## **Research Notes: Yumei He**

March 26, 2025



<u>Yumei He's</u> paper "Artificial Intelligence (AI) Assistant in Online Shopping: A Randomized Field Experiment on a Livestream Selling Platform," co-authored with Lingli Wang, Ni Huang, Xinhua Guo, De Liu, Yan Sun, and Guoqing Chen, was accepted for publication in *Information Systems Research*. He is an assistant professor of management science.