March 30, 2023

Talk #1

Demand Information Acquisition Strategy in a Dual Channel Supply Chain

Presented by Dr. Jing Chen

Professor of Operations and Supply Chain Management, Faculty of Management, Dalhousie University

Abstract: The study examines the information acquisition strategy of a dual-channel supply chain, in which a manufacturer sells a product through both a retailer and its own direct channel. Either the manufacturer or the retailer can acquire demand information from a third-party marketing research company. We identify conditions under which neither of the firms will acquire demand information, even when the cost of implementation is negligible. We also show that information acquisition can have a negative impact on the retailer, the supply chain, customers, and society. The managerial insight of the study is that firms that have more accurate demand data must develop strategies for the appropriate use of that information.

Dr. Chen is the William A. Black Chair in Commerce, a Professor of Operations and SCM. She received her Ph.D. from the Ivey School of Business (Western). Her research interests include competitive channel and SCM, interface between operations management and marketing, and customer returns. She has published 80 papers in *Journal of Retailing*, *European Journal of Operational Research*, *Decision Sciences, The International Journal of Management Science (OMEGA), Naval Research Logistics, Transportation Research Part E*, and others. She is currently serving as an Associate Editor of *OMEGA, Journal of Operational Research Society (JORS), and ITOR,* and a board of directors at Federation for the Humanities and Social Sciences.

Talk #2

How Does AI-Generated Voice Affect Online Video Creation?
Evidence from TikTok

Dr. Gene Moo Lee

Associate Professor of Information Systems, Sauder School of Business, University of British Columbia

Abstract: The rising demand for online video content has fostered one of the fastest-growing markets as evidenced by the popularity of platforms like TikTok. Because video content is often difficult to create, platforms have attempted to leverage artificial intelligence (AI) to help creators with their video creation process. However, little is known about the effects of AI on content creators' productivity and creative patterns in this emerging market. Our paper investigates the adoption impact of AI-generated voice – a generative AI creating acoustic artifacts – on video creators by empirically analyzing a unique dataset from TikTok with multiple audio and video analytics algorithms. Our results suggest that the adoption of AI voice increases creators' video production and that it induces creators to produce shorter videos with more negative words. Interestingly, creators produce more novel videos with less self-disclosure when using AI voice. Our paper provides the first empirical evidence of how generative AI reshapes online content, which provides important implications for creators, platforms, and policymakers in the digital economy.

Dr. Lee is an Associate Professor (with tenure) of Information Systems at UBC Sauder School of Business. He received his Ph.D. in Computer Science from UT Austin. His research in AI and business analytics has been published in *MIS Quarterly (MISQ)*, *Information Systems Research (ISR)*, and *Journal of MIS*. He is an AIS Distinguished Member and received the Reviewer of the Year Awards from both *MISQ and ISR*. Currently, he serves on the *ISR*'s Editorial Review Board. He has worked for Samsung, AT&T, Intel, and Goldman Sachs, and holds 11 patents in mobile technology.